

Meet Author Barbara Worton



Goodbye sleep aids, hello sleepwriting!

Barbara Worton is not your traditional insomniac. She does sleep, but she simply can't fall asleep until she's done something personally meaningful with her day. That led Barbara to discover her very own personal relaxation tool—sleepwriting—a technique she embraced and named several years ago after completing the *Artist's Way* program.

Her sleepwriting ritual is to write three pages every night when she gets into bed, starting with the first words that pop into her head. It doesn't matter what those words are. She has to follow them to whatever story her relaxing mind wants to tell. That leads her to a deep restorative sleep. It also led her to write her first book, *Bedtime Stories: The short, long and tall tales of a sleepwriter*, a collection of tales pulled from the stacks and stacks of sleepwriting journals she's penned over the years.

During the day, Barbara is a freelance writer working for a number of editorial and corporate clients. After a night of sleepwriting (and a good night's sleep!), she says that the writing she does for her clients comes more easily and is fresher and more inventive.

Prior to starting her freelance business, Barbara spent twelve years in advertising, working for firms such as Ogilvy & Mather, Griffin Bacal and Young & Rubicam. After

September 11, she lost many of her corporate clients. Some of them were in and around the World Trade Center; others simply cut back on their communications. So she had to rebuild and take her business in new directions. That's when she started thinking about her creative writing and trusting that she could earn a living doing what she loves, writing and publishing books.

Right out of college, where she earned a BA in journalism and creative writing, Barbara was as an editorial assistant at Pyramid Books. After that, she freelanced at Pinnacle as a editor/ghostwriter and then on to Berkeley Putnam. In 1978, she moved to England and freelanced at a number of British publishers, including Sphere, NEL, Futura, Penguin and Pan.

Barbara has been published in national literary, consumer and business publications. Her story, "London Calling," is featured in *Memories of John Lennon* edited by Yoko Ono. The play she co-wrote with Linda Dini Jenkins, *If I'm Talking, Why Aren't You Listening?*, has been staged in New York City, Boston and Rutherford, NJ and received outstanding reviews.

Today, Barbara lives in Glen Rock and Cape May, New Jersey with her husband, Geoff. A student of Frank Lloyd Wright built their home, and Barbara has made restoring it to its prairie-style roots one of her favorite pastimes. Her home office is the one place she doesn't hold to her high design standards. Her shelves and desk are stacked with favorite books, toys, her Minnie Mouse collection and erasers shaped like cakes, cookies and ice cream. Not to erase her words, we hope!