

the lily jo project

BOOK LAUNCH PROMOTION

Supported the promotion of Lily-Jo's debut book 'Talking to Children About Mental Health'. Communications activities included promoting the book via email and social media, ensuring good visibility across The Lily-Jo Project's website, and facilitating the creation of book-related content.

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Audience / Parents and carers

Niche / Mental Health & Wellbeing

Voice / U.K. English

Email Sequence

Pre-Order Announcement 1 / [View Live](#)

Subject: Pre-order your copy of 'Talking to Children About Mental Health' TODAY

Hey there!

Lily-Jo here with some exciting news.

After two years of research, writing, and soul-searching, I'm happy to announce that my debut book, 'Talking to Children About Mental Health', will be released early next year on January 19, 2023!

If you'd like to go ahead and reserve your copy, it is available to pre-order today on [Amazon](#), [Waterstones](#), and [WHSmith](#).

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About the Book

'Talking to Children About Mental Health' is a practical guide to help adults understand the unique mental health challenges facing our children, teenagers and students today.

From the rise of AI personal technology to the ability to connect to your loved ones wherever you are, you'd think that we're advancing as a society. But for our young people's mental health such progress has come at a cost.

The book examines the key mental health problems impacting young people today (such as depression, loneliness and anxiety) and explains how the lifestyle, culture and world they are living in has a significant mental health impact.

Suitable for parents, grandparents, teachers, youth workers and anyone in a position of care or interested in the future of mental health, this book offers tools, exercises and resources to support the next generation.

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This book has been such a labour of love for me and I am so proud that I get to share it with you, too.

Thanks again for your continued support throughout my journey. I am excited and hopeful for a better, more compassionate future for our children.

Much love,

Lily-Jo x

Pre-Order Announcement 2 / [View Live](#)

Subject: It's almost here!

Hey there!

Just a heads up - we are only 7 days away from the launch of Lily-Jo's debut book Talking to Children About Mental Health.

If you'd like to go ahead and grab your copy, it is available to pre-order today on [Amazon](#), [Waterstones](#), and [WHSmith](#).

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About the Book

'Talking to Children About Mental Health' is a practical guide to help adults understand the unique mental health challenges facing children, teenagers, and students today.

Some of the key themes covered in the book include:

- ♥ Anxiety and cancel culture
- ♥ Self-esteem and self-harm in the digital world
- ♥ Climate anxiety and global grief
- ♥ Post-pandemic stress disorder
- ♥ And more!

It's suitable for parents, grandparents, teachers, youth workers, and anyone in a position of care or interested in the future of mental health and supporting the next generation.

To learn more about the research behind the book, visit www.thelilyjoproject.com/research.

What People Are Saying

"We met The Lily-Jo Project during lockdown when she stumbled across the club and asked to film some pieces to use as resources for childrens mental health. What an incredible person, doing incredible things. I'm sure this book is going to be so valuable for so many." - Kiera and Aimie, founders of [Feel Good Club](#).

"An important book out later this month from the wonderful Lily-Jo and The Lily-Jo Project." - Loretta Andrews, author of '[Talking to Children About Race](#)'

Available Now Announcement / [View Live](#)

Subject: Out Now: Talking to Children About Mental Health

Hey there - Lily-Jo here!

Today's the day! My brand-new book Talking to Children About Mental Health is officially out in the world and I couldn't be more proud to share it with you.




[Order Now!](#)

If you haven't already, you can grab your copy today at Amazon, Waterstones, and WHSmith - just in time for Children's Mental Health Week!

A massive thank you to everyone who has sent me words of kindness and encouragement. I am always blown away by your support.

If you have any questions or feedback - feel free to reach out to us at admin@thelilyjoproject.com and we'd love to hear from you!

We wish you all the best and happy reading!

Lily-Jo x 

Recurring Spotlight in Newsletters / [View Live](#)

Grab Your Copy of 'Talking to Children About Mental Health'



Lily-Jo's debut book *Talking to Children About Mental Health* is available to purchase at Amazon, Waterstones, WHSmith, and Barnes & Noble!

Some of the key themes covered in the book include:

- ♥ Anxiety and cancel culture
- ♥ Self-esteem and self-harm in the digital world
- ♥ Climate anxiety and global grief
- ♥ Post-pandemic stress disorder
- ♥ And more!

This book was written for parents, grandparents, teachers, youth workers and anyone in a position of care or interested in the future of mental health and supporting the next generation.

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"This book is fantastic at helping us understand how young people in today's society tick and how as adults (parents, grandparents, teachers, youth leaders) we can help them steer through the challenges of world we find ourselves living in." - Kindle Customer

"For anyone parenting, caring for or working with Gen Z/Gen Alpha children... this little book is brilliant." - Phil Togwell

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[Order Now!](#)

Read more on the LJP Blog!

- ♥ [How to Talk to Children About Post-Pandemic Stress](#)
- ♥ [How to Talk to Children About Anxiety & Cancel Culture](#)
- ♥ [How to Talk to Children About Loneliness and Life Online](#)

Social Media Posts



Today!! 📞

Lily-Jo will be LIVE on Times Radio from 8:30PM this evening - chatting about how parents can speak with their children about mental health, and how to help kids cope with anxieties related to difficult headlines like the cost of living crisis 🧡🎧



📖 We have some news to share...

After two years of research, writing, and soul-searching... we are beyond excited to announce that Lily-Jo's book "Talking to Children About Mental Health" will be released early next year! 😊🎉

This book examines some of the key mental health problems impacting young people today, such as:

- ♥️ Anxiety and cancel culture
- ♥️ Self-esteem and self-harm in the digital world
- ♥️ Climate anxiety and global grief
- ♥️ Post-pandemic stress disorder
- ♥️ And more!

Most importantly, it serves as a practical guide for parents, grandparents, teachers, youth workers, and anyone in a position of care to use in their day-to-day life.

If you'd like to pre order your book ahead of time, you can do so on Amazon, Waterstones and WHSmith! 📖



Can't quite believe it's finally here! Grab your copy of "Talking to Children About Mental Health" today at Amazon, Waterstones, WHSmith, and Barnes & Noble! 🧡📖

Those who have pre-ordered their copy should start getting them in the post very soon! 📧

Social Media Posts (cont'd)



Ever heard of the term "phoneliness"? 📱😞

You can learn all about this phenomenon and how it relates to Gen Z and Gen Alpha in the very first chapter of Lily-Jo's debut book, "Talking to Children About Mental Health" ❤️📖

Available NOW at Amazon, Waterstones, WHSmith, and Barnes & Noble!



Celebrate #ChildrensMentalHealthWeek with us by joining our FREE online workshop with @xxlilyjoxx! 📺☀️ She'll be chatting through some of the themes in her new book, "Talking to Children About Mental Health" 🧠❤️

Perfect for parents, teachers, youth workers, and anyone interested in the future of mental health for the next generation! 🌍

🔗 Link to sign up in bio!



Love seeing #TalkingToChildrenAboutMentalHealth out in the world and in the hands of real families! 📖👪 Thank you so much for sharing! ❤️

@xxlilyjoxx @spck_publishing

Other Campaign Tasks

- Coordinating promotional graphics with publisher
- Updating headers, bios, and popup adverts across digital channels
- Maintaining landing page (www.thelilyjoproject.com/book).
- Integrating the book in relevant places on the website
- Ongoing coordination of additional book-related content (blogs, webinars, etc.)



HMC

**For new project inquiries, please feel free
to get in touch.**

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