



Author: Amber Scotchburn
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MEDIA KIT

Target Audience

Author Bio

Book Bio

Testimonials

Statistics



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TARGET AUDIENCE

WHO SHOULD READ THIS BOOK?

Parents including:

- New Parents
- Co-Parents
- Step-Parents/Bonus Parents
- Single Parents
- Grandparents

Professionals who Work with Parents Including:

- Educators
- Social Workers
- Doctors
- Managers
- Business Owners

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

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 storytelling, love of humour, uncanny insights, and her interactive process of teaching comes through on every single page.

TESTIMONIALS

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

"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

"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

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.

SCARY STATISTICS

- Almost 50% of students lack hope for the future, reporting they feel stuck in their lives or discouraged about the future.
- Only 1 in 3 students feel they are success-ready.
- Almost 50% of students are disengaged with school, reporting they feel not engaged or are actively disengaged.

