



HOW TO BE VIBRANT. BE VISIBLE. BE YOU.

FOR MEDIA INQUIRIES:

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## Susan "Honey" Good

**YOU'RE NEVER TOO OLD TO REINVENT YOURSELF, TO STAY ACTIVE, VISIBLE AND RELEVANT**  
**'Go To' Over 50 Lifestyle Expert, Author and Influencer Susan 'Honey' Good Shows You How**  
**Recently Featured in *The New York Times***



**Susan 'Honey' Good** has always lived a full life and dedicated herself to her blended family, including 25 grandchildren, travel, friends and varied other interests. However, it was not until she was in her sixties that she began to seek a greater purpose. She then received the best advice from a professional writer that she feels she ever got: "If you keep a journal for three months and never miss a day, I promise you that you will find your purpose." And she did.

She wrote in her journal religiously whether over morning coffee, on airplanes, in cars or anywhere else she may have been, and ultimately her messages revealed themselves. Friends read what began as a diary and suggested she start a blog and so she did. Her award-winning [HoneyGood.com](http://HoneyGood.com) (her first daughter to have a child selected Honey as her grandmother name) has become, in the last six years since its inception, the 'go to' destination not only for grandmothers, but also for women over 50 and an even broader audience. Her smart, succinct, often humorous, sometimes poignant self-reflection is relatable and on point, dealing with subjects her demographic cares most about. Her tagline is **BE VIBRANT. BE VISIBLE. BE YOU.** She proves every day that every woman can feel visible and be relevant after 50. She is heralded as the **21<sup>st</sup> century grandmother with a fresh, hip new-age voice.**



Part of her inspiration also came from a social support group she created in California of women over 50 who share their innermost fears and frustrations as well as their joys and successes. It saddened her to learn that a universal observation was the sense that they were feeling “invisible.” Heads no longer turned the same way when they entered a room and their phones weren’t ringing as frequently with prospects as exciting as they experienced in earlier years. Honey has been able to address those concerns with positive suggestions that have received tremendous reaction and interaction from her readers, now numbering more than 200,000. Read more, in [The New York Times](#) (Sunday, 11/11/18), about Honey Good’s group in California and another she started in Chicago.

An editor at Abrams

Noterie Books in New York took notice of Honey Good’s growing stature among women and grandmothers as well as the national recognition she has received and sought her out to pen their concept journal, [Stories for My Grandchild](#) (Abrams Noterie; February 2019; U.S. \$16.99, Hardcover). The editor described Honey Good as the personification of the “cool 21st century grandmother” and a vibrant, visible role model. Her beautifully-illustrated keepsake journal contains prompts which each grandmother answers in her own handwriting and then gifts her completed heirloom to her grandchild to later pass on to their own children and grandchildren. Honey Good’s book is currently available for presale at: [Stories For My Grandchild](#).



Ranked near the top of **Feedspot’s** list of **Top 75 Baby Boomer Blogs**, HoneyGood.com has been awarded GRAND magazine’s **Best GRANDparents Website/ Blogger Award** for several consecutive years. In addition to the recent feature about her in The New York Times, Honey Good has been profiled in Michigan Avenue magazine, Chicago Woman magazine (named one of Chicago’s “Fierce 50 Over 50”), Prevention.com and RM (Rancho Mirage, California) magazine. Read these features here: [Honey Good in the News](#). She has also written for HuffPost and the Sun-Times National News Network and has contributed to Sixty and Me, Medium.com, Third Age, GRAND magazine, Prevention.com and Redbook.com.

Honey Good has also been singled out as an over 50 lifestyle influencer by such notable personalities in their own right as Ari Seth Cohen, the documentarian, photographer and author of “Advanced Style” as well as his new book, “Advanced Love,” (Abrams Noterie: December 24, 2018) in which Honey and Sheldon Good are pictured.



A writer for Michigan Avenue magazine had this to say about Honey Good: “With a PhD in life, thanks to her large and colorful immediate family, poignant personal history and sophisticated lifestyle, Honey Good has a lot to say about everything - - and does so with passion, verve, humor, acumen and wit. She is giving an age-old 'character' –i.e. the proverbial grandmother –a fresh, hip, new-age voice. Her posts are savvy and fun, yet also relevant and substantive. But above all else, her content is authentic at a time when authenticity is king.”



In many ways, Honey's own life mirrors her readers' lives -- a mixture of the bitter and the sweet as well as the joys and the sorrows. Honey can speak to widowhood because she suddenly became a widow when only in her forties while living in Honolulu with her family [Widowhood Podcast](#). She can also discuss second marriages, blended families, child rearing, fashion, travel, beauty, wellness and other vital subjects, including being a two-time cancer survivor yet remaining positive and meeting life's challenges head-on with a smile, resilience and determination to live every day to its fullest. She calls that [MOXIE!](#)

Not only has her purpose been determined, born from a hobby, but it has also become a full-time career with daily blogs, newsletters and her new private member community within her Honey Good website called [MOXIE!](#) (AKA [Bemoxienow.com](#)). On [MOXIE!](#), members can discuss numerous topics in pre-established groups or create their own groups, post messages, get feedback and organize personal meet-ups with their [MOXIE!](#) girlfriends.

Now happily remarried for 26 years, Honey Good and her husband, real estate icon and auction pioneer Sheldon F. Good, whom she calls her “ultimate concierge,” travel extensively (68 countries, including Iran, Syria and Antarctica) and enjoy an exceptionally full life with their new dog, America, in their hometown of Chicago and in their winter home in Rancho Mirage, CA. “I’ve traveled the world, made lasting friendships, endured many hardships and I’m grateful for every day of my life.”

Honey Good has also been sought after for endorsements and contracted by high profile brands such as Procter and Gamble, Tracfone, General Mills, Brighthouse Financial, Probiogen, Johnny Walker Red Label, Ensure, Earth Brands, Vital Proteins, Jay Strongwater, Ensure and Chico’s. And, as Honey always says, “And the best is yet to come.”