



On a Treasure Hunt for Words

By Ramona Thomas

Path to Publication

By Pink Prom Dress Productions

PPDP

2525 O'Neal Lane 1001
Baton Rouge, LA 70816

November 11, 2022

Ramona Thomas

Author

On a Treasure Hunt for Words

7504 Redwood Ivy Way

Sacramento, CA 95829

Dear Ramona,

Welcome to the PPDP team! It's an honor to work alongside you throughout the writing to publication/advertising process for **ON A TREASURE HUNT FOR WORDS**.

The idea of the story is so smart! I love that it encourages children to find joy in learning while adding a much-needed diverse voice to the literary community.

Thank you for writing this and for tapping into the PPDP team to manage the publication and marketing/advertising process.

In this packet you'll find an overview of the writing to publication process, as well as all details related to the social media content PPDP will post for you.

Please let us know if you either approve or require changes to any of the planned social media posts and videos for November through January.

This exciting project is yours to direct as PPDP works to carry out your vision!

Sincerely,

Paula L. Jones

CEO

Pink Prom Dress Productions

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Author's Online Tools

Email/Password Combination

Email: ramonathomaskidlit@gmail.com

Password: fallskyDJT3!

The Author's Email Address/Password above was created for: Google, Gmail, Weebly website, YouTube, Facebook

Alternate author email address: ramonathomasauthor@yahoo.com

Password: fallskyDJT3!

****Please note that all emails from the "gmail" account will be forwarded to the "yahoo" account. This means the email account that needs to be utilized most of the time is ramonathomasauthor@yahoo.com. The gmail account is essentially "hidden." It only needs to be used to log in to Google, Facebook, and Weebly.****

Author's Website

Your Website: <https://ramonathomasauthor.weebly.com/>

This author website was created using a hosting site called Weebly.

You can access your website's contents to edit them as needed by visiting www.weebly.com and logging in using the email address and password combination above.

That said, during the course of your contracted relationship with PPDP, our company will gladly make your requested changes to your author site.

This website is free of charge, but if you'd ever like to change it to a ".com," Weebly charges a fee of \$6 monthly to do so.

Author's Google Account

Name on Account: Ramona Thomas -Author

Link: [About me \(google.com\)](#)

The email address/password associated with this account are listed at the top of this section.

Author's YouTube Channel

YouTube Profile Name: @ramonathomas-author

Link to YouTube Channel: [Ramona Thomas -Author - YouTube](#)

The email address/password associated with this account are listed at the top of this section.

Author's Facebook account & page

Facebook Profile Name: @RamonaThomasAuthor

Link to Facebook Page: [Ramona Thomas -Author | Sacramento CA | Facebook](#)

The email address/password associated with this account are listed at the top of this section.

Breakdown of Target Demographic

QUESTIONS ABOUT THE WRITER'S AUDIENCE	ANSWERS ABOUT THE WRITER'S AUDIENCE
Who will be reading this book?	Teachers and children (4 -7 years of age)
Who will be purchasing this book?	School officials, teachers, mothers, fathers
Where are the readers during the day (irl)?	In school classrooms
Where are the purchasers during the day (irl)?	In school offices/at grocery stores, at home, at the salon, in waiting rooms of doctor's offices, at barber shops, on basketball courts, at gyms
Where are the readers online?	Teachers may be on sites like Edutopia or TeachHUB Education Blog
Where are the purchasers online?	Amazon, Netflix, Hulu, Shein, Nike, hm.com, online games
What real life problems (unrelated to the book) do the readers want solved?	Teachers may be overworked and in need of a break, teachers may also need more money/ Young children might want more friends at school or to spend more time with Mommy or Daddy, they might be scared of imaginary monsters or of real problems like COVID or a bully at school/in the neighborhood
What real life problems (unrelated to the book) do the purchasers want solved?	School officials may need more money in their budgets, mothers may want more rest, more acknowledgement for their hard work/sacrifices, and may need a vacation. Fathers may want more practical direction/specific instruction from a reliable source when it comes to how to raise their children.
What are the reader's hobbies/interests?	Teachers probably like to read, cook, enjoy trivia night at a local bar on a Fridays; kids like to watch cartoons, play with toys, listen to kid's songs, go to amusement parks/fairs, and play online games.
What are the purchaser's hobbies/interests?	School officials may enjoy spending time with their families and mothers probably enjoy book clubs, online parenting groups, watching interesting Netflix series, reading good books. Fathers may enjoy playing basketball with friends, playing golf, online gaming, and at casinos.
What is ON A TREASURE HUNT FOR WORDS' main message?	There are new things to discover everywhere, every day!

