

Storybooks – The Greatest Teaching Tool

How to Write and Self-publish Your Book

Speech Pathology Authors

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Written by Lavelle Carlson

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This book was written to celebrate all the speech/language pathologists who are also authors. They truly understand how to write books based on their education and their understanding of teaching. The author has looked at the books listed in this informative book. However, she does not make any assurance that a book will remediate a particular diagnosis. In addition to the children’s storybooks listed you will find some delightful, interesting, and award-winning books of fiction written for the pleasure of adults. The descriptions were taken from those provided to Amazon or on the author’s website, sometimes with minor changes.

For those who are still looking to publish there is a section on how to start your trip down writing lane. Disclaimer: The author of this book is not employed by Amazon. The

information provide in the last chapter on self-publishing is simply based on the author's experience.

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All books listed are by speech/language pathologists

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Chapter 1

Introduction

Speech/language pathologists are in a unique position based on their extensive education in language and speech development (1) to write books that will contain components to facilitate speech and language and (2) to write books for the general pleasure of adults as well as children. With the advent of self-publishing the number of speech/language pathologists who write books has skyrocketed.

This chapter will give a brief synopsis on storybooks for therapy.

Speech-language pathologists have been using storybooks successfully in therapy sessions for many reasons. This is the decade of No Child Left Behind as mandated by the government. There is approximately 20% – 25% of the population that is unable to read at a level that affords the opportunities to a quality life. However, by applying research in a developmentally appropriate way it is possible to reduce this number. Some of these children have the diagnosis of dyslexia, which is a disorder of reading due to

differences in processing sounds and language. There are many children diagnosed with developmental delays or disorders other than dyslexia that can learn to read and should be considered in the government's mandate of No Child Left Behind. If used appropriately, storybooks can address dyslexia as well as a number of developmental delays and disorders using multi-sensory methods that will achieve greater carryover of speech, language, and reading skills into the school setting. Parents and educators can also use some of the methods that speech-language pathologists and special education teachers have used for children who have been diagnosed with developmental delays or disorders or those who are at risk. Some of the risk factors are family history of dyslexia, little exposure to oral language and print awareness, and many ear infections that have lasted for extended periods.

The use of storybooks as a teaching tool can be effective because it is fun and stimulating and developmentally appropriate. It is multi-sensory because the children use many senses. They see the pictures. They hear the words in conjunction with the pictures. They hear the sounds repeated in many different contexts. By developing activities around the stories, the senses of feeling and smelling (example – baking a gingerbread man) can also be incorporated. Reading storybooks and using activities that utilize phonemic awareness, print awareness, and language

skills will increase a young child's chance of being more successful in all the communication skills of speech, language, and reading.

If a child has a diagnosed disability, the speech-language pathologist can give additional information on how to use storybooks for that particular diagnosis. Storybooks are good for teaching important skills to children with different diagnoses. However, the teaching method may vary somewhat from one diagnosis to another, i.e., autism and Down syndrome.

The early skills that speech-language pathologists and early childhood and elementary teachers address in relation to reading are phonemic awareness (precursor to phonics), print literacy, language concepts, and articulation (speech/language pathologists). Research by Bryant et al (1989) indicates that children's knowledge of nursery rhymes has a strong correlation with performance on rhyme detection at four years and with phoneme detection at five and six years of age. Most importantly, it shows that rhyme detection performance at four years strongly predicts reading and spelling performance at five and six years.

- A. Phonological/Phonemic awareness is an auditory skill that refers to the ability to understand how to manipulate words and parts of words to create new**

words. This is why rhyming, and word play books are so important. There are many phonemic awareness activities you can do in conjunction with a story.

- Read stories with animal and environmental sounds and rhyming. The 2-3 year old will enjoy activities based on animal sounds. Have the child locate the animal or decide which animal is heard first or last.
- At three years begin teaching the child to become aware that words are individual units. Allow the child to complete sentences from favorite books. Play word-counting games; i.e. count the words in a sentence or phrase.
- The 4-year old will be ready to be taught that a word can have more than one syllable. The children love to play the robot game and guess what you will say as you pause between each syllable. You speak 2- or 3-syllable words with a slight pause between syllables and the child guesses the word you say.
- When your child is ready to enter kindergarten begin teaching sounds. Say words with a pause between the sounds; i.e. d-o-g (dog), and the child guesses the word you say. Play rhyming activities by substituting a different sound at the beginning of a word you are reading.

B. Print literacy/awareness includes understanding that a word represents a picture or concept, knowing front

and back of the book, understanding when to turn a page, understanding that print goes left-to-right.

There are several ways to increase print awareness during storybook reading.

- Talk about the name of the book before reading it.
- Talk about the author and illustrator.
- If the book has print embedded in pictures, point to these as you read.
- Run your finger under the print as you read or have your child help your finger move.
- The print awareness can be extended outside of the book reading by drawing pictures or cutting book related pictures out of magazines and labeling them to make a related book.

C. The language concepts or terms that are specific to the teaching vocabulary and other terms that will help with reading comprehension are also important.

When teaching language concepts there are several actions the teacher/parent/speech therapist can do.

- Talk about what the child sees first, in the middle, and last in a left-to-right progression.
- Make the sounds of animals in the books, while using puppets (pictures on a popsicle stick) and talk about what they hear.
- Talk about same and different and number concepts. Begin with concrete objects like animals or

objects of interest to the children. The two cows are the same. The two cows make the same sound. The cow and the horse are different because they make different sounds.

- Other language concepts are who, what, where, when, and why questions. If the child has difficulty answering these questions, you can present them with choices. You can ask, “Was she wearing a blue or red dress?” Open-ended questions are important for critical thinking skills. You can phrase your questions as, “What do you think she will do?” It is good to accept different answers other than those you think are correct. Your child will be encouraged to ask more questions when they are praised for asking questions.
- Tenses – present, past, future and “is _____ ing”.

D. There are some specific suggestions and activities to use during story time to teach pre-reading skills.

- Repetition is important. A story can be read as many times as your child enjoys it.
- Make it fun by allowing your child to choose books that s/he likes.
- Interactive reading increases your child interest. Children enjoy taking turns or even acting out the story with puppets. If the child does not want to sit and listen to a story, devise ways to involve him/her.

E. Some of the criteria for good children's books (always search the books for additional language skills you may be teaching)

- **large print**
- **repetition**
- **rhyming**
- **appropriate length for children's attention span**
- **print embedded in the pictures**
- **language skills; i.e., comparison, verb tenses, prepositions, and much more**

Last but not least – one of the best reasons for using storybooks in working with young children is that shared reading experiences produce a positive effect on children's and all students' oral language skills (Bruner, 1978).

Chapter 2

Storybooks that have many speech/language/early reading goals built in for early teaching and Storybooks that are great conversation starters on speech and disabilities and emotional related issues like bullying an others.



The Book of IF for Children by Lavelle Carlson
Available for purchase at www.amazon.com and
www.slpstorytellers.com-purchase
subscription or download

Winner of The Parent Teacher Award June 2019

Children love jokes. What would you do if your mom said, "Don't play in the rain" and you thought she said, "Don't play in the train"? The Book of IF for Children contains many hilarious misunderstandings in what the parents say vs. what the children hear. It can be used by parents, early

education teachers, reading teachers, and speech/language pathologists to practice the pre-reading skill of phonological awareness and rhyming. Additional rhyming images (can be copied for flash cards) are included for additional practice. There is also an explanation on how to use the story. This read-aloud story is entertaining on trips, in classrooms and in the home. With repeated readings the children (1) learn to listen for slight differences between words, (2) practice expressive language communication skills, and (3) develop a love of literature and language.



Read-The-Picture Stories for Articulation Jenny Loehr

Ages Kindergarten-Grade 5

Available on Amazon

BEST DEAL – buy or subscription download

www.slpstorytellers.com

This is possibly one of the most comprehensive book of articulation stories. Read-the-Picture Stories, by Jenny Loehr, is the Third Edition of a popular and staple training book with stories used by speech/language pathologists, reading teachers, paraprofessionals, classroom teachers and home-school parents. The 78 stories cover many early sounds that are addressed in articulation in the elementary and junior high schools. Included are the sounds and blends of /s/, /r/, /l/, /sh/, /th/, /ch/, /j/, /k/, /g/, and /f/. The stories are

a great tie-in to literacy, language and reading goals. The stories were written and/or revised by Jenny Loehr. She is also the illustrator.

If you prefer an access to these 78 stories as downloads, the publisher is making available some audio eBooks, downloadable book and flashcards to correspond to the stories in Read-the-Picture Stories book with a subscription to www.slpstorytellers.com. The flashcards come only with the subscription and not in the book.



***Can A Toucan Hoot Too?* by Lavelle Carlson**

Available on Amazon

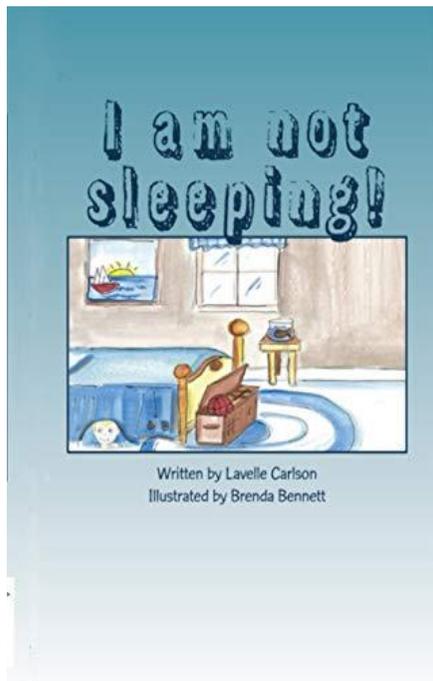
Book and rainforest workbook

Available at www.slpstorytellers.com with subscription

This delightfully illustrated storybook has so much more to offer than the storybook; illustrated story, actual photos with animal descriptions, coloring pages. Ask the children if they have been to the rainforest. If not, would they like to go to see the toucan and the other animals. The children in the story are anxious to know exactly what a toucan can do. Will they be able to make a storybook trip to the rainforest? Each child in the book asks in their own young way what a toucan can do, and the grandfather patiently responds. Finally, the grandfather tells the children that they will go to the rainforest to see what a toucan and other animals do. This is where The Toucan Rescue Ranch has provided information on all the animals as well as actual photos. Then, print the black/white coloring pictures (permission granted by author) for the children to color and take home.

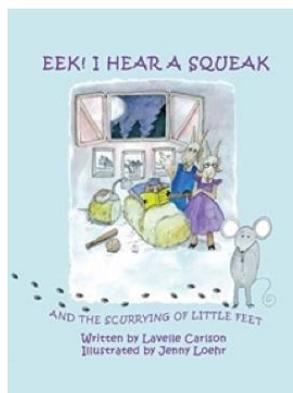
This book is filled with one and two syllable words and rhyming words for phonemic awareness. The rhyming words are: Moo-boo-who-goo-coo-too-shoo, toot-hoot, goo-moo. The sounds /t/, /m/, /b/, /p/, /b/, /g/ are repeated for articulation. There is also a coloring book of the rainforest animals in the back. The author gives permission to the teacher, SLP, or parent to copy.

A complete rainforest workbook is available for download with a subscription at www.slpstorytellers.com.



***I Am Not Sleeping* by Lavelle Carlson**
Available on Amazon and www.slpstorytellers.com
Winner of The Parent Teacher Award June 2019

Research shows that singing and interactive participation facilitates and increases language memory. Have the children join you in singing English or Spanish to the tune of "Are You Sleeping?". Today more than ever it is important for our children to learn another language while they are young. Play charades with the children. Ask questions, "What are you doing?", "What did you do?", "What will you do?". Teach the present progressive, past, and future tenses. Added verbs for teaching English to Spanish or Spanish to English are included in the back of the book or can be downloaded at www.slpstorytellers.com with a subscription. A verb wheel (for charades) can also be purchased for use with the book at www.slpstorytellers.com.



EEK! I Hear a Squeak And the Scurrying of Little Feet
By Lavelle Carlson

Purchase on Amazon or www.slpstorytellers.com

Winner of North Texas Festival Finalist 2007

Ages 2-8

Winner of The Parent Teacher Choice Award June 2019

EEK! I Hear a Squeak is a delightfully humorous book that is an excellent read to children as you try to get them to settle down for bed. It is a great book for teaching early literacy because it contains many of the components recommended by early literacy specialists; i.e. dialogue set in bubbles for print awareness, rhyming, colorful pictures, repetition and predictability, counting, and interactive dialogue for language development.

An important pre-reading skill is knowing the difference between what you see and what you hear. You “see” a mouse but the mouse “says” “squeak”. You “see” a letter but “hear” the sound of the letter.

Download the workbook and/or book with your subscription at www.slpstorytellers.com.



SCOTTY THE SCARECROW by Gina Puma
Available on amazon

This is a delightful Fall story that provides language exposure, pleasurable reading, and also specific skills for children in speech therapy. Take your children through the farm as Scotty the scarecrow helps his friend, Sam the squirrel, find what he is thankful for.

The book addresses both language and articulation for /s/ and /s/ blends. It incorporates Fall facts, curriculum vocabulary, friendship, and what to be thankful for (Thanksgiving time). Specific questions are provided to encourage language and an articulation list for all the words in the book.



Hope and Her Flower Hat
A Speech Book Targeting /a/, /h/, /m/ by Aliza Heller
Available as Download

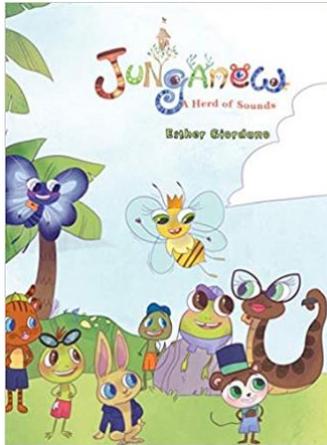
<https://www.ahpromptspeech.com/books>

Ages Pre-K-Grade 2

This book was created for the purpose of targeting voiced, unvoiced, and nasal phonemes /a/, /h/, /m/. If you are PROMPT trained, this will be helpful to use when targeting Stage II: Phonatory Control.

