sounds true
WAKING UP THE WORLD

CHILDREN’S BOOKS
FALL 2021
The perfect starter kit for middle graders, *Tarot for Kids* has a deck, guidebook, and everything you need to start practicing tarot.

Welcome to *Tarot for Kids*, the perfect deck and guidebook for middle grade readers, ages 8 to 12. Based on the traditional Rider-Waite-Smith tarot deck and illustrated with the lush, vibrant art of Kailey Whitman, the 78 cards represent a diverse array of children and settings. (Some cards have been modified for this age group—for example, the “death” card is “change,” and the “lovers” card is “friends.”)

Tarot is a great resource for advice, decision-making, understanding how to help someone, avoiding drama, creative thinking, and more. The guidebook includes a brief history of tarot, card meanings, and instructions on how to give readings. It will help kids with everything from setting goals and building friendships, to learning to adjust an attitude or trust their intuition. Plus, it’s a lot of fun!

*Theresa Reed*, aka The Tarot Lady, has been an intuitive reader for 30 years. She’s the author of multiple books on tarot and the host of *Tarot Bytes*, a podcast for tarot enthusiasts. Theresa has been featured in *InStyle*, mindbodygreen, and the *Huffington Post* and on many websites and podcasts. She is based in Milwaukee. Learn more at thetarotlady.com.
MARKETING

Preorder campaign with bonus content to author’s highly engaged community (via her respected brand The Tarot Lady) of 100K followers

Author video series with mini-Tarot lessons for children and their parents

Finished deck mailing to Tarot influencer and celebrity enthusiasts
When Mabel the Tumbleweed gets stuck on a fence, she experiences gratitude and awe as she learns to be still in the world.

In our fast-paced society, children are often missing the value of slowing down. *Slow Down, Tumbleweed!* is about a wild and roaming tumbleweed who thinks the world is only interesting if you rush through life. Then she gets caught on a fence and is forced to slow down.

As she learns to sit in stillness and quiet, Mabel notices the beauty of the world around her—the music of wind chimes, the shapes in the clouds, the long eyelashes of a heifer. She sees the world is interesting and beautiful, right here, right now. You don’t have to chase it.

*Slow Down, Tumbleweed!* teaches children the importance of slowing down and cultivating mindfulness. It shows the peace and gratitude you feel when you learn to be calm and open your awareness. This book celebrates all of life—both moving fast and moving slow.

*Haven Iverson* received her MFA as a fellow at the Michener Center for Writers at the University of Texas at Austin. She works as editorial director at Sounds True. She lives with her family in Boulder, Colorado. Learn more at haveniverson.com.
MARKETING
Trade advertising in Publisher’s Weekly and School Library Journal
Paid social media campaign featuring video, giveaways, and illustrations
Story time kit for bookstores, librarians, parents, and educators
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