



Dr. Michele Borba

Award-winning Author and International Speaker on
Character Education and Social Development of Children

Press Kit

CONTENTS

Media Photo of Dr. Michele Borba

Press Release: A Call to Get Back to Basic Parenting and Raising Happy Kids

Segment Ideas

Interview Questions

Highlights of Ongoing Media Appearances

Success Tips Articles:

Why Making Time for Yourself Is the Best Mother Secret

Child expert offers easy tips to get off that treadmill pace and help moms balance their lives

“Why Didn’t You Just Say No?”

8 Simple Secrets to Help Kids Really Say No and Buck Peer Pressure

Six Secrets to Wean Kids from the “What Do I Get?” Syndrome

Child expert shares hidden dangers of rewarding and offers parents simple cures

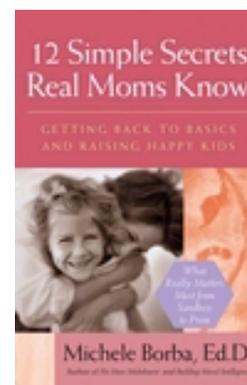
8 Simple Mom-Tested Secrets to Get Kids to Open Up and Talk

Dr. Michele Borba

Award-winning Author and International
Speaker on Character Education and Social
Development of Children



Publication Date: April 2006
Contact: Anne Leedom Ph: 916.939.8246 (SAC)
anne@netconnectpublicity.com



A Call to Get Back to Basic Parenting and Raising Happy Kids

New book by best-selling author Michele Borba examines the growing trend of 'Over-Parenting', its harmful side effects, and what we can do to turn it around

Many moms – whether they work full-time, part-time or choose to stay home – have found themselves caught in an overwhelming web of information on the *do's and don'ts* of effective parenting. Throw in the stress for the need to be the 'perfect mom,' along with the effort needed to do and be everything for their kids, and the result is a new and ultimately harmful trend that parenting expert Michele Borba calls ***“over parenting.”***

Of course we love our kids and want them to succeed but all the over protecting, over rescuing, over scheduling, and over rewarding that go hand-in-hand with this syndrome is not helping them become happy and mature young adults. Here are few staggering statistics Borba offers to make her point:

- One in three American kids currently suffers from stress-related symptoms
- 83 percent of kids say they are worried about homework and pressure to excel
- Two-thirds of parents say that their own kids are spoiled and that they are to blame
 - Half of adolescents surveyed say they have trouble sleeping due to anxiety
- One in two college kids reports feeling so overwhelmed that it is difficult to function

And it isn't just the kids who are suffering. All this frantic hyper-parenting isn't healthy for their moms: *A recent survey found that seventy percent admitted that mothering was “incredibly stressful” and one third said that if they were to do it again, they would **not** start a family.*

In the year round workshops Borba conducts with parents and educators, she experienced first hand this new crisis of confidence and decided to do something about it. She surveyed over 5000 parents and personally interviewed 150 mothers asking, “If you could give one piece of parenting advice that would help raise happy, confident, self-reliant kids, what would it be?”

-More-

The results of her survey have been gathered for the first time in her latest book ***12 SIMPLE SECRETS REAL MOMS KNOW*** (April 2006/Jossey-Bass/\$15.95 Trade Paper), an inspiring and reassuring roadmap that will enable moms to rethink their parenting style, focus on what really matters – whether their child is in preschool or high school – and feel less guilty and more joyful in the process.

In addition to hands-on advice and tips applying the strategies into everyday parenting situations, Borba explains why and how moms fall unintentionally in the “over parenting” trap, how it erodes resilience and confidence and other hidden dangers, how parents can ensure their expectations are really in their child’s best interests, warning signs when they are pushing too hard, and ways parents can assess if they are over-involved in their child’s lives.

Borba’s eight secrets to help parents back off from over parenting

If signs indicate that your parenting style is too hands-on, Borba’s secrets that will help you get off the micromanaging track include:

- **Don’t overschedule.** *Do you compare your kid’s schedule with other parents? Is your life frantic from trying to keep up?* Spend a week evaluating your kid’s schedule. Does each activity match really your child’s interests and benefit his strengths? Try the “One Activity Rule”: Each kid picks her choice of one extra activity per semester and must stick to it.
- **Recognize what your kid can do, and then back off.** *Are you doing tasks your kid could do alone, instead of relying on you? Make his own lunch, do laundry, make his own bed?* The goal isn’t to overwhelm him, but to teach one task at a time. What can you teach this month?
- **Stop rescuing!** *Are you explaining, rescuing and apologizing for your kid?* Set a rule: “No more excuses. You need to take responsibility.” Then step back and stop being your kids’ safety net. If kids are too protected, they won’t learn to cope with life on their own.
- **Boost organization skills.** *Is your kid using you as his palm pilot or constant reminder? Learning to organize is a skill kids need so that they rely less on us.* Hang up a calendar for your kid can list activities, (little ones can draw them), get your teen a Daytimer, or show him how to list what needs to be done each night in order of priority and cross off as it is done.
- **Teach brainstorming.** *Are you always bailing your kid out?* Next time a problem emerges, play the Solution Game. Just ask: “What can you do to solve it?” Then help him brainstorm: Every idea counts. Say whatever comes to mind. With practice kids will use it alone.
- **Teach stress reducers.** *Is your kid (and you) overwhelmed?* Kids need to learn healthy ways to deal with stress so they can cope on their own. Why not learn a stress-reducer as a family such as exercise, visualizing a calm place, stress melting self-talk, or elevator breathing?
- **Reinforce assertiveness.** *Are you fighting your kids’ battles?* If you want your kid to stand up for herself, then teach her how, and then reinforce any efforts she makes to be assertive.

- **Give permission to make errors.** *Do you expect your kids to be perfect?* Kids must learn that mistakes can be positive learning experiences. So make mistakes okay in your household and then teach your child a statement to say to himself to bounce back: “It doesn’t have to be perfect.” “It’s okay to make a mistake.” Also model how you cope with defeat to your kid.

In addition Borba provides practical tips to on numerous other parenting issues including:

- **Pitfalls of Rewarding and How to Wean Kids from the “What Do I Get?” Syndrome**
 - **Why Simpler, Non-Gimmicky Parenting Is Better For Our Kids and You**
 - **Simple Mom-Tested Secrets That Get Kids to Open Up and Talk**
 - **How Accepting A Child's Shortcomings Can Nurture Resilience**
- **Seven Simple Mommy Time-Outs for Calming Quick Tempers – (Including Yours)**
 - **How to Stretch Your Child’s Potential Without Zapping Their Self-worth**
- **Why Making Time for Yourself In the Best Kept Mother Secret and How to Do It**

“Our kids have never been smarter, but they are not necessarily fairing well emotionally,” Borba says. But now there’s hope. Her newest book, *12 Simple Secrets Real Moms Know* urges parents to get back to basic good mothering and offers twelve simple proven, research-based parenting habits that will ensure that kids do turn out happier and resilient. Best yet, she offers hundreds of realistic tips and sage advice culled from dozens of real moms.

About the Author:

Michele Borba, Ed.D. is an internationally renowned educator and recipient of the *National Educator Award* who is recognized for her practical, solution-based strategies to strengthen children’s behavior and character. She has lectured worldwide to over one million participants, and has been featured on NPR, Today show, The Early Show, The View, Fox News Channel, MSNBC, Focus on the Family and many others. She serves on *Parents* magazine advisory board and is the author of 20 books including *Parents Do Make a Difference*, *Nobody Likes Me*, *Everybody Hates Me*, and *No More Misbehavin'*, and *12 Simple Secrets Real Moms Know*. Her bill to prevent school violence and bullying (SB1667) was signed into California law in 2002. For more information, visit her website:

www.simplermommysecrets.com

12 SIMPLE SECRETS REAL MOMS KNOW
Getting Back to Basics and Raising Happy Kids
By Michele Borba
Jossey-Bass, a Wiley imprint
April 2006; ISBN: 0-7879-8096-X; \$15.95/Paper

Segment Ideas for Michele Borba author of *12 SIMPLE SECRETS REAL MOMS KNOW*

Michele Borba can offer insight and a wealth of practical tips for parents.
These and other timely segment ideas—complete with talking points—are available.

1. ***Dangers of Over-parenting: Why A “Perfect” Childhood Is Bad for Kids.*** Always rushing to rescue or solve kids’ problems robs them from learning how to bounce back. Why over-parenting is bad, signs you’re too involved, how to back off and tips to nurture kid resilience.
2. ***“How Much Will I Get?” The Hooked-on-Rewards Cure.*** Why gold stars and material reinforcement aren’t helping our kids, and six simple steps to wean children from rewards and start nurturing self-reliance instead.
3. ***How to Raise a Good Kid Who Can Be Strong and Buck Peer Pressure.*** How to boost children’s character, five steps to ensure your values are planted in your kid’s conscience, discipline that stretches moral reasoning, and six tips to teach kids to buck peer pressure.
4. ***Mommy Mania Makeovers.*** Ten reasons for this epidemic of Motherhood Mania, data that proves hands-on mothering is *not* producing emotionally healthy kids, steps for making real change happen, five secrets real moms say they used to stop their “mommy mania” and get back to basics and raising happy kids.
5. ***“You Should See My Kid’s Schedule!”*** Seven reasons why micromanaging children’s life is harmful, how to know if your kid is overloaded, and easy steps to ease a frantic pace.
6. ***What Really Matters from Sandbox to Prom?*** The 12 simple habits Borba’s survey of 5000 parents say matters most in good parenting and how moms can use them to raise happier, more confident kids, cut the guilt and be more joyful about their mothering.
7. ***Hey, Mom: STOP RESCUING!*** Always solving kids’ problems robs them from learning critical bounce back skills needed for handling life, six steps to help your kids wean themselves from your rescuing and become independent so they can really thrive.
8. ***“Momm: You Never Listen!!”*** Eight simple mom-tested secrets that get kids to open up and tips for better listening so you can find out what’s really going on in your child’s life.