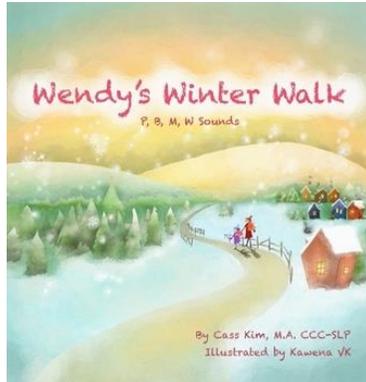
It contains a repetitive set of words in order to provide many opportunities to practice the target phonemes within the context of a fun and engaging literacy activity.

The words in bold are the target words that you can emphasize while reading the story. However, use of this book is not limited to targeting the above phonemes. You will find that this book contains many opportunities to practice lip rounding, as well as anterior lingual productions.



Land of Junganeu! By Esther Giordano
Available on Amazon.
Ages 3-8

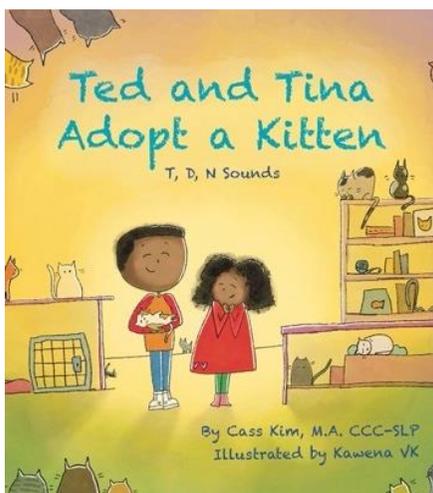
Welcome to the land of Junganeu! Come join the herd for a sound-filled adventure! This is an excellent book based on the research of using music for learning. The rhyming is catchy and improves phonemic awareness. Say Miss Snake's favorite /s/ sound as she gives a hiss, Theo the tree frog who's filled with bliss when he thinks good thoughts of his /th/ sound. While the animals learn their sounds, they also discover the true meaning of friendship, accepting each other's unique qualities and sticking together as a herd!



***Wendy's Winter Walk* by Cass Kim**
Phonological and Articulation Children's Book #1,
addresses phonemes /p/, /b/, /m/, /w/
Available <https://www.pacbspeech.org/books>
Ages 12 months-5 years

Wendy's Winter Walk takes children on a blustery walk through her neighborhood while providing over 200 chances to practice speech sounds for /p/, /b/, /m/, /w/ in therapy and at home. This book also promotes early reading (phonological awareness) skills.

For additional fun activities to pair with your copy, visit the “Resources by Sounds” page for /p/, /b/, /m/, /w/ on the above website.



***Ted and Tina Adopt a Kitten* by Cass Kim**
Phonological and Articulation Children’s Book #2
Addresses phonemes /t/, /m/, /d/, /n/

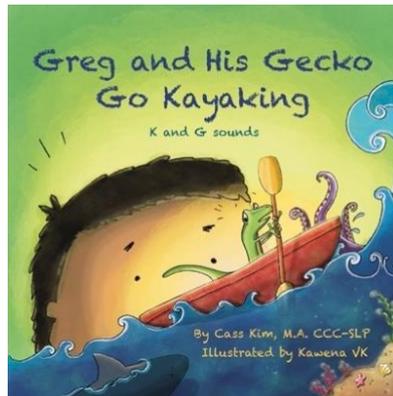
Available <https://www.pacbspeech.org/books>

Ages 12 months-5 years

**Ted and Tina’s dad says that they can finally get a pet.
Follow along to the shelter as they decide what kind of pet.**

This book is packed with over 200 chances to hear and say the phonemes /t/, /d/, and /n/ in all word positions as well as many language skills.

This book also includes Helpful Tips for Parents.



***Greg and His Gecko Go Kayaking* by Cass Kim
Phonological and Articulation Children's Book #3**

Addresses phonemes /g/, /k/

Available <https://www.pacbspeech.org/books>

Ages 12 months-5 years

Greg's Gecko, Kai, has never been to the ocean even though they live in Hawaii! Determined to take his beloved pet on an ocean adventure, Greg comes up with a creative way to

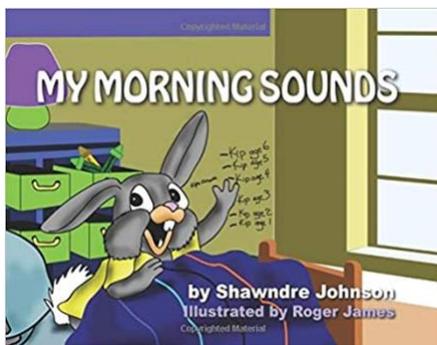
show the undersea world to Kai in the newest release from Phonological and Articulation Children's Books.

This book is filled with over 100 opportunities to hear or practice /k/ and /g/ phonemes. It also includes a “Helpful Tips for Parents’ Page” with easy-to-use speech and literacy tricks for developing minds.



Party Animals! By Tali Kellerstein
Available at www.thespeakboutique.com
Ages Pre-K-Grade 2

Written by Speech Language Pathologist, Tali Kellerstein, **Party Animals!** is read-aloud fun, and perfect for helping little ears tune into 21 essential English sounds. Therapists, educators, and parents, will also love this book to help their students and children learn skills such as initial sound identification and articulation.

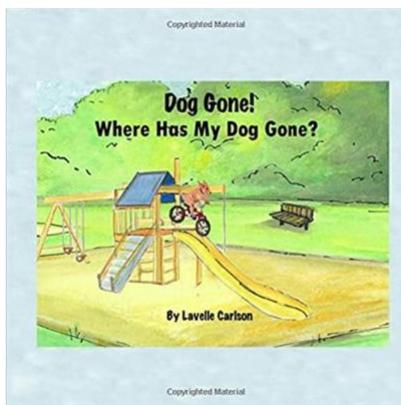


***My Morning Sounds* By Shawndre Johnson**
Available on Amazon
Ages Pre-K-Grade 2

This book is a fun children's story about an energetic rabbit named Kip who is getting ready for school. We follow Kip through his busy morning routine full of wonderful sounds! The clock ticks, the alarm rings, and the school bus beeps! See how many sounds your child recognizes in his or her

own morning routine. Read the book and incorporate suggestions from the "Tips for Parents" to create special memories with your children as they enjoy talking with books!

The book was written through the lens of a speech-language pathologist so that parents can help their child develop communication skills at home. There are many opportunities to address speech and language skills; imitating actions, making speech sounds, vocabulary, and answering questions.



Dog Gone! Where Has My Dog Gone? by Lavelle Carlson

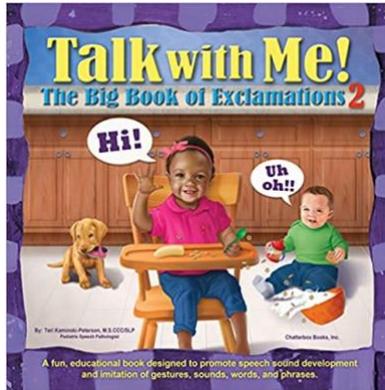
Available at Amazon and www.slpstorytellers.com - download with subscription

Ages 2-6

Use this excellent interactive book to teach prepositions. Enhance learning by singing the story to the tune of Where, Oh, Where Has My Dog Gone? Practice these prepositions in the book; in/out, up/down, above/below, behind/in front, on/off, over/under. Black/white images for coloring and interactive play are included in the back of the book. Author gives permission to copy these image for color and play. Ask the question, where. If necessary, give the child a choice; i.e. “Is the dog in or out?”

Repeated phonemes: /d/ dog, ducks, doll, do; /b/ bunny; /sl/sleeping; /l/ little; /g/ gone, go, girl; /s/ see; /b/ boy; /sh/.

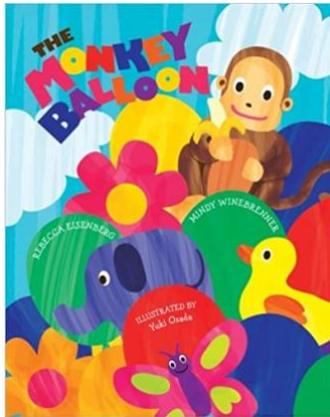
Practice verbs: jumping, swimming, sliding, running, etc.



Talk With Me, The Big Book of Exclamations 2
By Terri Kaminski Peterson
Available on Amazon
Ages Infants-Preschoolers

***Talk with Me!* is an updated version of *The Big Book of Exclamations* that has been used by speech/language pathologists for many years. Customers asked for added diversity and we responded. Created by a pediatric speech-language pathologist, *Talk with Me* is filled with carefully designed illustrations which immerse infants and toddlers in the rich language that surrounds in their familiar environments and daily routines. The books are designed to promote speech sound development and imitation of gestures, sounds and words. Unlike most books, it doesn't have a story to read. Instead, along the bottom of each page there are prompts which teach parents/educators how to act out the illustrations and interact using gestures, sounds, words, or phrases depending on their child's ability. The book shows parents how to modify what they say about each illustration in order to maximize their child's**

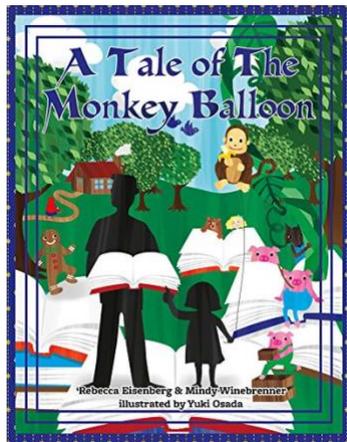
communication potential. It is also filled with information which helps parents understand speech language development and it lists resources for those seeking advice. A wonderful book for young children with typical speech development and those considered "late talkers". It makes a perfect gift for new parents, infants, toddlers, and preschoolers.



The Monkey Balloon by Rebecca Eisenberg
Available on Amazon
Ages Pre-K-Grade 3

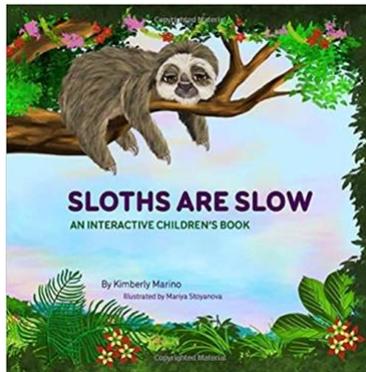
Has your child ever lost a balloon and wondered where it went? The Monkey Balloon takes children on an adventure

of a young girl's quest to find her Monkey Balloon. Mimi and her father use their imaginations to take them on a journey of what-ifs, until they find what they are looking for. The bright and engaging illustrations help create a story that children will choose to read again and again. Written by a speech language pathologist and a special educator, language and learning tips are provided at the end of the story to help parents and early educators make this reading experience optimal for both the reader and the young child.



*A Tale of the Monkey Balloon by Rebecca Eisenberg
Available on Amazon
Ages Pre-K-Grade 3*

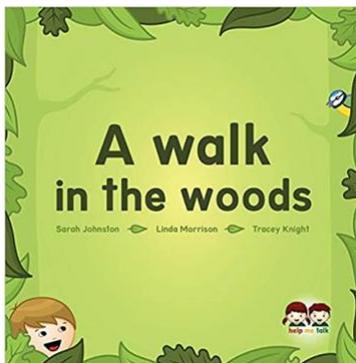
Uh-oh — Mimi's Monkey Balloon has floated off! Where has it gone? Come along with Mimi as she looks for her Monkey Balloon in all her favorite bedtime story places! Where will Mimi find her lost balloon?



***Sloths Are Slow* by Kimberly Marino
Available on Amazon
Ages 1-8**

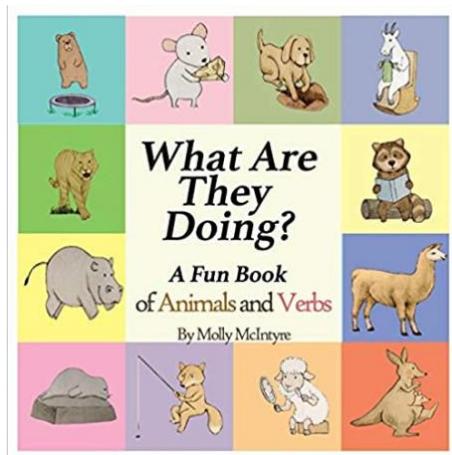
Did you know, sloths are slow? Meet Lento, the three-toed sloth, and join him on an interactive journey to the colorful South American rain forest where he lives. Written by

Kimberly Marino, an experienced licensed Speech and Language Pathologist, to assist in developmental areas not often covered in early books. Young learners will love engaging with this factual and playful book as they "work" on developing fine and gross motor skills, expressive (talking) and receptive (understanding what is said) language , and cognitive skills (counting and more). It's an exciting addition to the preschool classroom, speech and language therapy bag, special education therapy bag, as well as physical and occupational therapists, and a must have for all who have, or work with, little ones! Recommended for children ages 1 and up.



***A Walk in the Woods* by Sarah Johnston
Available on Amazon
Ages Pre-K-Grade 2**

'A walk in the woods' is one of a series of books written by speech therapists to help your child develop vocabulary. The book, focusing on 'Forest Animals', features a child on a woodland walk who meets all sorts of animals along the way. With typically one main animal per page, this book is simple enough for very young children to enjoy. The text is simple and predictable to encourage your child to interact, so if your child learns one of the animals they can join in and show parents how clever they are!



