

Fact Sheet

Turning Grief into Gratitude

Reflections and Recommendations on Mourning and Condolence

Rabbi Dr. Reuven P. Bulka

Book description: Discover how to comfort a mourner and how to overcome your own grief after a loved one dies. After over 35 years of consoling and counseling mourners as a rabbi and psychologist, Reuven Bulka takes you on an insightful journey through the intricacies of his grieving following the death of his parents, and illustrates how one can help oneself and others to turn grief into gratitude.

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Author Bio: Included
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Author Bio:

🕯️ Bulka: Ph.D. in psychology. A devoted congregational rabbi for almost four decades. He hosts one TV and two radio programs, and is the author of over 30 titles. Bulka has been a columnist/editor/writer for over 20 publications. He chairs eight community committees and is the recipient of ten prestigious honors and awards.

Endorsements:

- 🕯️ David Kessler, top grief expert and co-author with the late Elisabeth Kübler-Ross of *On Grief and Grieving*
- 🕯️ Dennis Prager, nationally syndicated talk show host
- 🕯️ Foreword by Rabbi Maurice Lamm, author of the best-selling *The Jewish Way in Death and Mourning*

Promotional Plan:

- 🕯️ Review copy mailing to 420 media outlets. Eleven primary targets: New York City, Miami, Los Angeles, Philadelphia, Chicago, San Francisco, Boston, Toronto, Montreal, & Baltimore, where Jewish population is large; and Ottawa, where the author is a celebrity rabbi (Nov. 06)
- 🕯️ Author expert article submission to 320 printed publications (Jan. 07)
- 🕯️ Direct sell-sheet mailing to 200 independent bookstores (Feb. 07)
- 🕯️ 11-City Radio Interviews: Same eleven cities above
- 🕯️ 8-City TV Interviews: New York City, Los Angeles, Philadelphia, Chicago, Baltimore, Toronto, Montreal, & Ottawa
- 🕯️ 8-City Author Talks: Same as above

Competition:

- 🕯️ *A Grief Observed* (C. S. Lewis, HarperCollins Publishers, Feb. 2001, ISBN 0-0606-52381)
- 🕯️ *Tuesdays with Morrie* (Mitch Albom, Broadway Books, Oct. 2002, ISBN 0-7679-0592X)

Audience:

- 🕯️ Adult mourners who grieve the loss of a loved one
- 🕯️ Anyone who wants to say and do the right thing to console a mourner
- 🕯️ Professionals who encounter or deal with death

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