(Over)

9. ***Why Making Time for Yourself Is the Best Mother Secret:*** Seven simple ways real mommies bring balance to their busy lives and feel more confident in parenting.
10. ***Secrets to Creating a Calmer Home.*** Six fast ways to cool quick tempers (including yours), and the one family rule that will instantly boost family harmony and peacefulness.
11. ***How to Push Without Snapping Your Kid's Spirit.*** Five steps to make sure your expectations are realistic and stretch your child's potential without zapping her self-worth.
12. ***How to Be a More "Intentional Parent."*** The one question that helps parents prioritize their values, and five simple steps to help their kids internalize those core beliefs.
13. ***Creating Pathways to Competence.*** One of the secrets of nurturing authentic self-esteem and resilience is by helping children recognize their personal talents, a simple three-step strategy for parents to unlock their children's unique areas of excellence and boost self-esteem.
14. ***The Real Secrets of Effective Discipline.*** What really matters in good discipline and simpler, calmer ways to curb bad kid behavior and achieve lasting change.
15. ***"My family is fun!"*** Simple traditions real moms use to create happier family memories.

Michele Borba, Ed.D. is an internationally renowned educational consultant who has presented workshops to over one million participants and is recognized for her practical, solution-based strategies to strengthen children's character and behavior. She is an award-winning author of 20 books including *12 Simple Secrets Real Moms Know*, *Parents Do Make a Difference*, *Nobody Likes Me, Everybody Hates Me*, and *No More Misbehavin'* (all Jossey-Bass). She regularly appears on talk shows including *Today*, *The Early Show*, *Canada AM*, *The View*, *Fox News Channel*, *MSNBC*, and *Talk of the Nation* and is an advisory board member for *Parents* magazine. She lives in Palm Springs, California and is the mom of three sons. For more about Dr. Borba's work visit www.micheleborba.com or www.simpleparentingsecrets.com.

To book an interview with Michele Borba, receive a review copy of 12 Simple Secrets Real Moms Know, please contact Anne Leedom at 916.939.8246 (SAC) or anne@netconnectpublicity.com.

Interview Questions for Michele Borba, author of 12 SIMPLE SECRETS REAL MOMS KNOW

1. What do you mean by a “Real Mom”? Why are you so adamant that we need to get back to basic mothering? How did we get away from real mothering?
2. Seventy percent of moms say motherhood is “incredibly stressful.” What’s making parenting so stressful? What secrets can you give to help moms be less stressed and calmer?
3. What are the *12 Simple Secrets Real Moms Know*? How did you decide on the 12? What really matters most to babies and toddlers? What about older children (elementary and preteens and teens?) Are any secrets more important than others?
4. You write about the dangers of “over parenting” and “hyper-parenting” in your book...what do you mean by this and how do parents know when they are pushing their kids too hard? What is the secret to setting the right kind of expectations for our kids?
5. Part of your research for this book was surveying over 5000 parents. Did any results surprise you? What are parents biggest concerns these days?
6. *12 Simple Secrets Real Moms Know* is filled with dozens of stories and tips from mothers. Who are these moms? Why did you use stories of real moms?
7. You say answering one question would help parents prioritize what matters most to them in raising their kids. What is that question and why?
8. A big parent concern is peer pressure. What is the secret to help kids stand up for themselves and buck the peer pressure and vicious social jungle?
9. Real Mom Secret 3 is to “Listen to Your Children with Your Full Presence.” What are secrets to getting kids to talk so parents can listen? How do you get a parent-deaf kid to listen?
10. Should parents reward kids for good behavior and grades? What are some simple secrets to wean kids from that “What do I get” attitude?
11. You say many kids are ‘thin-skinned’ because we’ve misunderstood self-esteem. So what is the secret to praising kids the right way and still building self-esteem?
12. Describe your secret called the “Rule of 21” which you say is essential for parents to know. How does it simplify parenting? Give us an example of how parents could use it with their family.

