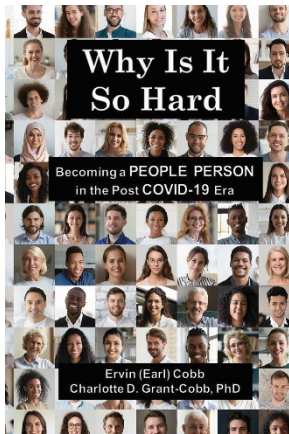


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## WHY IS IT SO HARD: Becoming a People Person in the Post COVID-19 Era

*Helps Americans "Connect the Dots" and Gain Comfort*



AUTHORS: Dr. Charlotte Grant-Cobb and Ervin (Earl) Cobb

SAVANNAH, GEORGIA, October 15, 2021 — RICHER Press announced today, that December 1, 2021, will be the global release date for a long awaited, new book by seasoned authors, **Ervin (Earl) Cobb** and **Dr. Charlotte D. Grant-Cobb**. The Cobbs have been married for 39 years and currently reside in Savannah, Georgia.

The power couple has spent the past 30 years balancing Senior Management and Executive careers with their passion to share their unique gifts with others by *shaping thoughts and changing lives for the better*. Along with the rewards of successful corporate careers, raising a family and investing in all the communities where they have lived, the Cobbs have also, collectively, authored or coauthored, a total of thirteen books in the instructive Self-Help and Leadership Development genres.

Their new book, *Why Is It So Hard: Becoming a People Person in the Post Covid-19 Era*, has been compared to a Ken Burns, PBS documentary, packed into a 190-page dissertation, with descriptive photographs and the relevant work of others, on a critically important topic. This powerful and enlightening book has been carefully crafted to help Americans, of all persuasions, *think through* and *untangle* the social, economic and political influences that are driving much of the *anxiety, fear* and *disappointment* that most Americans have been experiencing, since the onset of the COVID-19 pandemic.

As gifted writers, communicators, podcasters and public speakers, the Cobbs are described as being "*deep in thought and thoughtful with words*." Those who have reviewed *Why Is It So Hard*, all agree that the book achieves its goal of allowing the average American to "*gain a broader and deeper perspective of this unique time in America's history, and to more positively process the social and political changes that are occurring*." The book will be available in a print replica eBook, paperback, audiobook and a keepsake hardcover.

If you would like to receive a *complimentary copy* of the book to review prior to the December 1<sup>st</sup> release and schedule an interview or media appearance with Earl and Charlotte, please contact: [connie@richerlifellc.com](mailto:connie@richerlifellc.com) or call 912.225.3343. You can visit the book's webpage to listen to the Cobbs share their thoughts on why they started this unique literary journey at: <https://whyisitsohard.com/>

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