

Out & About

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For the birthday girls:

East Haddam Author pens how-to with
“The Birthday Princess Handbook”

By Tina Ugas
Special to Out & About

Linda Sacha is tall, slim, with glowing skin, bright brown eyes and a cover girl smile. She could probably pass for a 30-something, but guess what, she’s not. Forty? Nope.

She’s in her early 50s and loving it.

Sipping a Chai latte in Cilantro’s coffeehouse in Guilford, she breezily talks about her recent trip to Georgia where she and her girlfriends – all college roommates – met to celebrate “50 and Fabulous.”

They are “birthday princesses,” according to Sacha. She should know - she wrote the book - “The Birthday Princess Handbook: The Woman’s Guide to Reclaiming Your Crown” (2006 Life Support Press, East Haddam, CT).

While she may not wear a crown, Sacha’s a princess herself and proud of it.

“A birthday princess is a woman who is absolutely clear that the day she was born is a day worth celebrating,” the writer says with clear-eyed conviction. “The book is a how-to book. It is about being the supreme ruler of your own happiness – beginning with your birthday.

The author, wearing a lavender sleeveless dress, sandals and a blue and purple beaded necklace (minus a royal scepter), discusses her new book.



“The handbook is about self love,” she describes. Birthdays evoke strong emotions – especially for women who either love to celebrate or would prefer to forget their birthdays, the author notes. Sacha’s book is aimed at women and she encourages them to embrace

their birthday as “the supreme day of their own personal and unique celebration.”

Sacha lives by her credo; she embraces life with

zest and celebrates small moments along with the big events. “I call everything a party,” says Sacha. “Party for me is a connection. I am spontaneous. I love to take any situation and make the most of it.”

Sacha has a special name for her brand of optimism: “I’m a

‘Joyologist’ – not in a fluffy, trivial way, but I love finding the beauty and joy in the moment. I’m not giggling all the time. I see life with appreciation. I have a deep belief and connection to something big. And all of us – each of us – is a part of that.” Sacha believes the celebration of each woman’s birthday is an acknowledgement of gratitude for her creation.

The whole celebration of your birthday is not optional,” she insists. “You have been given a big privilege of life. To not celebrate seems irreverent and complacent. The celebration of that day is an acknowledgement. It is a celebration of gratitude.”

The Birthday Princess, herself, was born on January 15, 1955 in a small rural town near Buffalo, N.Y. While growing up, surrounded by her family, teachers and friends, her birthdays were a very big celebration with cake, ice cream and a favorite meal.

Years later, after the birthday princess became an adult and got married, Sacha’s husband nobly tried to keep her birthday tradition alive. He would bring her flowers, but she says that her excitement about her



Every woman deserves to be treated like a princess on her birthday—that is on her own terms, says the author of “The Birthday Princess Handbook.” Photo by Erik Hesselberg.

birthday had disappeared. Sacha found that other women shared similar disappointment about their birthday and she quotes their laments in her book.

“I love the celebration but hate being old,” says one woman.

Another writes, “It’s not turning 49 or 50 that makes birthdays hard, but the attention that I don’t

“If you call my house on my birthday you’ll hear, “Hello, Birthday Princess headquarters!”

like, that people for some false notion think I want.”

In Sacha’s case, she didn’t believe in a Fairy Godmother to wave a magic wand and solve her own birthday dilemma. Fortunately, Sacha says, she came to realize that as an adult, the responsibility

of having a joyful birthday lies within her own power and that she could reclaim the joy of her special day – her own way.

The handbook is a working journal to help a woman rediscover her birthday and herself in the process. In the soft cover book (that fits easily in a handbag), there are lots of lists with check boxes and ample space to make notes. The reader is encouraged to write down her unique “heart’s desires” on how she wishes to celebrate her birthday (dated and with different colored pens, because “it’s fascination to see how your desires change over time”). There is no right or wrong – readers may want to celebrate with or without gifts, with much fanfare or simply enjoy a private special day by themselves. The book also chronicles Sacha’s own journey of self-discovery.

Now, she writes, . . . if you call our house on my birthday you’ll hear, “Hello Birthday Princess Headquarters!” The author tells readers: “it’s never too late to seize the crown for yourself.”

The author has an eclectic professional background. It’s not surprising to learn that her various roles involve people and her outgoing personality. She describes her current career as a “heart coach.” Sacha says working as a “heart coach” includes talking with people via telephone to support their projects and transitions “of the heart” or to follow their passions and dreams.

Sacha also creates voiceovers for radio ads, for companies and organizations as diverse as Foxwoods Casino, The Florida Oceanographic Society and United Way.

“My specialty is communication and relationships with customers, businesses and teams,” Sacha says.

The writer’s academic background prepared her for her diverse career. She majored in elementary and special education at Mercyhurst College, PA, where her six friends (the “50 and Fabulous” set) all met. She also mastered in administration and leadership at Florida Atlantic University in Boca Raton.

In 1999, she and husband John Sacha, moved to East Haddam. She enjoys life and enjoys where she lives and her marriage of 29 years.

“We celebrate everything,” says Sacha. “We may be by ourselves just having a juicy conversation.”

Sacha admits that she is not happy all the time but says she “co-creates her life.”

She describes “co-creating life” as not allowing circumstances to control us but that we have the ability to respond to circumstances and we can shift with them. For example, if we have a happy or sad birthday we can respond by exploring why and how we can prepare to have a better birthday the next year. Is the book about birthdays or joyful empowerment?

“I chose to write about birthdays, she says. “It is where a person began. Why wouldn’t we want to be in charge of our hearts’ desires? It’s about how we get to ask for what we want or need.” She adds, “It is about taking responsibility for what we want. Our birthday is a starting point. It’s your personal New Years Eve.”

The book explores how a birthday can help readers examine the direction of their lives and if they are happy. It is an important time to reflect on needed changes, the author stresses.

“It can be an opportunity to review everything that happened during the year. Acknowledge what you have done well and what you can do differently,” she advises.

The Birthday Princess Handbook was released in November 2006 on Amazon.com and has sold about 1,000 books since publication. Sacha also has a website: www.thebirthdayprincess.com and enjoys hearing from readers.

The author’s final birthday card to all Birthday Princesses – “Love yourself enough to do ‘it’ your way.”

