

Author: Amber Scotchburn
Category: Parenting; Self-Help
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Author Bio

AMBER SCOTCHBURN is an internationally-recognized parenting expert, and the co-author of the bestselling book *Dynamo Diaries: Success Secrets of 21 Shining Stars*.

She is the founder of *Amber Scotchburn Training Consultants*, a life skills-based training company.

Social worker, teacher, tutoring agency CEO, bestselling author, and nationally sought-after parenting expert, Amber Scotchburn finally provides what the everyday parent is looking for: a manual full of parenting tips to help them be the parent they've always wanted to be.

Parenting...With A Twist will keep you reading more, as Amber's passion for people, encouraging story-telling, love of humour, uncanny insights, and her interactive process of teaching comes through on every single page.



Amber Scotchburn

Book Bio

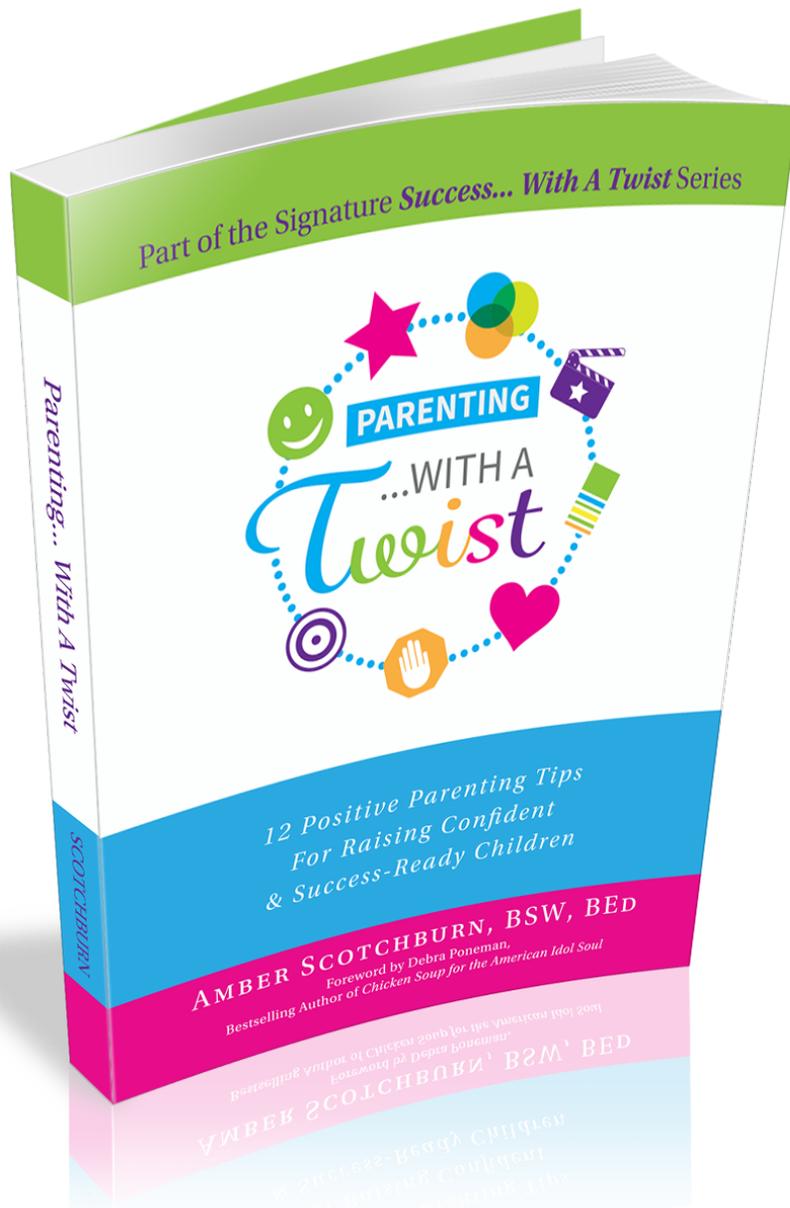
Your children didn't come with an instructional manual. Until now.

