

# Third Arc Lit-Letter™

Project Proof of Concept (POC) – September 2018

Dear Friend/Family-Member above an Uncertain Age,

I request your help to test the viability of a new type of literature publication, which I'm dubbing a Lit-Letter™.

May I add you as a test-subscriber to a literary delivery publication format that, to the best of my research, does not currently exist?

If so, please send me your full name (as you'd want it on a subscription), mailing address, phone number, and preferred email address for communications about this. Send it to: [rrosenheck@gmail.com](mailto:rrosenheck@gmail.com).

Interested in hearing more now about the test and its concepts? Here you go: I'm calling this a **Lit-Letter™** because it will look and feel like a newsletter. Instead of news/information, it will be filled with short pieces of literature: poems, fiction, essays and creative non-fiction, and some photography, cartoons, &/or illustrations.

The test? To see how much good new literature we can publish and send to people in a 4-6 page, tri- or bi-folded, 8.5x11" newsletter; to see how well the format works well for disseminating fine literature inexpensively and accessibly. (We'll also offer it as a PDF for self-printing or e-reading, but not in an email newsletter or blog format.)

I'm planning two test issues, either monthly or every two months, with the first issue going out in January. This will depend on whether I can gather a sufficient amount of good content for this timeline. I'm most interested in gathering data about the print version.

I will ask you for feedback after each issue. I'll provide prompting questions that I ask you to answer honestly, critically, and with serious consideration, on the presentation, content, pleasures, value, problems, and appeal (and lack-thereof). **The feedback is all-important to me, please opt out now if you won't be able to devote 15-20 minutes to providing it after each issue.**

I'll keep you looped in on the ways I change the project based on test-readers' collective feedback, and may well send you a third edition to review the changes.

In return for this help, once this launches for real, I'll thank you with a subscription offer at the very lowest amount I can manage.

**Third Arc** is a term I devised (from personal observation, not scientific research) for the third of several life stages. I borrowed the term *arc* from literature, as opposed to the oft-used *act*, which almost always assumes that the 3<sup>rd</sup> is the final one, wherein all is resolved and ultimately, the curtain falls.

I describe the **Third Arc** broadly as **Realization**, meaning both those “aha!” moments people have and reaching – realizing – potentials. This is a time of settling into who you are when you're not trying to impress, appease, or gain approval from others. Of shedding many “shoulds,” looking back with increasingly unguarded honesty, and looking ahead with some level of determination to do “your own thing” and find your own rewards.

During this period, a person may more readily appreciate one's gifts and strengths, and accept with equanimity one's flaws and vulnerabilities. It may be a time of keeping your own company, for pleasure and/or pain. For many, it's a time of being an influential adult to children – grandchildren, nieces and nephews, etc. – and to young adults. For some, it's a time of greater solitude than ever, for others, a time of increased connectedness. Sexuality may be waning or reigniting during this arc, or both. Either way, it's almost certainly changing. Spanning our 50s, 60s and sometimes 70s, this is by no means the end of the story; it's a new arc, not the last one.

Going back to the start, I describe the **First Arc** broadly as **Becoming**. It's when we're forming up physically, mentally, emotionally, culturally, philosophically, ethically, religiously, personality-wise, chemically, etc. It's when the norm of life is to be guided, taught, inculcated, led, and educated. It probably comprises a span from gestation through contiguous schooling.

The **Second Arc**, I describe broadly as **Practice**. This is when we try on and hone various personal, relational and professional selves: ones that fit expectations, ones that react against expectations, and ones about which we changed our minds. We practice by making choices regarding work-paths, love relationships, family relationships and behaviors. We practice through

the creative, intellectual, spiritual, communal, athletic, social, entertainment, and stress-release outlets and activities we pursue, avoid, and reject. We may hop mindlessly from thing to thing, repeat a thing continuously, or practice/reflect/revise/practice a thing differently. My guess is that virtually all people apply a combination of all these modes to various aspects of life practice, and that this *arc* runs from some point in our 20s to some point in our 50s, with plenty of room for variance.

*Moving forward, I presume that if a person lives long enough, there will be a fourth, and maybe even a fifth, arc. I'm focusing on the Third Arc, not ending with it.*

### **Next Steps**

**You:** Email me your interest in receiving these test Lit-Letters™. Be sure to provide your full name, mailing address, phone number, and email address.

**Also you:** Share the Lit-Letters freely, once you've read them. If you want me to include someone else directly in the test, send me their name/email address and I'll invite them.

**Me:** I will probably send a progress email or two before sending out the lit-letters™, especially if the timing changes. Then, I'll mail you each one, and after each one, I will mail and/or email you the feedback request, as per your wishes.

**You again:** Take time with the feedback. Be specific, descriptive, and honest about the positives and negatives.

**Me again:** Thank you, loop you into changes, send you another test, and maybe, if the concept proves promising, publish a Lit-Letter. Offer you the best subscription rate I can manage.

This is crazy, right? It'll be truckloads of work. Maybe fun. Maybe filling a need. If you're interested, email me all your contact information: [rrosenheck@gmail.com](mailto:rrosenheck@gmail.com). Thanks for lending me a hand with this!

Warmly, Rhonda Rosenheck

917-656-4835 ~ 2334 Rosendale Road, Niskayuna, NY 12309  
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