



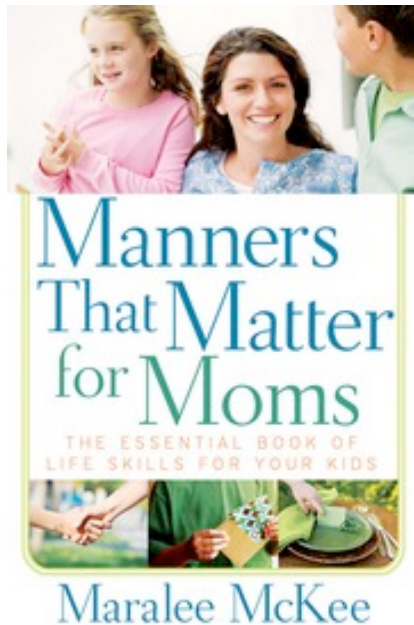
KAREN CAMPBELL

M E D I A

Make Genuine Manners a Part of Family Life

National Manners Mentor, Maralee McKee, offers moms much needed advice in debut book

Grand Rapids, Mich., July 9, 2012—Every mom has been there. The social situation where they are holding their breath in hopes that their child will act appropriately, present themselves graciously, and represent them well. And every mom has been there when their child has said or done something that makes them want to crawl behind the nearest rock and hide. Well, moms can come out from behind their rocks and be at ease with the way their child presents themselves to the world thanks to the new book from the Manners Mentor—popular speaker and expert in social interactions, Maralee McKee.



In her new book, *Manners That Matter for Moms: The Essential Book of Life Skills for Your Kids* (Harvest House, October), McKee lays out not only *what* the social graces your child should know, but *how* to teach them most effectively and *why* it is important to do so.

“This book is about living a new lifestyle. A freeing, positive, joy-filled, grateful, kind life and passing that life along to your children,” says McKee. “The ‘why’ we do what we do is taken from what I discovered the Bible has to say about our manners. (It actually has a lot to say!) The “how” we do it is in the modern simple, savvy, sincere manners I share. Together, they’ll change the heartbeat of you and your family.”

Throughout *Manners That Matter for Moms*, McKee emphasizes the reason good manners are so important: we are representing Christ in our actions and interactions. Good etiquette, she says, is the “language of love.” It shows respect for others and honors God. It helps the child develop into an adult of character. Full of Bible verses that speak to this very point, *Manners That Matter for Moms* focuses on the *why* of good etiquette.



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But McKee doesn't leave moms feeling ill-equipped to guide their children toward good manners. She tells moms the best way *how* to get their children to start accepting and living a life of good etiquette. She provides moms with 8 Core Principles to Lead Your Child Well: model, be mindful of non-verbal communication, teach nicely and apologize as needed, be gradual, brief and debrief, notice and praise, follow the 80-20 rule, and require. Through these eight steps, mothers will have the tools they need to begin the process of developing life-long good habits in their children. Chapters end with an "Inspiration and Application" section that equips moms to move forward, gives them Biblical purpose, and ideas for achieving good manners in their children.

Most importantly, *Manners That Matter for Moms* gives the basic etiquette information that any person can use. Everything from table settings to introductions; thank you notes to bodily noises are covered so that moms can help their children maneuver through every social situation with grace and appropriate behavior. Chapters start with an Etiquette IQ Quiz, helping the reader identify how much manners have evolved to meet the needs and sensibilities of our fast-paced, casual, techno-savvy families and signaling what they can expect to learn in the chapter.

Written with humor and grace, *Manners That Matter for Moms* is not focused on turning children into cookie cutter perfectionists. Just the opposite—McKee acknowledges that good manners help children to be their best. With this book, Moms can rest assured, their children will never be door mats...they will always be welcome mats.

Manners That Matter for Moms

The Essential Book of Skills for Your Kids

By Maralee McKee

9780736944892

\$12.99

Softcover

234 Pages

Harvest House

October 2012



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Meet Maralee McKee



Maralee McKee is America's Manners Mentor. ® Described as "Rachael Ray meets Emily Post" in her warm, best-friend style she shares simple, savvy, sincere skills for interacting with ease and turning self-consciousness into self-confidence.

Maralee is the Manners Mentor for Warner Brother's national morning show, **The Daily Buzz** and their **HeadDrama** blog. Her advice has been quoted in newspapers throughout the country and magazines including: **Women's World, All You, Cooking Smart, Parenting,** and **Nick, Jr.**

She is the founder of Manners Mentor, Inc. and presents seminars which equip associates to represent themselves and their firm with ease, savvy, and confidence. She has partnered with hundreds of clients including: AT&T, Hyatt, Chick-fil-A, Gaylord Resorts, and State Farm Financial Services.

Maralee's modern manners classes for children and teens have gained national recognition. NBC news affiliates praised them as the one course, "***That could change your child's life.***" In addition, she was profiled nationally as a **Smart Woman** expert in teaching manners and character to children.

Manners That Matter for Moms is her debut book. In it she combines the timeless principles of thoughtfulness, respectfulness, and hospitality of grandmother's etiquette and updates it to fit the needs of our casual, busy, techno-savvy families. It's the how-to of raising children who grow-up to be caring, respectful, socially at-ease and well-liked adults.