To book an interview with Michele Borba, receive a review copy of *12 Simple Secrets Real Moms Know*, please contact Anne Leedom at 916.939.8246 (SAC) or anne@netconnectpublicity.

Dr. Michele Borba Ongoing Media Appearances

Credentialed expert with extensive media experience who can discuss late breaking news as well as common every day challenges facing today's youth and offers practical, real solutions

To book Dr. Borba for an interview contact Rose Carrano 646. 638. 2181 (NYC) or rosecarrano@earthlink.net

On-Camera TV Appearances

The Today Show, NBC "Cheating"
The View, ABC "Bully Proofing Kids"
The Today Show, NBC "Kids & War"
The Early Show, CBS "Attitude Makeovers"
Countdown!, MSNBC "School Discipline"
FOX News Channel: "The Boy Crisis"
Fox & Friends, Fox Network: "Character"
The Today Show, NBC "Friendships"
CBS Chicago "Stopping Bullies"
ABC Home Show: "Self Esteem"
KTLA-TV Morning Show: "Stress"
Canada AM "Defiant Kids"
CBS Philadelphia "Terrorism & Kids"
Jenny Jones, Warner Bros "Overindulged"
KTLA-TV Morning Show "Friendships"
The Home Show, ABC "Self-Esteem"
Vicki Gabereau, CTV "Violent Kids"
NBC 10 Philadelphia "Misbehavior"
Good Day Dallas, KDFW TV Fox News
WLS TV Morning News, ABC Chicago
Northwest Afternoon, ABC "Attitude!"
KARE 11, NBC; MN News at Sunrise
"Character!"
WGN-TV Chicago: Morning Show "Kids"
Fox Health Channel's The Parent Table "Anger Control"
PBS: WYCC-TV Chicago: Small Talk for Parents "Bullies"
Canada AM-CTV- TV "Spoiled Kids"
FTVI Fox 2 St Louis, MO "Bad Attitudes"
WBBM-TV, CBS The Morning Show Chicago "Bullying"
KPIX-TV, CBS, San Francisco "Anxiety"
Canada AM, CTV "Defiant Kids"
City TV, Vancouver "Behavior Tips"
Global TV Toronto, CA "Moral Kids"
KTTV Fox 11-LA "Curing Attitudes"
CN8 Cable Real Life Good Discipline"
Vicki Gabereau, CTV "Moral Kids"
Jenny Jones, Warner Bros "Abusive Dating"

Canada AM: Answering parent emails
KYW-TV, CBS Philadelphia "Behavior"
KTVI TV, FOX, St. Louis "Spoiled Kids"
CN8 Family Talk with Mary Ambrose
Canada AM, CTV Toronto "Discipline"
KCPQ-TV, Seattle, Fox "Parent Tips"
The Daytime Edition News 12 Westchester:
KESQ-TV CBS Palm Desert "Goals"
CTV: Balance TV "Curbing Anxiety"
XEVT-TV. Fox San Diego; "Shy Kids"
KTLA-Morning News Warner Bros, Anger
KMIR-TV NBC Palm Springs: Self-Control
KUSI TV "Morning News", San Diego
Channel 10, Time Warner "Take Ten"
Cable 6 Nightly Report; Middletown, NY:
KING/KONG TV Morning News, Seattle
News 12 Connecticut: "The Exchange"
KFTU Fox 13 Salt Lake City, UT "Bullying"
WCAU NBC Philadelphia, PA "Anxiety"
Jenny Jones: Warner Bros "Teens"
News 12 New Jersey: To Your Health
KMIR-NBC Midday Show "Character"
WCBS TV New York "Social Skills"
WMBC New Jersey "Good Kids"
KARE 11 "News Sunrise" MN "Character"
TVO More to Life Toronto, ON "Mistakes"
Turning Point New York, NY: "Confidence"
City TV Breakfast TV Toronto "Morals
KDOC-TV Irvine, CA Southland Today
CTV Balance TV, Toronto "Attitude!"
KSPT Channel 5 News "Take 5" St Paul, MN
KESQ TV ABC Affiliate; Palm Desert
KTLA-TV "Morning Show" Warner Bros
Jenny Jones Show, Warner Bros "Controlling Boyfriends"
KTLA-TV Warner "Childhood Fears"
Studio 4 – Live Fanny Kiefer: "Discipline"
Cable TV Channel 6/77: Being in Seattle
WCBS TV New York
Comcast Cable TV: Arlington TX