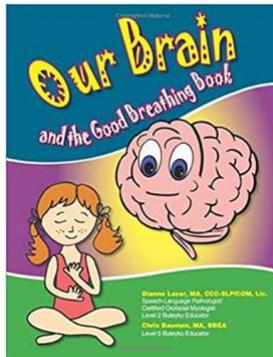
What Are They Doing? By Molly McIntyre
Available on Amazon

Ages 2-5 years

Looking for a children's book to develop your child's speech and language?

Help them with this fun book of animals and actions. Developed by an experienced Speech and Language Pathologist to give to her students to read at home, the animals in this book:

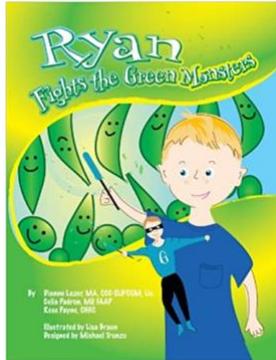
- Will help your child develop simple sentence structure!
- Are especially helpful for children with Autism and language delays!
- Will develop English language skills!
- Will delight early readers!



Our Brain and the Good Breathing Book

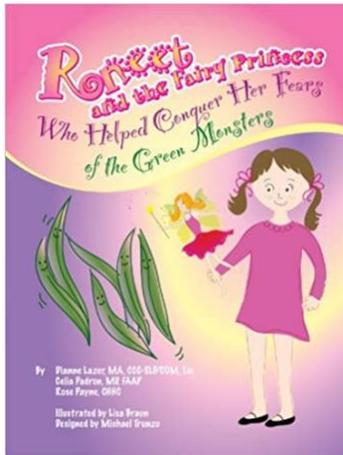
By Dianne Lazer and Chris Bauman
Available at
Ages 4-8 years

Dianne Lazer and Chris Bauman team up with graphic designer Christina Daniels to create a complementary how-to book on breathing for children four – eight years old. Our Brain and the Good Breathing Book was inspired by Dianne’s work with her speech and feeding pediatric patients who are also in the process of learning breathing exercises. This time, she collaborates with long-time Buteyko Breathing Educator and trainer, Christine Bauman. Chris has worked with children and breathing since 2000. This book is one full of colorful, fanciful and instructive images that support the text about how to breathe well. It provides a good review and background as to why young patients are asked to do various exercises, to develop self-awareness and consequently changes in behaviors, with the resultant benefits to their physical, mental and spiritual health. Our Brain and the Better Breathing Book is a must have for breathing educators working with the pediatric population who want to provide a comprehensive, user friendly therapy program to help children they serve.



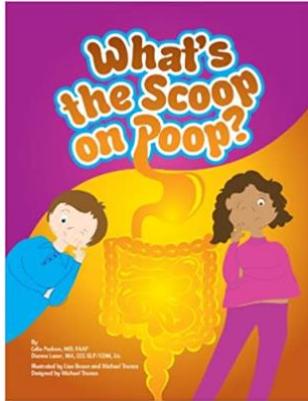
***Ryan Fights the Green Monsters* by Dianne Laser**
Available on Amazon
Ages PreK-Grade 3

Join Ryan as he fights the Green Monsters and learns about healthy eating. As you will see, the Green Monsters aren't what they seem to be. He gets the help from a special friend who knows a thing or two about these so-called bad characters. Ryan soon realizes that the Nasty Family Foods can't compare to the power of the Good Family Foods. With 20 pages filled with colorful illustrations and a special coloring book section where they can review all the characters in the book, your child will learn the difference between eating what is good versus what just tastes good.



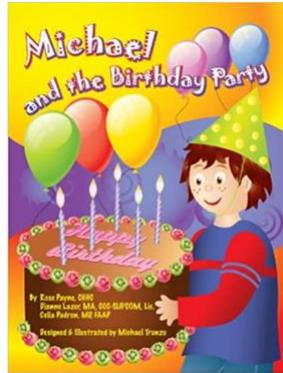
Roneet and the Fairy Princess
Who Helped Conquer Her Fear of the Green Monsters
By Diane Lazer
Available on Amazon
Ages PreK-Grade 3

Join Roneet and the Fairy Princess who helps her conquer her fears of the Green Monsters. As you will see, the Green Monsters aren't what they seem to be. She gets the help from the Fairy Princess who knows a thing or two about these so-called bad characters. Roneet soon realizes that the Nasty Family foods can't compare to the power of the Good Family Foods. With 20 pages filled with colorful illustrations and a special coloring book section where they can review all the characters in the book, children will learn the difference between eating what is good versus what just tastes good.



**What's the Scoop on Poop? By Dianne Lazer
Available on Amazon
Ages PreK-Grade 3**

What's the Scoop on Poop? Each and every one of us poops. Many children feel ashamed or embarrassed for pooping. This colorfully illustrated book offers a light-hearted approach to teaching your child the importance of this normal daily activity. In the back of the book there is a Potty Chart to help track your child's progress and achieve success with their toilet training skills. From eating food to going to the bathroom, this book explains the process in words a child can understand. You will eventually have to discuss this subject with your child. Why not make it fun with this book?



**1. Michael and the Birthday Party by Dianne Lazer
Available on Amazon
Ages PreK-Grade 3**

Sometimes it seems almost impossible to get kids to eat a healthy diet. Nutritious food can seem unappealing to a child and from an adult perspective, just too time consuming to prepare. But, kids who eat healthier are much healthier kids and they are far better equipped to handle their emotions and control their behavior.

**So, feeding children nutritious meals is a good investment in the physical, mental and emotional health of our children!
How do we get children to eat healthy foods?**

With the expertise of Holistic Nutrition Counselor Rose Payne, CHHC, Speech Language Pathologist Dianne Lazer MA, CCC-SLP/COM, and Dr. Padron, MD, FAAP this

book gives kids the tools they need to make their own wise food choices. Here is a book that illustrates how healthy food can affect not only overall health but a child's (and family's) quality of life.



Something to Say About My Communication Device
By Eden Molineaux
Available on Amazon
Ages 2-12

Kate is friendly and loves to laugh. She's also a little competitive. Kate explains how she uses a communication device to help her express herself.

The Something to Say Collection promotes self-advocacy, understanding of speech and language differences, and

conversation about embracing diversity. Written by a speech-language pathologist, each book features a character with a communication difference. Characters' strengths and interests are highlighted, while the reader gains an increased understanding of how to support communication. Readers can feel a connection to the characters as they reflect on their own experiences and enjoy the sweet and colorful illustration.



2. ***Something to Say About My Speech***
By Eden Molineaux
Available on Amazon
Ages 2-12

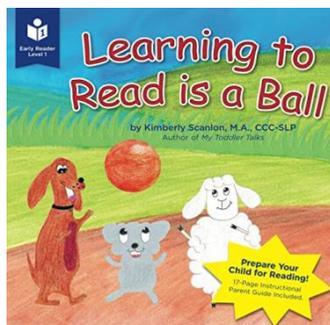
The Something to Say Collection promotes self-advocacy, understanding of speech and language differences, and conversation about embracing diversity. Written by a speech-language pathologist, each book features a character with a communication difference. Characters' strengths and interests are highlighted, while the reader gains an increased understanding of how to support communication. Readers can feel a connection to the characters as they reflect on their own experiences and enjoy the sweet and colorful illustrations.



3. *Something to Say About My Stuttering*
By Eden Molineaux
Available on Amazon
Ages 2-12

Alex loves dirt biking, soccer, and helping his mom with his little sister. He also happens to stutter. Alex shares what it is like for him when he stutters, as well as ways to help make communication a little easier.

The Something to Say Collection promotes self-advocacy, understanding of speech and language differences, and conversation about embracing diversity. Written by a speech-language pathologist, each book features a character with a communication difference. Characters' strengths and interests are highlighted, while the reader gains an increased understanding of how to support communication. Readers can feel a connection to the characters as they reflect on their own experiences and enjoy the sweet and colorful illustrations.



***Learning to Read is a Ball* by Kimberly Scanlon**
Available on Amazon
Ages PreK-Kindergarten

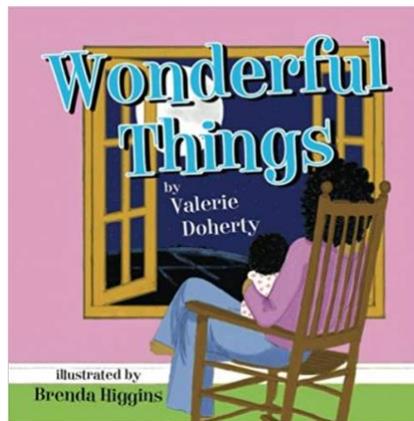
Do you want to prepare your child to be a lifelong, successful, and passionate reader? Then jump start your child's language development and pre reading skills while having a ball!

This is not just another book for beginning readers. Kimberly Scanlon, licensed speech therapist and top selling author of My Toddler Talks has created an innovative resource full of simple-to-understand reading strategies to assist in building your child's language and early literacy skills. *Learning to Read is a Ball* is a unique and versatile book that can be used with any early readers, including: toddlers, preschoolers, and kindergartners. It is a must-have for anyone interested in developing reading skills and emergent literacy in young children. Your child will almost certainly learn to read faster if you apply these techniques.

***Learning to Read is a Ball* combines a rhyming 28-page picture book about balls with a 17 Page Parent Guide that includes:**

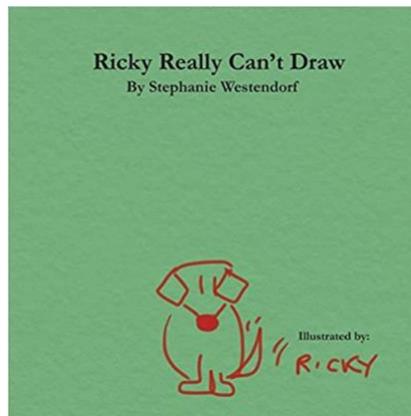
- 1. Specific techniques to develop oral language using different reading styles.**
- 2. Strategies to use synonyms and antonyms to build vocabulary**

3. Various approaches to encourage storytelling
4. Dynamic tips to play with rhymes and alliteration to build the understanding that words are made up of different sounds
5. Thoughtful tactics to highlight letters and words to stimulate print awareness



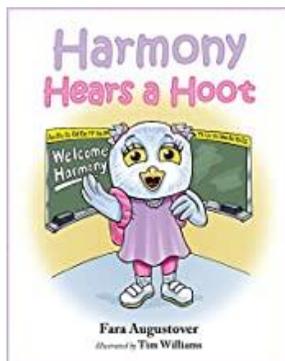
Wonderful Things by Valerie Doherty
Available on Amazon
Ages Birth and up

Wonderful Things is a celebration of the sights, sounds, and events that surround us in our world. Written in simple text and rhyme with accompanying soft, soothing illustrations, Wonderful Things is meant to be enjoyed as a “sweet dreams, little one,” read aloud experience between the youngest listeners and their caregivers.



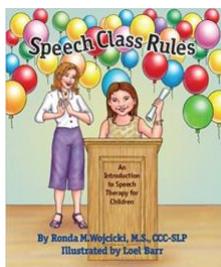
***Ricky Really Can't Draw* by
Available on Amazon
Ages PreK-Grade 3**

Ricky really wants to draw like Rita. When the Yearly Art Show takes place at their school, Ricky sees his chance to impress Rita; but it doesn't quite work out as expected. The story, written by a speech-language pathologist, provides a fun way for kids to practice the tricky "r" sound. It includes a variety of pre- and post-vocalic /r/ sounds, as well as /r/ blends, across word positions perfect for a speech therapy session, the classroom, or just for fun. Includes a data collection sheet for speech pathologists to track /r/ progress.



***Harmony Hears a Hoot* by Fara Augustover
Available on Amazon
Ages PreK-Grade 3**

Harmony Hears a Hoot is a children's book about a young owl name Harmony who relates to kids with and without hearing loss and teaches tolerance with her adventures! Follow Harmony on her first day of school as she meets new friends, enjoys her classes, and teaches everyone what it's like to have something unique about themselves. This book is appropriate for children with hearing aids, cochlear implants, BAHA, and more. It's also recommended for adults with hearing loss and devices to assist in explaining them to children.



***Speech Class Rules* by Rhond Wojcicki**
Available on Amazon
Ages K-Middle School

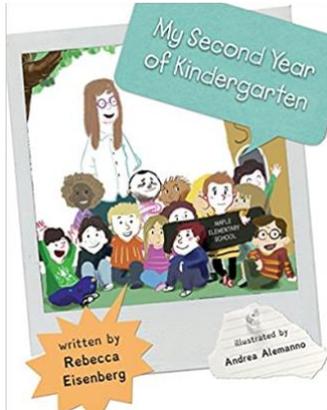
This is a staple for all speech classrooms and speech therapists. Created with the vision of educating everyone about speech therapy, this book is being used to introduce the concept of therapy to children recently diagnosed,

provide a story and characters that children already in speech can relate to, and help parents, educators, and children not in speech understand what speech and language disorders are about. Although *Speech Class Rules* is set in an elementary school is appropriate for any speech therapy setting. A light-hearted story lends insight into the semantic, syntactic, phonological, pragmatic, fluency and voice disorders that affect approximately 10% of all children in the United States. This is a staple for all speech classrooms and speech therapists. It is also an excellent book to read to the regular classrooms to educate the other children why the speech students go to speech.



