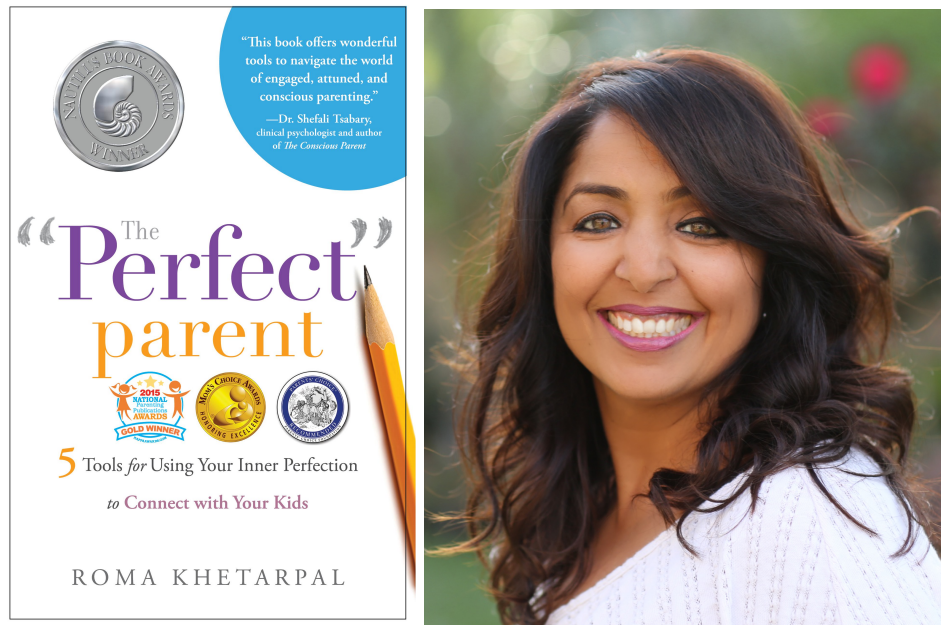


Publicity Overview for

THE “PERFECT” PARENT: 5 Tools for Using Your Inner Perfection to Connect with Your Kids By Roma Khetarpal (Greenleaf Book Group)



Media response for **THE “PERFECT” PARENT: 5 Tools for Using Your Inner Perfection to Connect with Your Kids** by Roma Khetarpal has been terrific and the support from readers (parents, therapists, teachers, education administrators, spiritual seekers, and social workers) has been impressive.

In answer to a request from Dr. Joan Lucid, Superintendent at Saugus Union School District, Roma has pulled from the tools of this book and customized a grass-roots mindfulness program designed for yard duties/campus supervisors called The Mindful Play Leader Program. The program has received incredible positive feedback from administrators, curriculum superintendents, and campus supervisors alike.

AWARDS

In May 2016, **THE “PERFECT” PARENT** was awarded a Silver Nautilus Book Award: *“You have written a book that carries a powerful message and we are grateful for the opportunity to celebrate your book, The ‘Perfect’ Parent, by making it visible as a Nautilus Silver Award Winner.”*

In April 2015, **THE “PERFECT” PARENT** won the NAPPA Gold Award: *“A great tool for parents looking for strategies to better connect with their kids. Provides encouragement and positive advice.”*

In June 2015, **THE “PERFECT” PARENT** won the Parents’ Choice Award: “*She approaches parenting like a nutritionist might approach a health or weight-loss goal. She emphasizes that habits change a little at a time, small improvements can be made every day no matter how impossible the big picture seems, and there will always be slips but don’t sweat it.*”

In August 2015, **THE “PERFECT” PARENT** won the Mom’s Choice Gold Award: “Long-time counselor and educator Roma Khetarpal writes in her book’s introduction that ‘the perfect parent for your child is you.’ It takes pressure off the daunting phrase in her title right away, which is her point.”

REVIEWS & PRAISE

Publishers Weekly: “Parents who are struggling to be the “perfect parent”—and in the process raise the “perfect child”—would do well to take some time out for this unusual guide... Khetarpal comes up with original and easily applied ideas that may prove lifesavers for the harried parent.”

Library Journal: “Complete with affirmation reminders and “quick takeaways” at the end of each chapter, Khetarpal’s work has some wise words for finding joy amid the chaos and keeping relationships the primary focus of our daily interactions. Enthusiastically recommended.”

Dr. Shefali Tsabary, clinical psychologist and author of *The Conscious Parent*, featured on *Oprah’s Super Soul Sunday* and *Lifeclass*: “Parenting consciously is at the heart of raising emotionally healthy children. This book offers wonderful tools to navigate the world of engaged, attuned, and conscious parenting.” Dr. Shefali has also posted terrific mentions of **THE “PERFECT” PARENT** on her Twitter and Facebook pages, which have almost 30,000 “likes.”

Dr. Christine Carter, author of *Raising Happiness*: “...a huge relief for all those overwhelmed parents and maxed-out moms who want to bring out the best in themselves and their kids.”

Reviews have also appeared on *Story Circle Book*, *Carpool Goddess*, *Confessions of the Perfect Mom*, *Goodkindles.net*, *Create with Mom*, *Dad of Divas*, and the *Mr. Dad Blog*. See <http://toolsofgrowth.com/reviews> for full reviews.