Maralee admits to the annoying habit of chewing small ice cubes when no one is around! Her etiquette pet peeve is people who talk on their cell phones—in the stalls of public bathrooms! She is a native of Orlando, a wife, and the mother of two boys.

www.mtmformoms.com

For more information or to schedule an interview with Maralee McKee, contact Karen Campbell at KarenCampbellMedia@gmail.com or 616-309-4390

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Maralee Will Help Moms...

- Turn “I want” into “Thank you, Mom!”
- Replace eye-rolling and “Whatever!” with meaningful, kind conversations
- Have children who willingly turn off their techno-gadgets to plug into the people in the room with them
- Exchange social self-doubts that lead to bad choices into the confidence that makes children and teens natural leaders
- Change awkward first meetings into positive first and lasting impressions that reflect favorably on your children and family
- Transform “McManners” into dining skills that equip your children with the ability to enjoyably eat any place—from fast food to five-star restaurants.
- Stop worrying if the words, actions, and attitudes you are teaching your children at home are used when you’re not around and be confident that your child or teen is making himself, and you, proud in their interactions because their manners aren’t window dressing. They’re from the heart.

For more information or to schedule an interview with Maralee McKee, contact Karen Campbell at KarenCampbellMedia@gmail.com or 616-309-4390



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Suggested Interview Questions for Maralee McKee

1. You say that “manners are the language of love,” and should not be about pretense or fussiness. Why do you think etiquette has gotten such a bad rap for so long?
2. How is “grandma’s etiquette” different from modern-day manners?
3. Tell us more about manners being “much easier caught than taught.”
4. What makes a good first impression so important?
5. What is the key to a good first impression?
6. Introducing yourself to someone you don’t know can be uncomfortable. What suggestions do you have to make it easier?
7. Explain what you mean when you say the acronym THINK before you speak.
8. You tackle the delicate topic of bodily noises in your book—a topic that most moms are probably glad you gave advice on. What is a good rule of thumb when it comes to these social embarrassments?
9. What are “Wonder Words” and why do they work such wonders?
10. What is the worst offense someone can make in a formal dinner situation?
11. Why did you feel it was important to have a book about manners geared toward Moms? Aren’t kids just kids? Aren’t we just adding one more thing on to a busy Mom’s plate?
12. You talk about how your background influenced your career path. Do you think good manners are for debutantes and socialites only?

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What People are Saying about *Manners That Matter for Moms*

"*Manners that Matter* is a book that covers the most important topics in child rearing in a light but informative way. I'm sure it will be a blessing to moms that want what is best for their children. At some point, we all come to the end of instructing our children and let them go into the world to make their own decisions. It's nice to see that our hard work and years of setting examples for our children truly does make a difference in them turning into great adults. This book is a great 'mother compass'." -**Kim Alexis**, Supermodel, Author, TV Host

"One aspect of parenting is to craft with great intentionality the behavior of a child in order to ultimately shape their heart. Manners build character. Start today with this book as your guide." -**Ron Deal**, Author, *The Smart Stepfamily* and Coauthor, *The Smart Stepmom*

"Manners Matter, and since our children will only live in our homes 21 percent of our lives it's essential as parents that we reach them through simple daily connection points. In a time where manners seem all but forgotten your children have a HUGE advantage if they know how to carry themselves wisely. Maralee McKee will teach you how to do that in this practical life application resource which systematically guides parents in building extremely successful kids." -**Dwight Bain**, Director of the LifeWorks Group, Best-selling Author, Radio and TV Personality

"I feel very strongly that America needs this information and encouragement so moms (and dads!) can teach their kids proper behavior. Maralee, in her warm, practical, and up-to-date style, shares simple skills children will need in order to flourish in our current culture. Regardless of your age, it will help you gain confidence in all your relationships. This information is broader than just etiquette. It takes so little to be above average, and this book will help you do that." -**Emilie Barnes**, Founder of More Hours in My Day, Author of more than 70 books

"Maralee's writing is compassionate and completely engaging. This immensely helpful guide offers parents and children timeless principles for kindness, sensitivity, and courtesy in today's world." -**Jan Parish, M.Ed.**, Author of *Peak With Books: An Early Childhood Resource*, and *Doors to Discovery: early literacy program*, founder Playful Early Learners

"Want to give your child a "social safety net"? Maralee McKee shows how manners provide just that—they put us at ease, and help us to put others at ease in turn, so that we can feel confident to go and turn the world upside down for God!" -**Sheila Wray Gregoire**, Inspirational Speaker

"In this intimate book written in mom-to-mom style Maralee shares personal stories that span the gamut of our emotions and identifies our unasked questions. As a mom of two boys, Maralee gets how hard it is today to raise gracious children in the midst of our often raw culture. This book will give you the how-to of making manners not merely a list of rules. Your children will never be stilted or performing. You'll find here how to make manners an easy, impressive way of life that benefits your child and your family and is in-sync with how we live today." -**Janie Upchurch**, Author, *Finding Herself Blessed*