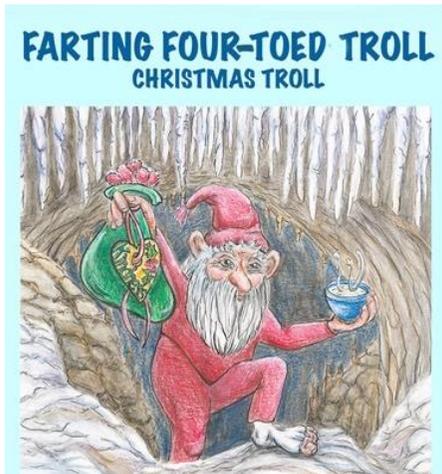
***Sammy Goes to Speech* by Marissa Siegel**
Available on Amazon
Ages 2-8

This is an excellent book to introduce children to speech. It can be read by parents or speech/language pathologists to new speech students. Sammy wants to communicate, but he is not able. The story takes Sammy and his family on a hunt to find his voice. After looking everywhere, they end up at a speech-language pathologist's office. Along with his stuffy, Mr. Monster, Sammy and his Mom learn new ways to develop his speech and language skills. The author, Marissa Siegel (speech/language pathologist) provides tips and activities at the end for parents and educators to encourage speech and language development for young children.



My Second Year of Kindergarten
By Rebecca Eisenberg
Available on Amazon

Do you have a child or student who is repeating kindergarten? *My Second Year of Kindergarten* tells the story of a young boy named Peter who discovers progress, support, and triumph when repeating kindergarten. This book was designed with a specialized font to assist children that may have reading disabilities.



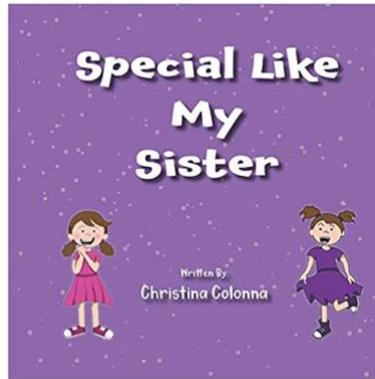
Farting Four-Toed Troll by Lavelle Carlson
Available on Amazon and www.slpstoryteller.com
Ages 3-10

Can the Farting Four-Toed Troll (Christmas troll) carry out his kind deeds in secret, so no one hears him? Will he inspire others to help feed the hungry animals?

Poop! Fart! These are the words that can be so embarrassing for parents and grandparents. Furthermore, it is certainly a headache for preschooler and early elementary teachers to try to instill appropriate language in their young students. Well, Farting Four-Toed Troll gives a great opportunity for parents and teachers to talk about these words in a way that is more appropriate. Using this book is a pleasant way to teach children the use of “good”

words vs. “bad” words. Introduce the book title and say, “Hmmm, should we say Farting Four-Toed Troll or Christmas Troll? I wonder how the troll would feel if we called him a farting troll.” You can also introduce manners during the reading of the book as the troll says, “Excuse me” after he lets off gas. Was there a mother troll who thanked him for using his manners? Always talk about kindness to children and different words that are “kind” words that make people feel good. It is important to teach our children the pragmatics of communicating in a way that will enhance their social abilities.

Another important lesson children will learn from the Christmas troll is the importance of sharing and helping others.

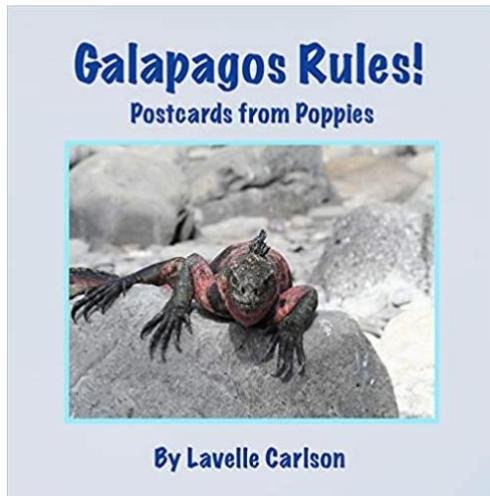


***Special Like My Sister* by Christina Colonna**

Available on Amazon

Ages PreK-Grade 3

This book is written about a seven year old girl named Mary, who wonders how she can be like her best friend and sister Rose, when Rose has a disability and Mary doesn't. As she starts thinking about all of the ways the two of them are different, she quickly realizes that they have just as many ways that they are alike. Mary discovers that not only are she and her sister similar, they are both special in their own ways.



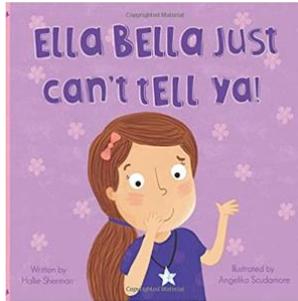
Galapagos Rules! Postcards from Poppies

The Parent Teacher Choice Award June 2019 – kindness

Available on Amazon and www.slpstorytellers.com

Ages 4-10

How many times can you say blue-footed booby? Have you seen Giant tortoises? See iguanas that are large enough to make one think of dinosaurs? Take your child on a book visit to the Galapagos Islands? These are some of the most pristine places left and will remain so as long as they are protected. Few children will have the opportunity to see the biodiversity one finds in these islands. Travel through the islands in the book, Galapagos Rules! Postcards from Poppies, to learn the rules that protect all the diverse species on the islands. Children and adults reading to children will enjoy and learn of all the beautiful animals by seeing the stunning photos of the animals taken by the author.



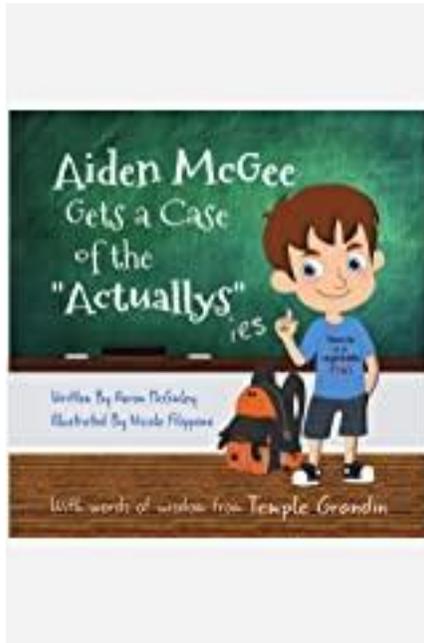
***Ella Bella Just Can't Tell Ya* by Hallie Sherman
Available on Amazon**

Meet Ella Bella, an adorable young girl struggling to find the right words to say! Follow along as she learns and practices a strategy to help her get her point across. *Ella Bella Just Can't Tell Ya* will entertain children while teaching them vocabulary and word retrieval strategies. This fun and interactive book is perfect for preschool and early elementary children, as well as any that find word retrieval a challenge. This is a perfect read for speech-language pathologists, parents, and teachers who are looking for a book to show children they are not alone.



***Artie is Awesome* by Deidra Darst
Available on Amazon
Ages PreK-Grade 3**

"Every child is special, I tell you that's true..." Meet our awesome friend Artie: he loves trains, playing chase, and eating pizza. Artie also has autism. Let's appreciate the differences that make each one of us. Parents and teachers can use this book that helps other children understand the differences of all others.



**Aiden McGee Gets a Case of the Actually's by
Available on Amazon as eBook**

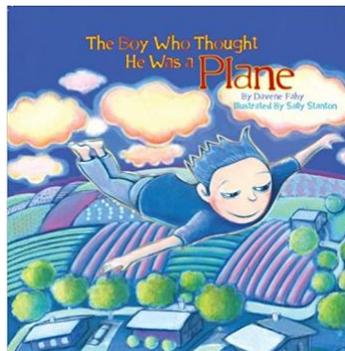
Does your brilliant child correct you before you've even had your coffee?

Aiden has a case of "The Actually's," and just can't help but correct others on the most trivial of facts. Is it a turtle or a tortoise? Is a tomato a fruit? With every misspoken word, Aiden just has to interject, and often it embarrasses the people around him. One day, someone gives him a piece of advice that could change everything. Come find out how to cure "The Actually's"

Parents, Gifted Teachers, Social Skill Mentors, Occupational Therapists, Speech Therapists, Counselors, and School Counselors will all

enjoy exploring the topic of kindness, manners, and intelligence with their child.

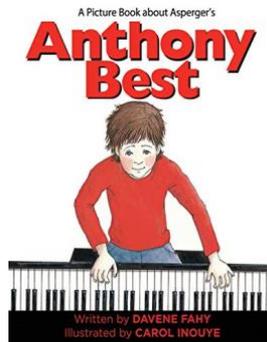
- Check out the thought provoking questions at the end!
- Notice the diversity depicted throughout the beautiful illustrations!
- Reflect on social skills, intelligence, kindness, and nuance!
- Great tool for any child to discuss social nuances.
- Families of gifted children, children with autism, twice exceptional children may see a need for a teaching tool to address the tricky topic of manners, and this could help!



The Boy Who Thought He Was a Plane

By Davene Fahy
Available on Amazon
Ages PreK-Grade 4

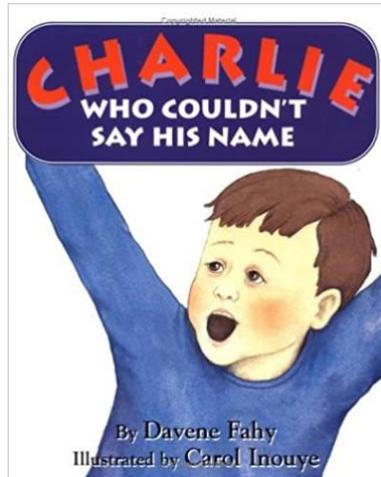
All children with a vivid imagination will love this story. The Boy Who Thought He Was a Plane is a charming days-of-the-week book as well as the story of Donny--who has an exceptional imagination. When Donny's father tells him its' time to do what has to be done every day, Donny transforms himself into all sorts of animals and objects until it's time for... Use this book to talk about various animals and what your child would do if he/she were this animal.



Anthony Best by Davene Fahy
Available on Amazon

Ages 3-10

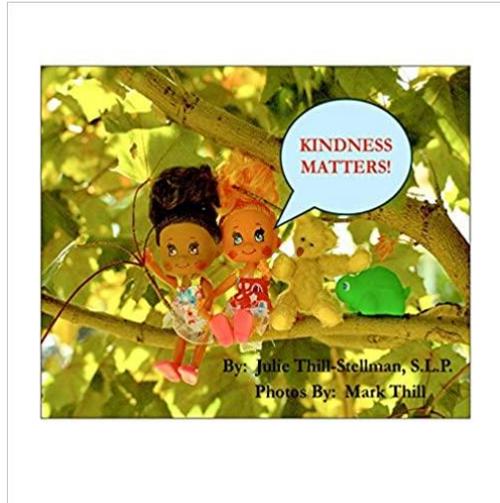
***Anthony Best* is a beautiful story for teachers, parents, and speech therapists to help other children understand differences – some that make a child very special. Anthony is one who screams at loud noises, doesn't like to be called "Tony," spins around in circles to have fun, and throws sand at kids in the sandbox. Other kids laugh at silly knock-knock jokes, but not Anthony; he simply stands and stares. And instead of giggling, he flaps his hands when he is happy. Anthony has Asperger's syndrome, which makes him see the world in a different way. But his friend Hannah knows that although Anthony is different and doesn't play like other kids, he has something very special inside—something that makes him "the best." When Anthony receives a new piano, his hidden talent is revealed.**



*Charlie Who Couldn't Say His Name by Davene Fahy
Available on Amazon
Ages 4-10*

Charlie cannot say his own name. Luckily, his teacher understands and sends him to a speech therapist. After going to speech therapy Charlie learned to say his name.

Any adult who knows a child with a speech difficulty will find this book helpful to assist other children in understanding Charlie and all children with speech difficulties. This book can be helpful to read to the children with a speech difficulty as well to reassure them that they will overcome their problems. It is a simply written book with beautiful illustrations.

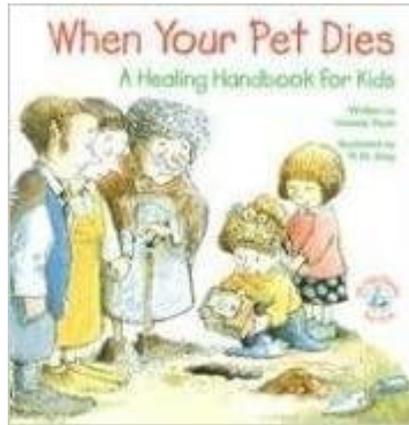


***Kindness Matters* by Julie Thill-Stellman**

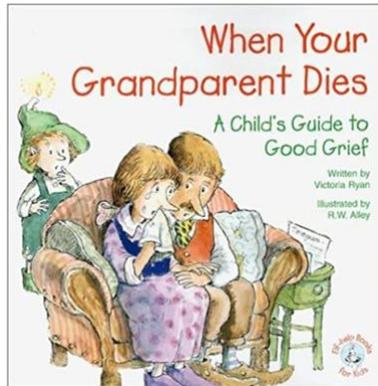
Available on Amazon

Ages PreK-Grade 3

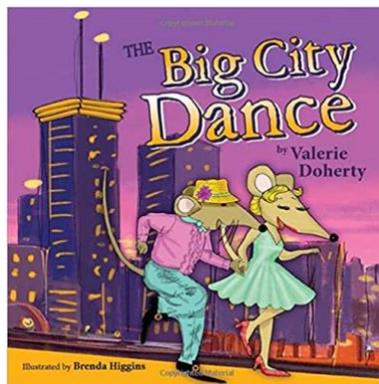
"Kindness Matters" is a children's book that captures an essential component of early social skills. This book helps children become better friends, classmates and citizens.



