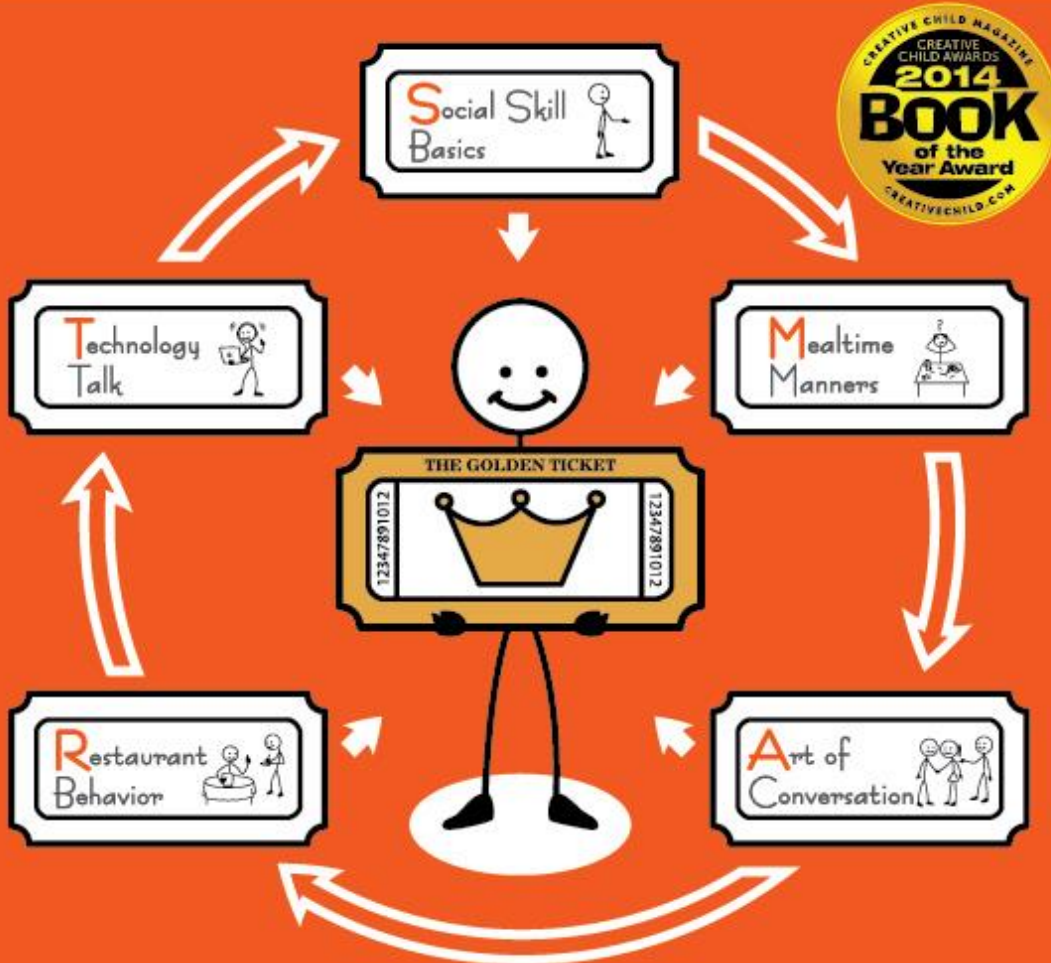


# THE SMART PLAYBOOK™

Game-changing life skills for a modern world



KID-APPROVED

**PLAY IT SMART!**

*The Game Plan for a Happy & Confident Child*

Suzanne M. Wind

**MEDIA KIT 2014**



# THE SMART PLAYBOOK™

Game-changing life skills for a modern world

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## FOR IMMEDIATE RELEASE

### **New Award-Winning Children's Book Combines "Gamification" with Important Life Lessons. *The SMART Playbook* A 'Must Have' Summer Activity Book to Teach Children the Art of Social Graces**

The newly published book, 'The Smart Playbook: Game-Changing Life Skills for a Modern World' by [Suzanne M. Wind](#), has become one of those "must have" resource for parents to keep around the house to help them impart to their kids the art of social graces.

