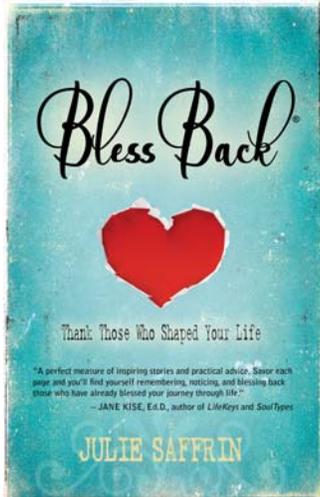


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FOR IMMEDIATE RELEASE

**Julie Saffrin's New Book *Blessback: Thank Those Who Shaped Your Life*  
Offers Ways To "Pay It Backward"**



**MINNEAPOLIS, MN (Dateline)** — Julie Saffrin, of Excelsior, Minn., has released her new book, *BlessBack: Thank Those Who Shaped Your Life* and will sign books at (location) on (day, date) at (venue's address) from (time to time).

Saffrin's book, *BlessBack* has its origins in self-reflection. On a blue day years ago, Saffrin pulled a box of saved thank-you notes down from a closet shelf. "As I poured over the letters and looked back over my life and the people who had passed through," Saffrin says, "I realized they had made an indelible impression on my spirit. Some I had helped, some had shown me the way for me to go and some had validated my existence."

Saffrin's spirit felt happier. "I re-experienced the residual effects of gratitude. Not only did being in gratitude's presence change my outlook," she says. "but I found the incredible power there is in being thanked. I wanted to pass my thank-full feelings along to others for whom I was thankful. When I did, it changed my life. I wrote *BlessBack* to teach others to do so, too."

*BlessBack* guides readers to reflect, connect with and thank the significant people who shaped their lives. "Expressing appreciation backward to our life influencers is key to feeling happier," Saffrin says, "These people are our illuminators. Somehow, we mattered to them and they mattered to us. A mystery of connectedness is at play here. When we intentionally think about people's past kindnesses, it helps us flourish *now*. That intentionality trains our brains to live on a plane of gratitude. This is especially true when we thank and honor our life influencers. The act fuses the giving soul and the receiving soul together and motivates us to live in a perpetual state of gratitude each day."

### **Synopsis**

Chapters include how giving thanks matters to you, both mentally and physically, as well as to your recipients, and how practicing gratitude creates a cycle of sustained happiness and a transformed life. The book gives examples of how BlessBacks have built communities and a better world, why we hesitate to give gratitude, how to thank someone who has memory loss or has passed away, as well as how we can use BlessBacks to restore. One-hundred-and-twenty ideas help readers to use their own creativity as they plan their thanks. Some thirty-five transformation stories of life influencers are

included in the book. “We call stories that touch our lives heartwarming,” Saffrin says, “because good sensations lingers long after the original incident of being thanked is over.”

“If you implement the book’s ideals, not only will you live an empowered life, but the ripple effect will be that others around you will be empowered too. It’s just how altruism works,” Saffrin says.

### **Endorsements**

“In *BlessBack*, not only does author Julie Saffrin explore the power of gratitude as it pertains to each of us, but she explores gratitude’s power to change the world exponentially.”

— Dr. Dwight “Ike” Reighard, co-author of *One Year Daily Insights with Zig Ziglar*

“A perfect measure of inspiring stories and practical advice. Savor each page and you’ll find yourself remembering, noticing, and blessing back those who have already blessed your journey through life.”

— Jane Kise, Ed.D., author of *LifeKeys* and *Soul Types*

"An injection of positive inspiration that makes me eager to thank those whom I appreciate from my past and opens my grateful eyes to those who help me in countless ways today."

— Margaret Wakeley, Gratefulness.org

### **What Readers Are Saying**

“Read the book this weekend...loved, loved, loved it! I like to think I have given several "bless backs," but of course it’s impossible to give TOO many.”

— Kelly Menth

“I find *BlessBack* to be a wonderful combination of well-researched analysis and inspirational stories with "how to" helps along the way. It has been a special blessing to me...”

— Bob Brantly



**Julie Saffrin** is the author of numerous published articles and essays. She received her bachelor’s degree in print journalism and English from the University of St. Thomas. She divides her time between her home in Minneapolis, Minnesota, and her Adirondack chair at the lake in Ottertail County with her husband Rick, sons Sam, Joe and Jake and a golden retriever named Mick. She can be reached at [julie@juliesaffrin.com](mailto:julie@juliesaffrin.com) or call her at 612-849-2224.

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**Media images available for download at [www.JulieSaffrin.com](http://www.JulieSaffrin.com)**