

Honey Good™

Be Vibrant. Be Visible. Be You.

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Profile: Susan ("Honey") Good



Susan Good is the owner and primary writer for the award-winning HoneyGood.com, which she founded in October 2012. She's also the wife of Real Estate Auction Pioneer Sheldon F. Good as well as a mother, daughter, grandmother and great grandmother to 25 "GRANDS" who call her "Honey" (her grandmother name) as well as a girlfriend to many. When Honey's first grandchild was born in 1987, her

daughter selected "Honey" as her mother's grandmother name because it so aptly suited her personality and outlook on life. And today, Susan Good is called Honey by her entire family and the Honey Good staff.

Honey's website is written for vibrant, visible and savvy women after 50. 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. As she reminds her nearly 150,000 loyal followers in Chicago and around the world: "We have earned our PhD's in life."

While living in Honolulu with her first husband and two biological daughters, she was suddenly widowed in her early 40's when her husband had a massive heart attack. She survived two bouts with cancer and the challenge of blending two large families. "I've traveled the world,

made lasting friendships, endured many hardships and I'm grateful every day of my life. Through example, I have shown my family, and now my readers, how to make sweet lemonade out of lemons and to always see the glass half-full."



Describing herself and her mission, she said: "I am a woman with many titles who wears many hats and loves life to its fullest. I walk on the sunny side of the street. I love to 'shop 'til I drop' and I own my own style, thanks to my 96-year-old mother, my teacher and my friend. I have plenty to say to the billions of women worldwide, including Baby Boomers who are turning 65 at the rate of 10,000 a day!"

[HoneyGood.com](https://www.honeygood.com) is an anthology of thousands of personal stories with self-reflective insights and wise advice. They run the gamut from

friendships, grandparenting, blended families, widowhood and remarriage, family suicide, dating after 50 and cancer survival to advice about fashion and beauty such as why every woman should own that little black dress, buy that properly-fitted shoe and consider growing out her gray hair. And in a weekly piece, Honey offers tips on how to survive every situation from losing one's car keys in the onion bin to packing for that fabulous trip. Topics reflect the trials and tribulations most women face during this challenging yet invigorating passage in their lives.

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."

The hip, sophisticated matriarch of a blended family speaks to audiences worldwide. She also writes for the HuffPost and regularly contributes to Sixty&Me.com, Medium.com, ThirdAge.com and GRAND magazine.



Profiled in Michigan Avenue, Chicago Woman and RM (Rancho Mirage, CA) magazines, Honey Good was also interviewed by Prevention.com as well as such notable personalities in their own right as Ari Seth Cohen, the documentary producer, photographer and author of Advanced Style. “Amazing things can happen when you commit yourself,” she added.

Honey, her husband and their beloved Wheaten Terrier, Orchid, split their time between homes on Chicago's Gold Coast and in Rancho Mirage, CA. They have traveled the world (67 countries, including Iran, Syria and Antarctica) and with their pooch Orchid always by their side, visit their children, grandchildren and great grandchild who live in seven different U.S. cities.

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Readers' Testimonials

- “I am such a fan. I look forward each evening to your latest post. You give amazing advice and just feel like a friend!” - Cheryl B. T.
- “Well, you totally fascinate me! I look forward to your posts! You and your hubby are so cute. Your story is compelling, interesting and thought provoking. You should do a live thing, once a month and open it up for comments. That would be cool! Look forward to hearing from you.” - Cindy M.
- “Your stories are so inspirational.” - Sherry.
- “Thank you for all the great daily advice and stories. I really enjoy all the posts and reference past ones when I need you.” - Ruth.
- “You are such a duchess of delight. I love your spirit and your stories...Go Honey!” - Gigi.