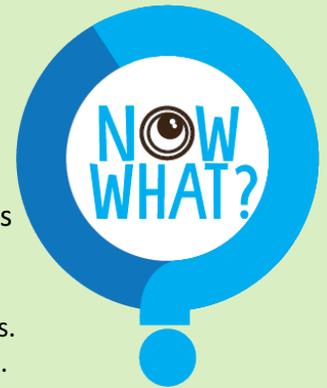


Compassionate, comprehensive information for those moments in life when all you can say is.....



For a neglected audience who is eager for information but rarely see books and media that reflect their culture, education, income or experiences.

- ✓ A belief that diverse writers, illustrators and designers can create new audiences.
- ✓ A sophisticated understanding of distribution, commercial publishing and media.
- ✓ An appreciation for program implementation and grass-roots community engagement .
- ✓ A new way of informing and empowering underserved audiences that is friendly, realistic and fun.

First we listen. Then we create. Our readers' voices and concerns lead the way.



- Consistently branded like the hugely successful Idiot's Guides or Dummy's Series. (But won't embarrass the many Americans who would be insulted by such titles.)
- About important life events when people want and need information – but are unlikely to find it in writing, in their voice and with their needs in mind.
- Simple but not simplistic with a warm voice and wit - never preachy or didactic. Not just for “low-income” or “low-literacy” readers.
- Two color, beautifully illustrated and designed for (and by) a multi-cultural audience.
- Consistently formatted for easy reading and navigation.
- Filled with engaging first person stories from real people.
- In multiple formats –audio, web, ebook with embedded video.
- Available in English, Spanish and other languages as we grow.
- Sold commercially, and to non-profit and governmental programs who can integrate books into their existing programs.
- Distributed and sold in in “book desert” communities.
- Simply put, simply priced.



With help from friends, neighbors and professional who know their stuff and have your back.



PARENTS

- I Just Had A Baby,** Now What?
- My Child Has An IEP,** Now What?
- My Child was Suspended,** Now What?
- I Want My Kid to Go to College,** Now What?
- What Schools? I Need to Choose,** Now What?



LIFE & FINANCE

- I Need a Loan,** Now What?
- I Want A Divorce.** Now What?
- I Want to Be A Citizen,** Now What?
- I'm Aging out of Foster Care,** Now What?
- I Just Got Arrested,** Now What?
- I've Left the Military,** Now What?



HEALTH

- I Have Diabetes,** Now What?
- My Child Has Asthma,** Now What?
- I Just Got My Period,** Now What?
- I Have Breast Cancer,** Now What?