

EXECUTIVE SUMMARY

Fletcher Marchant Smart

Custom Lives

(Lion Witch Claus Focus of a King Parent Series)

the Tin Man Workbook



Overview

The aim of the Tin Man, an application workbook for parents, is training in the 4 characters, the OZ principles, and parent supports.

The world is an amazing and very expensive problem-solving experience, the goal is to solve problems, problems of bottom children, getting them up off the bottom.

Custom Lives

the Lion, the Witch and the Claus, the Focus of a King -

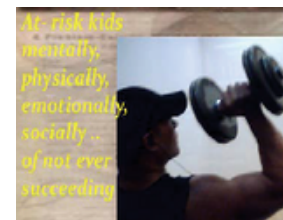
The Wizard of Oz, a popular story, is about a man without a heart, a man without a brain, a man without courage, and a witch, and so this book was named the Tin Man, after a man without a heart. You're going to hear from the viewpoint of a Lion, Superman, Santa, and a Tin Man (the Prince), classic examples. We've developed some steps. If people (parents) follow the steps, it will bring improvement in their (child's) life.

It's a problem-solving application workbook for parents. Work the Cinderella Strategy, the understanding and assignments in the book. Ask, what is working? This is a therapeutic journal, you write it down, then you have it. Take the review page and put what is working in your regular planner when you are ready.

Set steps, assign times, in your regular planner.

This is the object of the Tin Man.

-Custom Lives Glitter and Class Health Habits.



Problem Summary

This workbook is about:

gruel and lacking, consequences, fortitude, getting up off the bottom, health, floor time, Cinderella Strategies, bamboo, learned helplessness, the Forbidden Kingdom, changing habitual belief (build on strengths, as a team, criticism), Failure-to-Thrive kids, 'Not worth their salt' kids, practice locating talents, a talent finder and delinquency.

Usually there is a child in every family. It increases inner reserves for children not on the bottom.

Parents have children with problems. They go to people teaching about the problem they are trying to solve, many sources. People parents might go to are involved in:

crisis intervention, substance drug abuse, psychiatric commitment institutions, residential treatment for youth, mentally handicapped, job developer technicians, youth in detention, correctional facilities, staff developing working relationships, community agencies for youth, social skills for job and community, school counselors, mental health agencies, troubled youth, child psychiatrist, high-risk families, in-home service workers foster and abuse, at-risk for removal from homes, day treatment centers, battered women, positive work environment, shyness drugs, learning disabled, health professional administrators, educational services, baby services, stress management health, allergy, vocational counseling, and parent coaching.

- Parents get a book, go to a family counseling service, or community parenting course or through church, preferably with someone who is really funny. They read while at the doctor office.
- Pharmaceutical companies are targeting this market.
- Children are still growing up to be adults with the same problem.

We are for anyone stuck in a rut or wanting to start fresh.

A parent's opinion of a child's schoolwork is more important than a teacher's grade. Children work for the food parents give.. they work for love and being valued. They work for the food others give.. being valued by others at something others' value. If others don't value basketball and a child plays basketball well, he isn't valued. Parents can stop talents by criticizing or not valuing them.

Criticism destroys self-esteem and undermines motivation.

Try it. Look for talents. Do a 3-day evaluation, assign times.

Practice on workbook pages:



Solution Summary

This workbook is the Fletcher Marchant Smart workbook for parents. Fletcher Marchant Smart is Custom Lives which is based on the 4 characters.

- The Tin Man involves special planning pages, 4 extraordinary characters, review pages for parents to reflect, calendar-year problem-solving application workbook pages. It's an application workbook, not a reading book, a journaling therapy experience.
- Classic Examples Profiling (CLEP) uses storytelling therapy (picture books). We are a refreshing experience by offering something that is not a lot of mental work. Parents learn by reading stories to their children, or a video.
- It's a "root's up" study, a study of parenting from the building blocks up (a new way to see some things... that's dead on).
- CLEP uses scientific observation; parents do a 3-day observation, similar to a doctor asking parents of a baby with colic going home from the hospital to watch or watching a candle in a science lab. It may not be what it seemed.
- CLEP helps people understand others around them more accurately.
- We teach 19 OZ principles, fruity concepts like: Banana Roof Paradise, Plum Loco, the Big Cheese, and I 'Oren't doing this' Juice. The Tin Man has 7 of the 19, Not Worth Their Salt, Banana Roof, The Shining Ray, The Frog Principle, We'll Soup Them Up, Putting First Things Last, and the Cinderella Principle and Strategy, a Special on Stress, and Indirect Support.
- There's a 3-day practice of a strategy that moves kids off the bottom.

