Plinking A Plan™

This PLINKING Workbook is for Leaders in Business

The PLINKING workbooks are based on the Book in the Heartbeat Series called

PLINKING: Plink Think Plan

Introduction

Plinking A Plan Framework for Business Leaders (Plink and Think Before You Strategically Plan)

It is often painful to watch a business owner or leader pour immense effort into an idea, only to see it sabotaged by a competing concept—or to launch something and then realize, "This really isn't where we should have invested our energy." Sometimes, leaders dive so deeply into analysis that they forget to step back and strategically consider whether an idea truly fits their current model. Is the idea going to drain too much time or resources? Will it pull focus away from high-payoff activities? Frequently, whether in churches, nonprofits, or volunteer initiatives, grand plans are set in motion without adequate reflection, contemplation, or anticipation.

Ideation is fun, isn't it? It's exciting to "popcorn think" and let the mind wander. Many great leaders have said that all innovation starts with imagination. So, where do we go wrong? Why do we rush to finalize things or, conversely, remain stuck even when it's clear we should have said "no" a long time ago?

If you are a leader, you have likely encountered these challenges. Having mentored CEOs worldwide for decades, I've seen it time and again. We sit in the C-suite, as President, founder, or leader, not because we crave routine, but because we yearn for adventure and innovation. Adventure and ideation excite us, while operational tasks can feel like "death by a thousand cuts."

So how do we embrace new ideas and opportunities, align with partners, and set strategic direction without making costly mistakes, rushing initiatives, or missing the mark entirely? Too often, we turn to strategic planning consultants or buy software, only to discover that the true "heart of the matter"—our intuition and gut sense—never had a chance to speak.

We're sprinkled with hunches and intuitive nudges, but often file them away, worried they might be too "out there." We ignore these instincts, discount our ideas for fear of criticism, or watch others run with concepts they don't fully understand.

Many leaders attempt to correct this with frameworks that focus heavily on operationalizing ideas and tracking accountability. We get stuck on the process and forget that without time for PLINKING and THINKING, they usually find themselves floundering in strategic growth and decision-making.

This workbook will guide you to get it right. It places leaders in a position to quickly progress through three essential steps—Plink, Think, and Plan—creating a strategic plan that's thoroughly tested before you invest time and resources in full-scale execution.

Welcome to Strategic Plinking

This workbook is designed to help you practice and internalize the Plink-Think-Plan sequence—a revolutionary approach to leadership decision-making that honors your whole person: gut, heart, and mind.

Traditional planning models typically start with analysis. Strategic Plinking, however, begins with sensing—digging intuitively into a hunch, curiosity, wondering, experimentation, imagining, and what we call "going within." It invites you to look inward at your heart before turning outward to assess situations.

The Three-Step Framework

Understanding the Sequence

STEP 1 - PLINK Intuitive sensing and experimentation involve digging into a hunch, following curiosity, wondering, experimenting, imagining, and what we call "going within." This is where you notice what is tugging at your attention and allow yourself to explore it without judgment or pressure to decide. This recognizes that strategic intuition is possible to do, learn, and use in everyday business decisions.

STEP 2 - THINK Thinking is about meaning-making, visioning, and validation, with the goal of framing out the idea without going deep into the details. Here you ask: Is it feasible? Does it resonate with who I am and align with my inner passions and happiness? Am I in integrity if I pursue this strategic vision? Does it align with the organization or the team I lead? You are clarifying fit, alignment, and potential.

STEP 3 - PLAN Planning is where you move into strategic structure and execution. In this stage, you drill down into clear strategic missions you will carry out, what it is you intend to do, the key results or success areas you will identify to achieve, the tasks and who does them and by when. Then you will bolt on a tracking system to ensure you are moving forward in a focused and accountable way.

STEP 1: PLINK

What Is Plinking?

Plinking is the origin point for new direction. It's the moment before innovation gets sparked—before spreadsheets, feasibility studies, or our inner voices talk us out of possibilities. Plinking invites us to pay attention when something stirs inside, to intentionally notice and explore it without judgment or pressure to make immediate decisions.

Core Characteristics

- Gut-level "hits" and inner nudges
- Feelings that arise before any formal analysis
- Intuitive sensing without the expectation of finality
- A mindset that sparks curiosity and opens up new options

Plinking asks: "What wants to happen here? What's trying to get my attention?"

Is what I'm thinking about resonating with my heart and my integrity or am I thinking about it out of obligation, afraid of change, insecurity, or being bored?

What's my payoff if I see the launch of this idea?

If I don't PLINK do I shut down a part of me that wants to be heard?

Are we all PLINKING the same thing?

Exercise 1.1: Recognizing Your Plinks

The essence of Plinking lies in your ability to notice those subtle instincts as they arise and to revisit moments when you might have pushed aside a quick flash of insight during a hectic day. Consider a recent time when you felt a strong sense—an unexplainable nudge about a direction, opportunity, or change—before your rational mind caught up. By tuning in to these moments and reflecting on them, you practice the art of recognizing meaningful possibilities, even when they first appear as just a fleeting gut feeling.

Describe that moment:

What did you sense or feel?

Did you honor it or dismiss it? Why?

How many times has it come up over the past few days, or months or even years?

Exercise 1.2: Current Plinks Inventory

Right now, what's "Plinking" in your leadership world? List 3-5 gut-level nudges, sparks, or curiosities you've been sensing but haven't fully explored.

1.

2.

3.

4.

5.

Exercise 1.3: Awareness of Plinking

Plinking calls us to tune into what is unsaid and unformed—the moments of imagination, gut feeling, and unmet longing that often go unnoticed in traditional brainstorming. Unlike "popcorn thinking," which quickly bounces between ideas, Plinking invites a deeper pause to sense what is waiting to emerge, whether it's an unspoken opportunity, a bold intuitive leap, or a subtle feeling that's asking for attention.

Plinking Reflection Questions for Teams

- What feels unfinished, unsaid, or unexplored in our current goals and projects?
- Are there intuitive hunches or gut-level sparks we've ignored or dismissed?
- Who is sensing something different or new, but hasn't voiced it yet?
- Is there a dream, an unmet need, or a bold idea that keeps resurfacing?
- What could we learn if we slowed down and intentionally "Plinked" together before we analyze or decide?
- How might we build in time and space for regular Plinking within our meetings or planning sessions?
- What practices or language can we use so Plinking becomes a habit—not just a one-time exercise?

Encourage your leadership team or department to invite Plinking as a routine process—making space for the creative, the emerging, and the intuitive to be explored openly and without immediate judgment.

Step 2: THINK

What Is Strategic Thinking?

You've surfaced and honored your gut-level insights—now, before rushing ahead, it's time to let those sparks breathe and grow. Step into Thinking, where you pause to explore what your "Plink" could become. This stage invites you to dream boldly and give your idea room to expand, connect, and take on shape.

Here is where meaning and vision begin to form—building a bridge from intuition to possibility—without the pressure of immediate planning or action. Let your imagination lead the way as you flesh out the vision and see where your idea might take you next.

Strategic Thinking asks: "If this Plink has merit, what could it become? What matters here?"

This isn't about planning yet—it's about meaning, direction, and blue-sky visions—dreaming of the possibility and a light-touch feasibility look.

Exercise 2.1: Expanding the Plink—From Plink to Meaning

1. Choose one idea or insight from your initial Plinking reflection that calls to you—something that feels energizing, significant, or full of possibility.

2. In the space below, let your imagination explore these questions as openly as possible. Don't worry about making it realistic just yet—capture each thought as it comes:

- If you followed this Plink forward, what could it become in 3-6 months? 1 year? 3 years?

- Who would benefit if you brought this idea to life? How might it make a difference for your team, organization, or community?

- What values or passions does this idea connect with for you? Why do you care about it? If you have a partner in your business, do your values match ? Are they in alignment?

- If you were to do this, what is the personal payoff that you might have? For every behavior and action there is a psychological payoff. What might it be?

3. What excites you most about it? What questions or possibilities arise as you imagine it more vividly?

Use this exercise to stretch your thinking, clarify your why, and lay the groundwork for deeper exploration—while holding off on the practicalities of planning until the next step.

Exercise 2.2: Write a Draft of Your Strategic Vision Statement

Now, let's dive just a bit deeper into your PLINK and start to ask some questions so you can create a rough draft of a strategic visioning statement.

Unlike a philosophical statement—such as Nike's "JUST DO IT™"—a strategic vision outlines what you plan to achieve. It lists key success areas, indicates a time frame for completion, highlights who will contribute (key partners, leaders, or stakeholders), and addresses important questions such as: Will we make money? Will we need to invest? Will our efforts have meaningful impact for the time and dollars invested?

