

March 2011

Dear Hayley,

I am writing with news on how my Waterstones book signing tour is going and to ask for your help in telling parents of dyslexic children about this opportunity to meet me, to discuss any concerns about their child's reading or spelling and to see the books for themselves.

I have done 8 book signing events so far since last autumn and I am establishing good relationships with individual store managers and staff. So far they all want me to go back for other events, for example linking up with other local authors.

Just as I was thinking about packing up on Saturday, a mother of a dyslexic child came up to me. She had been on a course at the British Dyslexia Association 2 days before, where my books were mentioned and recommended. She looked me up on the internet and came in specially to meet me. She bought 2 books and confirmed they were just what her daughter needed and that there was nothing else like them on the market.

The free bookmarks are great as an ice-breaker. The customers are mainly not from my target group, so I have to work hard to engage with them. Most children who go to Waterstone's on Saturdays are avid readers. Yet I am managing to sell quite a few books for early readers and speakers of other languages, as well as the occasional dyslexic child. Those I speak to seem genuinely interested and supportive and many are keen to sign up for my newsletter.

To read more about this article and other articles on my blog click [here](#).

I shall be available in the following Waterstone's stores from 11am until 3pm:

- 5th March – [Aylesbury](#)
- 12th March – [Oxford](#)
- 19th March – [Walton on Thames](#)
- 7th May – [Bracknell](#)
- 14th May – [Milton Keynes](#)
- 21st May – [Berkhamsted](#)
- 11th June – [Basingstoke](#)

3 extra dates have recently been added to the tour:

- 25th June – [Uxbridge](#)
- 2nd July – [Windsor](#)
- 16th July – [Watford](#)



Please forward this email to anyone you know, who might be interested in coming along. For details of available Dancing Kites Creative Learning books click [here](#)

My Dog Nick is proving popular as an early reader, as well as a book

for children, whose first language is not English. The simple layout with structured use of language, together with engaging and fun illustrations and activities makes it an ideal early reader for even the most reluctant child.

My Dog Nick has been written especially for children at Step 1 aged 4 to 11, who are working at a spelling age of 4 to 8.

My Dog Nick contains beautifully illustrated poems and fun activities for you to complete with your child, while helping you identify potential literacy problems at the earliest age.

Click here to find out more about [step 1](#) books

I hope to see you at a Waterstones near you. Alternatively email me or contact me via [Facebook](#), [Twitter](#) or [LinkedIn](#). I am always keen to hear from interested parents.

Corinna



Sincerely

Corinna Shepherd

To find out more about Corinna and the Dancing Kites Creative Learning brand, please visit the website www.dancingkites.co.uk

Keeping in touch

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