Step-By-Step Pre-Publication Marketing Process

Week of November 1

- ~~Find out who Ramona's intended audience is and create a detailed profile of this person's interests, hobbies, deepest desires, and frequented places online & IRL.~~
- ~~Find out what Ramona's main message is via this book and incorporate this message into a teaser trailer for the book.~~
- ~~Create a new author email address for Ramona~~
- ~~Create a basic author website for Ramona that includes: Author Bio, Blog, Social Media Links, Books, Sign Up for Updates (use this to create her 'fan list')~~
- ~~Create Ramona's author social media accounts on: YouTube, Facebook and use social media to follow people & organizations who match the author's intended audience.~~
- Begin posting for Ramona on FB once daily, Monday-Friday.
- Begin blogging for Ramona once weekly and sending weekly emails to her fan list.
- Begin YouTubing for Ramona once weekly. (remember to address/capture the interest of her target audience)

Week of December 12

- Announce book cover reveal with special blog post/social media posts
- Reveal ON A TREASURE HUNT FOR WORDS' book cover Friday, December 16th

Week of December 19

- Write, direct, and produce a full-length book trailer for Ramona

Week of January 2

- On January 6, reveal ON A TREASURE HUNT FOR WORDS' full-length book trailer on Ramona's social media accounts, namely YouTube and Facebook.
- Using a page funnel, advertise the book trailer on sites that Ramona's intended audience frequent.
- Use the page funnel to update and expand the list of 'fans' for the author and begin emailing these people with updates monthly.

Week of January 9

- Schedule a book signing once a month from February- April one weekly for 3 months

Week of January 16

- Ask Ramona if she can film a brief video describing what inspired her to write ON A TREASURE HUNT FOR WORDS. (If that's not possible, that's okay and we'll come up with an alternative

video) If she's available, she can film it Saturday, January 21st and then send it to me via WeTransfer (so I can edit it by adding music and/or a title). This will ensure the video is readily available when it needs to be posted, later.

- Ramona's video will be uploaded to YouTube January 30th and advertised on her author Facebook page.

From February-April

- Help Ramona with her book signings, reminding her when/where they will take place and accompany her if possible/need be.
- Create flyers with QR Codes that direct people to ON A TREASURE HUNT FOR WORDS on amazon.com. Post the flyers in hair salons, nail salons, coffee shops, barber shops, and at public parks.
- Schedule "Storytime with Ramona" on her YouTube channel at least once.

Ramona's Social Media Calendar- 3 Months

NOVEMBER

		<p>Wednesday 16</p> <p>Copy: On A Treasure Hunt For Words is my first venture into publishing a Children's Book! Have you ever written a book (of any genre) or considered writing one?</p> <p>Media: A picture of a writer at a typewriter</p> <p>Target Audience: Mothers of young children (women between 23-35); teachers</p>	<p>Thursday 17</p> <p>Copy: I'm learning that writing is a journey. As a writer, you put an idea on a path and guide it along until it becomes a reality. Do you use a form of art to express yourself or exercise your creative muscles?</p> <p>Media: A picture of someone writing</p> <p>Target Audience: Mothers of young children (women between 23-35)</p>	<p>Friday 18</p> <p>Copy: How would you fill in this blank? I wish there were more children's books about _____.</p> <p>Media: A picture of a child reading a book</p> <p>Target Audience: Mothers of young children (women between 23-35)</p>
<p>Monday 21</p> <p>**Post a teaser trailer to YouTube and Facebook for ON A TREASURE HUNT FOR WORDS**</p>	<p>Tuesday 22</p> <p>Copy: When parents read with young children, it establishes a foundation for learning and self-esteem. But above all, it demonstrates the parents' deep love for their little one. Do you have fond memories of being read to when you were a child?</p> <p>Media: A picture of a parent and small child reading together.</p> <p>Target Audience: Mothers of young children (women between 23-35)</p>	<p>Wednesday 23</p> <p>Copy: Is there a special children's book you enjoyed as a child that you've passed on to your children?</p> <p>Media: A picture of a parent reading with a child</p> <p>Target Audience: Mothers of young children (women between 23-35)</p>	<p>Thursday 24</p> <p>Copy: I will admit that after a long, hard day, there's nothing like watching a good love story. Do you have a fav show that helps you unwind after a difficult day?</p> <p>Media: A Cartoon. PANEL 1: A woman arrives home from work and tells her husband, "There was so much drama at work today. I'm glad to be home!" PANEL 2: The woman is setting her briefcase down as she continues to talk her husband's ear off, saying, "I mean, why are people so dramatic? I don't understand this need for drama! Isn't life tough enough as it is?" PANEL 3: The woman's husband hands her a plate of dinner he's cooked and she's still talking to the poor man saying, "So, I</p>	<p>Friday 25</p> <p>Copy: How would you fill in this blank? I wish there were more children's books about _____.</p> <p>Media: A picture of a child reading a book</p> <p>Target Audience: Mothers of young children (women between 23-35)</p>

			<p>told my coworkers, "I am not here for all this drama. Please leave. And take your unwanted drama with you."</p> <p>PANEL 4: A close up of the woman saying, "I'm so done with drama!"</p> <p>PANEL 5: The woman walks into the den and sees Bridgerton on their television, she smiles and says, "Oh, Bridgerton! My favorite!"</p> <p>PANEL 5: The woman is sitting in front of her television absolutely mesmerized by Bridgerton. Her husband looks at the audience with a deadpan expression.</p> <p>Target Audience: Mothers of young children (women between 23-35)</p>	
<p>Monday 28</p> <p>Post a YouTube Video entitled: When should I start reading to my child? <i>**The script for this video can be viewed at the very end of this document**</i></p>	<p>Tuesday 29</p> <p>Copy: Parents: What's one thing you didn't understand about YOUR parents until after you had children? Media: Picture of a dad and kid Target Audience: Mothers of young children (women between 23-35)</p>	<p>Wednesday 30</p> <p>Copy: Working in child development means being around a number of children's books. Three of the best books I've seen lately are "I am Enough" by Grace Byers, "Hair Love" by Matthew Cherry, and "I Promise" by Lebron James. What about you? What are some of the best children's books you've seen lately? Media: A picture of "Hair Love" by Matthew Cherry Target Audience: Mothers of young children (women between 23-35)</p>		