All too often, leaders skip these tough questions. This is not about sliding into analysis paralysis, but it is easy to get distracted by shiny objects that pull us away from our core business or from projects we've already launched. The temptation to jump into something new can be strong, but before you PLINK again, ask yourself:

How will this idea impact our focus?

One of the things you for sure would want to think on and ask is regarding the complexity of the idea. The great ideas are ones that solve a problem or need, and they don't need extensive capital or a large team. So, use the following questions to guide your thinking into what we would call a "blue-sky" visioning statement and to create a quick, down-and-dirty numbers proforma:

If you find yourself getting stuck on trying to figure out what the strategic vision would look like, don't worry! You are not alone. Some people are good at painting a picture in their mind's eye, and others need other ways to uncover what it is that they want to accomplish. One exercise that I have often suggested is to reverse engineer the idea and do some pretending.

When I say pretend, I mean to pretend that your vision is already a reality and you are getting an award for your accomplishments. Pretend that you are at a dinner with 500 people, and the Master of Ceremonies has asked you to come up to the front stage. Before he hands you the award he wants to interview you so that you can enlighten the audience as to what type of Plinking and Thinking you did before you started to take the deep dive into the planning.

His key question is "where did you come up with this idea and how did you go about taking it from concept to fruition?"

So, pretend and answer the following questions that the master of ceremonies would be asking you and then reflect upon what you wrote and your next exercise will be to write your informal strategic vision.

- So, you came up with this idea and you decided to take it from concept to fruition. What was the end result? What did you set out to do and accomplish?

- And once you knew that you wanted to accomplish this, there had to be some strategic intentions that you stayed focused on. What were those intentions?

- When you got to the point where you had your idea, you can see the end game in sight, you knew exactly what you intended to do, and then you realize you are going to make an impact if you get it done. What was the time frame for getting it done?

As you answered the above questions you are now able to write a rough draft of your strategic vision statement. Below I have included one from my own personal work and a program I am working on with my husband. He has a program called Leadwell Workplace. Here is his rough strategic vision statement.

> This is the strategic vision "briefing" for Leadwell Workplace for the next two years (2026-2027). We will use this briefing to develop the STRATEGIC PLAN (roadmap) for Leadwell Workplace Chaplains. (www.Leadwellworkplace.com)
>
> ***THE STRATEGIC VISION (rough draft)***
>
> *By December 2027, Leadwell Workplace Chaplains will be recognized as the leading provider of non-judgmental, holistic spiritual support and leadership development for organizations. Our mission is to empower workplaces to navigate crisis and complexity with compassion, resilience, and confidence.*
>
> *Strategic Intentions:*

1. *Launch six certification cohorts and establish partnerships with workplace sponsors for our students.*

2. *Develop and refine a practical, flexible curriculum that addresses contemporary workplace trauma and emotional challenges.*

3. *Certify 90 Leadwell Workplace Chaplains and provide students in need access to sponsored scholarships.*

4. *Secure multiple levels of program accreditation.*

5. *Build strong relationships with organizations, leaders, and industry partners to enhance market impact and credibility.*

When drafting your strategic vision, emphasize the passionate purpose and measurable impact—for example, “navigating crisis with compassion, resilience, and confidence.”

Each strategic intention represents a core priority. These should be further broken down into key success areas or results to achieve, then translated into specific action steps with clear ownership and accountability.

Finally, specify your timeline and outcomes—for instance, completing these intentions by December 2027 and launching six cohorts. A strong strategic vision is actionable and measurable, not just philosophical.

Step 3: PLAN

What Is Strategic Planning?

Only after gut and heart and mind are engaged does the analytic mind take the lead. This is where discipline, structure, and execution enter. It's where the deep analysis occurs and real numbers, timing, internal strengths and weaknesses and external opportunities and threats get assessed. Now things are getting real. You will be taking some time to really gather the data, input it into some type of system, and also do some analysis, and fact checking.

Below is a list of core activities typically involved in the planning process. This is where the real work begins—taking an honest, in-depth look at the data. Some of the strategic tools I’ve found most effective are listed here. You may want to review these with your consultant or ensure that your strategic software platform includes similar tools to help you dig deeper.