Since its debut, the book is the proud recipient of seven awards including a Mom's Choice Awards® Gold, Creative Child Magazine 2014 Book of The Year, The Toy Man® "Mom-Approved Comme Il Faut" Award, The Toy Man® eChoice Award, The Toy Man® Award of Excellence, The Toy Man® S.T.E.M Award, and The Mr. Dad Seal of Approval.

Aimed at teaching children confidence, integrity and empathy the book is chock-full of some awesome game-changing life skills that every child needs to know so as to truly understand the rules and know how to gracefully play the game of life in this modern world. Five of the SMART topics covered in the book, and designed to help children succeed, include:

- **S**ocial Skill Basics - The principles of modern manners
- **M**ealtime Manners - A guide to mealtime etiquette
- **A**rt of Conversation - Eloquent face-to-face conversational skills
- **R**estaurant Behavior - The finer points of restaurant conduct
- **T**echnology Talk - Internet safety and responsible usage

"The 'gamification' methods included in The SMART Playbook will help children ages 6-12 gain confidence, character, integrity and empathy in face-to-face situations and technology usage," said Ms. Wind, a mom of three, who considers the book a "must have" for families.

As the creator of The SMART Playbook, Ms. Wind said the activity book uses a hands-on approach with more than 100 games and challenges to choose from. "The result: a happy and confident child thriving in a modern world," assured Suzanne – a woman with an impossible mission to present families a simple and effective game plan to teach relevant life skills in a modern world.

Arguing that the world is changing faster than ever before has led Ms. Wind to believe parents and children are busier today than ever, and technology has and will continue to present new challenges they must face.

"But with all the texting, emailing, and posting, are children developing the social skills that will be required for lifelong happiness, confidence and success?" she questioned, but added, "That's where The SMART Playbook comes into the picture. Parents and educators have called the book the perfect affordable solution to bring a little civility back to the 21<sup>st</sup> century."

According to one reviewer, Suzanne has created a "fantastic, fun and interactive" book that's right for both children and parents. She believes 'The SMART Playbook is the perfect summer activity book, as it is designed to lead them in a collaborative effort to bring manners to a new generation.

The book is available as one complete book or by topic only. For more information, please visit [www.thesmartplaybook.com](http://www.thesmartplaybook.com). Also available for purchase at Amazon.com and Barnes and Noble online.



## About the Author and Q&A

Suzanne M. Wind lives in CT with her husband and three kids. Before kids, she was an international marketing executive in New York City. With a multi-cultural background, she was raised in more than six countries with four languages. Her career and living overseas taught her the importance of knowing and using the common language of manners and social skills to being your best. Today, she is a mom with a mission, inspired to communicate social skills in a modern world to a new generation.

### Who is your target audience?

The workbook is targeted towards children ages 6-12. It is also a great resource & reference guide for teachers, homeschoolers, girl scout/boy scout troupes, parents and grandparents.

### What is the core message of The SMART playbook?

I want every child to understand as he/she gets older, social skills and manners are the keys to having great friends, gaining respect from adults and growing self-confidence. Playing it SMART with this simple educational workbook wins you the Golden ticket to being your best in life.

### What inspired The SMART Playbook?

As a mom of three kids (ages 11, 9 and 4), it quickly became apparent that my kids were not born with the ability to act politely. The onus is on me (and my husband) as their parents to teach them how to behave in society. But schedules are busy – for myself and my kids. Learning social skills, while vital, is not exactly on my kids' top list of priorities. I often felt overwhelmed-how do I teach my kids all those unwritten rules that make such a BIG difference in raising happy and confident children?

