



The Crystal Wisdom of Colors *Unveiling the Healing Colors of Gemstones*

Shannon Marie, a Certified Professional Gemologist, had written the second book in her *Crystal Wisdom* series. The title and subtitle were set, but she wanted to improve her back-cover copy.

Unlike most clients who tap me for cover copy, she did have a fairly fleshed-out version of that copy, which helped me understand the key points that needed to be covered.

That said, I thought her existing copy lacked context: it assumed too much knowledge on the part of the reader. Yes, many of her future buyers were past buyers who already understand the subject, but you always want to attract new readers as well, who may not be as “plugged in.”

Moreover, that copy didn’t build the case for her book or clearly spell out the larger “promise”: what readers would get by reading it. Finally, it was also pretty dry; it didn’t really draw the reader in.

On the next page is that “Before” copy:

Learn the Transformative Messages of Crystal Colors!

Every moment in life you are immersed in an everchanging mosaic of colors. Your choice of colors in daily life, and in your crystal collection, hold powerful messages about what you need more of in life.

Join author and certified professional gemologist Shannon Marie as she reveals how to tap into your intuition, identify your color preferences, and utilize the wisdom of crystal colors to enhance your life. The intentional use of crystal colors will support practical life challenges, nurture the development of positive qualities, and initiate powerful transformation.

In this companion to the book, *Crystal Wisdom: Unearthing the Power of Gemstones for Positive Life Change*, you will learn:

- How colors influence your heart, mind, body, and energy
- To identify the colors you are attracted to right now
- The truth that crystal colors are trying to reveal to you
- The thirteen crystal color families and their supportive properties
- How to actively work with crystal colors to initiate positive life change

SHANNON MARIE has enjoyed a life-long fascination with gemstones. She is a Certified Professional Gemologist and has created custom gemstone jewelry for more than 15 years. Shannon has studied Reiki, Yoga Therapy and has a Master's degree in Transpersonal Psychology. Her Crystal Wisdom technique combines her expert knowledge of the unique powers of gemstones with reflective practices to help ease life's challenges and ignite personal transformation. She offers online courses and workshops through her website.

On the next page is my reworked version, which I felt was more accessible to the uninitiated reader, while still able to speak effectively to her fans.

Are you drawn to certain crystal colors during different periods of your life? That's your inner wisdom at work. Ready to bring it to a whole other level?

Life takes us through regular ups and downs. As we experience these stages, did you know it's common to be attracted to *and* find comfort in certain colors? The colors you choose—in life, and in your crystal collection—are deeply personal messages from your Inner Guide, and *reveal what you need more of in life—at that moment.*

What if you could use your intuition to not just identify your color preferences, but actually harness the wisdom of crystal colors to tap into inner guidance, answers and insight?

That's the treasure available within *The Crystal Wisdom of Colors*, the eagerly awaited follow-up to *Crystal Wisdom*, by Shannon Marie. In this groundbreaking book, you'll learn:

- **To identify the colors you're attracted to** right now—and why
- **The powerful influence colors have** on your heart, mind, body and spirit
- **How to use your crystal collection** to generate measurable life benefits
- **The 13 distinct crystal-color families** and their life-affirming properties
- **How to choose the ideal gemstones** to support your personal growth and inner healing
- **Meditation practices to access color wisdom** for specific life situations

Ready to use your gemstones to strengthen your intuitive abilities and tap into your inner wisdom? *CWOC* can help you unleash the power of your crystal collection to drive powerful, positive and enduring changes in all “facets” of your life!



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