CBC TV "Canada Now" Ottawa

Regular Radio Guest

Talk of the Nation
KGO, ABC: "Ronn Owens Show"
CNN Radio Network
Disney Radio National Public Radio
USA Network, "Live with Daybreak"
Focus on Family
ABC Radio Network
CBC Radio Network
Bloomberg Business Radio: "Focus on Health & Family"
CBS Radio Network
Talk America Radio Network
Success Radio, "Daryl Ancarlo Show"
Catholic Radio Network
NPR Bobbi Conner "The Parent's Journal"
Center for Positive Change
WWMG-FM Charlotte NC
"Shaefer & the Egg Man"
WOR New York, NY: "The Joey Reynolds Show"
KCBS Radio San Francisco, CA
Today's Black Woman Radio
WQAL FM Cleveland OH, "Allan and Rebecca Show"
WUWF Radio-NPR Pensacola, FL "The News Show"
KOIT San Francisco "Positive Parenting"
KBJS Jacksonville, TX "Special Guests"
KCMN-AM Colorado Speaks "Tron in the Morning"
CRN National; Cable Radio Network;
CWDR-AM Hartford CT "The Brad Davis Show"
ABC Richfield, UT "Perspectives"
WZPT-FM Pittsburg, PA "Sunday Morning Magazine"
WSMN: Nashua, NH: "Morning Attitude"

Sirius Satellite: Lime Radio "Good Life Show" with Jesse Dylan

KSNW-CBS: McCook, NE "Pulse of the Prairie"

KTKK-NBC West Jordan, UT "InterViews & InterActions"

CIGL-FM, Ontario, Canada "The E File"

KNEW-101 San Francisco "Family 101"

WJBO Baton Rouge "Ed Buggs Show"

WKKV Greenfield, WI "Positively People"

KFLO Shreveport "Strategies for Living"

KNUS Aurora, CO "Mile High Morning"

KUWR Laramie, "Wyoming Today"

KBAY 94.5 San Jose, Ca

KDNK-NPR Carbondale, CO: "Valley Voices"

WSAU Wasau, WI "55 Feedback"

Family Matters Radio

WOR KVRH Salida, CO "The Nancy Hale Show"

WTIC-AM Hartford, CT "Connecticut Today"

KRSN-AM Sante Fe, NM "KRSN Morning Show"

WDDD-FM Southern, IL "Wess and April in the Morning"

WFMX Lubbock, TX "Chris & Dina Morning Show"

KTRF Thief River Falls, MN "Mark Allen"

Talk America: Lighthouse Point, FL Ruth & Ed Shaw"

KAIR FM Kansas City, KS "Jason and Brian"

KXXM-FM Madison WI, "Doug & Mary Morning"

KRFC-FM San Francisco, "Cammy & Dean"

WICC Bridgeport, CT "The Family Breakfast Show"

MBYY-FM Portsmouth, "NH Morning Show"

KMYI-FM San Diego, "Jagger and Kristi Show"

KMJE-FM Sacramento "Morning Show"

KTSA-AM San Antonio "Eliza Sonneland"

WGN-AM "Chicago with Steve Cochran"

WGTD-FM Milwaukee, NPR "Morning Show"

KNWZ-AM 1010 KNEWS: Palm Springs

WLW-AM Cincinnati: "Live with Mike McConnell"

CKNW Radio; Vancouver, BC

WEGPWREM Caribou, MA "Bill Flag"

KMYL: Scottsdale, AZ "The Second Fifty Years"

KPRI-FM San Diego: "920 Magazine", NPR

WABJ Radio, Adrian, MI "Morning Show John Sebastian"

KUCI Tustin, CA "Trend Talk"

WBAA-AM Indiana Public Radio

WZLX-FM Boston "Common Ground"

WFAS Radio New York, NY

WOMP-FM Bel Air, Ohio "Johnny O & Aunna Morning"

CFAX Radio Victoria, BC "Terry Spence Show"

WCC Radio CBS Affiliate

WXPN-FM Philadelphia, PA "Amazon Country"

WKTU NPR Affiliate: New York "On the Beat"

WTAD- CBS Quincy, IL Newsmakers"

WAQY- Springfield, MA

WFUV-FM Bronx, NY "City Scope"

WICC- CBS Bridgeport, CT "Jim Buchanan Sound Off"

WMCA- NYC, NJ "Andy Anderson Live"

CKNW Vancouver, BC "Bill Good"

KRSH-FM Santa Rosa, CA "Morning Show"

WBBO Manahawkin, NJ: Bryan, Wendy Morning Rush"

CHED Calgary, AL "The Dave Rutherford Show"

WABJ Adrian, MI "Morning Show with John Sebastian"

KCBS San Francisco, CA News Talk

KZHT Salt Lake City "Morning Show"

WMCA New York, Andy Anderson

KAWL York, NE "Cross Roads Café"

CHED Calgary, AL: "Lesley Primeau"