When Your Pet Dies A Healing Handbook for Kids
By Victoria Ryan
Available on Amazon
Ages PreK-Grade 3



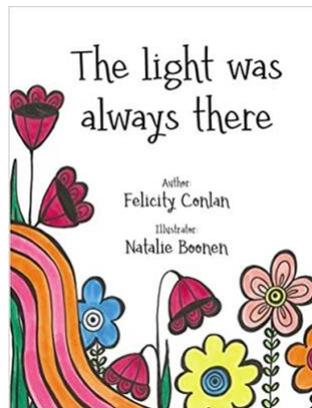
***When Your Grandparent Dies* by Victoria Ryan
Available on Amazon
Ages PreK-Grade 3**



***The Big City Dance* by Valerie Dougherty**

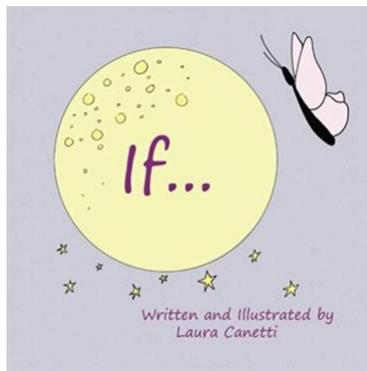
Available on Amazon
Ages 3-8

Moe Doodle is a country mouse who decides to move to the Big City in search of excitement and adventure. Although he finds plenty of fun, he soon realizes he is homesick and missing his friends. Children enjoy the rhyme and rhythm while discovering how Moe solves his problems while living in the Big City.



***The Light Was Always There* by Felicity Conlan**
Available on Amazon

Everyone's lives were turned upside down when the COVID-19 pandemic spread across the world. Strict restrictions were put in place by the government and people struggled to adapt to their new isolated environment at home. Children were expected to transfer to online learning immediately and were no longer able to see their extended family, friends, or teachers. This story tells the reality of the pandemic through the eyes of a child. It reminds us that even though there were challenging times, there was some positivity (the light) to all of this - a new appreciation for the little things in life.

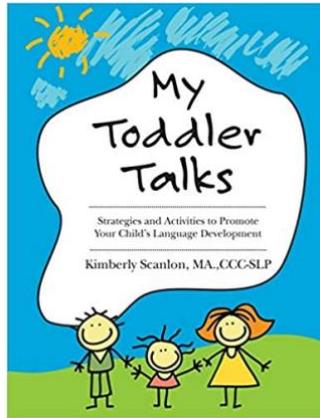


***If . . .* by Laura Canetti**
Available on Amazon
Ages 2-8

“If” is a book written to inspire children to be individuals, creative, and kind. “If” asks many questions in rhyming format through the eyes of a butterfly. “If you were a butterfly where would you go, who would your friends be, and how would you decorate your wings?” Explore the possibilities with your child through fun and imagination. Learn about your child's personality. Would they fly fast or slow? Would they stay home or travel the world? Write down their answers in a journal and see if their answers change from year to year! Teach your child that everyone can choose their own flight path in life. Teach your children that people and butterflies may look different, but they are all uniquely beautiful.

Chapter 4

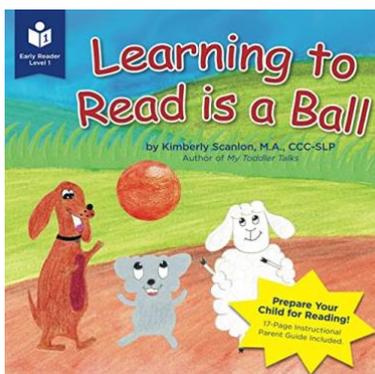
Books for therapists and parents to assist children with various diagnoses



***My Toddler Talks* by Kimberly Scanlon**
Available on Amazon
Ages – Parents, SLPs, and Teachers

Are you concerned that your child is not talking as much as his peers? Is he growing increasingly frustrated because he can't tell you his wants and needs. This is a must-have for anyone interested in teaching young children language. Learn strategies to model and elicit language. Learn how to engage your toddler with play routines that stimulate speech while having fun. The guide includes detailed steps, numerous examples, and play routine activities to facilitate learning and language development. *MY TODDLER TALKS* includes 25 fun and effective play routines designed to improve your child's speech and language skills and so much more. The author provides charts for tracking word growth. *MY TODDLER TALKS* is a good resource for: Parents, Grandparents & Caregivers-Speech Therapists-

Speech Therapy Grad Students-Early Intervention Specialists-Early Childhood Educators-Occupational & Physical Therapists.



***Learning to Read is a Ball* by Kimberly Scanlon**

Available on Amazon

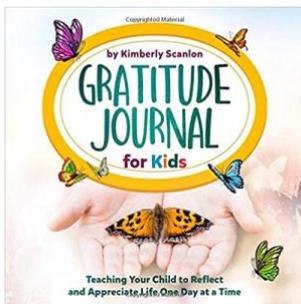
**Specialists-Early Childhood Educators-Occupational & Physical Therapists.
Ages 2-Kindergarten**

Jump start your child's language development and pre-reading skills while having a ball!

This is not just another book for beginning readers. Kimberly Scanlon provides strategies to assist in building a

child's language and early literacy skills. It is a must-have for any interested in developing reading skills and emergent literacy in young children.

Learning to Read is a Ball combines a rhyming 20-page picture storybook with a 17-page Parent Guide with many techniques and strategies to develop oral language and pre-reading skills.



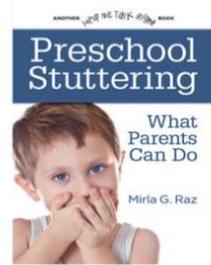
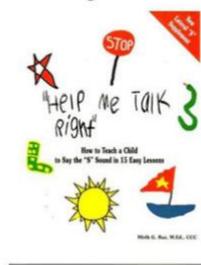
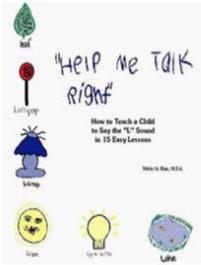
Gratitude Journal for Kids by Kimberly Scanlon

Available on Amazon

Gratitude Journal for Kids: Teaching Your Child to Reflect and Appreciate Life One Day At A Time is a beautifully designed journal that aims to teach children how to notice the wonderful gifts in life. Practicing gratitude on a daily basis has the power to lift spirits, dampen stress, and create happiness. Using this journal can help your child cultivate an attitude of gratitude. Inside this gratitude journal you'll find:

- **Writing lines suitable for children in preschool, kindergarten, and early elementary grades**
- **Four rotating writing prompts to engage but are consistent to keep children accustomed to the daily writing routine**
- **A call for children to express gratitude with kind deeds**
- **Suggestions for age-appropriate kind actions and deeds**
- **A list of the author's favorite children's books on gratitude**

Help Me Talk Right



Help Me Talk Right – L Sound by Mirla G. Raz

Help Me Talk Right – R Sound by Mirla G. Raz

Help Me Talk Right – S Sound by Mirla G. Raz

Preschool Stuttering-What Parents Can Do by Mirla G. Raz

Available on <https://www.helpmetalkright.com/books/>

These four books are a “must have” in a therapy room for referral on techniques of production for the /l/, /r/, and /s/ phonemes. The books are a complete therapy program. They are excellent resources for the production of the sounds and how to work on stuttering. Speech assistants will benefit from the “how-to.” Parents can do the practice sessions for the carryover. And, last but not least, speech/language pathology students at the graduate level can benefit from these for their clinicals.

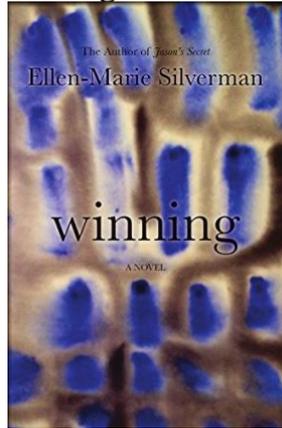


***Jason's Secret* by Ellen-Marie Silverman**
Available on Amazon
Ages 9-18

Jason Loring is beginning fifth grade in a new school. He hopes this time, this one time, he will fit in. He is smart. He dresses cool. And he's good at chess. But whenever he starts to talk, he never knows whether IT will happen and he will look and sound weird, bad weird. That can make him explode. What happens at the new school, why his father shares his secret, and how Jason changes leads to acceptance at last.

Winning: A Novel, The Jason Loring Trilogy Book 2
By Ellen-Marie Silverman
Available on Amazon

Ages 9-18

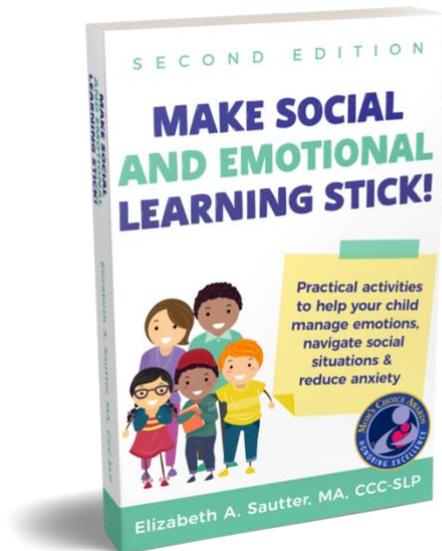


Jason Loring, about to enter high school, yearns to succeed. The stutter that darkened his life no longer overwhelms him. By his reckoning, he has “kicked stuttering to the side of the road” and won. The year has been one of searching for a way to withstand the chaos, loneliness, and brutality of family life and to rebound from the aftermath of a hate crime. A circle of friends, “The Fresh Air Five,” each of whom faces challenges of his or her own, supports him and each other as they wend their way toward high school and beyond. Jason’s story is one of bravery, first love, and the refinement of a good heart.

Ellen-Marie Silverman first introduced readers to Jason Loring in “Jason’s Secret” as a 10-year-old beginning fifth grade in a new school determined to hide his stuttering.

Ellen-Marie Silverman has had a stuttering problem that propelled her to become a speech pathologist. She is a poet,

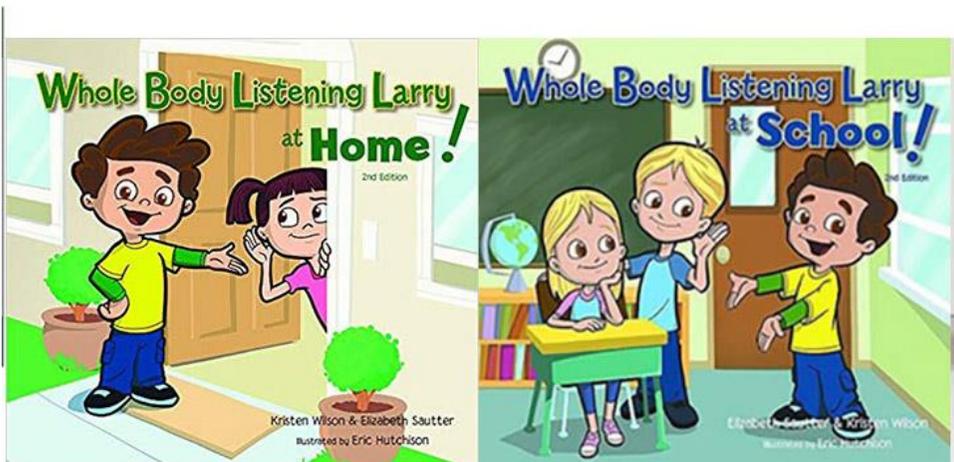
painter, photographer, and naturalist who lives in the United States.



Make Social Learning Stick! By Elizabeth Sautter
Available at <https://www.makesociallearningstick.com>
Guide for Therapists, Teachers, Counselors, Parents

Often, speech/language pathologists need additional training on behavioral issues after completing formal

schooling. This book was written by a speech/language pathologist, but the tips and practical advice can support parents, counselors, and teachers in addressing social situations to reduce anxiety. Ms. Sautter will show you how to teach a child to understand social rules while navigating social situations. Learn how to support a child who exhibits anxiety, strong emotions, sensitivities and mood swings. Following the program increases a child's confidence and calmness.



Whole Body Listening at Home

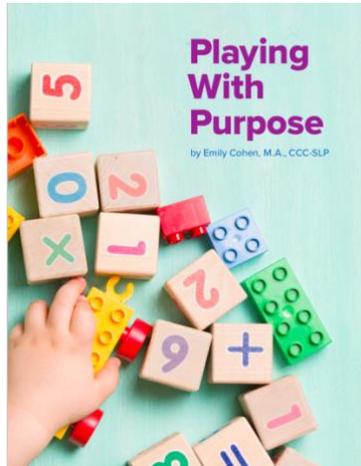
By Kristen Wilson and Elizabeth Sautter

Parents/Teachers/Counselors/Speech language Pathologists

Available on Amazon

These two colorfully illustrated storybook, based on the idea created by Susanne Poulette Truesdale (1990), provides fun ways to teach children an abstract but essential idea - that their eyes, hands, brains – their whole bodies! – communicate and affect the people around them. Parents, teachers and therapists use this book to teach this challenging concept through illustrated scenarios at home, in the car, with friends, with grandparents – and a number of other very recognizable situations. A book for all younger kids, it can be read with the child and the child can then read the book on his or her own, with siblings, friends, grandparents – it’s sure to spark some great discussions!

***Whole Body Listening at School* is our 2nd book in our two-part series to help our students develop a better concept of holistic listening, or Whole Body Listening. In this charming comic book, based on the idea created by Susanne Poulette Truesdale (1990), the authors, Sautter and Wilson explore how two siblings, Leah and Luka struggle to focus their brains and bodies during the school day. Kindly, a peer mentor helps to explain to these students how they need to use their eyes, hands, feet, heart, brain, etc. to listen in group environments to not only access the information but to work as part of a group. Preschool through 2nd - 3rd grade**



Playing With Purpose by Emily Cohen

<https://www.tandemspeechtherapy.com/playing-with-purpose/>

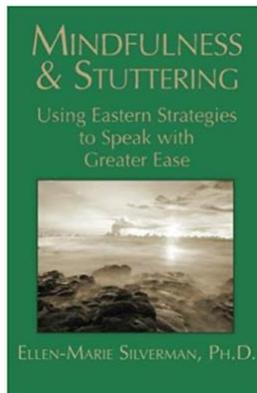
Playing With Purpose is a wonderful approach to follow for anyone who interacts or works with children on a daily basis. It's designed for caregivers, teachers, speech-language pathologists, and parents that want to help children grow and improve their communication and play skills.



