

## **Horizons Developmental Remediation Center**

Following are three short sales pages for products sold by a center that provides family-based treatment for children and adults with autism and other developmental disabilities.

- The products were primarily created to help introduce parents to the center and its approach, although clients also use them to reinforce what they're learning at the center.
- The owner wanted copy that would increase sales and better cover her lead generation costs, but was understandably concerned that parents not feel "sold to."
- The third product is new, which is why there are no testimonials for it.
- I also gave her suggestions for directing more Website visitors to these pages.

**Do you dread hearing your child complain, “I’m bored”?**

**Struggle to think of something fun you can do together?**

**Have trouble squeezing one-on-one time with her into your day?**

You know spending time with your child outside of the normal caretaking is important to his development and your relationship. But like many parents, you probably set the bar too high—thinking you have to set aside a big chunk of time or come up with something exciting to do. As a result, you wind up feeling stressed and guilty about the time you *are* able to make.

The truth is it doesn’t matter whether you spend a little time or a lot, the best memories often happen on the days you do something ordinary in a special way. Even doing the dishes together can work wonders if she has your interest and attention while you do it.

[box quote] You will never find time for anything. If you want time, you must make it.

– Charles Buxton

That’s why we created the **Do Something Daily Calendar**. The Calendar offers a **daily dose of inspiration and ideas for spending time together—whether you have 60 seconds or 60 minutes**. Each day, it suggests a simple game, craft, chore, baking or other experience you can share so you have a few moments to communicate and connect with your child. Activities such as:

- Put socks on your hands and dust around the house
- Eat by candlelight
- Go to a local school track to ride a bike, walk or run
- Put a surprise in her shoes
- Use a magnifying glass to find things outside
- Organize photos
- Make jewelry using things around the house
- Play flashlight tag in the dark

And since it’s a perpetual calendar—which has the days but not the years—you have 365 ways to make happy family memories for years to come.

“I just wanted you to know how much I’ve loved using your ‘Do Something Daily’ calendar – it’s possibly the best \$20 I’ve spent in a long time! What a great resource you’ve provided! I use it often.”

--Debbie Erickson  
RDI® Program Certified Consultant

**Your purchase benefits other families as well.** The calendars are assembled by clients in our EmployAbilities program, which teaches adults with developmental disabilities the thinking skills and adaptive behaviors required for workplace success.

In addition, \$1.00 from every calendar sold goes toward research to improve the quality of life for those with autism, through a donation to the Foundation for Autism Research and Remediation [<http://www.farrsite.org>].

**So order your **Do Something Daily Calendar** for just **\$19.95** today and start exploring new ways for spending time together!**

#### Ordering Information

We ship orders within 7 days of receiving payment and/or product inventory. For international orders or to order quantities of 5 or more, contact our office. Your email privacy is assured—we do not share your email with anyone! Questions? Contact us at 1-616-698-0306.

## Making Eating an Adventure and Expand Your Child's Food Preferences

If your child is a picky eater or has feeding issues, mealtimes can feel like a battle zone. Try to introduce a new food and you're surely buying a front row seat to a meltdown. His limited diet makes it difficult to enjoy a meal out or eat at friends and relatives' homes. And you can't help but worry about the impact such a limited diet will have on his health and development.

But there is hope. Over the years we've found that **if a child has the opportunity to explore new foods in a playful way, she will eventually taste it—and often, ends up liking it.** So, we've created a few easy-to-use tools to help you follow the same process at home.

Whether your child is a toddler or an adult, the **Explorations in Eating Calendar and Journal** makes it fun to try the wide variety of foods that can nourish our bodies and make eating more fun. In fact, everyone in the family can follow along to discover new foods they love!

The **Explorations in Eating Calendar** starts with valuable tips and strategies for introducing foods in a low-stress way. Then it suggests one food to try each day—ultimately encouraging him to sample all of the food groups, as well as brand-name items kids usually like, over the course of the year.

Foods are introduced in pairs so the child can experience two variations of the same item. This encourages him to see the similarities between foods and bridge from one food to another. Examples of the food pairs include:

- Spaghetti noodles—Egg noodles
- Popcorn—Dried corn
- Jelly beans—Gumdrops
- Banana—Banana chip

You'll also get quotes, fun facts and trivia about food to stimulate his interest. And since it's a perpetual calendar—which has the days but not the years—you can use it over and over again.

"This calendar was the BEST idea. My daughter has it on her desk and firmly believes that she needs to try the items on each day! We never got this kind of cooperation in the past. Thank you!"

--Kristi Paul  
City & State

The companion **Explorations in Eating Journal** encourages your child to consider how each food affects all five senses, and think about how it looks, feels, smells, tastes, and sounds while being eaten.

Three different templates—using pictures, writing, or a combination of both—provide a fun way to track your food adventures. Of course, you and your child can also review the journal from time to time to see how much progress he's made, identify which new foods he's now eating regularly, and spot foods it may be time to try again.

**Your purchase benefits other families as well.** The calendars are assembled by clients in our EmployAbilities program, which teaches adults with developmental disabilities the thinking skills and adaptive behaviors required workplace success.

In addition, \$1.00 from every calendar sold goes toward research to improve the quality of life for those with autism, through a donation to the Foundation for Autism Research and Remediation [<http://www.farrsite.org>].

**So discover how to start broadening your child's food preferences by ordering your **Explorations in Eating Calendar and Journal** for just **\$34.95 today!****

#### Ordering Information

Please call the office for a shipping quote if you're ordering more than 3 sets. We ship orders within 7 days of receiving payment and/or product inventory. For international orders or to order quantities of 5 or more, contact our office. Your email privacy is assured—we do not share your email with anyone! Questions? Contact us at 1-616-698-0306.

## **Give Yourself the Gift of Inspiration and Encouragement)**

For any parent, raising children is both exhilarating and exhausting. But when a child has developmental issues, life can feel like a marathon of daily challenges. Frustration and overwhelm can override the best of intentions, and diminish the joy for the precious gift you've been given.

However, a gentle reminder, a few words of encouragement, or a few moments reflection can replenish your spirit and renew your resolve to be a trustworthy guide for the journey ahead.

While our calendars and journals were created to be used with your child—the **Parent Success Cards** were designed just for you. The beautiful, artist-designed cards contain simple messages that will:

- Empower you to create an environment of success
- Encourage you to focus on the potential
- Motivate you to seek opportunities for growth
- Prompt you to care for yourself
- Comfort you when things don't go as planned
- Inspire you to engage with your child in supportive ways
- Reignite your purpose and passion for parenthood

If you're an RDI® Program parent, the cards also offer invaluable guidance in incorporating the main principles— such as experience sharing, guiding, slowing down, staying focused on the goal, and finding even small opportunities for growth—into your daily life.

### **Prescription: Take One Card, As Needed**

Reach for a card to set positive intentions for the day ahead or choose one to journal about before bed. And when you're frustrated and don't know where to turn, simply close your eyes and draw a card—the message may be exactly you need to hear at that moment.

The set includes 50 heavyweight, colorful 4" x 6" cards with a low-gloss sheen (easy to wipe clean!) in a sturdy box with lid.

**So give yourself the gift of encouragement and inspiration by reserving your **Parent Success Cards** for just \$24.95 today!**

### Ordering Information

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