Core Activities and Tools

- Business model canvas / to determine impact on the current business model
- Unit cost model
- SWOT analysis
- Review of core competencies
- Analysis of ease to execute
- Talent and skills needed
- Resource identification and allocation
- Timeline creation
- Step-by-step structuring
- Accountability assignment
- Key Indicators / future
- Tracking system

Once again you are going to go a bit deeper and this time focus on the who, what, when and how you can then develop a strategic vision which outlines specifically what you intend. This again is different than a philosophical strategic vision that might hang on the wall with the "essence of who you or your organization is." Also, some strategic planners will call it a strategic mission. Such as in the military you may execute a very strategic mission to win the war (the vision).

Each organization will have its own language that best suits their culture. The key point is that by the time you get to the planning part you have already done two key steps and now this one is for the deep analysis. It's where you begin to operationalize the idea, create and develop the necessary financial, marketing, sales, cultural plans to support the idea.

Planning asks: "Now that I know what this means and where it could go, what's actually doable? What are the next right steps?" This is where you would begin to use a strategic planning software or work with a consultant.

Exercise 3.1: The Feasibility Check- Will it work?

Return to your PLINK and your blue-sky rough draft vision. Now bring in the analytical mind:

Is this feasible? (Circle one): Completely / Partially / Not Yet / Needs Modification

What resources would this require?

Do we have them?

If we put all our time and money into the new resources needed for this idea, will it negatively impact the core business?

When you look at financial situations you have to understand what this particular strategic vision may need financially to see it successfully executed.

In addition, I recommend reviewing each department or small business unit within your organization. Ask yourself: What impact will this initiative have on each area? Too often, decisions are made in one part of the organization without informing others, leading to misalignment and unintended consequences. This is where disconnects begin to surface.

Take the time to assess whether your PLINK—a strategic idea you've developed and are now considering for your strategic direction—might create disruption or confusion for other departments or individuals. Proactively identifying these ripple effects helps ensure smoother execution and greater organizational alignment.

1. Financial
2. Human and Hybrid Resources (AI)
3. The Timetable /Delivery Process
4. Technology
5. Key Partners
6. The Sales Cycle
7. Marketing Efforts
8. Stakeholders
9. Brand management and value proposition

Which production efforts could be negatively or positively impacted?

What might we need to shore up in the weakness in these areas before we move into execution of this plan?

What obstacles or barriers currently exist?

Any unknown shifts that may occur in the future that these departments or small business units know about that we are unaware of?

Exercise 3.2: First Steps To Creating The Plan

Now that you've invested time in Plinking and Thinking, it's crucial to concentrate on the most important actions that will get your idea off the ground. Too often, attention is diverted to shore up minor weaknesses that don't actually move the strategy forward, or energy is wasted chasing distractions and getting lost in unnecessary rabbit holes. To avoid this, make a comprehensive list of your most important priorities, identify the single most critical task, execute it first, and then move systematically down your list.

So, once again we are going to ask some more questions so that we can begin to organize your plan. This is where it is really helpful to get software or some type of template to follow.

As a Vistage Board Chairman who leads peer advisory boards, I think it's great to know that they offer a strategic planning platform for free to their membership. Of course you need to do your pre-work and the platform can get pretty detailed. However, it is helpful even if you start with a software program or some type of process and start to get it on paper. (Vistage is the world's leading CEO organization. Go to Vistage.com or visit my site www.LeadingABetterWay.com) I also highly recommend Leadership Resources out of Lincoln, NE. www.lrsuccess.com I've mentored their CEO for years, and they really have deep core competencies in strategic planning and he has been in Vistage for over 15 years.

Here is my suggestion on how to organize your plan.

- **The Strategic Vision** This is the overarching main thing you are going to accomplish and what you intend to do and by when. It's no more than 3 very short paragraphs but it will align with the next thing you list which are the strategic intentions. You have already done a rough draft so this part now will be a bit easier.

I've never been big on using the words "objectives" or "goals" they seem to rob the energy of the mindset and focus. So, I use the word strategic intention, Key Success Areas or Key Results To Achieve (KRA's) and then Action Items and Timelines.

- **Strategic Intention** In the context of strategy, an intention conveys the spirit or guiding attitude behind your actions. It's less about what gets done and more about how you approach the work—reflecting your values and desired mindset as you carry out decisions.

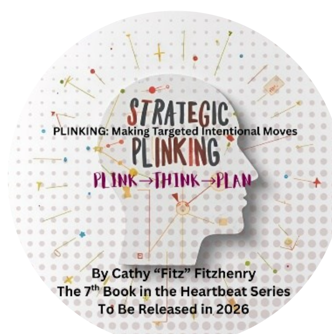
- **Key Success Areas (KSA)or Key Results To Achieve (KRA)** These describe the broad result or major milestone you're aiming for over the long term. Goals provide a clear destination and help set the broader direction for your strategy—think of them as the big outcomes you intend to reach.