DECEMBER

			<p>Thursday 1</p> <p>Copy: Children remember the people who treat them with kindness and help them learn new things. In looking back at my childhood, I have fond memories of my fourth-grade teacher, Mrs. Snyder. She was incredibly supportive as an educator and played a role in introducing me to the world of theater arts. Did you have a favorite teacher as a child?</p> <p>Media: A classroom or a teacher's desk</p> <p>Target Audience: Mothers of young children (women between 23-35)</p>	<p>Friday 2</p> <p>Copy: One of the most challenging aspects of the writing process is finding the time to write. As simple as it may sound, writing a daily 'to-do' list does wonders in keeping a busy day as organized and productive as it can be. What helps you with time management?</p> <p>Media: A picture of a woman multitasking</p> <p>Target Audience: Mothers of young children (women between 23-35)</p>
<p>Monday 5</p> <p>Post a YouTube Video entitled: Should I Get Printed Books for my Child?</p> <p><i>**The script for this video can be found at the very end of this document**</i></p>	<p>Tuesday 6</p> <p>Copy: I crochet from time to time, it helps me unwind. And I'm not planning on using my dog as a model for my designs. Do you have a hobby that helps you unwind?</p> <p>Media: A cartoon. PANEL 1: A woman walks into a spiderweb. Her cat is in the background watching her. PANEL 2: The woman is making a big fuss about walking into a spiderweb. She swats at it and says, "Why do they do this? What is wrong with these insects?! Why invade MY space with THEIR webs? PANEL 3: The same woman is crocheting a sweater. PANEL 4: The woman is forcefully putting the crocheted sweater on her cat, who wants no part of it. The woman is saying, "But I made this and it's so pretty. Let me just put it on you. You'll love it just as much as I do, I swear!"</p> <p>Target Audience: Mothers of young children (women between 23-35)</p>	<p>Wednesday 7</p> <p>Copy: Question for Parents: Raising a small child is a happy yet very BUSY time. So, what have you found is helpful when it comes to carving out time for self-care? Or have you been able to at all?</p> <p>Media: A picture of a busy parent</p> <p>Target Audience: Mothers of young children (women between 23-35)</p>	<p>Thursday 8</p> <p>Copy: As adults, we may use humor to distract ourselves from the fact that we're stressed and interestingly, experts say very young children sometimes do the same thing. A child who's acting incredibly silly may be doing so as a result of anxiety. A trick that can help calm them is to encourage them to practice deep breathing by either having a whistling contest or getting some bubbles and blowing bubbles with them. Do you remember struggling with anxiety as a child? If so, what helped to ease yours?</p> <p>Media: picture of a kid blowing bubbles</p> <p>Target Audience: Mothers of young children (women between 23-35)</p>	<p>Friday 9</p> <p>Copy: There were a number of reasons why I wanted to write On a Treasure Hunt for Words, one significant reason was a desire to honor my late father. His name was Samuel Jones and he was an insightful man with a great sense of humor and a very big vocabulary. Anyone who knew him is going to instantly see that the grandfather character in On a Treasure Hunt for Words is loosely based on my dad.</p> <p>Media: picture of Uncle Sam</p> <p>Target Audience: Mothers of young children (women between 23-35)</p>

