

A Parent's Playbook for Learning

8 TYPES OF LEARNERS

Discover which ones your kids are and coach them toward greater school success.

Jen Lilienstein

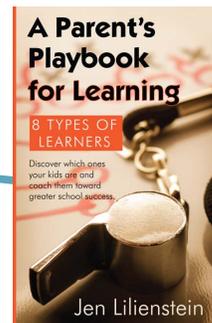


A Parent's Playbook for Learning

Jen Lilienstein

Media Professionals:

Please contact us at
press@kidzmet.com



Dear Media Professional:

Did you know that 89 of the Fortune 100 use personality type in their businesses? I strongly believe that we need to apply the same techniques that the most successful organizations employ with our schools and students.

Over the past few years, I've helped thousands of parents and teachers begin to scratch the surface of how honoring and embracing kids' personality type-based strengths can transform them into more inspired, engaged, enthusiastic learners. And those insights have won praise and recognition from parents, teachers and the media including:



The personality type based techniques revealed in *A Parent's Playbook for Learning* will teach parents specific, research-backed, actionable strategies amassed from nearly 100 reference texts with respect to:

- * How to create a learning environment that allows their unique child to excel and develop confidence in his or her abilities.
- * How to support and encourage their child's education in ways that are best for him or her.
- * How to teach their child the most effective learning strategies for him or her, as well as how and when to use those strategies.

I hope you'll take a few moments to read through the background materials enclosed in this media kit, then join me in bringing these important personality type-based strategies to parents and teachers everywhere.

I am dedicated to ensuring that *A Parent's Playbook for Learning* becomes a new parenting classic for any parent dedicated to helping their children succeed in school and life. I hope you'll choose to be a part of the movement.

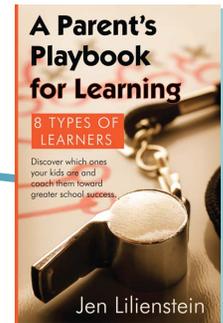
Warmly,

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Press Release

FOR IMMEDIATE RELEASE

AUTHOR JEN LILIENSTEIN'S NEW BOOK, A PARENT'S PLAYBOOK FOR LEARNING, REVEALS EFFECTIVE STRATEGIES TO MAXIMIZE CHILDREN'S LEARNING POTENTIAL

February 13, 2013—Santa Barbara, CA—Frontsiders, LLC is thrilled to announce the publication of A Parent's Playbook for Learning. The Playbook reveals personality-based tools, techniques and strategies that help parents play to their kids' innate learning strengths.

Study after study highlights the importance of parental involvement in their child's education. In fact, BYU, UCI and NC State's most recent research found that "parental involvement is a more significant factor in a child's academic performance than the qualities of the school itself." (October 2012) Research like this reinforces that parents can no longer afford to sit on the sidelines when it comes to educating their children. Amassed from nearly 100 reference texts, the Parent's Playbook for Learning shows parents exactly how to support and encourage a child's education in the ways that are best for him or her.

Says author Jen Lilienstein, "As parents, we have all been there. Once our wee ones emerged from the womb, we started devouring books and websites that would tell us whether co-sleeping, the No Cry Sleep Solution or Ferberizing our baby would be best. As they grew, we started to understand that their personalities played a big part in what parenting approaches would be most effective for them. Personality type plays a huge role in what careers appeal to us, who we select as our friends, and which partner with whom we choose to spend our lives. But, we often forget that personality type also matters in learning. Just as we naturally approach problems differently as adults, kids also look at problems and concepts differently."

Ms. Lilienstein's new book examines how to best approach everything from getting organized and time management to homework practice, test prep, approaching new concepts, enrichment activities, group learning, motivation, and handling failures based on the child's personality type. A Parent's Playbook for Learning is available on Amazon.com, BarnesAndNoble.com, Kobo, Smashwords, and at bookstores nationwide.

ABOUT THE AUTHOR

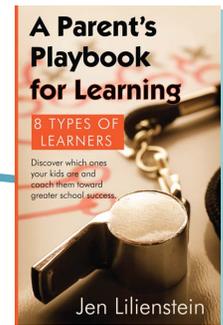
Jen Lilienstein is the Founder of Kidzmet.com—a web site that analyzes kids' personality types, multiple intelligence preferences and predominant cognitive style to help parents understand how their kids learn best and help teachers connect better and faster with their students. Ms. Lilienstein's work has been praised by both Parent Tested Parent Approved and The National Parenting Center. Ms. Lilienstein is also a weekly contributor on the Total Education Network, which is syndicated on 80+ networks and heard by more than a million people in 180 countries around the world.

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Pre-Show Questions/Information:

Please call Jen at
805-969-6075



On Air Interview Questions:

What do you mean by different kids are wired to learn differently?

Response: 2 minutes (includes 3 of my top tips)

Don't kids learn the same way their parents do?

Response: 2 minutes

Why do parents need to worry about this? Shouldn't teachers be the ones responsible for teaching our kids the best ways to learn?

Response: 2 minutes

How can you help your child prep for quizzes and exams this school year with Twister, Trivial Pursuit and Candy Land?

Response: 30 seconds

Are board games really more effective than flash cards at helping your kids prep for school/tests?

Response: 1 minute

How can parents make sure their kids' teachers understand how they learn best?

Response: 45 seconds

How do I find out what my kid is supposed to already know and learn this school year?

Response: 45 seconds

Who else besides teachers needs to know how your kid learns?

Response: 30 seconds

What tips do you have for parents with kids that are already struggling with school or homework?