***The Buggies In Bella's Belly* by Alana Cohen
Available on Amazon
Ages 5-7 years**

Join Bella as she discovers the good and bad buggies in her belly, what they do, and how they make her feel. Bella teams up with her good buggy friends to help them win the battle against the bad buggies. She also learns how to make her army of good buggies strong to keep her healthy and happy! About the Author: Alana Cohen, M.S. CCC-SLP, is a Speech Language Pathologist who understands that the way something is communicated can change everything. Alana holds her Masters degree from Teachers College of Columbia University, but her real training began when she first became a mom. When her daughter experienced changes and mood swings that were beyond typical

“terrible twos” and “threenager” behavior, she knew she had to figure out what was really going on. It finally became clear that the root cause was her gut health. When faced with the need to make significant changes to her daughter’s diet, she knew she had to keep things positive and get her daughter on board. And so, the “buggies” were born. And it worked! A year later, when her four-year old daughter asked her why everyone doesn’t know about the buggies, Alana knew she had to spread the word. Now, she has made it her mission to teach kids about health and the gut-brain connection in a fun & meaningful way



***Mindfulness & Stuttering* By Ellen-Marie Silverman, PH.D**

Available on Amazon

Mindfulness & Stuttering provides information to help the reader decide whether or not mindfulness may be a congenial strategy to help resolve a stuttering problem. Recent research verifies that mindfulness, a means to greater self-awareness and well-being practiced for more than 2,500 years, facilitates desired personal change. From reducing stress to lessening negative self-talk and by improving the ability to learn new skills, practicing mindfulness leads to living with greater ease. Ellen-Marie Silverman, Ph.D., a speech pathologist for more than 40 years and a Fellow of the American Speech-Hearing-Language Association, has been practicing mindfulness for more than 16 years and has used the practice with her own stuttering problem to speak and communicate with greater ease. In **Mindfulness & Stuttering**, she addresses questions and concerns people may have about the practice of mindfulness and its application to stuttering problems and describes the use of six mindfulness techniques --- shamatha-vipassana, working with shenpa, maitri, lojong, using gatha's, and tonglen --- as secular practices. She shows how mindfulness can help address two concerns people with a covert or overt stuttering problem may have, **Fear of Stuttering and Struggling to Speak**, and offers suggestions for constructively managing impatience, boredom, and relapse, obstacles that can arise when learning to speak with greater ease. Dr. Silverman is the author of **Relief From Stuttering. Laying the Groundwork to Speak with Greater Ease.**

Chapter 5

Books by Speech/Language Pathologists for general Reading for both children and adults, not necessarily therapy related.



The Picklefry Twins, Mystery in the Bermuda Triangle
By Molly McIntyre
Ages 5-9

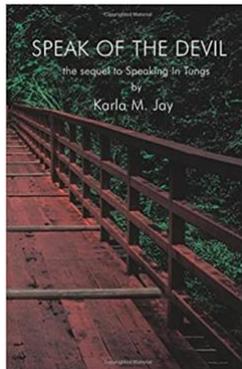
What if you got home from school and found your parents were lost somewhere in the Bermuda Triangle?

This charming book tells the story of the Picklefry twins, Blake and Olivia, who must work together to find their

parents' missing plane in the Bermuda Triangle. Can they solve the mystery of not only their missing parents and their passengers but, why all on the plane are sound asleep?

Join the twins on their adventure, bounding over houses with Blake's magical boots, soaring in Olivia's hot air balloon, struggling with the mysterious effects of the Bermuda Triangle, and seeking the antidote to wake up the passengers of the plane.

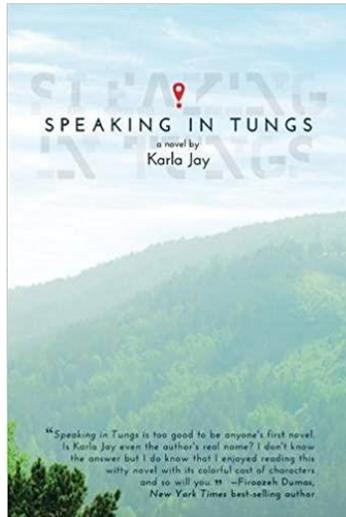
The appendix includes three real-life mysteries in the Bermuda Triangle including: The ghost ship of the Mary Celeste, the missing USS Cyclops, and the ill-fated Flight 19.



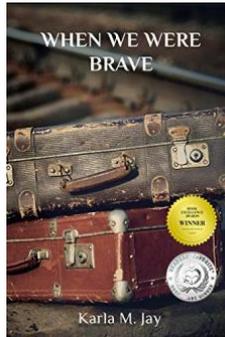
***Speak of the Devil* by Karla Jay**
Available on Amazon

Marleigh Benning thinks she's mastered being a home speech therapist in the most remote region of Pennsylvania... and that the steep learning curve is behind her. But in *Speak of the Devil* further surprises await around the next bend, as her six unpredictable clients throw her for another loop; her relationship with local fireman, Lawyer, heats up to alarm-level arson; and she discovers why her birthparents went underground. The biggest danger Marleigh faces as she traverses the rolling, verdant terrain, going house by house to improve speech and articulation, is her inadvertent entanglement in a clandestine heroin operation.

***Speaking in Tungs* by Karla Jay**
Available on Amazon



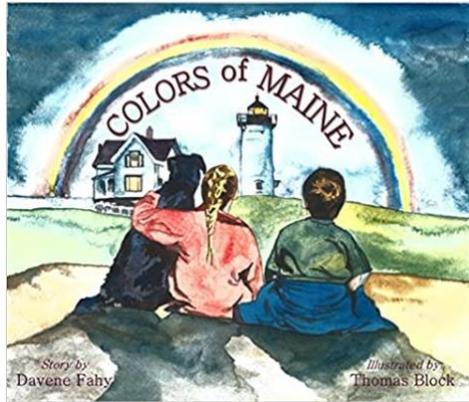
This is a fun read for speech/language pathologists as the main character is a traveling speech/language pathologist who becomes in a mystery on her visits to help clients in the country. In this entertaining first novel, set in rural Pennsylvania, a young San Francisco woman searches for her birthparents and from the moment she arrives in the backwoods town of Tungston, she falls under the spell of unforgettable characters, the unexpected-but-real threat of a violent fugitive, and the unexpected-but-real charm of a local fireman-all leading her to discover the true meaning of family.



When We Were Brave by Karla Jay

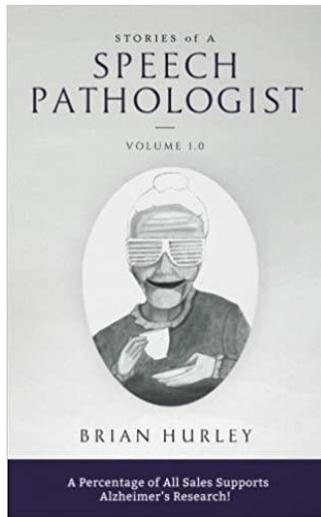
Available on Amazon

In WHEN WE WERE BRAVE, we find a conflicted SS officer, Wilhelm Falk, who risks everything to escape the Wehrmacht and get out the message about the death camps. Izaak is a young Jewish boy whose positive outlook is challenged daily as each new perilous situation comes along. American citizens, Herbert Müller and his family, are sent back to the hellish landscape of Germany because of the DNA coursing through their veins. In the panorama of World War II, these are the high-stakes plots and endearing characters whose braided fates we pray will work out in the end.



***Colors of Maine* by Davene Fahy**
Available on Amazon
Ages 5-10

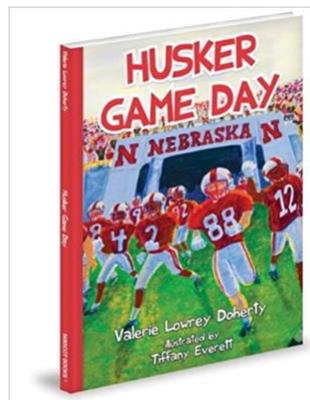
This is a book that could be used in an art class for all children. This book shows a beautiful scene of Maine for each of the 10 colors that children will learn. If the readers already know their colors, they will appreciate the charming illustrations of Maine which emphasize all of the basic colors of the spectrum. They will enjoy discovering all of the details on the page which have a specific color. With Thomas Block's exceptional drawings and the rhyming catchy text by Davene Fahy, boys and girls both will be drawn to the story over and over again.



Stories of A Speech Pathologist By Brian Hurley
Available on Amazon
Adult

The stories in this book are from real encounters with real patients. Of course, because of HIPAA names have been changed and certain information has been withheld. These are actual experiences I have shared with some of the best folks I've worked with. To be in healthcare, you need to be caring, compassionate, and working for one person: the patient sitting in front of you. I take that role very seriously. With that being said, some of these stories may come across

as shocking, funny, disappointing, or even vulgar; but my hope is that they give you something to connect to, laugh at, think about, and appreciate. I share these stories to provide a chance for you to look at the healing process in a light-hearted, positive way. Remember that all patients are humans with a story to tell. And in my case, they are much older and have experienced much more in life. It is with my deepest wishes that any human working for any other human will try to connect with them, make it a positive experience, and perhaps learn in the process. Start the new year with a laugh, and supporting a worthy cause!! There is enough negative information out there everyday, perhaps this short read will bring a smile to your face.



***Husker Game Day* by Valerie Doherty
Available on Amazon**

Husker Game Day is a tribute to the Nebraska Cornhuskers and their loyal fans. It captures the excitement, spirit, and joy of college football game days. The text is written in simple language, rhyme, and rhythm for young listeners and readers. However, it is intended to be enjoyed by Husker fans off all ages!

Chapter 5: Publish Your Book

“The Time Has Come. The Time is Now.” (Dr. Seuss, *Marvin K. Mooney*) to write your book.

Thanks for joining me on my travels through the world of self-publishing. I hope to provide you with detailed instructions on self-publishing your children’s book on Amazon’s KDP.

Disclaimer: I am not employed by Amazon. The information I provide is simply based on my experience

and, hopefully, shortened and simplified other items that are not covered in Amazon’s instructions.

Many speech-language pathologists dream of writing children’s books—or even novels. Maybe you want to target a specific skill, share a great story—or both. I say, go for it! What gives SLPs an edge in creative writing? Our education in linguistics, grammar, speech, and all facets of language. Add to this our experiences and understanding of a variety people and the results are a bubbling cauldron of creative juices to churn out the prose. The advent of desktop publishing software along with print-on-demand services makes self-publishing easier and cost effective. It is not only speech/language pathologists but teachers and parents as well who have so much to offer their children as well all children.

What do you want to write? A great way to start is with a picture storybook. Here’s the process I use.

Table of Contents for Publishing Section

Section 1: Introduction

Section 2: Creating your story, initial considerations

Section 3: Creating a storyboard – illustrator considerations (including a contract template)

Section 4: Setting up your account on KDP including information on ISBN, bar code and copyright

Section 5: Formatting your book using KDP templates and Photo Shop

Section 6: Publish

Section 7: Marketing

Section 1 – Introduction

“Sticks and stones may break my bones, but words can never hurt me.” Growing up in a large family I heard and repeated this phrase often. I never feared jumping over barbed wire fences, climbing the tallest tree (greatest place for reading a book), or walking across a pipe attached to two trees about eight feet above the ground. It was always the hurting words (although often only used in fun play) that I had to steel myself against.

Fast forward many years – college, marriage, children, moving and traveling many times, then back to college to become a speech/language pathologist. So, how did I decide on that particular field in going back to college? It all goes back to words literally. Words in books had always drawn me. It was not only the formation of words but the meaning and the effect that words have on people.

Once I completed my graduate work in speech and language the importance of words was brought home to me even more. It was more than just on a personal level. I was able to see the importance in its entirety for all persons. Toddlers who have not yet developed words will cry and scream and communicate in unpleasant ways. This lack of ability to communicate with words creates a difficult world for young children as well as older persons with communication deficits.

Working with these children was not only cathartic for me but also helped me start using words to give me relief from my fear “words”. In my retirement I am lucky to write storybooks that often have specific speech, language, learning goals for young children. It also affords me the time to write storybooks for my grandchildren that share stories relating to their parents’ childhood in Norway like *Farting Four-Toed Troll*.

This section on *Storybooks, The Greatest Teaching Tool* will help speech/language pathologists, teachers, and parents who are interested in self-publishing books to share their “words”. This book covers self-publishing on Amazon’s KDP (Kindle Direct Publishing) as that is what I have used for several books. However, there are other good self-publishing services available, like Book Baby, <https://www.bookbaby.com>. For beginners KDP works well with their templates and book set-up if one is somewhat tech savvy and understands how to use Photo Shop. The

downside to KDP is that their Print on Demand (POD) only produces paperback whereas BookBaby prints in hardcover as well. BookBaby also has editing and formatting services for those who do not have the time nor inclination to do their own formatting and cover development. Furthermore, BookBaby can be more reputable than hiring someone off the internet. It is possible to find book formatters and cover developers on Fivrr or other sites. It is advisable to always do due diligence in checking out any service you hire. But, be prepared to pay whether you hire an individual on your own or hire BookBaby. Amazon's KDP does not provide editing services, nor book formatting, nor cover development, only the templates. For more information, there are several author pages on Facebook where you can sometimes get some feedback. One of the best services for feedback and some training is the Society of Children's Book Writers and Illustrators (SCBWI). There is a yearly membership fee.