<p>Monday 12</p> <p>Post a YouTube Video entitled: How to find time for yourself as a busy parent <i>**The script for this video can be viewed at the very end of this document**</i></p>	<p>Tuesday 13</p> <p>Copy: Do you have a favorite fictional character in a movie or book? Right now, the main character in the children's book is named Jetta. And Jetta is fun to write because she's incredibly curious about life and she loves to learn. Capturing her excitement as she discovers the world around her reminds me of what that's like- the things we might take for granted as adults, this little girl is learning about for the very first time. Media: picture (photo) of little kids playing Target Audience: Mothers of young children (women between 23-35)</p>	<p>Wednesday 14</p> <p>Copy: Some books are designed to build a child's confidence and self-esteem, or to teach them a new skill. What kind of children's book do you think your child needs? Media: picture of a children's book Target Audience: Mothers of young children (women between 23-35)</p>	<p>Thursday 15</p> <p>Copy: We talk a lot about reading with children here. I'm curious, are you able to find any time to read for personal enjoyment? Media: picture of woman reading Target Audience: Mothers of young children (women between 23-35)</p>	<p>Friday 16</p> <p>Copy: A new book for children ages 4-7 will be hitting bookshelves across America this coming January! Here's a sneak peek at ON A TREASURE HUNT FOR WORDS By Ramona Thomas. Sign up here to receive an emailed alert when the book is available for purchase: LINK Media: picture of book cover Target Audience: Mothers of young children (women between 23-35) and teachers</p>
<p>Monday 19</p> <p>Post a YouTube Video entitled: How can a woman's identity shift when she becomes a parent? <i>**The script for this video can be viewed at the very end of this document**</i></p>	<p>Tuesday 20</p> <p>Copy: One of the reasons I wrote A Treasure Hunt for Words was because I noticed a lack of diversity in children's books. What do you think writers can do to make sure their books are diverse? Media: Image of a child reading a book Target Audience: Mothers of young children (women between 23-35)</p>	<p>Wednesday 21</p> <p>Copy: Do you think cartoons have changed for the better over the years? What was your favorite cartoon as a child? Media: pic of kid watching cartoons Target Audience: Mothers of young children (women between 23-35)</p>	<p>Thursday 22</p> <p>Copy: "We never know the love of a parent till we become parents ourselves." –Henry Ward Beecher Media: picture of Henry Ward Beecher Target Audience: Mothers of young children (women between 23-35)</p>	<p>Friday 23</p> <p>Copy: Tell me about the book that changed your life. What did you love about it? Media: peaceful image of a person reading Target Audience: Mothers of young children (women between 23-35)</p>
<p>Monday 26</p> <p>Post a YouTube Video entitled: How can parents & teachers work together for</p>	<p>Tuesday 27</p> <p>Copy: Question: What can parents do to teach their daughters to become leaders? Media: image of a happy little girl Target Audience: Mothers of young children (women between 23-35)</p>	<p>Wednesday 28</p> <p>Copy: "Parents aren't the people you come from. They're the people you want to be, when you grow up." – Jodi Picoult Media: image of Jodi Picoult (if available)</p>	<p>Thursday 29</p> <p>Copy: Growing up, did you relate to any of the main characters in your fav children's books? If so, how did that affect your self-esteem? Media: pic of a kid reading Target Audience: Mothers of young children (women between 23-35)</p>	<p>Friday 30</p> <p>Copy: What book would you like to see made into a movie? Media: picture of a clapper or a movie set/related filmmaking image Target Audience: Mothers of young children (women between 23-35)</p>

success in the classroom amid a struggling economy?

The script for this video can be viewed at the very end of this document

Target Audience: Mothers of young children (women between 23-35)

JANUARY

<p>Monday 2</p> <p>Post a YouTube Video entitled: The Making of ON A TREASURE HUNT FOR WORDS book trailer- behind the scenes <i>**The script is available to view at the very end of this document**</i></p>	<p>Tuesday 3</p> <p>Copy: If you're an avid reader, what motivated your love for books? Media: picture of books Target Audience: Mothers of young children (women between 23-35)</p>	<p>Wednesday 4</p> <p>Copy: Before writing On a Treasure Hunt for Words, I'd been dreaming of writing a book for a long time. Is there an artistic project you've been interested in pursuing? If you haven't started on it yet, what do you think is holding you back? Media: image of something that denotes creativity Target Audience: Mothers of young children (women between 23-35)</p>	<p>Thursday 5</p> <p>Copy: Experts say children learn from example and that even just seeing one of their parents relaxing by reading a book will subtly encourage the child to do the same. Media: image of an adult reading a book Target Audience: Mothers of young children (women between 23-35)</p>	<p>Friday 6</p> <p>Copy: A children's book that's been in the works for over a year, is weeks away from becoming available to you and your little ones! Watch the full-length book trailer for ON A TREASURE HUNT FOR WORDS by Ramona Thomas below Media: Full length book trailer for On A Treasure Hunt For Words Target Audience: Mothers of young children (women between 23-35) and teachers</p>
<p>Monday 9</p> <p>Post a YouTube Video entitled: Why you shouldn't feel guilty when you occasionally drop the kids off at their grandparent's house <i>**The script for this video can be viewed at the very end of this document**</i></p>	<p>Tuesday 10</p> <p>Copy: Is there a children's song that you sometimes find yourself rocking out to? Media: woman with earbuds Target Audience: Mothers of young children (women between 23-35)</p>	<p>Wednesday 11</p> <p>Copy: Busy parents: How would you rather unwind: By taking a long walk, watching a funny movie at home, or taking a bubble bath? Media: image of a woman on a run Target Audience: Mothers of young children (women between 23-35)</p>	<p>Thursday 12</p> <p>Copy: "A mother understands what a child does not say." – Jewish Proverb Media: picture of a mother and a child Target Audience: Mothers of young children (women between 23-35)</p>	<p>Friday 13</p> <p>Copy: How often do you think parents of small children should go out for a date night? Weekly, monthly, or anytime? Media: picture of a couple on a date Target Audience: Mothers of young children (women between 23-35)</p>

