



ON SALE 9/3/2024

Family & Relationships – Parenting

\$19.95 • Paperback • 5.5 x 8 • 288 pages • 9781632175465

RAISING SECURELY ATTACHED KIDS

Using Connection-Focused Parenting to Create Confidence, Empathy, and Resilience

Create a secure emotional bond with your children for a close, fulfilling relationship that lasts a lifetime. Therapist and popular attachment expert Eli Harwood (@AttachmentNerd) illuminates attachment theory for happy, healthy families.

When children feel seen, heard, and supported, all the other parenting tips and tricks start to work. Author Eli Harwood shares what attachment theory—the science that explores the innate human need to bond with other humans—says about helping our children grow and thrive. Through making complex attachment research accessible, she provides a practical parenting road map.

This book includes strategies and practice scripts for navigating tricky terrain, Nerd Alert sections to help explain the science, and personal stories of connection-focused parenting.

ELI HARWOOD is a licensed therapist who lives in Colorado with her husband and their three children. Eli has been nerding out on attachment research for the past two decades, through clinical work, writing, and running her mouth on social media. She is the author of *Securely Attached* (Sasquatch Books).

AttachmentNerd.com

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MARKETING PLAN

- 100-Person Ambassador Team: Actively promoting on social media, contacting local bookstores, and engaging book clubs.
- 1,000 Influencers on TikTok and Instagram: First 200 packages sent on August 12, with ongoing weekly distributions. Scheduled IG Lives with major influencers like @biglifejournal (1.4M followers) during publication week.

TV APPEARANCES

- *Drew Barrymore Show*: In conversation with Hilary Swank, airing on September 25.
- *NBC News Daily*: Coverage on September 4 at 12:45 and 2:45 p.m. EST.
- *9 News Denver*: Segment on August 29 at 8:00 a.m.
- *King5 Seattle*: Recorded on August 19.
- *Good Morning America*: On August 31.

PODCAST FEATURES ON PUBLICATION WEEK

- What Fresh Hell (711K UVM)
- Good Life Project (650K UVM)
- Wellness Mama (215K UVM)
- Motherhood Meets Medicine (48K UVM)
- Power Your Parenting (25K UVM)
- Plus many more!

BRAND PARTNERSHIP

Eli's New Role: Brand ambassador for the Jai Institute, which will be promoting the book to their 100K+ Instagram followers and 2,000+ certified students.

PARENT GROUP FEATURES ON PUBLICATION DAY

- I Love Being A Mother (165K members)
- Potty Training Toddlers (372K members)
- I Love Being A Parent (63K members)