

# ALL HALLOW'S ABC

## A HALLOWEEN ALPHABET IN RHYME

**A** is for Apple. **B** is for Boo! I'm not scared.... How about you? These ABCs are rather spooky. They also can be kind of kooky. In these pages skeletons dance. They're awfully nice if you give them a chance. Find the werewolf if you dare. Under **W**? That's not where. Learn your letters from **A** to **Zed**. Just be careful when reading this right before bed....

### REVIEWS

"...While I've seen and have a few books about the ABC's for my daughter, this book is a must. I also love that while it's Halloween themed, it's not too scary for the little ones."

— Elle Davis, ThisisMommyhood.com

"My seven year-old son loves practicing his reading skills and making up more adventures about the goblins, ghouls and lycanthropes that inhabit this book. It's creepy cute for tiny's and big kids."

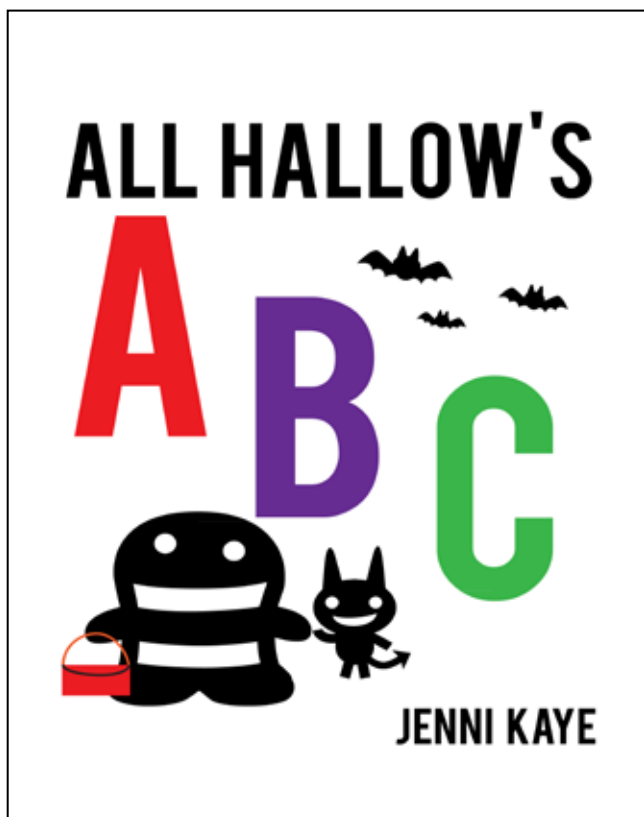
— Anonymous, BarnesandNoble.com

### MARKETING PLAN

- \* Local news coverage
- \* Blog tour Sept./Oct. (Enchanted Book Promotion)
- \* Giveaways on Mommy blogs (posters, ebooks)
- \* Advertising on GoodReads, Facebook, other sites
- \* Local storytime/book signing tour
- \* Local advertisements in parenting publications.

### AUTHOR BIO

Jenni Kaye, also known as J.K. Mahal, is a graduate of Chula Vista Performing Arts High School and Loyola Marymount University. She worked as a newspaper journalist, page designer and editor, as well as a performing arts center publicist, before devoting herself to writing books. Kaye lives on a hill in Santa Cruz with her husband, child, cat, dog, four fish (one of whom is named Bob) and a smattering of underwater snails. Visit her at [www.jennikaye.com](http://www.jennikaye.com).



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