In an era when the majority of children are not asking what they want to be when they grow but instead what they want to be when they give up, *Parenting...With A Twist* will help you raise hopeful, thriving, engaged and confident children.

Building a great relationship with your child, and making them success-ready, is an important part of allowing them to become self-sufficient and happy. Instead of using punitive measures, discover the magic in getting to know your child, and fall back in love with them at every age.

Learn why it's important for your child to say "no", and even lie to you. Explore not allowing school grades to define your child, and understand all of your child's behaviours, especially the ones that drive you the most insane.

Using our *Success...With A Twist* system, you will be able to do your own Parenting Skills Assessment. Do you spend enough quality time with your child? Is your household set up for success? Are you able to navigate the school system with piece of mind? Do you like the child you love? Included are many hands-on and interactive tools, to empower you to discover the positive parent within.



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TESTIMONIALS



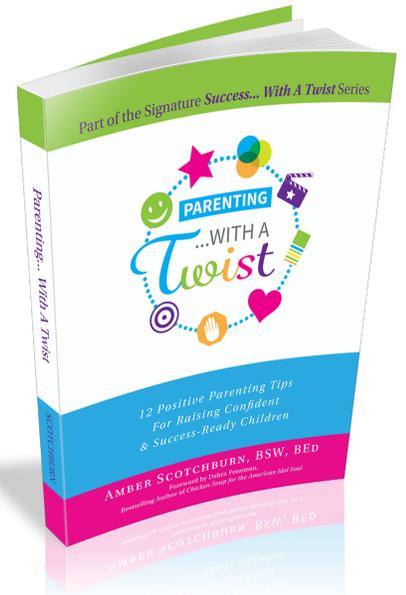
“In *Parenting...With A Twist*, Amber Scotchburn offers a breakthrough approach to parenting.” **Marci Shimoff**,
NY Times Best Selling Author



“I’ve seen Amber in action with her own children and know that she practices the very ideas that she is suggesting. She is the real deal!”-
Colin Sprake, Author, Speaker, Trainer & Parent of Teenage Girls



“I remember my feelings of helplessness as my daughter had a major meltdown at the local grocery store and thinking to myself -- 'I wish she came with a handbook.' And now she does!” – **Debra Poneman**,
Chicken Soup for the Soul Author



“Amber has helped many families through her dedication in the realm of supporting parents in the process of navigating the unpredictable waters of everyday life.” **Thomas Bahler**, Author, Speaker, Music Producer & Parent/Grandparent

“If you want to be a great parent that raises amazing children who turn into incredible adults, Amber’s book and coaching programs are a must.” **Croix Sather**, Author, Speaker, Celebrity Runner & Parent!

“You’ve heard of the dog whisperer, I’ve just discovered the parenting whisperer, Amber Scotchburn.” **Mary Cantando**, Author, National Magazine Columnist, Coach & Parent/Grandparent!

“There are other parenting books out there but this one stands out from the rest.” **Pamela Chantry**, Coach, Trainer, Keynote Speaker & Parent!

Target Audience



WHO SHOULD READ THIS BOOK?

Parents including:

- ✓ New Parents
- ✓ Co-Parents
- ✓ Step-Parents (or as Amber likes to call them Bonus Parents!)
- ✓ Single Parents
- ✓ Grandparents

Professionals who Work with Parents

- ✓ Educators
- ✓ Social Workers
- ✓ Doctors
- ✓ Employers

BENEFITS OF READING THIS BOOK!

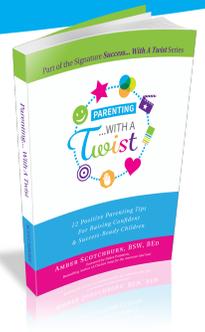
For Parents to:

- ✓ Build Amazing Relationships with Their Children
- ✓ Raise Confident, Hopeful, Thriving, Engaged Children
- ✓ Get An Easy-To-Use Manual to Answer Many of Lives Age Old Parenting Questions
- ✓ Fall in Love with Their Children At Every Age
- ✓ Learn Why it's important for Their Child to Say "No" and Even Lie
- ✓ Explore Not Allowing School Grades to Define Their Child
- ✓ Understand A Child's Behaviours, especially the Ones that Drive them the Most Insane!

