The SAVING of GORDON

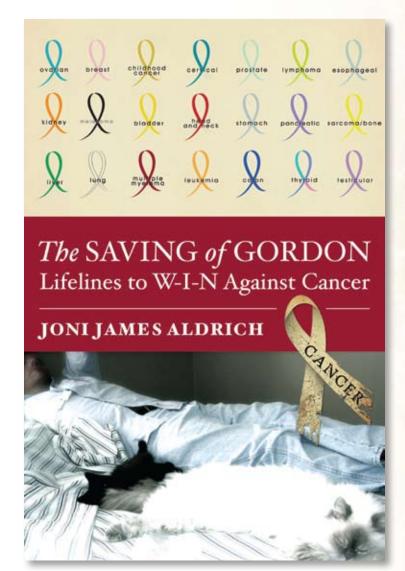
Introducing a Book That Helps Readers Wage a More Effective Battle Against Cancer

You or someone you love has been diagnosed with cancer. You're feeling blindsided, dazed, and more than a little overwhelmed—but you must take a deep breath, clear your head, and take charge. That's where this book comes in.

The Saving of Gordon is the story of Gordon Aldrich's battle with cancer, as well as an unflinching look at what he and his wife, Joni, might have done differently to save him. Although Joni and Gordon did not discover how to effectively approach cancer until it was too late, Joni has turned her loss into an invaluable resource for others. Drawing from personal experience, she offers straightforward, step-by-step advice that will give readers the tools they need to have a fighting chance against cancer.

Cancer is the toughest fight many of us will ever face. Knowledge is your armor, and the right cancer treatment is your weapon. Two of this book's pivotal chapters will discuss the W-I-N method of finding the right cancer treatment facility and oncology team. Whether your cancer is a "cash cow" or rare, it's not about "simple"—it's about *effective*. Preparing for this battle will be a significant investment of your time, and it may mean leaving your comfort zone—so a well-formulated battle plan is a must.

Cancer is different from other diseases. There are numerous treatment options, and while doctors may be the experts, true medical professionals *will* request your input. Learn to balance personal choice with your cancer treatment options in order to build a winning team!



Available November 2009
— wherever books are sold! —



Q.s., Mac Tagat Aristotle said, "Where your talents and the needs of the world cross lies your calling." We are born with a path to our own destiny. Some roads we choose. Some roads are chosen for us.

Joni James Aldrich believes she has been preparing to write *The Saving of Gordon* for most of her life. As a child, she was a better than average student. She wrote dramatic poetry. Before college, she worked at a newspaper. In her professional career, she has worked in analysis, documentation, communications and public speaking. But her real motivation for writing this book was two years of crisis in the cancer school of hard knocks. She feels it is her destiny to relay this story to readers in a way that will help them in their cancer journey. It is her hope that someday that journey will no longer be necessary for anyone.

For more information visit www.thecancerlifeline.com or email Joni at Joni@thecancerlifeline.com

The Saving of Gordon was written to empower all of those who must wage a war against cancer.

Readers will learn:

- The different types of cancer treatments and how to choose a winning cancer attack plan for you
- How and why different cancers require different approaches when finding a treatment facility
- The importance of knowing and understanding the Cancer Patient's Bill of Rights
- Why personal choice plays such a huge role in your fight against cancer, and how to exercise yours bravely and wisely
- The W-I-N method for finding the right treatment facility for your type of cancer
- How to define your resources (i.e., who can cook for you, clean for you, drive for you, etc. whenever you need them)
- How to build a winning team against your cancer
- The truth about cancer myths, such as: every cancer treatment facility can treat most types of cancer, and you will use the same cancer facility throughout your cancer care
- How to deal with the financial impact of cancer
- What attributes make for an effective cancer caregiver
- · Where to find the emotional support both you and your cancer patient will need throughout the battle

My business partner Celia died from lung cancer on Christmas Day of 2006. I wish I'd had access to this book during those dark days, weeks, and months after her diagnosis. *The Saving of Gordon* doesn't pretend to have "all the answers." What it does, better than any book I've read on the subject, is help you get your hands around the questions. Joni Aldrich has written a practical, powerful, and movingly written companion that will guide patients and those who love them through the most arduous journey they'll ever face.

- Dottie DeHart

The Saving of Gordon propelled me into the world of cancer with a delicate force. It exuded love and heartache, yet taught me invaluable lessons about how to truly understand a diagnosis and how to combat this disease with intelligence and awareness. Joni turns a cancer diagnosis into a mission to rally and fight for proper treatment. Her guidance led my father to seek a specialist for his cancer, and now my family and I know he is receiving focused, proactive care.

- Suzanne Hanna



For more information visit
www.thecancerlifeline.com or email
Joni at Joni@thecancerlifeline.com