

Pawple Power

PAW PEOPLE WITH POWERFULLY PAW-SITIVE PERSONALITIES



All about
the **ABCs**
of good
character...



0% NEGATIVITY. 100% FUN!

That's what makes us different.



Kaye Sullivan

The author.

All about...



Sometimes, we can find it a struggle to help kids understand and develop good character. We do all we can to explain, yet it's a known fact that children learn best by visualizing.

What does being courteous look like in everyday life? What about being kind, serving, or mindful of others? More abstract concepts such as being truthful, or forgiving are even harder to impart. Some books try to teach these, but they're often full of a whole bunch of negatives at the same time!

This is why I developed the Pawple Power® brand – to help you nurture and shape little hearts in a purely positive way; to build strong, loving families and long-lasting friendships.

Kids truly can know, love, and desire the power that goodness brings to their world. Just like all of the Pawples, both you and your children will exclaim, "Hooray for Pawple Power!"

– Kaye Sullivan



Perfect for family time, playtime, car time, and for making quiet time actually fun!



...is for Affectionate.



...is for Brave.



...is for Courteous.



...is for Diligent.



...is for Encouraging.



...is for Forgiving.

Powerfully Paw-sitive Audiostorybook Series

Always Building Character is as simple as ABC... and it doesn't have to take time out of your day! Our main product, **The Complete Pawple Power® Pack**, features the 24-volume Powerfully Paw-sitive Audiostorybook Series.

This entire set of materials helps nurture and shape little hearts in a **purely positive** way – to build strong, loving families and long-lasting friendships. That's the Pawple Power® promise!

What's included:

- 🐾 All 24 audiostorybooks from A to Z! (Listen offline, anywhere.)
- 🐾 BONUS Pawple Power® Powerfully Paw-sitive Sing-Along Poem!
- 🐾 BONUS Pawple Power® Funsheet Bundle! (72 pages of word finds, coloring sheets, and dot-to-dots for unlimited printing.)
- 🐾 BONUS Pawple Passport!





Let's Explore Pawpleton!

...a powerfully paw-sitive place. (A to L)

Filled with **vibrant full-color illustrations**, 'Let's Explore Pawpleton!' brings the power of paw-sitivity to life. This paperback book is the perfect companion for our **24-audiostorybook series**, helping children to visualize good character in an immersive and tactile way.

Coming soon, 'Let's Explore Pawpleton! ...a powerfully paw-sitive place (M to Z)' completes the ABCs of paw-sitivity! These two books are **just the beginning** of a series of printed Pawple adventures....

In this first book of the 'Let's Explore Pawpleton!' series, come tour with the Pawples and discover what makes their colorful town of Pawpleton such a powerfully paw-sitive place!

Starting from the awesome airport with Affectionate Alfie and ending with Listening Lily at luminous Love Lighthouse, every destination showcases the ABCs of good character.

Now, it's time to check in for your flight to Pawpleton! The Pawples are so excited to welcome you. On your character-building journey, they will help you grow to know the power that paw-sitivity can bring to your world..."

FROM THE BACK COVER...



Pawple Power



To Cat County



Available for purchase as a **wall poster** or giant **tabletop display**, our colorful map of Pawpleton invites interaction and ignites endless creativity. All locations featured in the Pawple Power® Audio-storybook Series can be found somewhere on the map, giving kids the joy of joining the Pawples' **exciting adventures** around town. This reinforces good character and helps children envision it in their own lives.

Find favorite story locales, like Biscuit Bakery or Mutt's Movie House, and match all **26 main characters** to their whimsical homes – such as Generous Geoff and his family who live at 5 Big Bone Boulevard...

A closer look...

aw



Affectionate Alfie
1 Puppy Place



Brave Brie
Fetch-a-Ball Farm



Courteous Curtis
3 Animal Avenue



Diligent Dee
4 Spot Street



Encouraging Enzo
5 Big Bone Boulevard



Forgiving Faye
6 Whisker Way



Generous Geoff
7 Roll-Over Road



Humble Holly
8 Doggy Drive



Instant Indy
9 Canine Crescent



Joyful Joyce
10 Sniff Street



Kind Kyle
11 Shaggy Square



Listening Lily
12 Little Dog Lane



Mindful Milo
13 Ruff-Ruff Road



Neat Nelly
14 Toy Terrace



Obedient Obie
15 Howl Hill



Patient Paige
16 Pet Parkway



Quiet Quincy
17 Doghouse Drive



Responsible Reese
18 Shiny Coat Court



Serving Sam
19 Snout Street



Truthful Tess
20 Pooch Promenade



Understanding Upton
21 Bark Boulevard



Victorious Vicky
22 Wag Way



Wise Wyatt
23 Paw Place



excellent Xelle,
Yates, & Zoe
24 Tail Trail



Products & licensing



Just a few of our paw-some products!