Professionals who Work with Parents to:

- ✓ Have an Easy To Reference Tool in Their Work Space
- ✓ Increase Understanding of What Parents Deal with Everyday
- ✓ Help Parents Problem Solve Common Stressful Concerns
- ✓ Contribute to Raising a Generation of Success-Ready Children

Book Excerpt



Parenting Tip #11:

I'm Not A Psychologist, I'm "Just" A Parent

Don't minimize your role as a parent by ever thinking, "I'm just a parent." Being a parent makes you a cook, alarm clock, maid, waitress, teacher, nurse, referee, handyman, security officer, photographer, counsellor, chauffeur, event planner, personal assistant, bank machine... and the list goes on. And all this for a 24/7 job with no monetary pay and no days off. This is where you give yourself a break and when you are having a bad moment, you repeat the following: "I'm not a bad parent; I am a good parent having a bad day."

Iceberg Behaviour Analogy

While we only see the behaviour that the person is displaying, we often forget that what is being displayed is really indicative of how they are feeling or how they have learned to get a need met in the past. Think of this like an iceberg—typically you only see the tip of the iceberg sticking out. This is akin to the behaviour someone is displaying. The layers underneath the iceberg you don't see are akin to the reasons why a person is acting that way.

If it's your child, you are going to want to take the time to investigate the reasons. So instead of judging or reacting to that behaviour, we need to simply (ha! ha!) remind ourselves that the behaviour is just that: someone trying to have a need met. It's your job to figure out what the behaviour is telling you they need!

Children As Mirrors

You need to look at the behaviours that you reward in your children and ask yourself the question: Are these behaviours that will serve them well in life? If not, you will need to start redirecting that behaviour. If so, then continue to reward them for it as you are helping them form healthy habits for life.

A further question you need to ask yourself is: if others are displaying behaviours to get needs met, might you perhaps be doing the same thing? Of course, we all do! Be aware—your child will mirror your behaviour of how you get your needs met. Also, somebody might judge you inaccurately because only the tip of your 'iceberg' is sticking out. While you may know why you are acting a certain way, others may not.

The Simplicity of Life

1. We have a need/desire.
2. We act a certain way to have this need/desire met.
3. There is a consequence to this action.
4. Depending on the consequence and whether it met this need/desire, we will continue to do that same action in the future, or we will adapt our behaviour until our need/desire is met.
5. Whoever is around us the most shapes our behaviour and acts as our mirror to what behaviours we model.

STORY IDEAS & EVENT TOPICS:

Amber, as an engaging & entertaining speaker, is available for the following events:

- Book Signings
- Live Readings
- Q & A's
- Workshops
- Keynotes
- Presentations

Positive Parenting Tips for Raising Confident & Success-Ready Children:

What do parents need to do in order to raise hopeful, engaged and thriving children?

The Parallels of Parenting & The Making of A Movie:

What tools can we use from a movie director in parenting our children?

The Trouble is You Think You Have Time:

Is quality time or quantity of time a better predictor of a successful child?

Raising Financially Ignorant Children:

Why are children living at home until they are thirty-four years of age?

Children Are Our Mirrors:

What do we teach our children by our actions?

Fail Early, Fail Often:

Let's learn why it's important for our children & ourselves to embrace failing, even in school!

How To Read A Report Card, No Matter What The Grade:

Why aren't school grades a measure of success?

The Predictors of Success:

What do we know through years of research that can help us raise success-ready children?

Employability Skills Gap:

How can I ensure that my children are ready for the 'real world' upon leaving school?

