

(Text only—for upcoming book release)

What Kind of Parent Are You, Anyway?

If you're like me, a parent who really wants to raise terrific kids, you want to be the best parent you can be. You want your children to be winners in life. You want them to be adults with great character, admired by their peers for who they are, and for what they do. But it's so hard to raise great kids in today's world. Where can a parent go to for advice? The local bookstore is filled with books on parenting. But they disagree with each other. Who can you trust to give you good, practical advice?

Doesn't it seem like it was easier in the old days? At the turn of the 20th century, parents didn't worry that their children were going to get hooked on drugs, or get pregnant in high school. Parents back then weren't concerned for their kids' safety every time they went to school. In the first fifty years of that century, parents raised kids who faced 2 World Wars and the Great Depression. Today, it seems like kids fold at the slightest bit of peer pressure. What happened between then and now? Do you ever wish you could sit down and talk with someone from that era? Someone who knew what it was like to raise children back then. Unfortunately, none of those people are left. But, what if you could have the next best thing—a book of parenting wisdom from one of that era's leading experts? For the first time in almost a century, this wisdom is available!

Who Is This "Expert," Anyway?

You're probably asking yourself, who is this so-called "expert?" Why should I listen to anything he had to say? Well, his name was Jacob Abbott. You've probably never heard of him, but in his day, he was a well-known author. Mostly children's books. But what makes him unique is that he had a remarkable, personal influence over literally thousands of children. In addition to being a devoted father, he started and ran several schools. He spent his life making sure the children under his care turned out right. And in his decades of working with kids, he learned some things. Simple insights, practical techniques that he could use every day to help mold his charges. He wrote these insights and techniques down in a little book called, "Gentle Discipline."

Abbott distilled half a century of work with children into 160 pages of wisdom for parents. He called it “Gentle Discipline” because he believed that children could be, and should be, taught discipline without being harsh, abusive, or using physical punishment. How did he know that his methods worked? Because they were the methods he had used with success in teaching children, who became parents who sent THEIR children to be educated by Abbott.

So, What Can I Learn From This Guy?

Well, in the first 50 pages, you’ll get insight like this:

- The key that virtually assures success in raising great children;
- The 3 main parenting styles, and why 2 of them will end up damaging your children;
- Why spanking is always the wrong idea;
- Why sometimes telling a story has more impact than a swat on the behind;
- When indulging your children’s desires can make them better behaved;
- 3 sure-fire means of teaching your kids to obey, without questioning or complaining!
- Effective ways to punish bad behavior—and some ways that do more harm than good;
- What to do if your children are already heading down a wrong path;
- The attitude every parent should adopt when disciplining a child;

And that’s just the first 50 pages! Other practical answers for some of the tough questions all parents face fill this book. Questions like, how do I instill my faith and values in my child so they become a real part of who they are? How can I raise a grateful child? How do I handle a child’s endless questions? Abbott answered all these questions. He gave specific illustrations that show his readers how to apply the principles in the book. And now, all of this is available for today’s parents in a modern, easy to read version. (There’s no old English in this old book. Every sentence is clear and simple to understand and learn from!)

So What Does This Book of Wisdom Cost?

Here's the best part: this book of timeless wisdom doesn't cost a fortune to own! The information is priceless—how much is it worth to YOU to see your kids grow up right?—but it's not expensive. See, we care more about getting this message out than making a big profit. Right now, we're reaching out to a select group of parents who we feel will really see the benefit of a book like this, and pass the information on to others. For too long, parents have been getting bad information about raising kids. Some are too lax, others too strict. Everyone disagrees on how, or even if, to discipline. And the kids are the ones who suffer.

We want this information to get to as many people as possible. We believe that when you read this book, it will change the way you look at parenting. Then, we want you to pass the information on to other parents, and teachers—anyone who deals with kids in their personal or professional lives. Normally, a book like this would fly off the bookstore shelves at \$30. But, for a limited time, we have a few copies available for half that price—just \$15! Imagine, a book filled with page after page of priceless nuggets of wisdom—all for less than a family meal at McDonald's!

Try It Today With No Risk!

We know this book will change you! We believe it so much, in fact, we'll let you try it risk free for 30 days. Order it, read it, try using the book's techniques with your kids. If you don't agree that you've gotten more than your money's worth from the book, just e-mail us. We'll send your money back. And, you can keep the book! Call (888) 555-5555 or click on www.greatparentingbook.com today!

Order Now!

This special price is only for a short time. Soon we'll be embarking on a national marketing campaign to sell this book. We will need to raise the book's price substantially to cover the increased marketing costs. Order now, before the price goes up, and this priceless information costs quite a bit more!

One Last Thing...

We just want to thank you for reading this letter. It shows that you are really committed to raising great kids. So are we. That's why we want to encourage you to get this book. There's no risk involved in this offer, but we can't keep this offer going forever—Order today! We look forward to hearing from you.

Sincerely,

John Q. Smith

p.s—We really can only offer this deal for a short time. Once we take this book national, the price will jump. Take time to order today! Call 1-888-555-5555, or go to www.greatparentingbook.com.