Over the years, I have searched the library and web for help. I was looking for an educational activity book for kids on the subject of manners and social skills. (There are plenty of workbooks on reading, writing, math but nothing on a subject that I felt really should go hand-in-hand with these core subjects). I wanted to stop yelling at my kids (or at least cut down on the yelling) and find an action plan to bring back the basics. It had to be modern and relevant to today's generation.

I became a mom on a possibly impossible mission: to create a fun, practical and effective tool for developing manners and social skills –not just for my kids, but for other families to use as well. My challenge was two-fold: 1. Create a modern fun way to teach old-fashioned life skills to a new generation, and 2. Make a plan where your child works independently to learn skills and earn rewards.

As a family, we spent countless hours researching life skills to tackle, developing games and challenges, drawing stick figures, testing out fun jokes—all to find a relevant and effective game plan. It took two years to develop it, but we finally created a book that my kids would use, and that would really have an improvement in their current and future lives.

### What is your favorite part of The SMART Playbook?

As a busy parent, I love that my kids can work on the book independently, yet still have well-researched and practical guidance on a very important topic for their development.

I also enjoy watching my kids play the challenges/games and have "Aha" moments –those moment when they learn or confirm how to act in a new situation whether it's meeting a new teacher, realizing how to act on-line, eating out at a fancy restaurant, answering a phone etc. And best of all, they get to learn and apply their new skills through practice activities.

## **What dreams have you realized?**

The dream of providing my kids (and other families) with a fun and engaging game plan to decode the unwritten rules of social grace for a modern world. Ultimately my mission of helping kids gain confidence, character, integrity and empathy in face-to-face situations and technology usage.

I am also honored and humbled to be recognized with seven awards for **The SMART Playbook**, including a recipient of the Mom's Choice® Gold award, Creative Child Magazine 2014 Book of the Year, The Toy Man® Award of Excellence, The Toy Man® "Mom Approved -Comme Il Faut" award, The Toy Man® S.T.E.M award, The Toy Man® eChoice™ award and The Mr. Dad Seal of Approval.

## **What do you hope people will take away from The SMART Playbook?**

Parents: While parents are responsible for the social development of their children, helping their children develop manners and social skills doesn't have to be an expensive and daunting task. The SMART Playbook is a fun affordable method to help kids develop integrity, empathy and confidence in a modern world. Written in a relatable style and chock full of games, kids stay motivated while developing vital life skills.

Kids: Getting older is awesome, but there's also more expected of you. If you know the guidelines for interacting with people, growing up is so much easier.

## **Why do you think your work is newsworthy?**

Social skill development is an urgent need among younger people today. While texting, email and social media have changed the world in which we live, they have not replaced the need for "in-person" manners and social skills. In the not too distant future, the younger generation will be interviewing for college, meeting life-long friends, and trying to find their first full time job. It's time to ask ourselves if our kids are on the right path.

To highlight the problem, several companies have felt compelled to invest in social skill development programs for new hires. While the digital world has provided a significant benefit to many people, it has also left them socially deficient, in many ways. Unfortunately for many young adults, these capabilities most easily become "second nature" if they are learned at a much younger age.

*The SMART Playbook* takes a novel approach to solving this problem. The vast majority of books and programs on these topics are aimed at the parent. Yet, the problem is that children have many more alternatives to interacting socially with others and developing sound manners than parents had when they were young. We can only help our kids improve their social skills by appealing to them directly. And we can motivate them to stay involved in their own development by giving them a tool they want to use.

These goals are what *The SMART Playbook* is designed to address. The book is written in a relatable style (common to popular children's books) and in a game-format. The parents are the coaches, and are still very much in charge of the social development of their children. The kids are the players. It's critical that the children are the target audience; that they are the ones doing the work, and that they are fully engaged in the process. Social skills and manners bring time-tested benefits to those who have them. The approach of *The SMART Playbook* is modern and new, and hopefully will make a positive impact to many children and their families.

