



## WHEN WORDS FAIL

**BOOK OFFERS THOUGHTFUL EXPRESSIONS FOR EVERY OCCASION**

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**T**here are significant moments in life when a creative quagmire stumps many for the right expression.

- Your best friend's mother has died. You want to write something heartfelt in a sympathy card but the only words that come to mind seem trite.
- You want to tell your newest crush how she really makes your heart go pitter-patter but you don't want to pen something lame.
- You want to wish a co-worker a speedy recovering from his surgery, but all that comes to mind is the old standby "get well soon."

Steve Fadie believes his two self-published books, "Words to the Rescue: The Sentiment Guide for the Tongue Tied" (editions 1 and 2) can throw the inspiration-challenged an innovative lifeline.

### CONNECT

- For more about "Words to the Rescue," visit [wordstotherescue.com](http://wordstotherescue.com).

"There's a thousand ideas in each book," said Fadie, 54, who lives in Oakland County's Commerce Township. "I wanted them to be short and have as many things to choose from. Many books give ideas on what to say but, oftentimes, they don't fit you. I aim to make it readable and approachable for a large amount of people."

### Short and to the point

Each pithy phrase averages 30 words or less. The book alphabetically lists areas of life where Fadie believes readers universally need inspiration.

Volume one themes include anniversary, apology, birthday, congratulations, encouragement, friendship, get well, goodbye and miss you, romance and fun, sympathy, thank you and thinking of you. Subheads to the congratulations chapter include achievement, baby, graduation, new business, new home, retirement and wedding.

SEE WORDS, B3

STEVE FADIE

## Words to the Rescue:

The sentiment guide for the tongue tied.



1000

thoughtful things to write on the card when you don't have a clue.



# WORDS BOOKS AVAILABLE AT SEVERAL AREA STORES

CONTINUED FROM B1

The themes in volume two mirror the first, but contain new anecdotes and add new chapters with topics that include appreciation, holidays, fast phrases and personality picks, and a thesaurus for those who want to take a stab at writing their own message but need assistance.

"That's what sets the second book apart," Fadie said.

Yes, a person could do a word search on the Internet and there's a gaggle of quote books on the market, but Fadie, a former copywriter turned author, contends that has a limited reach for what people really need: clear, concise and uncomplicated messages. At least that's what he hopes people will conclude after shelling out \$9.95 for one of his books.

"The problem with quote books and the Internet is sometimes they're very esoteric and don't really speak from me to you," Fadie said. "I don't like to call them verses (in his book) because I think of a greeting card having verses, and these are short phrases. That's the main thing. I learned in advertising the shorter things were the more powerful they were."

Fadie launched his foray as a wordsmith when he made his own greeting cards at age 5. Then, years later, after graduating from Michigan State University with a degree in communications, he went on to a 25-year career as a copywriter that included writing pithy lines for greeting cards. Today, he is a self-employed publisher and founder of Orange Sky Books.

His stints as copywriter include working in the Grand Rapids area from 1985 to 1999 before working for larger advertising firms in the Detroit area until he was laid off in 2007. That was the year he decided to write his first book.

The idea for "Rescue" has been rumbling inside of him for years. A friend's parents were killed in an automobile accident in the mid-1980s, and when it came time to send a sympathy card, the wordsmith faltered.

"I thought, 'There should be something I can look at to write in this

card,'" Fadie said.

He said inspiration for his books is due in part to the Valentine's Day messages people pay to have published in *The Press*.

"I would read them and be amazed at all the funny things people would say to each other," Fadie said. "Those messages helped form the first draft of 'Words to the Rescue.'"

Between both volumes, he's sold about 15,000 copies, but feels confident sales will increase.

Fadie is not done with more "Rescue" book ideas now that volume two is finished and for sale locally at Pages in Time, Kennedy's Flowers and Gift, Marketplace Floral in Greenville, Shooting Start in South Haven and With Our Hands in Saugatuck. He envisions writing a series of "Rescue" books through the years.

"I do play with words," Fadie said. "I do puns a lot. I look for new phrases, new words, things I haven't heard before. I'm fortunate to have an ear to hear these things and make them into a note."

He hopes those fresh phrases

## THE LIST

### Words for every occasion

#### CHRISTMAS

- No matter how many places I travel, there's snow place like home.
- Come all ye faithful... and all ye who love to party at the Jones'.
- This has been a hard year for all of us. How good it will be to spend Christmas together.

#### VALENTINE'S DAY

- Consider me 100% officially captivated.
- Valentine, you rock my city block.
- Your hubster loves ya more today than ever.

#### THANK YOU

- Thanks for putting us up. And for putting up with us.

- Your gift was the nicest pleasantry. And the most pleasant nicety.
- A billion thank you's wouldn't be enough for your infinite kindness.

#### BIRTHDAY

- It's your day. Embrace your inner cupcake.
- Your age is only one part of you. (In this case, a big part.)
- Forget about getting older. Aging is strictly for cheese.

#### SYMPATHY

- Your tragedy has us heartbroken beyond words.
- Some are born with blue eyes. Some with red hair. Beth was born with a gold heart.
- When the tears are too big and the hurt too deep, you can always lean on us.

become a go-to source for readers who need an apropos sentiment. It's not always a cakewalk for Fadie, who weighs carefully what he believes will appeal to the most people.

"It's a real challenge deciding what to put in," Fadie said. "Each one can express themselves in a million and one ways. I want the phrases to help the most people. I want large things to say."

He keeps "boxes and boxes" of 3-by-5 cards of rough-draft ideas in a closet. He prefers hard-copy ideas over storing phrases on his computer.

"I cannot do it on a computer," Fadie said. "It gets lost too much on my computer. Yes, it's a lot of work to sit down with the cards and ... group them into categories. I think I'm a little obsessive with the grouping, but I think that's what has allowed me to do this book."

"I'm not just selling books but helping people express themselves — people who can't let their thoughts get from their head to their pen."

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