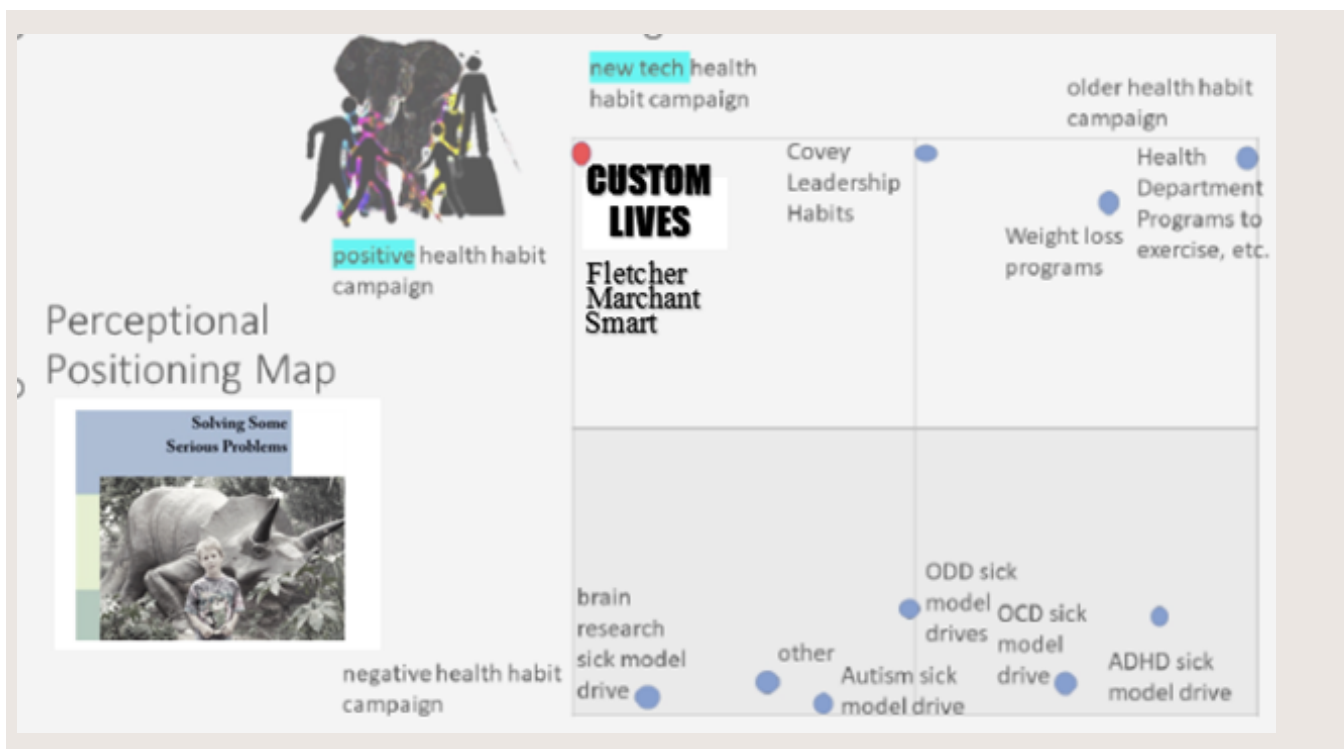
- Experts talk about magic. Some parents in situations where a child has become deprived through accident or born with deprivation physically or have too much taken, people talk about magic.



- This course challenges the prevailing supremacy of the authoritative positive logic model of parenting by incorporating the aspects of all 4 parenting styles, the highest level of health available. Custom Lives is a new type of being family, something more important than achieving and money.
- The book is 12 weeks, 40 assignments, 134 pages.

Market Analysis

The market would be parents of children. It is positioned as a parent book by Fletcher Marchant Smart, parent support for the Custom Lives program. I have one positioning map.



Impoverished . Barren . Slow . Small . Weak . Lost . Disadvantaged . Behind . Tension . Strain . Worry . Distress . Fears . Timidity . Poverty . Sickness . Allergies . Discouragement . Not mentally hardy . Not physically hardy .
PRESSURE COOKER KIDS

Custom Kids

Week 6

The Lion, the Witch and the Claus

King