This book includes more than a shortened version of Amazon's publishing process. It also covers other aspects of writing a children's storybook that would not be a part of their services. This publication will provide suggestions on working with an illustrator, formatting the book so it does not look too "self-published". Most important this publication provides information on marketing if you are in this to create an income. Furthermore, while the author has attempted to present the information as presented on Amazon's KDP, she may have interpreted it differently than how it is presented on KDP as that has fit her need. It

is important for the user to read all of the instructions on KDP. In addition, some of the other information in this book is based on her experience (example – working with an illustrator) and is not a part of the KDP process. It is important to know that Amazon KDP also has informational videos to help in the set-up of the self-publishing process.

Section 2 Creating Your Storybook

1. Notes/outline for story
 2. Research title
 3. Keyword search
 4. Page set-up – a) page count, (b) layout (text page and opposite illustration or text on illustration), (c) word count, (d) font
-
1. **Notes/outline for your story: Write your story and come up with a title. I have chosen *Bee, Honey Bunny, and Me*. It is necessary to do a Google search and Amazon search to ensure this title is not taken or that it does not infringe on another author’s work. My search yielded several books that contained the name Honey Bunny in it but not the same as my title. I also read the descriptions of the other books to ensure that my storyline had no similarities. So, I should be safe. However, one can go further and check the government copyright site for books that have been copyrighted.**

- 2. Take a few minutes to think about why you are writing a story. This will factor into how the book is written, formatted, and marketed later. (a) Is it for teaching? If it is, you may want to add a few pages at the end with an explanation on how to use it in speech therapy or in the classroom to address specific goals that can be extracted from the storybook. Some speech/language pathologists will add suggestions for parents. (b) Is it for personal satisfaction? (c) Is it for residual income? (d) Is it for a combination of the three?**
- 3. After determining if your title is safe it is necessary to think in terms of future marketing. First, look at the title to see if it will be a title that can either grab the attention of buyers or have words that will bring the title up in the search engines and the Amazon search. We can do this by doing a keyword search. This will help to determine if the title has a keyword that will get more hits. You can do a google search, <https://ads.google.com/home/tools/keyword-planner/> or use the Publisher Rocket software. Since I will be publishing on Amazon's KDP, I prefer to use Publisher Rocket, <https://publisherrocket.com>. This preference is based on three reasons. (1) Publisher Rocket is specific to keywords in Amazon books and products. (2) It provides key words (book's meta data) that are important for persons searching for you book. (3) Publisher Rocket provides key**

words and categories when you advertise on Amazon's KDP after publishing your book.

See just a snippet of my keyword search on Publisher Rocket. The full report will give you the earnings/week, the book's competitiveness (not shown here), and how often it comes up in a search (not shown here). You can see below that books with these keywords bring in a substantial amount in earnings. It is a good idea to hitch our book to these terms in the title and later in an advertising blurb or in the book's description on Amazon's website. This will come in handy later when we discuss marketing.

honey bunny	\$935
honey bunny book	\$960
honey bunny funny bunny	\$1,460
honey bunny funny bunny books	\$1,460
honey bunny funnybunny	\$1,460

- 4. Page set-up (more will be covered in Chapter 5 on formatting your book) – (a) page count, (b) layout (text page and opposite illustration OR text on illustration), (c) word count, (d) font.**

(a) Now look at page count. We will need to make this determination (not precisely but close) at this point so we can enter this info in the KDP system set-up. The page count for a children's

storybook is best at about 28-32. I prefer 32 as 2-3 pages will be devoted to title page, copyright, dedication, endnotes, or other such pages. However, there may be other factors determining the page count. For example, my storybook, *Can A Toucan Hoot Too?*, had a total of 40 pages (15 pages of illustrated story, 11 pages of photos provided by Toucan Rescue Ranch of Costa Rica, 11 pages of black line drawings of the rainforest animals, plus a copyright page, a dedication page and a title page). The point is to not make the story too long for the little children. Decide if you want an image on each page. Or, do you want an image on one page with minimal text and on the opposite page the story text? I chose the 2nd option where I have text on the left side and the illustration on the right side for *Farting Four-Toed Troll*. As the page is turned the child will see the illustration on the right as the page is turned. This illustration is also crucial in the storytelling. I like the story set off from the illustration for a couple of reasons. When we are reading to young children we are teaching them print awareness. If there is too much print within the illustration, they may not become aware of it as quickly. But, if you occasionally put a small speech bubble on the illustration to focus on an important phrase, this can also help with print awareness. Please see the sample

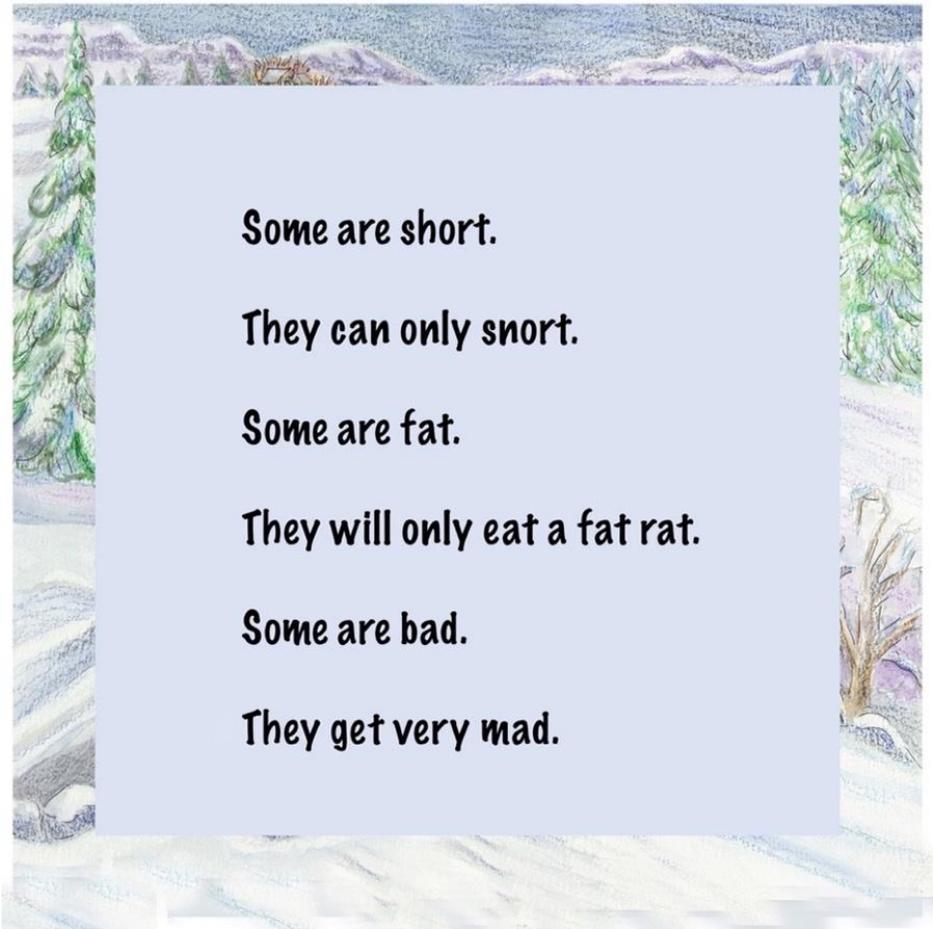
below of *Farting Four-Toed Troll* final illustrations. One page is the text page (with a border around it to prevent too much white on the page. The second page (right side page) is the illustration with simple text bubbles (overlaid on illustration during the formatting phase). So, with 15 pages of storyline and 15 illustrations you are at 30 pages for your book, not including title, copyright, and possible dedication pages. *For Can A Toucan Hoot Too?* I created each page with an illustration as the left page was a question and the right page was a response to the left page.

- (b) Page layout - Decide on rectangular or square as the illustrator will draw/paint accordingly (More later on illustrator discussions). So, if you decide on an 8x8, the illustrator may have to create the illustration on a 16 x 16 as it is easier to paint larger than smaller but will be re-sized when formatting – more in chapter 5. When we begin inputting the book information into Amazon's KDP system you will see the choice of sizes. Before creating the storyboard with the illustrator, we need to make this determination. Also, when you do set-up on Amazon's KDP the available sizes will be presented with various criteria. Again, the key is to choose early on for the illustrator's benefit.
- (c) For young children from preschool through early elementary storybook, keep dialogue and

storytelling short. Aim for around 500 to 700 words. Less is better, particularly if your outstanding illustrations also tell the story

(d) What font size will you be using? Amazon will ask the question on set-up if you have used child-size font and they refer to this as at least 18. I also like to think in terms of what font and font size works best for children with and without speech, language and/or reading difficulties. Print that is clear to the child is better. For that reason, Times New Roman Bold is better. I also like Marker felt wide. It is not too fancy and has a bit of artistic touch to it but at the same time it has clarity.

Left page with text and a border around it so we do not have too much white.



Right page with illustration and simple speech bubbles that were overlaid on the illustration.



Section 3: Creating a storyboard & Working with Illustrator (including simple contract)

Creating a storyboard (lay-out of story) will be the main vehicle for discussion between you and illustrator. It will also clinch some of the items that were discussed in Chapter 1; i.e., page set-up, etc. There will be two main discussions between the illustrator and the author. (1) As we mentioned in chapter 1, a determination will have to be made ahead of time for illustrator or photographer on size of illustration. Will it be rectangular or square? (2) type of art or photographs, (3) number of illustrations, (4) how illustrations will be shipped (digital and/or snail mail, and (5) contract payments and specifics.

(1) The page below will be from my initial and preliminary storyboard for my newest book, *Bee, Honey Bunny, and Me*. This (along with the remainder of the story and notes) is what I will share with the illustrator as we begin our discussions. Notes of changes, etc. can be added during the discussion. I prefer to overlay the text when formatting the book – not to have the illustrator place text on image. If the text is in the actual art, it is too difficult to remove it if there is a change of mind. Also, once when I was formatting a book for someone else, the illustrator had misspelled a word, so she had to re-do that page. Refer to Chapter 1. The following section will be a start for discussion between the illustrator and author.

I like to put my instructions and thoughts on what I am looking for in red initially. Then, I put the story line below. You can see here some instructions I have given to the

illustrator before our discussion. It may change as we discuss and get further along.

Image 1 instructions (page 1):

Mom (back) standing at crib. Baby Leni standing up and forward with a book titled, Baby Bunny Bouncing.

Once Leni is put to bed in the next illustration she will be dreaming the story. Therefore, the illustration will go from reality to dream. All text will be inserted upon formatting.

**The stars are bright.
It is time to turn out the light
And close your eyes.**

**Mommy. Can I be a bunny.
Yes, you can be anything you wish.
Shush. Close your eyes and get some sleep.**

**I love you, Leni. Good night.
Good night, Mommy.**

(2) Type of art is often the most difficult for an author unless the author is trained in art. The author must be able to transfer her/his vision of the images to the illustrator. What works best for me as an author but

untrained in art is to research books I like. However, it is not always just that I like a particular art in a book. It is also whether the art will transfer the feel of the story that I envision. For instance, for *Farting Four-Toed Troll*, I specifically wanted a feel of winter and snow scenes similar to what I knew when I lived in Norway. I found a few books of snow scenes to give the illustrator an idea. I was able to give her scenery photos I took when I lived in Norway. I also had a few troll dolls that I was able to share with her. For my book, *Bee, Honey Bunny, and Me*, I gave her several samples of art I saw on some of my Face Book author groups. One of the art samples I like was “watercolor and stippling”. She felt the stippling (black and colored ink dots) would give it simplicity. I also gave her some photos of my granddaughter (inspiration for book) as she fed and played with the bunnies that came into her backyard. I also specifically stated that I wanted the feeling of dreaminess but at the same time a simplicity. Next, I will ask her to create a sample of one of the pages from the storyboard I provided to her. Other than illustrations it is possible to use photos. There is a lot of software and apps available to alter them through different lens to obtain an artistic effect. However, for my book, *Galapagos Rules! Postcards from Poppies* I used unaltered photos of animals taken on my trip to the Galapagos. I re-sized and fitted them on Photo Shop to fit on a simulated postcard. In my revised book, *Can A Toucan Hoot Too?*, I used a combination of

illustration in the story section, photos in the second section (provided by The Toucan Rescue Ranch of Costa Rica), and in the third section black/white art for a coloring book section. In spite of the lack of art knowledge this artistic portion of the book can be the most fun in using your creativity or learning from your illustrator.

- (3) We discussed in Chapter 2, (b), the page count in the book. You can use that information to give your illustrator the number of illustrations you will write into the contract. Please see the samples in Chapter 3 on Formatting your book. All of this information will be important to the layout of the book once you start putting them into Amazon's KDP template. The page count does not have to be written in stone when you input your information into the KDP system.**
- (4) How will the illustrations be shipped? Digital is okay for me if they are professionally scanned (600 dpi jpg and 600 dpi pdf). Also, I will have them scanned as close to 8 x 10 as possible. However, I can adjust the size when I begin formatting. When you or the illustrator have them scanned be sure to have them emailed to both you and your formatter if you are hiring someone to do your formatting. If you have not yet hired a formatter, you can easily forward the scans from the professional printer to your email. Once my illustrator has the illustrations scanned and emailed to me I also want the final art either handed to me personally or mailed. When shipping, be sure to**

have them insured as the originals may have value (we hope in the future).

(5) I prefer to do a simple contract that is agreed upon and signed and attested by a notary. I will write the simple contract and then ask the illustrator what s/he needs added or deleted. One item my illustrator for *Farting Four-Toed Troll* requested was a contingency that her family would not be responsible if she had a legitimate emergency medical that prevented her from completing the illustrations on time. Now, this may not work for everyone, but I knew her personally and felt like it would work for both of us. This could leave me out of some money if she could not complete the job as I do give a portion of payment upfront for beginning the job. On the flip side of the coin though, the illustrator may be out. If s/he does not complete the project but comes close, I would not owe him/her the final payment. I would then have to hire someone who could simulate the same type of illustrations, though. I am copying the contract below so you can see the initial. You are welcome to copy and make changes as you see fit.