- **Action Item** This is a specific, actionable step that must be taken to advance your plan. These are practical tasks, each assigned to someone with a timeline or deadline, ensuring progress toward your larger goals.

- **Timelines and People** This is where you assign the time frame and the person who is going to spearhead the intention and be the one to see that things are getting done and on track. And if they are off track they will be responsible for doing a course correction.

Integration

How to Use the Plink-Think-Plan Cycle



Why integrate PLINKING and THINKING into your strategic planning process before you start to plan? This is a question I often get when I begin to talk about the topic of strategic planning. It's also a key reason why many plans end up sitting on the shelf gathering dust: they simply didn't seem to "fit" anymore.

Making sound strategic decisions can feel especially challenging in today's rapidly shifting environment. Many leaders refer to this as a VUCA world—one marked by volatility, uncertainty, complexity, and ambiguity. These four forces create conditions where change happens suddenly, the future is unpredictable, situations are interconnected, and clear answers are hard to find.

Then we also have to consider what is known as the BANI framework. It adds another dimension, emphasizing the emotional toll of constant disruption. BANI stands for brittle, anxious, non-linear, and incomprehensible. In practical terms, this means systems and people can feel fragile and break easily under stress; there's increased anxiety from persistent pressure; problems do not follow straightforward cause-and-effect logic; and often, the landscape feels too complex to fully understand.

In a climate shaped by both VUCA and BANI factors, it's natural to experience heightened stress, decision fatigue, and emotional overload. Recognizing these dynamics allows leaders to normalize such feelings, encourage psychological safety, and design more adaptable, supportive strategies for themselves and their teams.

This booklet is about helping you discover a new way to approach strategic planning—one that will support the leadership journey you're on. When you have to constantly shift, change, and leverage your core competencies, start with PLINKING, move into THINKING, and take more time before jumping into extensive PLANNING.

I highly suggest training your people to PLINK and THINK and move quickly with shorter strategic plans. The days of planning for five to ten years are long gone. In fact, planning for even two to three years is a stretch, given the ever-changing landscape leaders are required to navigate.

Reflect on your Plinking, Thinking and Planning Learning

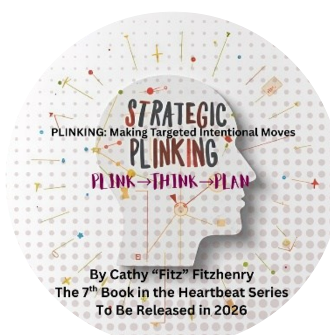
Answer these questions to determine if it helped you become more aware, or think differently about how to approach strategy.

How does this sequence differ from how you typically approach decisions or strategic planning sessions?

Which step (Plink, Think, or Plan) feels most natural to you? Which feels most challenging?

What would change in your organization if you normalized "plinking out" ideas before demanding immediate plans?

Practice Language: Speaking Plinking



As you integrate this model, use language that legitimizes intuition and experimentation:

1. "Let's plink this out before we commit to anything."
2. "What's your gut saying? Any sparks today?"
3. "Before we overengineer, let's let the possibilities simmer—what's showing up?"
4. "I'm sensing something here. Can we explore it before we plan it?"

5. "This is still in the plink phase—we're sensing, not committing yet."

Takeaways and Key Learnings

The Plink-Think-Plan framework is

- A whole-person approach (gut, heart, mind)
- Sequential and intentional
- Designed for BANI/VUCA environments
- Built on guided exploration, not reckless improvisation

Key Mindset Shift

Innovation and new growth strategies don't begin with a spreadsheet—they start with sensing what is ready to emerge. It's essential to invite this intuitive intelligence into boardrooms and strategy sessions. Leaders benefit from regular reflection and inner work to discover what genuinely ignites their passion, purpose, and integrity; this is true core alignment.

Assess your mindset and identify areas for growth. Take time to absorb your insights and invite your leadership team to review this workbook. Creating a truly effective strategic plan demands vulnerability and authenticity, rooting out hidden organizational conversations and unspoken issues. Lead from the heart and always be willing to ask tough questions that drive transformational change.

