

# JAMES PATTERSON *THE #1 DAD BOOK*

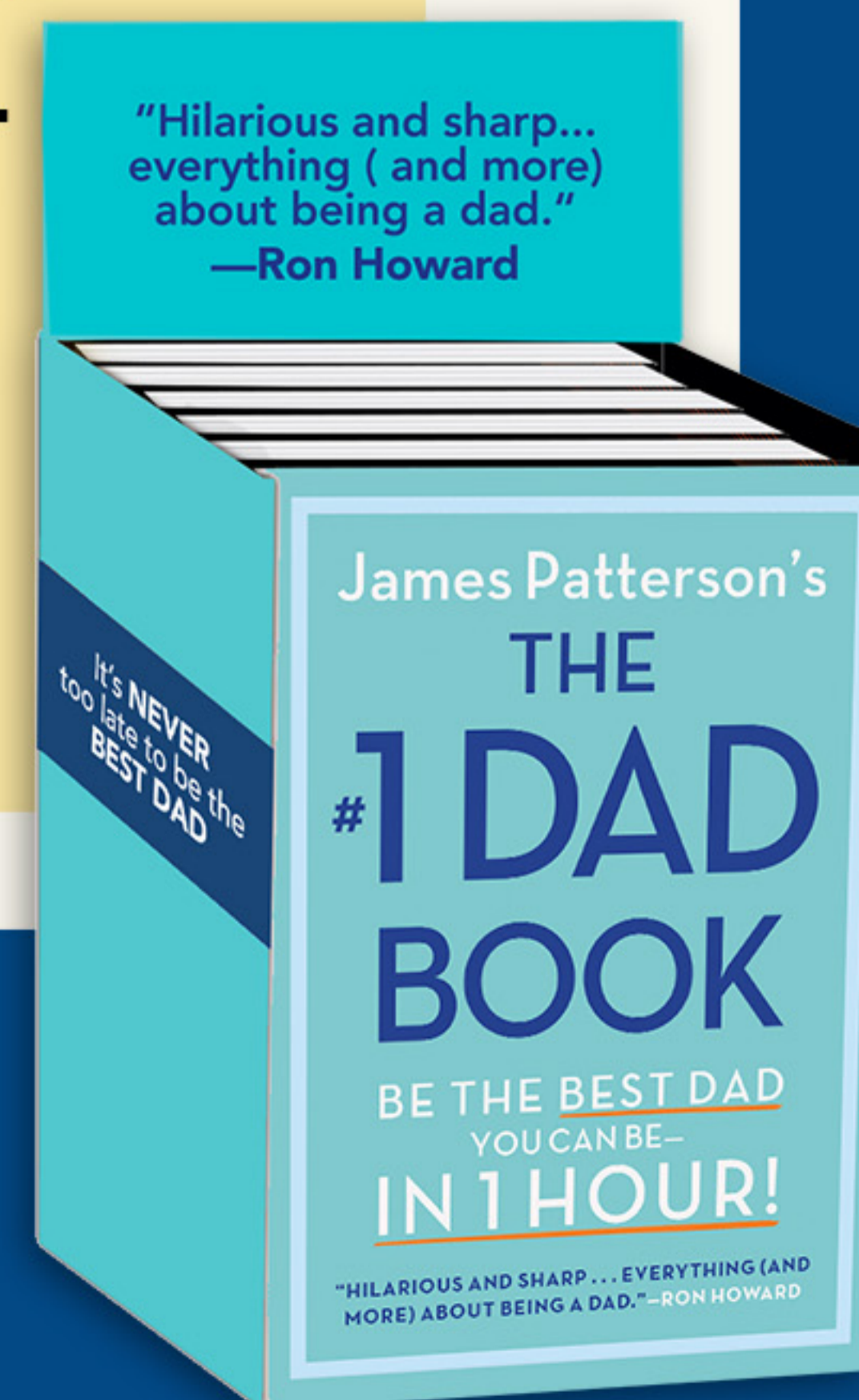
## IT'S NEVER TOO LATE TO BE A GOOD DAD.

"Good fathers have kids with higher self-esteem. They raise kids to be curious about the world. They meet their kids' friends. And if you do that, even some of that, chances are pretty good your kids will be your friends for life."

—James Patterson

### Sample tips from the book:

- Be consistently fair. Trust really is built on consistency. And trust is everything.
- Be a listener. Listen to your kids. Listen to your partner. Listen to yourself.
- Learn how to say, "I. Was. Wrong." Just in case it ever happens.
- Don't be afraid to say, "I love you." Say it now. Loud and proud.
- Be a hugger. Hey, give yourself a hug every once in a while.
- Tell your kids your story. Listen to theirs.
- Read to your kids. Let them see books in your house.
- Have your kids' backs. One day, they'll have yours.



## TITLE AT A GLANCE

*The #1 Dad Book: Be the best Dad you can be in 1 hour*  
by James Patterson

ISBN: 9780316585071 • PRICE: \$25

### MADE FOR GIFT GIVING

- 5" x 7" trim size
- Designed dedication page with "To: and From:" gift inscription
- Special luxe printing, spot varnish and metallics
- Stamped case

### JAMES PATTERSON'S CROSS-GENRE SUCCESS

Even when James Patterson publishes nonfiction titles, they become #1 bestsellers (example: Autobiography, *James Patterson by James Patterson* - LTD sales: Over 100,000)

### INTEREST IN CATEGORY

Sales on comp title show an appetite for this category  
*The Daily Dad: 366 Meditations on Parenting, Love, and Raising Great Kids* -Pub: 5/2/2023 (LTD sales: 86,306)

Praise for *The Daily Dad*:

"Effective parenting often comes down to poignant, memorable moments that shape your child's thinking."

— Scott Galloway, NYU Stern professor and bestselling author of *Adrift*

## MARKETING PLAN 2025

- Major national print, online, and video ad campaign with more than 25 million targeted consumer impressions
- Big social media push ahead of Father's Day featuring bold gift-giving messaging
- BookBub FATHER'S DAY - Special eBook Offer
- 6-copy counter display promotion

### SPECIAL DISPLAY OFFER

for US/Canadian/International Indie and Gift accounts only

**Get +15%** when ordering 6-copy counter display ▶

ISBN: 9798894007625