Artist – Publisher Contract

**1.) This is a simple contract between the artist,
_____, and the Publisher, Lavelle Carlson,**

Denton, Texas, in which it is agreed that the artist will provide illustrations (referred to in this contract as ‘artwork’) for the book currently titled, Bee, Honey Bunny, and Me (title subject to change). Upon signing this contract Lavelle Carlson agrees to pay the negotiated fee of \$_____ following the payment schedule detailed below.

2.) This contract gives sole copyright of the artwork Bee, Honey Bunny, and Me (title subject to change) to Lavelle Carlson. The artist is entitled to use this artwork as part of her art portfolio. Additional use of the artwork for commercial or other purposes can be used only with permission of Lavelle Carlson.

3.) The Artist’s Fee Includes a total of \$_____ :
a. 22 Full Color plus 8 black/white (8.5” x 11”) illustrations at \$_____
b. Art supplies (\$0.00)

4.) Artist shall provide the artwork in scans via a professional printer at 600 dpi in both jpg and pdf formats. Artist shall then hand deliver or mail the original art. If it is mailed, illustrator will insure it at the cost of her work.

5.) Payment of fee shall be made to _____(artist) in two (2) installments in accordance with the following schedule:

- a. First payment of \$_____ made upon signing of this contract.**
- b. Second and final payment of \$_____ made upon completion and delivery of all eighteen (18) original color illustrations.**
- c. Artist will not be entitled to payment commission on future sales of the book.**

The agreed schedule for final delivery of all color illustrations is _____ (date). Artist has agreed to work toward an earlier delivery date but is not bound by this contract. If the artist is unable to complete the artwork by _____ (date), due to sickness, family illness or other unforeseen conflicts, there will be no penalty.

Following the complete publication of Bee, Honey Bunny, and Me the client agrees that all original artwork (eighteen [18] original color illustrations) will belong to Lavelle Carlson without further compensation.

Lavelle Carlson shall retain copyright on all artwork and ownership of original artwork.

The artist, _____, agrees to withhold use of the above-mentioned illustrations for any other publishing or promotional projects other than to promote her art and not for commercial purposes.

- (b) Next screen will ask for all the relevant information to create the book. I choose English language. Next, comes my title (based on my earlier keyword search in Chapter 1), Bee, Honey Bunny, and Me. I will also provide a sub-title, Yucky, Yummy Carrots. It is important to have a sub-title as well. This will give more opportunity for keywords in your later advertising for the search engines.**
- (c) This is not a series so nothing is needed on this line.**
- (d) This is the first edition so I do not need to give an edition number unless I think I will be providing a new edition eventually.**
- (e) Author – I put in my name as I want to be referred.**
- (f) Contributor – Here I will only have the illustrator, Donna Day Mathis. It is a good idea to check with her/him on how they want their name in the book. Also, ask them to write a bio for later use.**
- (g) Description – this is probably one of the most important sections. We can start by inserting a simple description but improve upon it after we get all of the other information set up and prepare to hit the “publish” button. Also, we will again do some research to find key words that can be used in advertising. Refer to Chapter 1 on Publisher Rocket. In addition to keywords, it is also important to have a blurb at the beginning of the description to catch the attention of the buyer looking at your book. Again, the description can be changed and improved upon later, even after the book is formally published.**

- (h) Choose that you own the copyright. Copyright will be discussed in the next section.**
- (i) We have already done some keywords. I will bring up Publisher Rocket and first try one of the words in my title, “bee books for children”. I am limited to seven. These three rated highly and produced quite a bit of income: bee books, bee books toddlers, honeybee books. I then put in the key word “creepy carrots” as I am familiar with that book that I gave to my grandson. I was able to get some highly rated keywords here - creepy carrots, creepy carrots book, creepy carrots kids’ book. Then I put in “honey bunny books for children” but the key words did not rate as high.**
- (j) Categories are important for the search engines as well as the keywords. Publisher Rocket can be used for that as well. I have chosen these two categories: Fiction - Juvenile fiction – Bedtimes and dreams and for the second category, Fiction – Juvenile fiction – Animals – Rabbits.**
- (k) Next, use the large font size of at least 16 or more as discussed in Chapter 2. I like 18 for a little more clarity for young children.**
- (l) Of course, we will choose “No” that this book contains language, situations, or images inappropriate for children under 18 years of age.**

You will hit save and will be taken to the next page.

- (a) You will have to make a determination on how you will obtain your ISBN (International Standard Book Number). The pros and cons of procuring your ISBN and bar code through KDP or outside will be explained to you if you click on “What is an ISBN?” I prefer to pay for my own ISBN rather than getting a free one from Amazon. I also purchase my ISBN from www.bowker.com. I have purchased several at a quantity discount. I also purchase my bar code through them and download the digital and place it on the cover of the KDP template provided when I format my cover. I copy the ISBN number that I have assigned from Bowker along with my imprint, SLP Storyteller. I then go back to KDP and insert the ISBN under “Use my own ISBN”. If you are hiring someone to format your book and you purchased from Bowker, you will have to send him/her the ISBN number for the copyright page and the barcode to place on the cover. If you get a free ISBN or purchase an ISBN from Amazon, they can place it on the cover.**
- (b) Another question to be answered is whether or not to apply for copyrights on your book (not included on the KDP form). It can be a timely process and not totally necessary. The copyright does protect you if someone else is suing you for copyright infringement. If you recall, we discussed the search for a similar title or book in Chapter 2. Your book can be considered copyrighted once it is published. However, if you are sued, you cannot then apply for the copyright and you may not have legal recourse. You can get more**

information at

<https://www.myidentifiers.com/identify-protect-your-book/isbn/buy-isbn?gclid=EA1aIQobChMIo-Gj-O-17QIVibWzCh1XrwwCEAAYASAAEgJjoPD BwE.>

I applied and received copyrights on a couple of my hardcover book's years ago. Now that I am doing all the work on self-publishing I have not done so. I research the book fairly thoroughly, though.

- (c) I never enter a publication date but allow the "Live on Amazon" date to automatically kick in.
- (d) For the print option for a children's storybook in color I choose "Premium color interior with white paper". I am choosing the 8 x 10. I like the larger pages because when I ship books the 8 ½ x 11 does not always fit into the shipping envelopes. Also, I have already made the determination and told the illustrator that the book illustrations will have to be done on rectangular that will work with 8 x 10. There may be some combinations of color or size that will not allow for expanded distribution and a warning will come up if so. Then, depending on whether or not you want to shoot for expanded distribution where bookstores will buy directly from Amazon can be decided here.
- (e) The next item will be to insert your book and your book cover. This will be after you or your formatter have completed putting the book and cover on the KDP templates. See Chapter 4 on Formatting your book using KDP templates and Photo Shop.

Section 4: Formatting your book using KDP templates and Photo Shop

If you are somewhat familiar with Photo Shop, it is relatively easy to do your own formatting. If not, you may need to hire someone to do the formatting. It is possible to take a course through <https://www.lynda.com> which is now a part of LinkedIn Learning. If you have a local library card, you can take a class at no cost through the library. However, you will still need to pay a yearly subscription fee for using Photo Shop. If you have never used Photo Shop but take some lessons, it may still be quite a learning curve. Check Amazon’s KDP Help section for formatters and designers.

If you hire a formatter, you will need to provide him/her with:

- **digital copies of the illustrations along with the information we discussed under Chapter 3, Working with the Illustrator. These can be emailed from the professional printer when you have the original illustrations scanned.**
- **You will want to give your input as you discuss with him/her your preferences on how text is set; i.e., within the illustration or with speech bubbles. See the sample (*Farting Four-Toed Troll*) on a previous page. If the formatter is experienced, he/she should be able to provide guidance.**

- **You will also need to provide the information for the copyright page (see sample below): Title, sub-title, Edition if relevant, Copyright year, author, illustrator, and any other contributors, statement on reproducing pages in book, contact, and ISBN numbers (both 13 and 10). These items you should already have from completing the first page of Amazon’s KDP.**
- **If you have a dedication page, you will need to provide the formatter with the information as you want it presented. See below the Copyright page – dedication page and some suggestions for reading to your young child I provided in the book.**
- **Last, but not least, always have a signed contract on what the formatter/cover designer should do, the number of re-do’s if any, and the cost and payment structure. Also, specify the format, both jpg and pdf of the final book and book cover.**

Sample Copyright Page

The Farting Four-Toed Troll

Copyright 2020

Written by Lavelle Carlson

Illustrated by Judy Riffel

All Rights Reserved

No part of this book may be reproduced in any form or means without written permission of the author.

**Inquiries should be addressed to
info@slpstorytellers.com.**

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Sample Dedication Page from Farting Four-Toed

This book is dedicated to my husband and my two daughters, Liana and Lisa, who have given me five beautiful grandchildren, Taya Moore, Niko Moore, Emory Wardlaw, Rhodes Wardlaw, and Leni Wardlaw. My daughters grew up in Stavanger, Norway where their childhood was filled with stories of trolls.

This story is a fun take on the Christmas troll in Norway. In Norway he is called Jule Nissen. He feeds the animals at Christmas. However, this fun story gives a funny reason for how he came to do this. The story also teaches that it is best to call someone by their proper name (Jule Nissen or Christmas troll) and to say, “Excuse me” when necessary.

Reading suggestions: First, introduce the title and author. Ask the children what they think the troll should be named; Farting Four-Toed Troll or Christmas Troll or Jule Nissen as the children in Norway call him. Then say, “Let’s read the book to see what is best to call him and why.

After completing the story is a good time to discuss “good” words vs. “bad” words. What words make a person feel bad and what words make a person feel good?

Section 5: Publish

Once you or your formatter has the book set complete the KDP section and upload your book and cover. The files specifications will show where you upload.

Once it is uploaded you will be able to view it on your computer. Check it closely (or have your formatter if you feel comfortable in giving him/her your password). If you see errors or the pagination is off, you can re-do and re-submit as many times as you wish.

Once you feel comfortable that it is error free and the pagination is good you can order a draft. Sometimes I will order two or three and have someone else proof it. Again, if you find errors, you can correct and resubmit as you did above. Do not get discouraged. I have re-submitted several

times. Also, if you ever miss anything or feel like you would like to add a small bit at some point, you can do that without a charge. Furthermore, it does not have to be submitted it as a new edition.

Section 6: Marketing

Marketing should begin during our publishing process. If we have any kind of audience, we should build anticipation for our book. Join writing groups One of the best to join is the Society of Children’s Book Writers and Illustrators (SCBWI). They have training sessions and meetings in most areas of the U.S. If you have an expertise in a specific area of speech therapy or teaching, begin talking to those members getting feedback and critique. Critique serves to improve your work and it can also serve to get your book name out before publishing. Keep associates updated as you proceed with the publishing. Post updates on your progress.

Now that we have completed the editing and publishing we have to begin the “after-publishing” work of marketing. There are many venues, some expensive and some not so expensive. Some are effective and some are not so effective. I have tried advertising on LinkedIn and Facebook. Neither resulted in many links to my book. The one that has given me more results is Amazon Advertising. I will not pretend to know and tell you all the ins and outs of Amazon Advertising. I learned through a paid program by Bryan

Cohen. The video lessons were very easy to understand. Amazon also has videos (no cost). I am only going to present the very basics of setting up an ad on Amazon's KDP and hope that it will encourage you to try it.

Before we begin setting up the Amazon ad let's revisit my comment on research in Chapter 2. "Since I will be publishing on Amazon's KDP, I prefer to use Publisher Rocket, <https://publisherrocket.com>. Publisher Rocket, for three reasons. (1) Publisher Rocket is specific to keywords in Amazon books and products. (2) It provides key words (book's meta data) that are important for persons searching for you book. (3) PR provides key words and categories when you advertise on Amazon's KDP after publishing your book." (4) It tells which keywords and the number of times shoppers type into Amazon in search for books. (5) It tells how much money other books make with that keyword. (6) It also shows the competition – how many books are competing for the same keyword.

Install Publisher Rocket and take a quick look. The process is quite easy. You will enter a word that is related to you book and PR will come up with many phrases related to searches on Amazon. What keyword do I insert initially? We can do a quick search on Amazon's website for bestsellers in children's books. Also, try the words in your title and sub-title as you have already done a keyword search when determining your title. For my book, *Farting Four-Toed Troll* I looked at some of Jan Brett's books as

well as other popular troll books and best-selling children's books in the troll genre. I read the descriptions of some to pick up on keywords that may relate to my book as well. As I was advertising in October and November I also checked the Publisher Rocket numbers on keywords like "stocking stuffers", "stocking stuffer books", "Christmas books for children", and others. For 5 or 6 ads I was able to come up with about 200 keywords per ad.

Once you have the keywords open KDP and find the book you will advertise. On the right, click on the bar and then click "Advertise your book".

From there you will insert your keywords, a blurb (one to catch the attention of readers), price you are willing to pay for a link, and more.

Once your ad is complete and submitted and approved by Amazon you can follow the results at <https://advertising.amazon.com> Here you will see the impressions (number of times your ad was seen), links (number of times people clicked on your link), sales resulting from these clicks on your link, your total expenditure on the ads and more.

Other ways to market is through speech shows, readings at schools, do book giveaways (this is available through Amazon and BookBaby or on your website if you have built one).

Enjoy your travels of using storybooks and/or publishing!

For more information on self-publishing visit www.slpstorytellers.com and click on blogs. There are a couple of blogs on self-publishing.

Here are a few of the books published by the author of this book, Lavelle Carlson.