KBEM Minneapolis "Morning Show"

WCTS-AM Minneapolis "Steve Davis"

WNIC Dearborn, MI "Sunday Times with Dick Kernan"

KCBC Oakdale, CA "Community Focus"

KPXQ, Phoenix "John Phelps Show"

WCKO Virginia Beach, VA "Talk of Hampton Roads"

WGPA: Bethlehem, PA "Parents Matters"

Open Minds Radio Fort Collins, CO

KTKP Phoenix, AZ Dave Frazier Show

KPLS Catholic Radio Network: "Dan Lungren Show"

KDNK Radio – NPR

Liberty Works Radio Network with Cheryl Graham

KFLO-AM Strategies for Living Shreveport, LA

KTKK Radio NBC Affiliate Salt Lake City, UT

KTSR Radio – St Louis, MO

KOA-850 Denver, CO "After Midnight"

WHO Des Moines, IA: "Drive Time" with Jerry Reno

WM Communications "Parent Report"

KPSI Palm Springs "Joey English Show"

KXEL Waterloo, IA "On the Air with Mike Bung"

KNOW-NPR Minnesota Public Radio "Midmorning"

KNCI Sacramento, CA: Drive-Time with Tom Mailey

KFBK Sacramento, CA Morning News Jeff Bell & Chris

WJOB Hammond, IN "The Libby Collins Show"

WILL-AM/NPR Urbana, IL "Focus 580"

KXAM, Scottsdale, AZ "Arizona Sunshine Morning"

WJTW-FM Joilet, IL "The Morning Show"

WRMN Elgin, IL "Mike Sullivan"

WLPO-AM Oglesby, IL "Mike Chrisman"

WCCO Radio Minneapolis, MN "Steve Enck"

WKTU- NPR New York Metropolitan "On the Beat"

WHPT St Petersburg, FL "Morning Show Cynthia Clark"

KFOR Lincoln, NE with Carla Schieve

WSAS Scarsdale, NY "Rod O'Shea Show"

WRVA Richmond, VA: Working Woman

WOSH: Osh Kosh, WI "Jeff Reed Show"

WLG: Eye on Maryland

ABC Bob & Lori Morning Show

WBEB: The Women's File

WQAL Rebecca in the Morning

WNTN 1550 Today

WOCA Radio

WEOL "The Other Side of Morning Drive"

WZLX: "Common Ground"

WWLG: "Eye on Maryland"

WFHM: Family Matters

KMPS Don Riggs, "Introspect"

WFHG KARE 11

For more about Dr. Borba, visit her website: www.micheleborba.com or www.simplemummysecrets.com

To book interview, receive press kit or media clips please contact Anne Leedom 916.939.8246 (SAC) or anne@netconnectpublicity.com

Why Making Time for Yourself Is the Best Mother Secret

Child expert offers easy tips to get off that treadmill pace and help moms balance their lives

A recent survey found that seventy percent of women feel motherhood is stressful. Michele Borba, author of *12 Simple Secrets Real Moms Know* (Jossey-Bass/AWiley imprint; April 2006) warns moms to not lose sight of their own needs. “It’s what helps us feel rejuvenated so we have the strength to nurture and guide our children,” Borba points out. “When you find the time to nourish yourself, whether its your relationships, soul, body, or mind, your family will be more likely to appreciate the real you: an interesting, evolving, happier woman who not only loves them, but also loves life.”

Borba offers moms these tips to make time for themselves so they can take better care of their family

- 1. Check out that daily schedule.** Before you can create more balance in your life you first need an accurate idea of your typical week. So look at that Daytimer or calendar, and see what is really going on in your life. Just cutting out one thing can make a tremendous difference in restoring balance.
- 2. Say no and mean it.** Write a reminder not to take on one more new task and tape it to your phone. Your new rule: “Say no” first – call them back after you check your schedule. It’s a great time-saver, because you’ll be less likely to impulsively commit yourself to things you really don’t have time for.
- 3. Start delegating.** Share the household chores as a family. Besides being less stressed there’s more time for your family and your kids will learn responsibility. Do post a chart listing duties and
- 4. Exercise.** No more excuses: put the toddler in a stroller and walk each evening; join a mother-daughter yoga class; or have your girlfriend come over each day and pop in that “Buns of Steel” tape.
- 5. Find time for one new thing together.** Decide what’s taking a back seat in your family (spirituality, intellectual stimulation, fun, together time, talking) then do it as a family.
- 6. Date your significant other.** Get a babysitter once a week (or twice a month)—and leave the kiddies. Don’t put your marriage on the back burner.
- 7. Get a support system.** Friends do matter. In addition to everything else they bring to your life, friends can really help in reducing stress and restoring balance. Create a Mommy and Me group, **start a mother-daughter or mother-son book club, or set up a twenty-minute daily chat with your girlfriends online to stay connected, share healthy menus or ideas to tame your toddler’s tantrums.**

A mother’s simple everyday example can teach her children the importance of finding balance. It’s a lesson our kids will need when they finally leave our nests and live their own lives.

