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Media Memo

How One Creative Mother Used Smart Talk to Parent Peacefully—and How You Can, Too

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Mom and author Stacey Kaye knows all too well the frustration parents feel when a preschooler simply won't cooperate. When the first of two feisty girls came along, Kaye needed a way to get her daughter to behave appropriately without squelching her strong spirit. Time-outs and bribes worked for the short-term, but that wasn't the way Kaye wanted to parent. Dozens of parenting lectures and books later, Kaye hit on an emotionally intelligent formula that worked like a charm.

"The first time I offered my older daughter a choice, her eyes lit up and it was like a whole new world opened up for her. Finally, she had some control. And when I validated her feelings, the tantrums and crying stopped. It was wonderful for her, and wonderful for us," Kaye said.

Drawing on the vast knowledge she gained through her research and fine-tuned at home, Kaye now offers parents a way to get through the everyday battles unscathed and empowered. Her books depict families in everyday scenes and offer color-coded language so parents can easily spot examples of how to validate a child's feelings, offer choices, and give encouragement.

READY FOR THE DAY! and **READY FOR BED!**, the only parenting books designed to be read by parents and children together, are getting rave reviews from parenting experts who call the books a "lifesaver for any stressed parent," "a thoughtful approach to tackling an important daily routine," and "a must-have series that will make life easier for parents and their children."



READY FOR THE DAY!

and

READY FOR BED!

by

Stacey R. Kaye, MMR

Ask the Author

- What were some of your early frustrations as a new parent?
- What was it like when you started trying out new approaches?
- Do you remember an exact incident when you realized you'd hit on a winning phrase or approach?
- Did you ever come across an approach that you thought was a bunch of baloney?
- What changes did you notice in your daughter's behavior?
- Was there an "aha!" moment during which you understood you needed to share your findings with other parents?
- How is the approach you discuss in your books critical to a child's positive development, and to the relationship developing between parent and child?

"With *ParentSmart / KidHappy*, Stacey Kaye has created a must-have series that will make life easier for parents and their children. In a delightfully entertaining way, kids will learn from a very early age skills to resolve typical, everyday struggles such as going to bed and getting ready for a new day—skills they will take with them for the rest of their lives."
—Myrna B. Shure, Ph.D., Author, *Raising a Thinking Child*, and *Thinking Parent, Thinking Child*

To set up an interview or to request a review copy, contact Jenni Bowring at 612.746.6848 or bowring@freespirit.com.