

**The Backstory behind....
LIFETIME WRITER, Your Lifetime. Your Legacy.
"How Will They Remember You?"**

April, 2013

Earlier this year, Julianne Weinmann, marketing consultant, lost a longtime client, "John," who had also become a good friend and mentor. He was a strong-willed genius. John, a retired chemical engineer, would have turned 100 years old this September if his heart hadn't failed him in January. For about six years, Julianne worked for John as he pursued a lifetime goal of publishing all of his writings, which included an extensive collection of essays on topics ranging from "global warming" to "crime and punishment," and published letters to the editor of the New York Times and other major prestigious media. His purpose was to pass on to his heirs—children and grandchildren—the perspectives and knowledge he gained from a century of experience on this earth, so that they may take the time to think seriously about the most pressing issues facing our society.

In Julianne's words...

"In the final months of 2012, John knew he was approaching the end of his days and so he met with me more often to complete his work, which he entitled: ***Perspectives of an Aged Contrarian***. And after his passing, with the approval and encouragement of John's family, I completed and published the book as he requested. Each time we met, he urged me not to forget his wishes. John encouraged and supported my entrepreneurship in so many ways. And this month, in John's memory, inspired by the desire to work with others on *their* lifetime stories, I created this new publishing service and website: LifetimeWriter.com. I enjoyed working with John on his 'legacy,' and now I want to offer this option to others and so I ask you: ***'How will they remember you?'***

It's already too late for many in my generation. My mom and dad are gone and my mother-in-law is in her 80's and her memories are fading. Nieces, nephews, sons and daughters in my family have so many questions about the past....they are curious about how their grandparents met and married and what the Great Depression was really like. They want to know how their moms coped with life without their dads during wartime. Don't let these questions go unanswered for your family. I urge you to preserve your memories and tell your stories so they can be read and enjoyed for generations to come."

The Lifetime Writer Book Publishing Process

Julianne Weinmann works with authors as she worked with John, personally and extensively, with special sensitivity to the author's purpose and intentions. She works with authors to plan the book. She conducts interviews and listens to the authors' stories and perspectives and translates these interviews into chapters of engaging and thought-provoking text, and she incorporates the author's personal photos. The book authors retain the copyright and all rights to the book and may choose to "sell" their books publically online or to keep the availability of the book private and limit distribution to friends and family.

--The End--