BOOK EVENTS

On December 4-6, 2015, Roma was Master of Ceremonies at an intensive 3-day workshop in Long Beach, California, “Deconstructing Parenthood: The Conscious Choice,” featuring Dr. Shefali Tsabary and renowned personal growth author and teacher Neale Donald Walsch, among others.

For updated information on future events, go to the Workshops tab at <http://toolsofgrowth.com>.

Since the launch, Roma has undertaken a number of events—from signings to workshops for parents and educators—at Barnes & Nobles throughout Southern California.

In addition she led discussions and signings at community events, parent networking groups and schools, including the Santa Clarita Public Library in Newhall, Whole Foods in Valencia, and the Children’s Montessori Center in Corona, among others.

MEDIA

Roma has been actively speaking and writing about **THE “PERFECT” PARENT** in various media for the past year.

She has written posts and essays for: Huffingtonpost.com; Freelancer Q&A; Maria Shriver.com; *The Santa Clarita Valley Signal*; the Positive Parenting Connection Blog; Masalamommas.com; Kids in the House.com; and MindfulUniverse.com. See <http://toolsofgrowth.com/featured>.

She has appeared on the following radio shows: *Life Leadership with Alex Urbina* / KHTS Radio (Santa Clarita, CA); *Vibrant Living*/KHTS Radio (Santa Clarita, CA); *Doctor Polucki Family Health Hour*/KHTS Radio (Santa Clarita, CA); *Positive Parenting Radio*/Syndicated; *Big Blend Radio*/Blog Talk Radio; *Chat with Women*/KIXI AM Radio (Seattle, WA); *Conscious Talk Radio Show* (Seattle and the Pacific Northwest)

SOCIAL MEDIA

Roma's [Twitter](#) audience averages around 5 tweets/retweets a day.

Her speaking events and associate flyers and images are promoted on Twitter in order to enhance her reputation even further via social media.

Facebook postings regularly include news about her media bookings.

Her [Facebook](#) likes have increased over time, with an average of 3 posts a day.

Roma recently revamped her LinkedIn landing page, expanding her reach through contacts with additional online parenting communities and writers' groups.

Awareness of Tools of Growth has increased on several social media platforms.

- Twitter followers (TOG & RomaKhet): 4700+ <http://twitter.com/toolsofgrowth>.
- Facebook Fans: 1400+ <http://facebook.com/toolsofgrowth>
- Instagram presence has been established: <http://instagram.com/toolsofgrowth>
- Goodreads Authorship has been established.
- Pinterest board has more than 200 pins: <http://www.pinterest.com/toolsofgrowth>
- We have also begun tracking our dedicated hashtag, #theperfectparent, for social reach and implemented analytics into the Tools of Growth website

Our engagement strategy going forward includes the following:

- i. Continued growth and engagement on Twitter, Facebook, Instagram, and Pinterest.
- ii. Creation of applicable content for all platforms.

- iii. Weekly blog posts focused on the message of *The “Perfect” Parent*.
- iv. Weekly newsletter sent out to subscribers.
- v. Online videos via our YouTube channel.
- vi. Partner with online influencers to participate in Twitter chats on various parenting topics.
- vii. Blogger outreach: book reviews, guest posts, Twitter chat involvement.

EDUCATION OUTREACH

Roma is meeting with key education administrators within her local community in order to use **THE “PERFECT” PARENT** in the field—as a resource for teachers, parents, and staff within the school system. This is a grass-roots effort that could potentially serve as a model to use in other school systems. She is casting a wide net, which includes the following:

Roma has developed a grass-roots program enforcing emotional intelligence and communication for Campus Supervisors (Yard Duties) that is currently being implemented in the Saugus Union School District. The goals are:

- To teach emotional Intelligence, communication tools, and supporting science.
- To empower and educate campus supervisors to build positive connections and strengthen relationships between campus supervisors and children—thereby reducing the number of concerns on the playground and create a positive experience for both campus supervisors and students. This program is an effort to increase connectivity between campus supervisor and children as per the LCAP survey.

She is also working with the Santa Clarita Valley Education Foundation Executive Director, Ann Unger, on the Bag of Books project. Roma will share her expertise on Emotional Intelligence, a main component discussed in **THE “PERFECT” PARENT**, as part of the Bag of Books project in an effort to reach parents and families in the community.

ABOUT THE AUTHOR

Roma Khetarpal is the founder and CEO of Tools of Growth, through which she helps parents raise kids to “Be Happy, Think Positive, and Do Good.” With parenting classes, community outreach, articles, reviews, and blog posts, Tools of Growth provides parents with simple, easy-to-remember, and effective communication tools that can help them build a strong foundation and relationship with their children.

She serves on the boards the Philanthropic Society Los Angeles, the Santa Clarita Valley Education Foundation, and AM-Touch Dental, where she was vice president of sales and marketing for twenty years before founding Tools of Growth.

She lives in the Los Angeles area with her husband, Harry. They are the proud parents of two adult children, Nitasha and Navin.