Response: 2 minutes (5 additional tips)

Out of the hundreds of tips and techniques in your book, if you had to leave us with just one, what would it be?

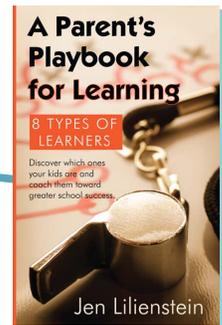
Response: 30 seconds

Look for A Parent's Playbook for Learning in bookstores everywhere

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Meet Jen Lilienstein

Jen Lilienstein's personal mission is to get us thinking about learning like we do about food. Just as a pre-packaged product is not the ONLY way to cook a dish, nor the ONLY dish we should consume, we cannot continue to think about a pre-packaged approach to learning which we all employ.

Via Kidzmet, Jen has helped thousands of parents and teachers cultivate an appetite for learning in our youth by helping them "feed" kids subject matter in a way that celebrates and embraces their unique spirits.

Jen completed her undergraduate senior thesis on Howard Gardner's theory of Multiple Intelligence and its effect on self-esteem, attendance rates and love of learning in 1994 and in the years prior to founding Kidzmet, she worked in the education industry in various capacities including brand and product management for JumpStart educational software and in marketing for a non-traditional post-secondary certification. Once she became a parent, she started seeing just how differently her kids learned than she did...and was reminded how critical it is that teachers and parents "get" how each unique student likes to learn in order for kids to become engaged, enthusiastic learners. She also started to realize how many parents didn't know personality-based techniques and strategies that could help their kids learn how to learn better.

Ms. Lilienstein currently serves on the Editorial Board of the National Afterschool Association, the Publications and Platform Committees of the NAA, the Quality Committee of the CA Afterschool Network, and advocates for Afterschool for All with the Afterschool Alliance. She is also a member of BOOST and ASCD. Ms. Lilienstein is also a weekly contributor on the Total Education Network, which is syndicated on 80+ networks and heard by more than a million people in 180 countries around the world.

At home, Jen is Mom to an extraverted seven year-old daughter--who has already dabbled in music, swimming, gymnastics, ballet, nature, yoga and art--and an introverted four year-old son who loves to do puzzles, build with LEGOs, examine the lives of animals and insects, and admire anything with an engine.

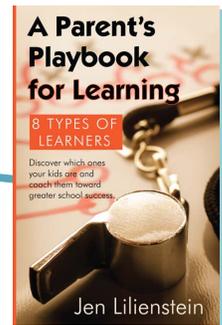
"Different Kids Learn Differently."

Kurt W. Fischer, Director of Harvard's Mind, Brain & Education Science Program
EdWeek, June 2012

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Select Reviews

"To say testers liked this would be a huge understatement." - The National Parenting Center

"When I read through [the] book, I sat there with my mouth open – floored by the amount of detail and insight, revelation about my son. This is the [book] every child should come with." - Lisa F., Parent Tested Parent Approved Reviewer

"[This book] will not only help me help my son, but it gave me some great tips so that I can better the way I learn as well." - Lenny B., Parent

"I loved the interactive guidance and examples used. It will truly help all parents and teachers...allow to blossom the best that is truly in our children." - Roger Boswarva, Chairman, Ability Consultants

"With tips from preparing the environment to overcoming failures and even ideas for motivating your child, [the] Playbook for Learning will be a valuable tool and a wise investment for assisting your child through their education." - Tabitha Philen, Homeschooling Parent, MeetPenny.com

"[What] separates this product from any other like it is the fact that through the use of the personality profile they are giving us {parents and teachers} the tools to successfully teach any child...A tool so valuable, it's worth it's weight in gold!"
soyoucallyourselfahomeschooler.com

"Peanut went back to swim lessons for one extra class. Armed with tools obtained from her Kidzmet Playbook, we approached this swim lesson a little bit differently...When the lesson was over, the teacher commented how amazing this turnaround was—a special one-of-a-kind 180. My only reply—Kidzmet...Thank you Kidzmet. You've armed us with knowledge that has truly changed our lives." - cornerstoneconfessions.com

"The things I had already figured out about my children had come from over five years of teaching them, using trial and error. Yet every single thing I found out on my own was included in [the Playbook]—and even more that I hadn't discovered yet! (Now, all the work is done for me! I will just use the suggested strategies.)" - jenniferajanes.com

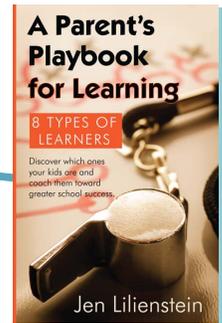
"My initial impression of Kidzmet was, "I don't need their help. I am a former school teacher. I know how to teach to multiple learning styles. I've got this all figured out...I am eating my words...There were points that stood out to me. More like leaped out at me. Obvious points that took a complete stranger revealing to me – creating "ah-ha" moments where I realized that I get frustrated with Gabe, and I shouldn't." - granolamom4god.com

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Live Event Flyers

Interested in hosting an event at your retail location? We'd be happy to provide bag stuffers and posters like the one below to help you publicize the event.

FREE

What types of learners are your kids?

AND WHY DOES IT MATTER?

Join us as award-winning author and Kidzmet.com Founder Jen Lilienstein reveals how keying into your kids' personality types will give them an edge from the classroom to the boardroom.

Thursday, January 24, 2012
12pm and 6:30pm
Santa Barbara Family Care Center
1124 Castillo Street, SB, CA 93101

Space is limited for both parent education seminars, so be sure to RSVP!