The world of Pawple Power® truly has unlimited scope with a broad horizon of branding and marketing potential.

Sporting a cheery and recognizable logo and color palette, Pawple Power® is perfectly suited for toys, clothing, games, books, household items, school supplies, and so much more.

Also, with 24 lovable Pawple characters to choose from, this uniquely creates immediate collectability.





Audiobooks account for over **\$1.8 billion** in yearly book sales.

Publishers Weekly

1 in 2 children say that listening to audiobooks has increased their interest in reading.

National Literary Trust, United Kingdom

Approx. **140 million Americans** have listened to audiobooks.

Edison Research

In a national survey, **80% of teachers** say that character education would improve school grades.

University of Birmingham & Populus

The U.S. audiobook market is predicted to grow by **20% to 25%** per year in the next seven years.

WordsRated



Pawple Power

FUNFILiate CLUB

To learn more about the Pawple Power® Funfiliate Club, visit our website at: pawplepower.com/funfiliateclub

Share and earn with the power of paw-sitivity!

Whether you're looking to raise funds for your group or you're a stay-at-home parent wanting to be rewarded for sharing with friends, the Pawple Power® Funfiliate Club is perfect for you!

When you join the fun, you'll receive your own **custom affiliate code** which you can share with your circle. Whenever someone purchases the Powerfully Paw-sitive Audiostorybook Series on our website and inputs your code upon checkout, you'll **earn \$10!** How awesome is that? Plus, every person using your code receives an additional **10% off their order.** It's a win-win, and there's no overhead, inventory, or minimum requirement on your end.

Just 100 sales per year will earn you \$1,000, or get together with friends and make 1,000 sales to earn \$10,000 for your group!

NOTE: For our launch, we're looking to partner with one or more **Premium Affiliates.** If you or your organization fit this category, we'll work with you to create a rewarding custom earnings plan.



Funfiliate Club

Follow the paw prints to paw-sitivity...

Listen



Powerfully paw-sitive audiobook series!

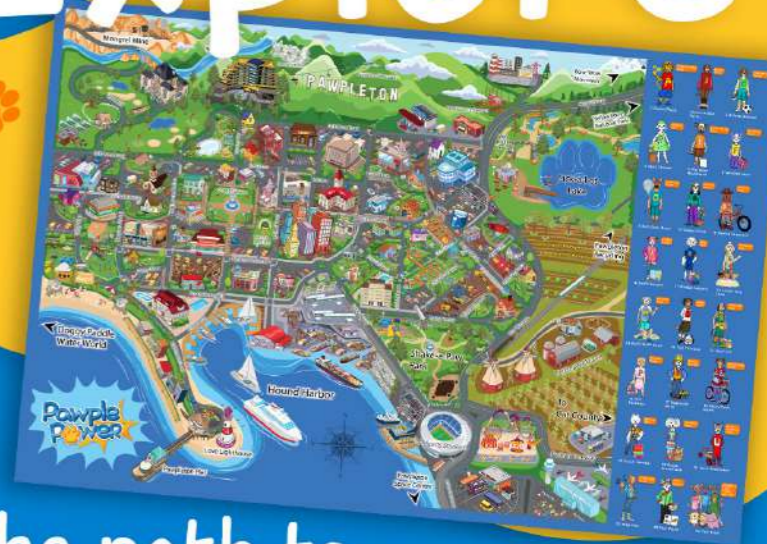
Explore the town of Pawpleton online or purchase a giant poster map!

Sing



Sing-along poem!

Explore



The path to good character is full of fun!

Printable activity sheets!



72 pages of funsheets!



DIY fun!

Make



"Tour" books with full color illustrations!

Read



Let's be...

Powerfully Paw-sitive!

Thank you for reading.
We hope you're as excited as we are about helping kids "see" so then they can "be!"
To learn more about Pawple Power®, please visit our website:

PawplePower.com

hello@pawplepower.com

Visit our website:



★ ★ ★ ★ ★
"Children are great imitators, so give them something great to imitate!" - Anonymous

Check out our Insta:

