



An Eye For Joy

by Peg Guilfoyle

Noticing the good world everywhere

SUMMARY

This charming and eccentric little book invites readers to embrace the impulse to wonder, the practice of noticing, and the deep inclination toward joy—no matter life’s difficulties. Through short, sparkling true stories, the author reveals how the good world is everywhere, waiting to be seen, savored, and celebrated daily. Smart, witty, and full of heart, this collection offers a fresh, joyous perspective reminiscent of Anne Fadiman, E.B. White, and Erma Bombeck. Each essay is a “diamond necklace” of moments that illuminate the beauty often overlooked, reminding readers that paying attention is a life-saving spiritual practice accessible to all. Perfect for fans of Ross Gay and lovers of literary nonfiction, this book is an uplifting gift and a bright reminder that joy can be found in the smallest details—if only we choose to look.

KEY SELLING FEATURES

- **Celebrates Everyday Joy and Wonder:** A deeply affirming exploration of finding beauty, humor, and meaning in the overlooked and ordinary. Perfect for readers seeking optimism in tough times.
- **Bite-Sized Brilliance:** A “diamond necklace” of short, sparkling essays—each piece self-contained, making it ideal for busy readers, book clubs, or bedside reading.
- **Smart, Joyful, and Eccentric Voice:** A refreshing, original voice that blends curiosity with wit. Offers the emotional insight of Anne Fadiman, the observational brilliance of E.B. White, and the humor of Erma Bombeck.
- **For Fans of Ross Gay and E.B. White:** Will appeal to readers of *The Book of Delights*, *The Writing Life*, and *If You Want to Write*. Fits within the tradition of joyful, mindful, literary nonfiction.
- **A Spiritual Practice in Disguise:** Encourages readers to cultivate presence, gratitude, and reverence through the simple act of noticing—a subtle but powerful antidote to burnout and despair.
- **Gift-Ready and Uplifting:** With its charming tone and hopeful message, it's a perfect gift book for birthdays, graduations, or anyone going through a hard time.

MARKETING & PROMOTION

- **Email Reader List:** 700 (2x/month engagements directly with author for last four years) will promote book through their own networks.
- **Launch Team:** Engage with book and book club-oriented Facebook pages with combined reach of over 1,000,000 committed readers, and will provide book reviews to Amazon.
- **Social Media Posts:** from the book’s ‘blurbers’. NY Times best-selling author Chris Crowley. Reverend Victoria Safford (Walking Towards Morning, Beacon Press). Sue Scott of A Prairie Home Companion. Author Jack El-Hai. Poet James P. Lenfestey.
- **Book Events/Readings/Signings:** beginning in October 2025. Midwest: Twin Cities, Chicago, Milwaukee. West: Denver. East Coast: New York. Regional bookstore: SubText Books, St. Paul (MN) Available for other travel.
- **Live Show/Podcast IODW:** hosted by Sue Scott of A Prairie Home Companion.
- **Virtual Book Tour:** with bloggers and online media outlets, immediately after book launch.
- **Minnesota Book Festival:** in November 2025, with attendance of 7,000.
- **Press Releases:** to relevant media outlets.

- **ABOUT THE AUTHOR** Peg Guilfoyle is the author of *The Guthrie Theater: Images, History, and Inside Stories* (Nodin Press), which won a Midwest Book Award and an Independent Publishers Award, and *Offstage Voices: Life in Twin Cities Theater* (Minnesota Historical Society Press). Her commentary and essays have appeared in the Minneapolis StarTribune, the Minnesota Women’s Press, the St. Paul Pioneer Press, on Minnesota Public Radio, and elsewhere. Her media appearances and reviews include the St. Paul Pioneer Press, Minneapolis/St. Paul Magazine, BookTrib, MinnPost, and others. She has been a popular presenter and speaker, a stage and production manager, and the producer of many corporate and organizational histories, including Honor Bright: A Century of Scouting in Northern Star Council, which won a Minnesota Book Award.

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