



***Any Color but Beige: Living Life in Color***  
By Catherine Larose

*Editorial Backgrounder*  
**How to Live Life in Color**

**After years of living a beige existence, Cat Larose, international color marketing expert, finally added a little color to her own life. All it took was a Paris sunset and a little red suitcase.**

*Any Color but Beige: Living Life in Color* is a memoir from successful blogger Cat Larose. The memoir chronicles her journey from her colorful childhood to the predictability and security of a beige suburban marriage to the major life changes that she initiates in her quest to live life in color. Here are Cat's top ten tips for successfully living life in color.

1. Take time for pit stops of happiness. Pull off the road every now and then and be good to yourself. Even if it is just a quiet moment and a cup of coffee.
2. Add discipline – it provides proportional returns. What you get out of anything is equal to what you put into it.
3. Realize that advice is just a validation of the decision you are about to make.
4. Ask, 'Would I rather be right or happy?' If you want to be happy, then be willing to change your mind.
5. Accept the consequences of your decisions and move on.
6. Live (temporarily) with your fear, guilt or embarrassment until you get over it – and you will get over it.
7. Overcome analysis/paralysis.
8. Ask the right question – not 'why' (blame) but 'how' (action).
9. You do not have to be an expert. Just be honest with yourself.
10. Take advantage of new opportunities. If not now, when?

**Catherine “Cat” Larose** is an international color-marketing expert who travels the world selling color. A graduate of Ohio University's Scripps School of Journalism, Larose previously worked in advertising, public relations and journalism. She is the voice behind the successful Café Girl Chronicles blog (<http://cafegirlchronicles.wordpress.com/>) and currently writing her second book.

*Any Color but Beige: Living Life in Color* is available in paperback (ISBN 978-1-77067-489-9), hardcover (ISBN 978-1-77067-488-2) and e-book (ISBN 978-1-77067-490-5) through Amazon ([www.amazon.com](http://www.amazon.com)), FriesenPress (<http://www.friesenpress.com/bookstore/title/119734000002596660/>), and most local bookstores. Readers who purchase the book can visit Cat's blog - Café Girl Chronicles – at <http://cafegirlchronicles.wordpress.com/> to receive a free set of color palette bookmarks. For a story preview, view the book trailer at <http://www.youtube.com/watch?v=y9vh0IkE3YU>.

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