<p>Monday 16</p> <p>Post a YouTube Video entitled: Activities that grandparents and young grandchildren can enjoy together <i>**The script for this video can be viewed at the very end of this document**</i></p>	<p>Tuesday 17</p> <p>Copy: “My biggest parenting conundrum: why is it so hard to put someone who is already sleepy to sleep.” –Chrissy Teigen Media: picture of Chrissy Teigen Target Audience: Mothers of young children (women between 23-35)</p>	<p>Wednesday 18</p> <p>Copy: There may be days when the little ones we love need more than we feel we have to give. Experts say when a child's behavior becomes overwhelming, and we feel our peace of mind slipping, this is a moment when we can be intentional in our behavior. We can take a breath and shift the energy in the room by deciding to set an example of calm. This may involve putting on some soothing music and lighting a candle or going for a walk with the child to shift the energy or mood to a calmer state. Media: picture of a calm parent and a screaming child Target Audience: Mothers of young children (women between 23-35)</p>	<p>Thursday 19</p> <p>Copy: If you're looking for a way to jumpstart your motivation and creativity, the answer just might be that you need to sleep more! Sleeping according to a set bedtime and set wake up time every night is an essential aspect of a healthy and balanced life! Media: picture of someone sleeping Target Audience: Mothers of young children (women between 23-35)</p>	<p>Friday 20</p> <p>Copy: “There is nothing sweeter in this sad world than the sound of someone you love calling your name.” – The Tale of Despereaux. Media: image of book cover "the tale of despereaux" Target Audience: Mothers of young children (women between 23-35)</p>
<p>Monday 23</p> <p>Post a YouTube Video entitled: How can I nurture my child's self-esteem? <i>**The script for this video can be viewed at the very end of this document**</i></p>	<p>Tuesday 24</p> <p>Copy: There is only one week left until ON A TREASURE HUNT FOR WORDS by Ramona Thomas becomes available for purchase! This book makes learning fun and encourages children ages 4-7 to develop an interest in reading! Sign up here to receive an email alert when the book becomes available: LINK Media: A picture of the book cover Target Audience: Mothers of young children (women between 23-35) and teachers</p>	<p>Wednesday 25</p> <p>Copy: What go-to snack do your kids absolutely love? One study found that Oreo and Ritz are the most popular kids' snacks in the U.S. this year. But have you had to adjust snacking habits due to the economy? Media: picture of kids snack food Target Audience: Mothers of young children (women between 23-35)</p>	<p>Thursday 26</p> <p>Copy: In your opinion, what movie would make a great children's book? Media: Picture of an interior of a movie theater Target Audience: Mothers of young children (women between 23-35)</p>	<p>Friday 27</p> <p>Copy: By this time next Tuesday, a brand-new children's book, ON A TREASURE HUNT FOR WORDS By Ramona Thomas, will be available for purchase on Amazon! I hope you and your children and/or students will enjoy reading it together! Media: Picture of OATHFW book cover Target Audience: Mothers of young children (women between 23-35), teachers</p>

<p>Monday 30</p> <p>***If possible, Ramona can create a quick YouTube Video, explaining her inspiration behind writing On a Treasure Hunt For Words. ***</p>	<p>Tuesday 31</p> <p>Copy: My new book, ON A TREASURE HUNT FOR WORDS is available for purchase on Amazon! You're welcome to include it on your home bookshelf, kindle, or in your classroom if you're an educator. It's for children between the ages of 4-7 and encourages kids to view learning as an adventure. I hope it has a positive impact on your children and students! LINK TO THE BOOK ON AMAZON</p> <p>Media: Picture of OATHFW book cover</p> <p>Target Audience: Mothers of young children (women between 23-35), teachers</p>			
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YouTube Video Scripts

TITLE	DATE	SCRIPT
<p>ON A TREASURE HUNT FOR WORDS teaser book trailer</p>	<p>11/21/22</p>	<p><i>Images of forests, cities, crowds of people over upbeat classical music</i> <i>Words slowly fade in on screen:</i> Life Is full of adventure <i>Image of a happy little girl</i> One little girl <i>Image of happy little girl with grandparents or holding someone's hand</i> Discovers that learning <i>Image of a dictionary</i> Can unlock the door <i>Image of a library</i> To incredible worlds <i>Image of the earth</i> <i>Images of people, forests, cities, everyday life</i> Read about her adventures in learning <i>Black screen</i> On a Treasure Hunt for Words by Ramona Thomas Coming to Amazon in January 2023</p>