## **For further information, please contact:**

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# AWARDS & RECOGNITION



The Mom's Choice Awards® has named **The SMART Playbook** among the best in family-friendly media, products and services at the highest – gold – level.

The Mom's Choice Awards® (MCA) is an international awards program that recognizes authors, inventors, companies, parents and others for their efforts in creating quality family-friendly media, products and services.

Parents, educators, librarians and retailers look for the Mom's Choice Awards Honoring Excellence seal of approval when selecting quality materials for children and families.



The SMART Playbook has been honored with the distinguished 2014 Book of the Year Award from Creative Child Magazine, one of today's foremost children's education publications. The award is a testament to the quality, creativity and innovation of the book. The award recognizes the book as a leading educational tool by teachers and parents for nurturing a child's creativity.

The Creative Child Awards Program is unique in that all products submitted are reviewed by parents, educators, and educational professionals.



The SMART Playbook has been awarded multiple awards from The Toy Man® News and Reviews. The Toy Man® is a highly recognized international leader in independent product and service evaluation. In addition, to the Seal of Approval, The Toy Man awarded the following:

The Toy Man® "Award of Excellence"

The Toy Man® S.T.E.M Award

The Toy Man® eChoice Award

The Toy Man® "Mom-Approved – Comme Il Faut" Award

**Mr. dad Seal of Approval** - The SMART Playbook is honored to be recognized by The Mr. Dad Seal of Approval. This award an endorsement that carries the powerful credibility of Americans leading authority on successful fatherhood.

The Mr. Dad Seal of Approval was created by Armin Brott and Samantha Feuss in response to fathers and families who want products and services that promise to improve family life.

To earn the Mr. Dad Seal of Approval, a product or service must:

- *Help dads get or stay involved with their children*
- *Improve the quality of time fathers and children spend together*
- *Improve father-child relationship*
- *Help dads be better parents*





## What are readers and experts saying about *The SMART Playbook*?

*“The SMART Playbook is a smart relatable resource. I TRULY love the whole concept Parents can make sure their children develop vital social skills while having a fun experience with kids. The information is helpful and the tone is pitch-perfect.”*

- **Dr. Andrea Archibald, Child Psychologist and Chief Girl Expert for Girls Scouts of USA**

*“The SMART Playbook is certainly something all children need to learn As we all know, most the very important life lessons are learned at home This workbook is a great ‘family project’ to help teach and reinforce vital life skills – fun and social skill building all-in-one.”*

- **Anita Kulick, President & CEO, Educating Communities for Parenting**

*“I don’t know about you, but social skills are a must in my family and our part of children’s upbringing However, sometimes it can be a struggle to make learning and cultivating social skills fun not only for children, but for the entire family. This where the fantastic book *The SMART Playbook* by Suzanne M Win comes into play, quite literally This book’s curriculum teaches your child or students real life manners and practical skills in a very relatable and child friendly format”*

- **Jill R @ Enchanted Homeschooling Mom**

*“As a pediatrician, I work with children and their parent’s every day. The SMART Playbook offers a practical guide to building social skills in a fun and engaging format. A great tool to help children and their families.”*

- **Dr. Karen Beckman, Riverside Pediatrics**

*“I teach university students who could also benefit from these exercises! Ms. Wind has presented fun, easy, and successful approaches to teach your children the fundamentals of life, the most important is the art of socializing. Much of a successful life can be credited to positive interactions with other people, which requires manners, good communication skills, and confidence. As suggested by Ms. Wind starting them young ensure their success. This book is a must read for the 21<sup>st</sup> Century parent.”*

- **Gina C. Gould, Associate Research Professor UCONN Stamford**



The SMART Playbook is available as one complete book or by topic only. Different formats are available for purchase. Parents and educators are encouraged to visit the website for downloadable freebies to help them get started on their mission to teach manners and social grace.

Please visit [www.thesmartplaybook.com](http://www.thesmartplaybook.com) for more information.