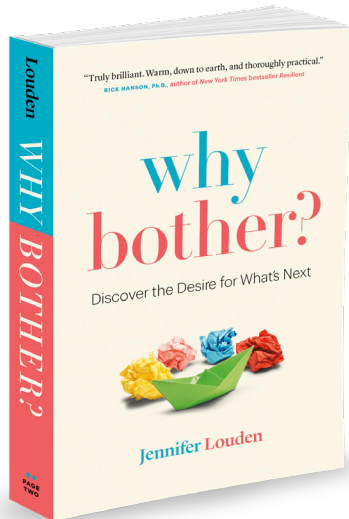


why bother?



“*Why Bother?* is a reclamation. With curiosity, wisdom, reverence, and grace, Jennifer Louden shows us how to transform two simple words from the ultimate expression of futility into a path back to desire and, eventually, meaning. Read it, then live it.”

JONATHAN FIELDS, author & founder of Good Life Project®

Why bother reading this book? Because you'll answer the most important question of your life.

HOW DO YOU bother after heartbreak, after professional defeats, after loss, after sidelining your dreams to raise kids or take care of aging parents? How do you move forward when your to-do list is checked off—and you can't find the energy for more? And why does anything you do matter when the world seems in such dire straits?

Personal-growth expert Jennifer Louden faced these questions after a few hellish years that included grief, creative faceplants, and divorce. “Why bother?” she asked herself, as she spun into a good old-fashioned existential crisis. That question dragged her down into meaninglessness—until a scary coincidence jolted her awake. What if she actually tried to answer the question?

Jennifer realized “why bother?” is not cynical or ungrateful, but a challenge to open your mind, your heart, and your life. In her latest, most profound book yet, Jennifer guides you as you follow where the question leads, as no one wants the alternative—giving up, shutting down, or phoning it in. It's time to reclaim the dignity and beauty of your desires. It's time to get your bother on.

Jennifer Louden

Discover the Desire for What's Next

About the author



JENNIFER LOUDEN is a personal growth pioneer who helped launch the concept of self-care with her first bestseller, *The Woman's Comfort Book*. Since then, she's written six additional books on well-being and whole living, including *The Woman's Retreat Book* and *The Life Organizer*, with close to a million copies of her books in print in nine languages. Jennifer has spoken around the U.S., Canada, and Europe, and has written a national magazine column for a Martha Stewart magazine. Plus, she's been profiled or quoted in dozens of major magazines; two of Brené Brown's books, *Daring Greatly* and *Dare to Lead*; and has appeared on hundreds of TV programs, radio shows, and podcasts—even on *Oprah*.

Jennifer has been teaching women's retreats since 1992 and creating vibrant online communities and innovative learning experiences since 1999. She writes weekly to her email list of 20,000 and hosts an online paid community of over 600 members. She lives in Boulder County, Colorado. www.jenniferlouden.com

Who should read this book, and why?

- Anyone, facing a transition in their lives
- Women aged forty to sixty, facing a new chapter of their lives, and searching for new meaning and purpose
- Creative-thinking women who prioritize making the most of their lives
- Mothers of older teenagers and empty-nesters ready to shift focus back to themselves
- Readers and followers of self-care and personal-growth experts such as Oprah, Elizabeth Gilbert, and Brené Brown
- Activists and politically engaged citizens experiencing compassion fatigue and burnout

Key theme

In her most profound and personal book yet, self-care pioneer and bestselling author Jennifer Loudon reveals how, in the face of depression, compassion fatigue, global crises, or personal failures, asking “why bother?” can bring you renewed purpose and meaning. In fact, it may be the most important question you ever ask yourself.

Sample interview questions

- You believe there are two kinds of “why bother?” What are they, and how did you discover them?
- We’re facing an unprecedented climate crisis. How does asking “why bother?” help us address that?
- Does this book speak to all ages or is it for people at a certain time in their lives? Are there certain times or junctures in your life when you are more likely to ask yourself “why bother?” Does this happen more for women than men?
- You share a six-step process for turning to the bright side of “why bother?” What are those steps and how do they work?
- Sometimes you feel so stuck, you can’t even imagine how to start. How do you get the energy to take even the first step in the process?
- You write a lot about desire. It’s even in the subtitle. That word brings to mind intimacy, sex, and relationships—but you are talking about something far bigger. Can you explain your idea of desire and why it’s so important?

Endorsements

”A truly brilliant book. Jennifer Loudon is warm, down to earth, and thoroughly practical as she explores the profound question of what matters most to each of us. It’s quite stunning how she weaves together personal stories, deep reflections, inspiration, and immediately useful actions. A gem.”

RICK HANSON, PH.D., NYT bestselling author of *Resilient: How to Grow an Unshakable Core of Calm, Strength, and Happiness*

Endorsements

“I love this book like I love my closest girlfriends because just like them, it is funny and smart and brave. Like them, it is comfortable with the mess and the vulnerability—in me and in life. Like them, it digs into the details, the nuances of how we forge our paths, the stuff it often seems no one is willing to talk about. Whenever I put it down, I craved going back to it for more mentorship and comfort. It’s a truism among us personal-growth writers say that everything we are writing about has been written about a thousand times before, but I’m telling you—this has never been written before.”

TARA MOHR, author of *Playing Big: Practical Wisdom for Women Who Want to Speak Up, Create, and Lead*

“Here is what I know about Jennifer Louden: she is a potent force for good in this world. Her life force is off the charts—girlfriend is *alive*. She does not bypass sorrow or rage but meets them fully and turns them into joy. She has single-handedly created a life of unique meaning, authenticity, and abundance that also happens to benefit countless others. If anyone ever asked, *Hey, want to read a book about how to be just like Jen Louden?* I’d say HELL YES. And now here it is. This powerful, real, funny, wise book will show you how to stop tormenting yourself with self-doubt and start living your one true life—not by becoming someone else, but by finally being exactly who you are.”

SUSAN PIVER, NYT bestselling author of *The Four Noble Truths of Love*

“In *Why Bother?* Jennifer Louden shows with great honesty that feeling what is ours to feel is how we endure our way into a more authentic dream where who we are is more than enough. Without being prescriptive, this book is a strong and sensitive companion on the path of becoming fully human. It will help you unravel your entanglements and live.”

MARK NEPO, author of *Drinking from the River of Light and The Book of Awakening*

“*Why Bother?* is for cynics and optimists alike. It’s a brilliant map from despair to devotion, and the story of a woman’s path home to herself. Jennifer Louden has created an honest account of what it truly means to question everything during our most painful times and emerge powerful and clear, without a self-help cliché in sight.”

SUSAN HYATT, author of *Bare: A 7-Week Program to Transform Your Body, Get More Energy, Feel Amazing, and Become the Bravest, Most Unstoppable Version of You*