<p>When should I start reading to my child?</p>	<p>11/28/22</p>	<p>Parents want the best for their children. Even if a new mom <i>hates</i> the taste of vegetables and isn't the best about eating them regularly herself, it's likely that she'll try and introduce vegetables into her little one's diet at the appropriate time, because she wants her daughter or son to develop properly.</p> <p>The same can of reading. We don't all love to read, but when it comes to our children, we want the best for them.</p> <p>So, when should parents start reading to children?</p> <p>Essentially, it's never too early, according to experts.</p> <p>Parents can read to <i>infants</i> as a way of bonding with them.</p> <p>And the Mayo Clinic says that "Reading to a baby promotes speech and thought development." It suggests starting with books that feature large, brightly colored pictures and advises parents to describe what's happening on each page..." taking the time to point to and name common objects.</p> <p>Doing all of this is a learning opportunity for your little one and it provides a chance for the two of you to bond!</p> <p>One children's book that you'll be able to read in early 2023 is ON A TREASURE HUNT FOR WORDS by Ramona Thomas. It describes the adventure a little girl named Jetta has as she visits her grandparents' home the summer before kindergarten and she learns a host of new words. Kids are going to love the vivid illustrations in the book, and they'll benefit from Jetta's curiosity about language and education!</p> <p>Be on the lookout for ON A TREASURE HUNT FOR WORDS on Amazon in early 2023!</p> <p>Thanks for watching and check back right here next Monday for a brand-new video on the surprising benefits of getting printed books for children.</p>
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<p>Should I get printed books for my child?</p>	<p>12/5/22</p>	<p>In the 21st century modern technology has evolved our society with electric cars with screens, small miniature computers that we carry around to communicate via voice, video call or a written text, and there are computers at home and work. Screens, Screens, and more Screens.</p> <p>Many children are a part of all these interactions. Did you know that studies have shown that toddlers spend on average, over two hours per day using digital media. So, when it comes to reading with our kids- Is it worth it to invest in actual books that they can touch and feel the pages as they turn them or the assortment of technology screens that are available?</p> <p>Experts recommend providing children with books that they can hold in their hands in addition to the educational tools they can use on other devices. Studies have found that shared book time with parents and children reading printed books together children have talked more frequently, and the quality of children's interactions can be at a higher rate. There are tons of beautifully illustrated children's books on the market! The Giving Tree, Same Difference, Pete the Cat Books... and in 2023 the book written by the owner of this YouTube channel will be available on Amazon. It's called ON A TREASURE HUNT FOR WORDS By Ramona Thomas. We hope that you will join the treasure hunt for words.</p> <p>Thanks for watching and see you next Monday</p> <p>https://www.weforum.org/agenda/2016/01/how-much-screen-time-should-children-have/</p> <p>https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6564071/</p>
<p>How to find time for yourself as a busy parent</p>	<p>12/12/22</p>	<p>Feed the cat, let the dog back in, get breakfast for the kids, stop the cat from attacking the dog... mornings are a blur and days become moment after moment of diapers, car safety seats, strollers, apologizing to strangers for all of the noise... and <i>finally</i>, naptime arrives!</p>

For one beautifully silent moment you can daydream about going for a run outside in the fresh air or going to that cute new coffee shop on your own and ordering your favorite pastry with a latte.

The thing is, there may be a way that you can do that. But, how? How can busy parents find time for themselves?

Well, Psychology Today says self-care is essential for parents because it can replenish energy, focus, and positivity!

But again, the question HOW? What must one do to find time for themselves?

A few experts, including the writer of a Psychology Today article suggest leveraging a little gift from mother nature- the early morning hours. While most people use this time to sleep, parents who need time alone can use it to go for a run, catch up on an episode of their favorite series, or to work on the book they're writing.

By waking up just thirty minutes earlier than the rest of the family, a busy parent can use this time for some much-needed self-care.

And every month or so, it may not be a bad idea to leave the kids with grandma and grandpa for a day and have an entire 5-8 hours to yourself.

For writers who also have day jobs, finding time to write can be incredibly difficult --- this is something writers have in common with parents of small children-- and those early morning hours and odd weekends when they're able to spend hours with their manuscript mean are incredibly helpful as balanced ways to find the time to get things done.

What about you? Have you found any other helpful ways to carve out time for yourself? If so, please share them in the comments section!

		Thanks for watching and see you next Monday!
<p>How can a woman’s identity shift when she becomes a parent?</p>	<p>12/19/22</p>	<p>When a woman becomes a parent, she's often expected to shoulder an unreasonable amount of responsibility. And in most cases, she does. Because she loves her child and her family.</p> <p>But some women say as this goes on, they feel like the person they were pre-motherhood is fading and that they no longer recognize the person they've become.</p> <p>VeryWellMind reminds us that this phenomenon is not abnormal, and implies it's something that's likely to happen when the course of a person's life completely shifts- which is exactly what occurs when a woman who once had a full social life and busy career trades that in to devote the majority of her time to the immediate needs of a small child.</p> <p>So, if we as women and new mothers feel like we’re experiencing an unhealthy identity shift, what can we do?</p> <p>Well, it's always great to have a trusted and supportive friend to talk to. Or even a licensed and professional therapist if that’s in your budget.</p> <p>Other practical advice, mentioned in VeryWellMind recommends spending some time alone to reconnect with yourself. This makes sense. If you were disconnected from your significant other, what would you do? Spend time alone with them. The same can be said of ourselves. When we feel disconnected from who we really are, we need to spend some time with ourselves. You can use it to journal, to paint, or to do something else that you enjoy.</p> <p>Some experts suggest choosing the same day and time every week, scheduling it on your calendar, and being protective of this time because you need it. So, if you are a new parent- and maybe you're a dad, not a Mom, but you feel this shift in your identity, experts say that's normal ...and you are still you!</p>

