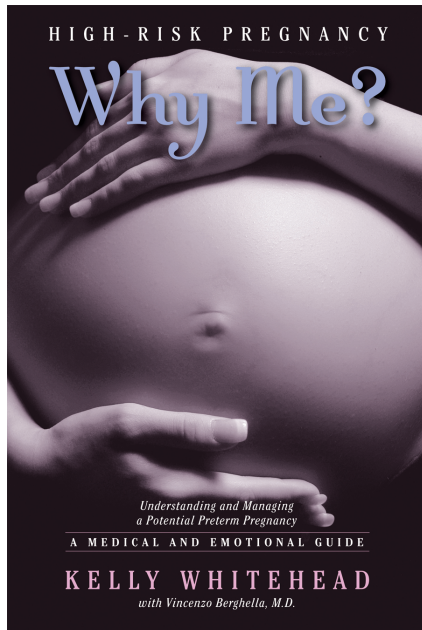


Book on High-Risk Pregnancy/Premature Birth Needs to Deliver Comforting Back-Cover Copy



High-Risk Pregnancy – Why Me? *Understanding and Managing a Potential Preterm Pregnancy*

Kelly Whitehead, a self-described “dorky scientist,” is a microbiologist and a Mom who lost her nearly six months through her pregnancy. Two more high-risk pregnancies followed, both of which turned out happily. Along the way, she noticed how few resources covering both the medical *and* emotional aspects of preterm birth were available to women.

Feeling uniquely qualified to write one, she enlisted a world-renowned specialist as an advisor and wrote the book. In addition to helping her with the subtitle of the book, she asked me to write her back-cover copy. The copy needed to speak to women who were scared and anxious over their high-risk pregnancies, and seeking answers, comfort and reassurance that everything would turn out all right.

Here’s what we came up with...

Self-Help/Pregnancy

*Facing a possible high-risk “preemie” pregnancy?
Struggling to keep your fear and anxiety under control?
Overwhelmed by a long list of unknowns?
Seeking answers **and** emotional reassurance?*

The road to parenthood is tough enough. Adding the fear of a possible premature baby can make it overwhelming: bed rest, countless meds, endless tests, no sex – the list goes on and on. So, when past history or known risk factors increase the likelihood of a premature baby, *Why Me?* delivers...

WM? was written by a mom-scientist – who lost her first baby – and one of the world’s top medical authorities on premature birth. It provides the answers and knowledge your head craves, while addressing the heart’s need to know your fears are normal and that you can and *will* get through this.

Want to be as knowledgeable as your doctor?

In *WM?*, you’ll find the most current and in-depth medical research, treatments and strategies from the top experts in the field – and provided by someone who’s walked in your shoes. Topics covered:

**Preterm Labor • Premature Rupture of Membranes (PROM)
Incompetent Cervix • Preeclampsia • Placental Abruption
Intrauterine Growth Restriction/Fetal Indications • Multiples (twins, triplets, etc)**

You Have Questions & More Questions...

And *WM?* has answers. From risk factors and finding the best doctor, to coping with months of bed rest and sexual abstinence. From transvaginal ultrasound and cervical lengths, to cerclage and progesterone. From fetal fibronectin testing and the value of steroids to contraction-stopping meds and much more.

Unique Focus on Prematurity

While many books cover high-risk pregnancy in general, virtually none concentrate *exclusively* on the heart-wrenching experience of a potential preemie scenario. Until now. Countless healthy babies are born every day, against all the odds. Why not yours? Use *WM?* to move beyond the fear and into control of your pregnancy.



Kelly Whitehead, a self-described “dorky scientist,” is a microbiologist and a Mom who lost a son at 22 weeks. Two high-risk pregnancies followed – one traumatic, one smooth – both resulting in wonderful, healthy babies. Troubled by the lack of detailed medical and emotional resources available, she set out to write

the definitive reference on the subject – geared toward women, their families and their doctors.

Dr. Vincenzo Berghella has dedicated his life to helping women have healthier babies. A world-renowned maternal-fetal medicine specialist (perinatologist), he is a widely published researcher in prematurity-related issues, a professor, and a scientific reviewer and editor.



Cover design: www.DinataleDesign.com



www.hrpwhyme.com



Cover Design: Chris DiNatale: www.dinataledesign.com

NOTE: I can also craft various marketing and promotional pieces related to a book’s release. I wrote several press releases along with a few direct mail flyers as part of Kelly’s general marketing campaign.