

Hello Fellow Parenting Advocate!

You may have heard that Lori Petro, the founder of [TEACH through Love](#), and the creator of the [Conscious Communication Cards](#), is launching a kickstarter to raise the funds to publish the first deck of TEACH through Love cards.

The **Kickstarter launches on 7/18**, and we'd love if you'd join us in spreading the word.

I've included an infographic + details to outline some ways we thought our colleagues and fellow advocates might be able to add their voice.

Thank you for considering it, and for being part of the movement to make our world a little bit kinder.

The infographic is titled "CONSCIOUS COMMUNICATION CARDS" and "THE KICKSTARTER IS COMING 7/18/17". It features four main sections: "HOW TO SUPPORT US" (with a photo of people at a table), "SHARE ON SOCIAL MEDIA" (with a "THUNDERCLAP" logo), "SHARE A GUEST POST" and "SCHEDULE AN INTERVIEW" (with a clipboard icon), and "SUBMIT A TESTIMONIAL" and "SHARE TO CLAIM YOUR FREE DECKS" (with a speech bubble and deck icons). At the bottom, it says "Add Your Voice!" and provides contact information: "Thank you so much for your support. Please email us today @ info@teach-through-love.com to talk about how you can lend your support!" and "www.teach-through-love.com". A signature "Many thanks & much love, Lori" is also present.

## HOW YOU CAN SUPPORT THE CAMPAIGN ON SOCIAL MEDIA

**[JOIN OUR THUNDERCLAP](#)**: Thunderclap will connect us all as ONE VOICE in a social media flash mob that will **share our launch announcement on 7/18 @3pm EDT**.



**The easiest way individuals can support us is to [click here](#)** or press the buttons above to add your voice. That's it! Thunderclap will do the rest - automatically posting to your social media account on launch day.

*\*\*NOTE\*\* Thunderclap only lets you post from your personal Facebook account but you can also schedule the message below (or customize your own) to post on your page platform to coincide with the Thunderclap announcement on 7/18 @3pm EDT.*

***I love the #ConsciousCommunication cards from TEACH through Love. Can't wait to see them published! You can help - <http://thndr.me/cgtRHn>***

**SHARE WITH YOUR COMMUNITY:** Share this info page: <http://bit.ly/2sYZLvl>

**SHARE THE KICKSTARTER:** **Share the campaign link when it goes live on 7/18.** If you want to be a social media supporter, email me and I'll send you link details + copy for our launch.

**GUEST POST:** **We'd love to share our content with you.** If you're willing to accept a guest post on communicating with kids or a related topic, please contact me.

**TESTIMONIALS:** Your opinions and experiences make a big difference. If you've used the cards with your kids/clients or shared on your page - we want to know! **We'd love to highlight your written testimonial on our Kickstarter page.** OR if you're more of a talker - submit a video testimonial less than 30 seconds about why you want these decks made and how the communication tips have helped you.

**INTERVIEW:** **Schedule an interview or podcast** with Lori to talk about the cards (campaign runs 7/18-8/18).

## **EARN DECKS WITH SOCIAL MEDIA SUPPORT**

We'd love to be able to give you your own deck. If you're able to share the Kickstarter campaign in 8 or more Social Media posts (about 2x per week) during the 30 day campaign we'll send you 1 deck for your personal or professional use. (limit 2 decks)

## **WHY THIS CAMPAIGN?**

I didn't have a good relationship with my parents, and our communication involved more yelling and arguing than respectful listening. I don't want to tell anyone how to parent. I just want parents to be able to connect with their kids without using blame, shame, judgment, or guilt.

**Every day, parents, teachers, counselors, and others who want to know how they can get MORE of these conscious conversation starters - email me asking how to get their own cards.**

I started posting these on Facebook as communication tips almost 4 years ago, and ever since, they've been helping hundreds of thousands of people make huge changes in how they speak to their children!

*NOW, we want everyone to be able to take them home.*

## WHAT ARE THESE CARDS?

These communication re-frames not only help us curb unwanted behavior and influence our relationships for the better - but they also provide a foundation of emotional intelligence that allows children to flourish into thoughtful, caring, and, responsible adults.

The cards are color-coded and divided into three main areas of behavioral challenge -

**Stress (Orange)**  
**Support (Purple)**  
**Skills (Green)**

These target areas help us identify root causes and address what's really going on behind behavior.

*This is discipline you can count on.*

**Questions or for more info email us: [info@teach-through-love.com](mailto:info@teach-through-love.com)**



# SHARE OUR THUNDERCLAP - USE THIS SAMPLE COPY (OR YOUR OWN) TO SHARE ON SOCIAL MEDIA

What is Thunderclap? Thunderclap takes the power of social media to a new level. You can think of it as a social media "flash mob" posting a synchronized update announcing the launch of our #ConsciousCommunication Card kickstarter on 7/18 to the social media platforms of everyone who signs-up.

=====  
Do you want the #ConsciousCommunication cards? On 7/18 you can pre-order a deck on Kickstarter and get a ton of supportive rewards to go along with it. But FIRST, join me in announcing the launch. It less than 5 seconds to add your voice! Just click the red button → <http://bit.ly/2sOqUBG>

=====  
TEACH through Love's #ConsciousCommunication cards help us move away from power struggles and toward connection. Spread the word about our mission to get them published. It takes less than 5 seconds - and it's free! → <http://bit.ly/2sOqUBG>

=====  
This will take less than 5 seconds! Spread the word about the campaign to publish TEACH through Love's #ConsciousCommunication cards. → <http://bit.ly/2sOqUBG>

=====  
I LOVE the #ConsciousCommunication Cards from TEACH through Love because they give us ACTUAL WORDS to use to get unstuck! Spread the word. It's FREE! → <http://bit.ly/2sOqUBG>

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Share the message of #ConsciousCommunication. All you have to do is click the red button in the link and Thunderclap will do the rest! Thank you for your support! → <http://bit.ly/2sOqUBG>

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# CONSCIOUS COMMUNICATION CARDS

THE KICKSTARTER IS COMING 7/18/17



**HOW TO SUPPORT US**

## SHARE ON SOCIAL MEDIA

It takes only a few seconds to add your voice and announce our Kickstarter launch on 7/18.

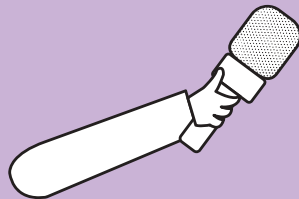
**SUPPORT**

**THUNDERCLAP**

**SHARE A GUEST POST**



**SCHEDULE AN INTERVIEW**



**SUBMIT A TESTIMONIAL**



TWO DECKS

**SHARE TO CLAIM YOUR FREE DECKS**

## Add Your Voice!

Thank you so much for your support. Please email us today @ [info@teach-through-love.com](mailto:info@teach-through-love.com) to talk about how you can lend your support!

[www.teach-through-love.com](http://www.teach-through-love.com)

*Many thanks & much love,*

*Lori*

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