		<p>You may just need a little bit of alone time and quiet space to find yourself.</p>
<p>How can parents and teachers work together for success in the classroom amid a struggling economy?</p>	<p>12/26/22</p>	<p>Many teachers have to purchase classroom supplies on a limited budget.</p> <p>AdoptAClassroom.org says in 2021 the average out-of-pocket expenditure on school supplies reached an average of 750- dollars. And 80 percent of the 5,400 educators who were surveyed said they lacked basic school supplies.</p> <p>How can parents, who are also often struggling financially, help?</p> <p>Experts suggest making sure your children have all the classroom supplies they need when they're sent to school. This way, the teacher won't have to find a way to get extra supplies to give them.</p> <p>These needed supplies typically include pencils, crayons, paper, notebooks, things like this.</p> <p>And if you, as a parent have difficulty covering the costs of these items, call your local library or even your local news station and ask if there are any upcoming school supply drives where free classroom supplies will be handed out to students and parents.</p> <p>Most communities have several drives like this during the summer into early fall.</p> <p>If possible, it's always helpful to donate at least a few supplies to the classroom.</p> <p>This involves giving teachers a few boxes of tissues, or items such as disinfecting wipes, pencil sharpeners, crayons, or even a few books.</p> <p>One book you might consider gifting to the classroom is ON A TREASURE HUNT FOR WORDS by Ramona Thomas, which will be available on Amazon in early 2023.</p> <p>But what if you're too financially strapped to donate anything to the classroom? No worries!</p>

		<p>Experts say one of the best things you can do is send your child to school with a positive attitude by hugging them and encouraging them to be respectful to their teacher and try their best to learn as much as they can.</p> <p>In any case, when parents and teachers work together, even in this difficult economy, our children’s educational experience can be a success!</p> <p>Thanks for watching and see you next Monday!</p>
<p>The Making of ON A TREASURE HUNT FOR WORDS behind the scenes</p>	<p>1/2/23</p>	<p>Every year, thousands of children’s books are published, and this year the unique story of a little girl named Jetta is hitting bookshelves across America.</p> <p>Designed for children between the ages of 4 and 7, Jetta’s fun summer at her grandparent’s house becomes the precipice of a lifetime of learning when she discovers a dictionary.</p> <p>Her adventures in learning new words and how knowledge of these words can change her life is played out in the vivid illustrations found in ON A TREASURE HUNT FOR WORDS by Ramona Thomas.</p> <p><i>Intro Music</i></p> <p>Title: The Making of On a Treasure Hunt for Words behind the scenes</p> <p>Pink Prom Dress Productions helmed the making of the book trailer in Baton Rouge, Louisiana- the very state where Jetta’s story takes place.</p> <p>PPDP worked found the perfect actress to represent Jetta, little (insert name here) from Louisiana, and shot each scene over a period of X.</p> <p><i>Insert BTS of the young actress on set with other actors.</i></p> <p>Sometimes the unexpected happened.</p>

		<p><i>Insert BTS of rain or whatever crazy thing happens at the time of filming.</i></p> <p>Despite the unexpected, there were a lot of laughs on set.</p> <p><i>Insert BTS of actors and/or crew having a good time.</i></p> <p><i>Fade into a picture of the cover of the book.</i></p> <p>ON A TREASURE HUNT FOR WORDS release date is January 31, 2023. Click the link in the description box below this video to sign up to receive an email alert when the book becomes available for purchase.</p> <p><i>Black screen: PPDP.com</i></p> <p>And if you're interested in writing, publishing, and advertising your book, visit PPDP.com to find out how your literary dreams can become a reality.</p>
<p>ON A TREASURE HUNT FOR WORDS full-length book trailer</p>	<p>1/6/23</p>	<p>Script TBD</p>
<p>Why you shouldn't feel guilty when you occasionally drop the kids off at their grandparent's house</p>	<p>1/9/23</p>	<p>You need some alone time, so once a month, or maybe even once a week, you drop the kids off at their grandmother's.</p> <p>But every time you do this, a twinge of guilt surfaces... and you wonder if you're shirking your responsibilities.</p> <p>Everyone's situation is different, and of course the answer to this depends on the grandparent's health, availability, and a few other factors.</p> <p>But generally speaking, consistent interaction between grandparents and grandchildren is not only healthy to both parties, but it's a gift to both of them.</p> <p>How so?</p>

		<p>An article from Psychology Today says that being a grandparent evokes pride and a drive to be a part of a grandchild’s life- so when parents make this possible, it fills the grandparent with joy.</p> <p>And as the children grow up, regular interactions with grandma’s and grandpa’s make them feel loved, which makes for healthy self-esteem and self-confidence.</p> <p>It’s also an opportunity for them to connect with their roots and understand where they come from, which contributes to their sense of identity and self-worth.</p> <p>The precious times that grandparents and grandchildren can share is illustrated in ON A TREASURE HUNT FOR WORDS by Ramona Thomas.</p> <p>The main character, a little girl named Jetta, is with her grandparents for the summer and they show her what a dictionary is and introduce her to all kinds of new words as she spends the day with them. This is an adventure to the little girl and the dictionary is like a key to a whole new world of information.</p> <p>Hopefully, as you read ON A TREASURE HUNT FOR WORDS with your little one, it will encourage them to become curious about life like Jetta and it will remind you that most of the time, it’s very healthy for grandparents and grandchildren to spend time together!</p> <p>Thanks for watching and we’ll see next Monday</p>
<p>Activities that grandparents and young grandchildren can enjoy together</p>	<p>1/16/23</p>	<p>In the children’s book, ON A TREASURE HUNT FOR WORDS by Ramona Thomas, the main character, a little girl named Jetta, spends the summer with her grandparents.</p> <p>Readers see Jetta chatting with her grandparents over breakfast, while they take care of chores around the house, and when they take a trip downtown, to the state capital building.</p>