Liking The Child You Love:

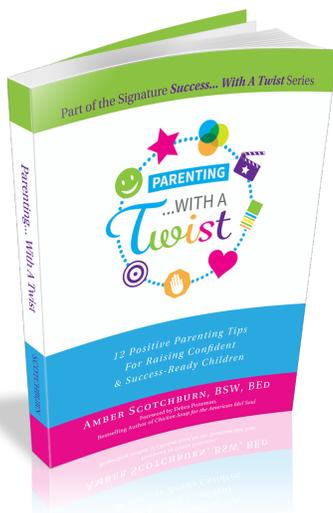
Do you have a fixed mindset or a growth mindset when parenting your child?

Please Do Label My Child:

When can it be advantageous to have your child labeled in the school system?

The Dog Ate My Homework:

Learn why motivation and habits make for a successful person in life, and that it all starts with homework!



Interview Questions

- 1 What happens when a child lacks confidence?
- 2 What are the three predictors of success?
- 3 How do you relate parenting to movie making?
- 4 Is quality time or quantity of time with children better?
- 5 How do we teach a child to deal with life's adversities?
- 6 How do you set your household up for success?
- 7 Whose responsibility is it when a child is disrespectful?
- 8 Why is it advantageous to have a child labeled?
- 9 What is a relationship bank account?
- 10 Why are children living at home until they are thirty-four years of age?
- 11 Why aren't school grades a measure of success?
- 12 How do we engage our children in their homework?
- 13 What are employability skills?
- 14 What are temper tantrums an indication of?
- 15 Why do you suggest a child lying to their parent is okay?
- 16 Why is it important for a child to say "no" to a parent?
- 17 What is the elastic band trick?
- 18 What is the difference between selfish and entitled?
- 19 Why should you not have your child say sorry?
- 20 Why is it important for parents to put their own air mask on first?

THE SCARY STATISTICS

For Kids in Grades 5-12, did you know that?

- Only 1 in 3 students feel they are success-ready.
- Almost 50% of students lack hope for the future, reporting they feel stuck in their lives or discouraged about the future.
- Almost 50% of students are disengaged with school, reporting they feel not engaged or are actively disengaged.
- Almost 70% of students do not receive financial literacy information at school.
- Only 1% of parents ensure their children save anything from their allowance.
- Mother's stress gives rise to lower math skills. Spending quality time with a teenager gives rise to higher math skills.
- The number of hours that moms spend with kids between ages 3 and 11 does little to predict the child's behaviour, well-being, or achievement. But stress, income, and quality interactions do.
- Almost 60% of young adults, referred to as the 'boomerang generation'—those between the ages of twenty to thirty-four—live in their childhood bedrooms and basements in alarmingly high numbers. And that 42% of these parents don't charge rent in these situations; while 80% of these parents still buy groceries and do the cooking.



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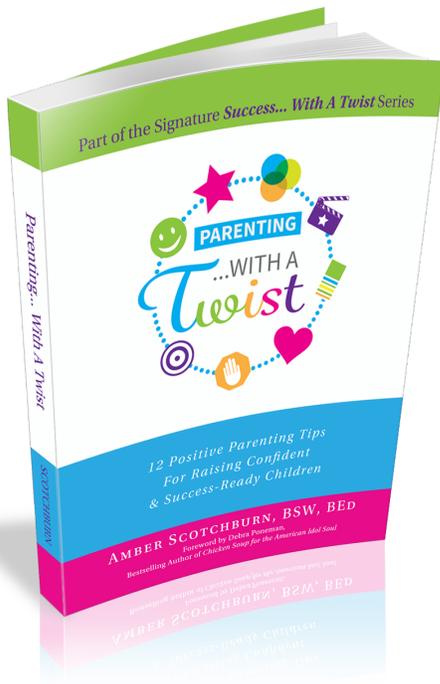
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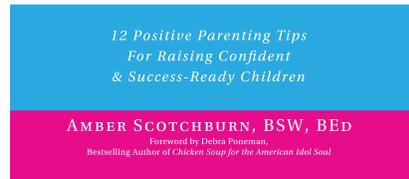
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