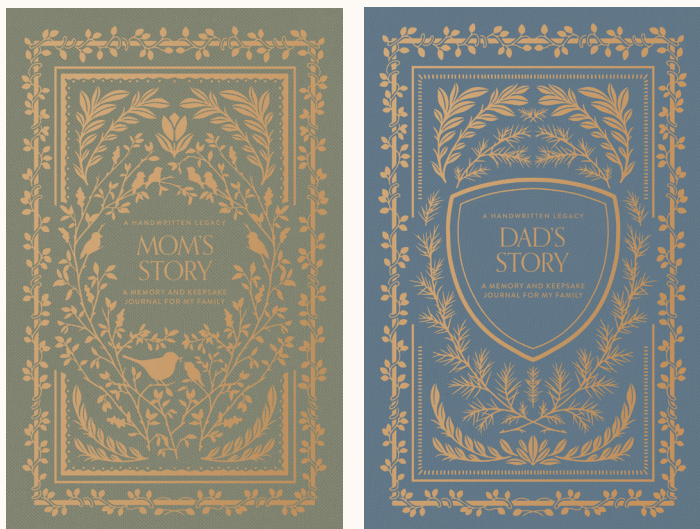


Mom's and Dad's Story

Memory and Keepsake Journals for Your Family



Paige Tate & Co.
AN IMPRINT OF BLUE STAR PRESS



Featuring a linen cover and gold foil design

Preserve your parents' legacies and record their favorite memories with these beautiful keepsake journals.

Thoughtfully designed to help parents of all ages preserve memories that they want to share with their children and family, *Mom's Story* and *Dad's Story* are guided journals that provide parents with thoughtful writing prompts and plenty of journaling pages to record memories from their childhood, school years, early adulthood, and more. Thoughtfully created by bestselling author Korie Herold, *Mom's Story* and *Dad's Story* are the perfect gifts for Mother's Day, Father's Day, Thanksgiving, Christmas, birthdays, or any time of year. With their elegant linen covers and gold foil detailing, these timeless heirloom books are also designed to look beautiful on a coffee table or bookshelf, even when not in use.

Mom's Story:
MSRP: \$24.95
FORMAT: 6 in x 9 in
PAGE COUNT: 112
ISBN: 9781950968879
PUB DATE: 8/23/2022

Dad's Story:
MSRP: \$24.95
FORMAT: 6 in x 9 in
PAGE COUNT: 112
ISBN: 9781950968886
PUB DATE: 8/23/2022

TARGET AUDIENCE

- Adults 25-40 looking for a meaningful gift for their parents
- Adults 25-40 shopping with their children for a gift for their significant other
- Parents 25-40 who enjoy writing and want to share their life story with their families
- Customers with an interest in services like Storyworth or StoryTerrace but who are seeking a simpler and more cost-effective option for preserving memories

COMPANION ITEMS TO:



Grandma's and Grandpa's Story

MARKETING

- INFLUENCER CAMPAIGN: Commitment from network of 50+ influencers to feature the book
- BOOK TRAILER: Professional book trailer to be created
- RE-MARKETING: Organic and targeted re-marketing to customers who have purchased other books in the author's collection
- NATIONAL PRESS CAMPAIGN: Parenting, Parents, American Baby, Baby & Toddler, New Parent Magazine
- LOCAL PRESS CAMPAIGN: Press campaign targeting author's local media outlets (radio, TV news, magazines, newspapers)

ABOUT THE AUTHOR



"We are not taught how to have meaningful conversation," says author Korie Herold. "That's a skill gained over time, and it's my mission to help you learn it."

17K @KORIEHEROLD

Author Korie Herold's products have sold over 200,000 copies. She and her work were also chosen by Joanna Gaines to be featured at the Magnolia Market at the Silos

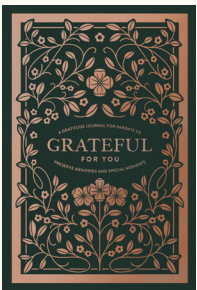
BRAND PARTNERSHIPS

Author's brand has been featured at Magnolia Market at the Silos

AVAILABILITY

Available for in-person or virtual events and collaborations

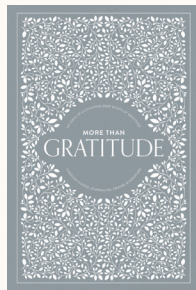
More Titles *from* Korie Herold



Grateful For You
\$19.95
6 in x 9 in, 120 pages
ISBN: 9781950968633
Pub Date: 3/01/2022



As You Grow
\$39.99
9 3/4 in x 9 3/4 in, 160 pages
ISBN: 97819444515478
Pub Date: 4/10/2018



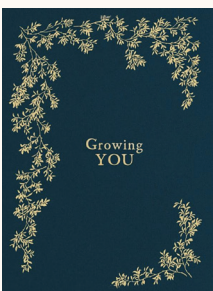
More Than Gratitude
\$19.95
6 in x 9 in, 120 pages
ISBN: 9781950968497
Pub Date: 4/24/2021



Around Our Table
\$34.95
7 3/8 in x 8 5/8 in, 144 pages
ISBN: 9781950968312
Pub Date: 6/15/2021



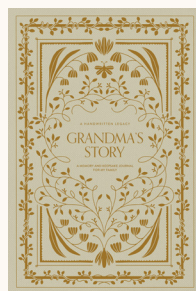
Growing Up
\$39.99
10 in x 10 in, 160 pages
ISBN: 97819444515966
Pub Date: 7/27/2021



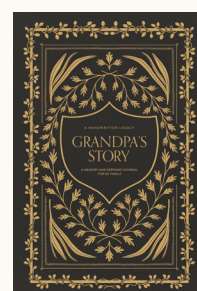
Growing You
\$35.00
6 1/2 in x 9 in, 112 pages
ISBN: 97819444515973
Pub Date: 3/17/2020



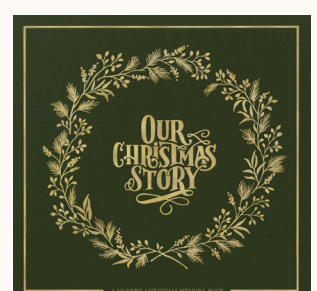
As We Grow
\$39.95
6 in x 9 in, 112 pages
ISBN: 97819444515843
Pub Date: 4/16/2022



Grandmas Story
\$24.95
6 in x 9 in, 112 pages
ISBN: 9781950968558
Pub Date: 8/23/2022



Grandpas Story
\$24.95
6 in x 9 in, 112 pages
ISBN: 9781950968572
Pub Date: 8/23/2022



Our Christmas Story
\$39.99
6 in x 9 in, 112 pages
ISBN: 97819444515874
Pub Date: 8/23/2022