		<p>These may sound like simple activities to an adult, but to a child, these are intensely memorable moments.</p> <p>So, spending time with grandkids doesn't always have to involve attending big, expensive events like going to Disney World. Sometimes, they can be as simple as working in the garden together and chatting.</p> <p>Or showing a grandchild how to make the world's greatest peanut butter and jelly sandwich and laughing together as you make a joke out of the whole thing!</p> <p>A Psychology Today article on the topic says, "There is nothing more important in connecting with a child than spending time with them. And a true sign of caring is taking on the routine duties of every-day life."</p> <p>It goes on to suggest teaching kids a game centered around cleaning up their toys, or creating a special snack or lunch that your grandkids can look forward to during their time with you.</p> <p>Thanks for watching and hope to see you next Monday!</p>
<p>How can I nurture my child's self-esteem?</p>	<p>1/23/23</p>	<p>We want our children to grow up with an inner strength that gives them the confidence to reach their goals, to love whole-heartedly, and to allow love into their lives.</p> <p>But how can we do that? And when can we start incorporating speech and actions into our interactions with our kids that promote a healthy sense of self-esteem?</p> <p>According to kidshealth.org, "Self-esteem can start as early as babyhood. It develops slowly over time. It can start just because a child feels safe, loved, and accepted. It can start when a baby gets positive attention and loving care."</p>

So, a parent can help children develop in this area by spending time with them and during those interactions, treating them with love.

This could involve activities as simple as singing to a baby or reading to the little one.

On this channel, we talk a lot about reading to children and we promote the new children's book **ON A TREASURE HUNT FOR WORDS** by Ramona Thomas, which is soon to be available on Amazon. This is a great book to read with a little one.

The key takeaway here is that self-esteem in children often starts with a feeling of being loved and of being safe with the people they respect most- their parents.

To make them feel this way, parents have to spend time with children and to make sure that their interactions with them during these precious moments are loving and full of tender words.

Thanks for watching and see you next Monday!

Contract

This document constitutes the full agreement between Pink Prom Dress Productions and **Ramona Thomas** and supersedes all prior contracts, understandings, and discussions whether written or oral regarding **On a Treasure Hunt for Words**.

No change of this Contract will be binding unless written and signed by both Pink Prom Dress Productions and **Ramona Thomas**.

By initialing the services below, **Ramona Thomas** indicates her consent to pay Pink Prom Dress Productions a one-time fee of **\$0** to manage the following aspects of the publication and advertising associated with **On a Treasure Hunt for Words** over the course of six months:

- ___ Periodic critiques of manuscript as requested by **Ramona Thomas**
- ___ Periodic writing coaching sessions as requested by **Ramona Thomas**
- ___ The creation of a tailored marketing plan for **Ramona Thomas**
- ___ The creation of a teaser book trailer for **On a Treasure Hunt for Words**
- ___ The creation of an author email address for **Ramona Thomas**
- ___ The creation of an author website for **Ramona Thomas**
- ___ The creation of a Facebook account, Facebook page, and YouTube channel for **Ramona Thomas**
- ___ Daily social media posts on **Ramona Thomas's** Facebook page Monday through Friday
- ___ The creation of weekly blog posts on **Ramona Thomas's** author website
- ___ The creation and publishing of YouTube videos weekly
- ___ The production of a full-length book trailer for **On a Treasure Hunt for Words**
- ___ The scheduling of three book signings during **Ramona Thomas's** book tour
- ___ Editing Services for **On a Treasure Hunt for Words** as needed
- ___ Sourcing illustrator/graphic design services for **On a Treasure Hunt for Words'** cover and interior
- ___ The sourcing of book formatting services for **On a Treasure Hunt for Words**

By initialing the terms below, **Ramona Thomas** indicates her consent to the following conditions and provisions of this Contract.

- _____ Pink Prom Dress Productions will not retain any royalties from **On a Treasure Hunt for Words**, meaning all royalties will belong to the author.
- _____ Pink Prom Dress Productions' contractual relationship with **Ramona Thomas** ends sixth months from the date this Contract is signed.
- _____ Pink Prom Dress Productions is not responsible for the actions of Amazon, Smashwords, or any subsidiaries of either company.
- _____ Pink Prom Dress Productions is not responsible for unfinished work should Ramona Thomas choose to discontinue the writing and publication of **On a Treasure Hunt for Words**.
- _____ Pink Prom Dress Productions has the right to terminate the terms of this contract at any time.
- _____ Pink Prom Dress Productions does not allow for any refunds or exchanges in relation to this Contract.

Signature of Ramona Thomas

Date

Signature of Pink Prom Dress Productions CEO, Paula L. Jones

Date

*Let the adventures in
writing & publishing
begin!*

