



What Do I Say About the Parent Club?

We know from research and experience that the Parent Club membership is attractive to three different sets of parents:

Those who are focused on the individual **attention**, like instructor QA calls, being answered directly on the group, and hearing directly from Patty

Those who are focused on **community** and value being part of a group that supports one another, shares ideas, discusses things they care about and provides a “village” for their parents

Those who want to understand the **information** deeply, want to know all about Hand in Hand Parenting and want help staying on track when their kids go off the rails

The Attention Parents want to hear:

“You can ask a question any time, night or day, and someone will respond to you”

“You can ask your specific questions to Certified Instructors each week live on the phone”

“You will get help setting up a personal support system for your parenting”

“You can discuss your parenting challenges with Patty, the Founder of Hand in Hand, on Facebook Live every month or so”

The Community Parents want to hear:

“A caring group of parents like you make the Parent Club a special place for sharing and support”

“Listening in as other parents ask questions will let you learn from them and their challenges”

“The rich discussions in our private Facebook group benefit everyone in the Club”

The Information Parents want to hear:

“Every week you get an email with resources to help you organize what you are learning and practice the Hand in Hand approach at home”

“You get immediate free access to the online *Setting Limits and Building Cooperation* class”

“Club membership includes a 25% discount on further self-guided or instructor-led classes”



What does the Parent Club include?

Info Blurb:

The Hand in Hand Parent Club is a membership that gives you **the absolute best information** we have to offer, delivered to your inbox every week, with the added support of **weekly coaching calls**, a supportive parenting community, **free access to our *Setting Limits and Building Cooperation* course**, and **Q&A sessions with Patty Wipfler**, the Founder of Hand in Hand. And it's all accessible **right on your phone**.

List format:

Weekly messages with resources on **the best ways** to use the Hand in Hand Parenting approach

Weekly live group **Q&A calls with Certified Hand in Hand Instructors** to answer your questions

Membership in a warm, supportive community who share **nonjudgmental reassurance and ideas**

Free access to our popular self-guided online class, *Setting Limits and Building Cooperation*

25% discount on self-guided and instructor-led classes

AND every 4-5 weeks, you'll have a **live Q&A with Hand in Hand Parenting Founder and author of *Listen*, Patty Wipfler**

Bottom Line:

The special introductory discount of \$15/month saves you 40% and is available until June 22nd

You can cancel your membership at any time

There's no commitment, and no minimum. Try the first 30 days risk free. If it's not for you, let us know and you'll get a full refund.

As soon as you register, all club benefits are available to you immediately

Sample Comment in a Facebook Group:

Target those with Emotional Projects primarily. Or more complicated issues - like school struggles, chronic sibling stuff, etc. Here is an example pitch:

KUDOS for reaching out AND for increasing the Special Time. I want to second the encouragement for YOU to get some Emotional Support. Your sweet girl has a big EMOTIONAL PROJECT here. That FEAR has just grabbed hold of her, and she needs you to use ALL the TOOLS to help her through this - staring with YOU getting support. We'd love to invite you to join The Hand in Hand PARENT CLUB -where you'll get Coaching-On-Demand, weekly Q/A calls with Instructors and monthly access to our founder Patty Wipfler.



In #theparentclub we can coach you as you fill her Connection Cup with Special Time AND LISTEN to her fears. Also we are huge fans of working on fear INDIRECTLY. We can help you do that so that every single drop-off is not so hard. Using this link you'll get your first month FREE. There are parents who are working through big SEPARATION Projects and doing well. We know that can be you, too! Take a look... (INSERT YOUR AFFILIATE LINK). Warmly, <INSTRUCTOR NAME>, Hand in Hand Instructor

An idea for using a referral link:

Here's an idea for those of you who are using affiliate partner codes to help with the Parent Club. Why not offer your local nursery/preschool a special code for their group? They can check it out for 30-days free as a group.

I can make the special links very easily. It might look something like this:

Sub: A Little Extra Hand in Hand for Parents at [SCHOOL]

to cc: Juli

Hi [TEACHER or SCHOOL CONTACT],

I hope things are going well at [SCHOOL] this year. We're looking forward to our [UPCOMING PROGRAM]. I'm writing to let you know that Hand in Hand would like to give the parents there a free 30-days of support in the Hand in Hand Parent Club.

They can use the link:

[https://handinhandparenting.org/\[SCHOOL\]ParentClub](https://handinhandparenting.org/[SCHOOL]ParentClub)

Here's a little video about the Club you can share if you like:

<https://youtu.be/ZP54RVeCprI>

And I'm happy to make you or any of the other teachers there a complimentary account if you'd like to participate.

Feel free to let us know how we can help!

Take care,

[YOU]