This is why a seasoned CEO coach or mentor is invaluable—they help cut through excuses and call out what needs to be addressed. Effective coaching means challenging your ego and exposing blind spots, no matter what your experience. In coaching both the C-suite and as a CEO and business owner myself, I know that, sometimes ringing the "B.S. bell" is necessary. Growth starts within: grow as a leader, grow your ideas, grow your people, and grow your organization.

Leadership is a journey inward, and also a path forward amid global changes. Are you prepared to lead with purpose and adaptability?

What's Next?

Watch for additional workbooks coming soon on the topics of Plinking, Thinking, and Planning. As a thought leader in Heart-based intuitive leadership, I continue to explore what it means to lead with intuition and authenticity. Be on the lookout for the upcoming Plinking book, scheduled for release in 2026. You're invited to explore my collection of business and personal development books, join my free online community, and share your Plinking journey. (www.TheLeadingHeart.com)

I also know that PLINKING is a key skill to learn. I coach and mentor leaders on how to tap into their own innate intuitive intelligence and even teach the skill to their teams. It's a powerful tool when you can block out the noise and listen to your inner wisdom and then combine it with others. Often synchronicity, alignment and a deeper sense of awareness occur which will change the trajectory of how to approach problem solving or strategy.

Lastly, I have my own vision to create PLINKING for retirement, heading off to college, getting married, starting a family, buying a home, handling a crisis or any major life-changing event. Too often in this rushed technological environment we find ourselves becoming robots and not really tapping into our gut, heart and intuitive sensing. And then many times we skip over doing some really good strategic thinking about major decisions and we act on impulse and find ourselves planning something that either a) we should not be doing b) it is too costly c) we are doing it for the wrong reasons.

So enjoy PLINKING! Feel free to share your stories at my website www.PlinkingAPlan.com or www.TheLeadingHeart.com I'd love to hear your thoughts and share this message to anyone who is involved in strategic planning.

About Cathy "Fitz" Fitzhenry

Meet Cathy Fitzhenry, affectionately known as "Fitz." She is an extraordinary entrepreneur, CEO mentor, coach, author, and a trusted confidant to C-suite leaders. As the founder of The Leading Heart Community, her mission is to assist serious-minded individuals, leaders, and role models in enhancing their awareness of how to lead, live, and thrive with Heart-based Intuitive Sensory Wisdom.

Fitz's extensive experience as a CEO mentor and coach has earned her the trust of CEOs worldwide. With an impressive track record of guiding businesses to success, she inspires leaders to reach their full potential. Serving as a professional board chair for Vistage Worldwide, the world's leading CEO organization, Fitz provides invaluable guidance to CEOs and business leaders. She also works privately with individuals aspiring to achieve 10x Leading and 10x Living.

Writing is a passion for Fitz, and her writing career is equally remarkable, encompassing both business and personal development books for serious-minded individuals, leaders, change-makers, and role models. Her focus is on advancing the awareness of a wisdom that we can all access from within, which she calls the Innate Intuitive Intelligence and mentions in many of her books.

The common theme in Fitz's work is Heart-based Intuitive Leadership , representing the extraordinary impact one can make in their leadership and in living their heart's purpose.

Beyond her executive coaching and writing, Fitz can be heard on podcasts and shares a love for bringing leadership wisdom to the leaders of leaders. You can subscribe to her YouTube channel Leadership Wisdom with Fitz and also become a member of her FREE community for Heart-based intuitive leaders at www.TheLeadingHeart.com.

Fitz works worldwide with leaders and has been a serial entrepreneur since the age of 21. She has worked internationally as a turnaround specialist and also has a keen heart for the startup that wants to spark the idea into something big.

Fitz loves connecting with like-minded individuals who share her growth mindset and the desire to raise their level of consciousness. Join her in advancing the awareness of Heart-based Intuitive Sensory Wisdom. She firmly believes that everyone can "Intuit Thru It" once they recognize the amazing tool they already possess.

You can learn more about Fitz at:
www.CathyFitzhenry.com
www.TheLeadingHeart.com
www.LeadingABetterWay.com
www.SpeakerSpin.com

Fitz lives in Bennington, Nebraska with her husband James, who is an ordained minister, addiction counselor, entrepreneur, and founder of Wisdom Whisper Ministries. They both work together in a variety of ways. Their nonprofit initiatives are:
www.GoWWM.com and www.LeadwellWorkplace.com

The book Plinking will be released as part of the Heartbeat series in 2026. This will be Fitz's seventh book, and all her titles are available for purchase online through Amazon, Hay House Publishers, or your preferred bookstore.