Michele Borba, Ed.D. is an educational consultant who spoken to over one million participants. She has appeared on *Today*, *The Early Show*, *The View*, and *Fox & Friends* and is an award-winning author of over 20 books. These tips are from her latest book, *12 Simple Secrets Real Moms Know* (Jossey-Bass/A Wiley imprint). For more about Dr. Borba visit her website: www.simplemommysecrets.com.

“Why Didn’t You Just Say No?”

8 Simple Secrets to Help Kids Really Say No and Buck Peer Pressure

Are you concerned that your kid always seems to go along with the crowd or can be easily swayed to do what the other kids want? A Time/Nickelodeon survey of 991 kids aged nine to fourteen revealed 36 percent feel pressure from peers to smoke marijuana, 40 percent feel pressure to have sex, 36 percent feel pressure to shoplift, and four out of 10 feel pressure to drink. Peer pressure is strong but now there’s good news. Child expert, Michele Borba tells parents “Assertive skills can be taught” and her new book, *12 Simple Secrets Real Moms Know* (Jossey-Bass: a Wiley imprint; April 7, 2006; \$15.95/paper) shows them how to teach kids those crucial assertive skills.

Borba offers these parents these secrets to help kids buck negative peer pressure

1. **Share your beliefs.** Parents who raise assertive kids who don't do so by accident. They make sure they think through what they stand for then pass those beliefs on so their kids know what to say no to.
2. **Stop rescuing.** If your role has been apologizing, explaining, or basically “doing” for your child, then stop. You child will never learn how to stand up for himself. Instead, he’ll forever be relying on you.
3. **Model assertiveness.** If you want your child to be confident, assertive, and stand up for his beliefs, make sure you display those behaviors. Kids mimic what they see.
4. **Reinforce assertiveness.** If you want to raise a child who can stand up for his beliefs, then reinforce any and all efforts your child makes to be assertive and stand up for his beliefs.
5. **Use a firm voice.** So tell your child to speak in a strong tone of voice. No yelling or whispering. Be friendly but determined. Just tell the friend where you stand. A simple “No” is fine
6. **Rehearse ways to say no.** It can be said alone: “NO!” or followed by a reason: “Nope. My parents would kill me.” “No, I don’t feel like it.” He could suggest an alternative: “Nope. How bout we go to the skate park instead?” Your child’s job to change your friend’s mind, but to stay true to his beliefs.
7. **Teach confident body language.** Even if your kid says “no”, his body may send a different message. It’s crucial to teach your child assertive body posture: hold your head high, shoulders slightly back, look your friend in the eye and use a confident, firm tone of voice.
8. **Teach ‘ASSERT.’** Borba’s acronym ‘ASSERT’ offers six ways to stand up to peers. A: Use assertive body language; S: Say no firmly; S: Suggest alternative; E: Exit. If you can’t change their mind, leave; T: Tell a reason; R: Repeat your reason like a broken record. It builds your confidence). The trick is teach the child the six skills, and then rehearse with him until he can use ASSERT alone.

Michele Borba, Ed.D. is an educational consultant who spoken to over one million participants. She has appeared on *Today*, *The Early Show*, *The View*, and *Fox & Friends* and is an award-winning author of over 20 books. These tips are from her latest book, *12 Simple Secrets Real Moms Know* (Jossey-Bass/A Wiley imprint). For more about Dr. Borba visit her website: www.simplemommysecrets.com.

To book an interview with Michele Borba, receive a review copy of *12 Simple Secrets Real Moms Know*, please contact Anne Leedom at 916.939.8246 (SAC) or anne@netconnectpublicity.

Six Secrets to Wean Kids from the “What Do I Get?” Syndrome

Child expert shares hidden dangers of rewarding and offers parents simple cures

“How much will you give me?” Heard these words lately from your darling offspring? If so, chances are your kid is suffering from a widespread kid epidemic called “Hooked on Rewards.” Dr. Michele Borba, author of *12 Simple Secrets Real Moms Know: Getting Back to Basics and Raising Happy Kids* (Jossey-Bass/A Wiley imprint; April 7, 2006; \$15.95/paper), warns parents that those monetary rewards and incentives can backfire. “The more kids receive them,” Borba points out, “the more they seem to expect them. But the real danger is that we also rob our kids from developing the ability to motivate themselves.”

