

JESSE TRUE SET: 1-4

ISBN: 9781736209301 RETAIL: \$17.99
DIM: 6 in. x 9 in. PAGES: 128 (32/BOOK)
BINDING: PAPERBACK BOOK 1 - 4
PUBLICATION DATE: SEPTEMBER 2021

AWARDS WON

[Purple Dragonfly Book Awards](#)

- ❖ Children's Picture Books 5 & Younger, Honorable Mention

UPCOMING 2022 MARKETING

- ✓ Feb 15 - Ingram, Spring Preview K-12 E-Catalog, Full Page
- ✓ March 7 - PW PLA Preview Issue, Full Page
- ✓ March 8 - PW Children's Bookshelf eNewsletter
- ✓ Month of May - PW Website Leaderboard
- ✓ May 3 - PW Children's Bookshelf eNewsletter
- ✓ May 19 - Ingram Advance, Full Page
- ✓ May 30 - PW Magazine Children's Institute Issue, Full Page
- ✓ April 3 - Ingram Spring Advance Issue, Full Page
- ✓ June 13 - PW ALA Preview Issue, Full Page
- ✓ June 23 - PW Children's Bookshelf eNewsletter
- ✓ July 1 - PW Preview for Librarians eNewsletter, Top Banner
- ✓ July 18 - Children's Announcement Issue, Full Page
- ✓ July 25 - Ingram Children's Holiday Giftbook, Front Cover
- ✓ Month of September - PW Website Leaderboard
- ✓ September 2 - PW Preview for Librarians eNewsletter, Top Banner
- ✓ October 7 - PW Preview for Librarians eNewsletter, Top Banner
- ✓ Month of October - PW Website Leaderboard
- ✓ October 24 - PW Best Books Issue, Full Page
- ✓ November 23 - PW Children's Star Review, Full Page
- ✓ Series Spots - Ingram
- ✓ \$10,000 keyword online marketing campaign per month for brand

AUTHOR SPOTLIGHTS

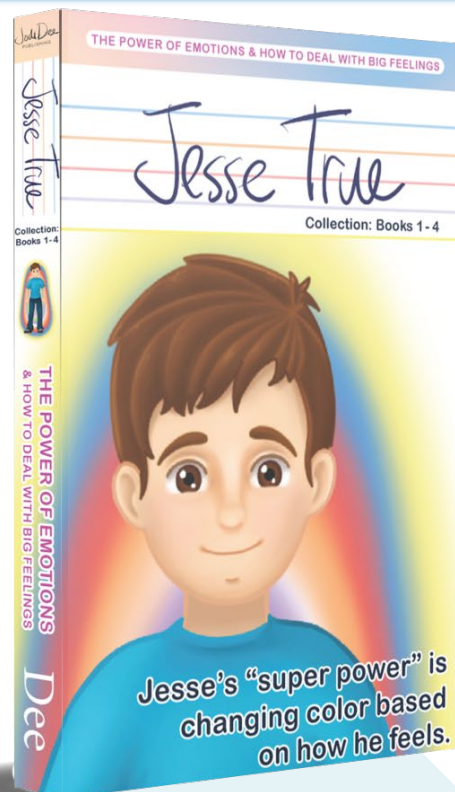
[Story Monsters](#): Author Spotlight

[Publishers Weekly](#): From Pre-K to the page, Jodi Dee Develops a Canon

[North County Land Trust](#) Fundraiser Speaker & [Live Reading](#)

[News Break](#) Jodi Dee will be signing books at Kids Fest

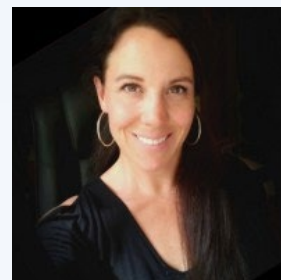
[Celebrity Readers Interview](#)



About the Author

Jodi Dee is an award-winning author and a mother of three with more than 20 years of experience in early childhood and education. Jodi has a Bachelor of Arts in history and psychology and a Master of Education from Clark University.

She is a passionate advocate and teacher of self-love, emotional maturity, early childhood education, and empowering children to learn through creativity, independence, and self-exploration and discovery.



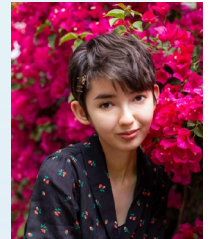
UPCOMING EVENTS & SPEAKING 2021

- ✓ June - [Printers Row Literary Festival](#)
- ✓ June - [American Library Association](#)
- ✓ September - [Kids Fest](#)
- ✓ October - [Brooklyn Book Festival](#)
- ✓ November - [New Jersey's Teachers Convention](#); NJEA
- ✓ November - [Natural Living Expo](#)
- ✓ More to be announced...

*** [WEEK LONG COMPREHENSIVE LESSON PLANS](#) are available for educators and home schoolers for Pre-K through Grade 5, developed to complement social and emotional curriculums. Available upon request of free download at jodidee.com!

REVIEWS

- ✚ [Writers Digest](#) "Jesse True is a great book to show children the fun and excitement of sharing true feelings through vibrant color. A fun, interactive book that promises to gain the series many fans as they follow Jesse and his sister, Jillian, through many future adventures. Recommended. The production values are well done. The illustrations are friendly and clear. I like the vibrant colors, which are of course the point of the book! Jesse himself is on the cover, and I want to read about this appealing boy. I think both boys and girls will want to read about him, too. I am glad that Jillian is being introduced as well, because I think she will encourage girls to become big fans of the series... All in all, a great idea, though! Nice work. I love colors and the creative use of colors. I'd buy this book for the children in my life.
- ✚ "It seems like simple stories but it's the magic of these books and the fact that a male is endowed with "super" power whose color changes. Children resonate with these stories and read them over and over again. Jesse brings light, to the existence of emotions, and talking about emotions is probably a FIRST for most children, especially males who are only supposed to only feel brave." – *Cecile Tousignant, M.Ed. Early Childhood Consultant*
- ✚ "I have these books on the shelf of my first-grade classroom, and the number of times it's picked up would surprise you. The Jesse books are by far the most read and talked about. The coloring pages are great for educators to use in lesson plans. Each child has a different favorite story which also surprised me. There are hidden messages throughout, and I think my students understand them better than adults. Great series. Highly recommend." – *Maurice S. M.Ed. Grade 1*



About the Illustrator Aigul Nugumanova

Aigul is a talented full-time student and freelance artist who is from, and resides in Japan. She is pursuing the professional field of concept art to breathe life into stories with memorable characters, captivating worlds, and well-thought-out vehicle and prop designs for people to enjoy.

Author Social Media

Facebook (20K followers): [@authorjodidee](#)
 Pinterest (67K monthly views): [@authorjodidee](#)
 LinkedIn (7K followers): [@jodidee](#)
 Instagram: [@authorjodidee](#)
[YouTube Channel](#)

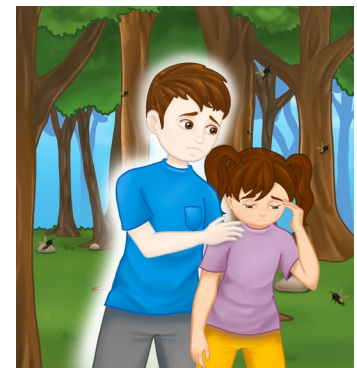
Author Website

www.jodidee.com

Jodi Dee Publishing proudly focuses on publishing quality, meaningful and relevant content for education, social and emotional development, self-improvement, self-love, and self-empowerment.

REVIEWS

Readers Favorites *Jesse True*, about to begin his first day at a new school in a world full of light and opportunity, discovers that he changes colors as his emotions range from happy to sad and all points in between. With the help of his mother and a wise doctor, Jesse learns that being different can be a wonderful gift. *Jesse True* sends a positive, timely message to young readers... offers not only an entertaining and educational story but also a pair of bonus features: at the end of the book, a color-keyed glossary of Jesse's moods appears, along with a pair of coloring pictures of Jesse and his little sister Jillian, whom readers will have the opportunity to meet in Book #2 of the series... colorful illustrations offer the perfect reflection of Jesse's changing colors and moods; children will be enchanted as the pictures draw them into the story... an ideal book for children facing life changes and struggling to cope with unfamiliar feelings, as well as an excellent primer for very young children trying to understand their own feelings and how to identify and express them to others. This story not only entertains but also provides a valuable service for young." - *Rich Follett*



ENDORSEMENTS

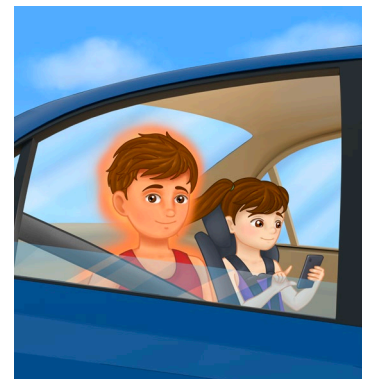
"Thanks so much for your note and books. I've shared with my team."

- **Marc A. Brackett, Ph.D. New York Times Best Selling Author, *Permission to Feel*** [Yale Center for Emotional Intelligence](#)

"As a parent, educator, and literacy specialist, I always search for well-written children's books that are both entertaining and engaging while, at the same time, teach significant life lessons. That's why I fell in love with Jodi Dee's stories."

- **Dr. Carol Tolman - Co-Author of *LETRS*® (Language Essentials for Teachers of Reading and Spelling), Literacy Consultant, and lover of language**

In 2020, Jodi's stories were licensed by renowned literacy experts Dr. Louisa Moats and Dr. Carol Tolman, *LETRS*® to use in literacy trainings worldwide.



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