

For immediate release

## Parents, Caregivers, and Educators: Whatever You Do, Do Not Read This Book

**Award-winning, critically-acclaimed educational guide reveals powerfully simple ways to reach elementary-aged children and maximize their learning styles- without having to read it cover to cover.**

When deep in yet another ugly struggle with their child over schoolwork, what parent or caregiver hasn't wished for a way to turn tears into smiles?

In her critically acclaimed, award-winning book ***Optimistic Outcomes: What Every Parent Wants and Every Child Needs***, author (and mom who's been there) Maureen McKay is tossing anyone who works with children a lifeline. This unconventional guide is generously infused with help, humor, and hope.

***Optimistic Outcomes*** is a one-of-a-kind, "non-book," demanding no in-depth reading by adults. It is a tabbed resource that uses graphic design, color, and icons to present tips in the style of successful cookbooks.

The unique, standing, flip-style design provides 240 proven strategies and a bonus CD-ROM containing 181 printable tools. Each idea in ***Optimistic Outcomes*** can be implemented immediately by following a short plan of action. Learning-style icons help parents quickly identify strategies for three different learning styles: Auditory, visual, and those who learn best by doing and moving (kinesthetic learners). Adults quickly learn how to maximize children's individual learning styles.

Taking over three years to write with the input of parents, teachers, and graphic artists, McKay's book targets parents whose children are facing struggles at home or school. ***Optimistic Outcomes*** covers study strategies for language arts, math, test-taking, memorization, projects, and life skills. In addition, adults learn the tricks for effective communication at home and with school. Teeth-gnashing turns to toothy grins as adults discover recipes for teaching children to be successful in school and life.

### Generous praise for

*Optimistic Outcomes: What Every Parent Wants and Every Child Needs*, Silver medal winner in New York City's *Independent Publisher* magazine's 11th annual IPPY awards, Best Parenting Book:

***"What a favor Maureen McKay has done for parents. Optimistic Outcomes is a treasure trove of practical and clear strategies parents and caregivers can pick up and start using today. It's a great resource for anyone who wants to help children reach their potential."***

-- David Walsh, Ph.D.

Founder, National Institute on Media and the Family and best-selling author

***"Maureen McKay has created an essential resource guide for parents and educators. The creative strategy format and accompanying CD-ROM provide a wealth of resources. This is a book that I will recommend to all of the families I work with."***

-- Sam Goldstein, Ph.D., clinical neuropsychologist (Neurology, Learning and Behavior Center- Salt Lake City), nationally certified school psychologist, member of the University of Utah faculty and Primary Children's Medical Center, and prolific author

### ABOUT THE AUTHOR:

***Maureen McKay*** is a mom who, by leading a literacy program that matched community volunteers with inner-city schoolchildren, uncovered techniques used by educators that were unknown to many parents. She formed Optimistic Outcomes, LLC in 2003, and in 2007 released *Optimistic Outcomes: What Every Parent Wants and Every Child Needs, Elementary Edition 1.0*. She is currently working on middle school and high school editions.



## Optimistic Outcomes:

**What Every Parent  
Wants and Every  
Child Needs**

by

Maureen McKay

**Spiral Bound Resource  
with CD-ROM, \$47.50**

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**Available from:**

**OptimisticOutcomes.com  
Amazon.com**

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