Borba offers parents these six secrets to cure kids from the “What do I get?” syndrome:

- 1. Take a stand and stay committed.** *Stop giving material rewards for every little thing.* Just expect your kid to help out at home and do the best she can in school and other activities.
- 2. State what you see.** The next time your kid does something noteworthy, simply state: “You rode your bike all by yourself!” or “Wow, you put a lot of work into this report. Good for you!”
- 3. Ask questions to boost internal pride.** Instead of being so quick to reinforce your kid, find out what pleased her about the job she did. Put the success back inside her corner.
- 4. Switch your pronouns from "I" to "you."** It takes the emphasis off your approval and puts more on the child's acknowledging her appropriate actions. *I statement:* “I'm proud of how hard you worked.” *You statement:* “You must be really proud of how hard you worked.”
- 5. Encourage internal praise.** Point out what your child did that deserved merit and then remind him to acknowledge himself inside his head: "John, you really made an effort not to say anything negative about the other team today. Did you remember to tell yourself that you did a great job?"
- 6. Keep an accomplishment journal.** At least once a week ask each kid spend a few minutes writing (or drawing) his successes in a notebook. It helps them reinforce their own behavior.

Self-motivation develops slowly, but we can help our kids develop that inner muscle by how we respond. The next time your kid deserves recognition, acknowledge her effort: “Nice job, Sally. You must be really proud of how hard you worked!” Then smile broadly, pat her on the back, *and keep your wallet closed.*

Michele Borba, Ed.D. is an educational consultant who spoken to over one million participants. She has appeared on *Today*, *The Early Show*, *The View*, and *Fox & Friends* and is an award-winning author of over 20 books. These tips are from her latest book, *12 Simple Secrets Real Moms Know* (Jossey-Bass/A Wiley imprint). For more about Dr. Borba visit her website: www.simplemommysecrets.com.

To book an interview with Michele Borba, receive a review copy of *12 Simple Secrets Real Moms Know*, please contact Anne Leedom at 916.939.8246 (SAC) or anne@netconnectpublicity.

8 Simple Mom-Tested Secrets to Get Kids to Open Up and Talk

A recent 2005 survey of over 1000 teens found that 35 percent gave their parents poor grades (D's or F's) for listen to them. Educational consultant Michele Borba has watched countless moms over the years who have the knack for listening the right way so their kids do open up and talk. "We may be going ninety miles an hour in but there are simple ways to listen," says Borba. "By using them you'll be more likely to have your kids open up and share what's really going on in their life." Here are a few tips from latest book, *12 Simple Secrets Real Moms Know: Getting Back to Basics and Raising Happy Kids* (Jossey-Bass/A Wiley-imprint; April 2006), that parents can put into action immediately with kids of all ages.

Here are eight secrets Borba gives to help parents listen right so their kids talk more

1. Don't push! Think of friends you really feel comfortable talking to. They're usually calm, open, and not pushy. Use that same listening strategy when you're with your child.
2. Halt the criticism. If you need to bite your tongue to stop those critical, judgmental comments, do it. Don't come off like a prosecutor or judge.
3. Listen during active times. Some kids (particularly boys) are more responsive to talking when they are doing something active. So find active things your child likes to do (fishing, building blocks, shooting baskets), and talk together. You may find your child is more conducive to talking.
4. Talk about your child's interests. Try tailoring your conversation around your child's interests: her CD collection, his baseball cards. It might be a great entrée to what's really going on in her life.
5. Go to your kid's zone. If you want some one-on-one talking time with your kid, then go to a place your kid enjoys: A mall, the batting cage, the golf range, a local malt shop for ice cream. Your child will be more relaxed because he's in his territory and just might be more likely to open up.
6. Ask specific questions. To invite conversations, ask more specific questions: "Who did you sit next to during lunch?" "What story did your teacher read today?" "What game did you play at recess?"
7. Ask questions that elicit more than one-word responses. "How would you have ended that book?" "What would you have done differently in the game?" "What are your feelings about...?"
8. Find the best time and place for listening. So now think: Where is the place where you and your kids have those great talks? Bedtime? The car pool? Dinner time? It's the place you want to make sure you frequent often.

Michele Borba, Ed.D. is an educational consultant who spoken to over one million participants. She has appeared on Today, The Early Show, The View, and Fox & Friends and is an award-winning author of over 20 books. These tips are from her latest book, *12 Simple Secrets Real Moms Know* (Jossey-Bass/A Wiley imprint). For more about Dr. Borba visit her website: www.simplemommysecrets.com.

To book an interview with Michele Borba, receive a review copy of *12 Simple Secrets Real Moms Know*, please contact Anne Leedom at 916.939.8246 (SAC) or anne@netconnectpublicity.