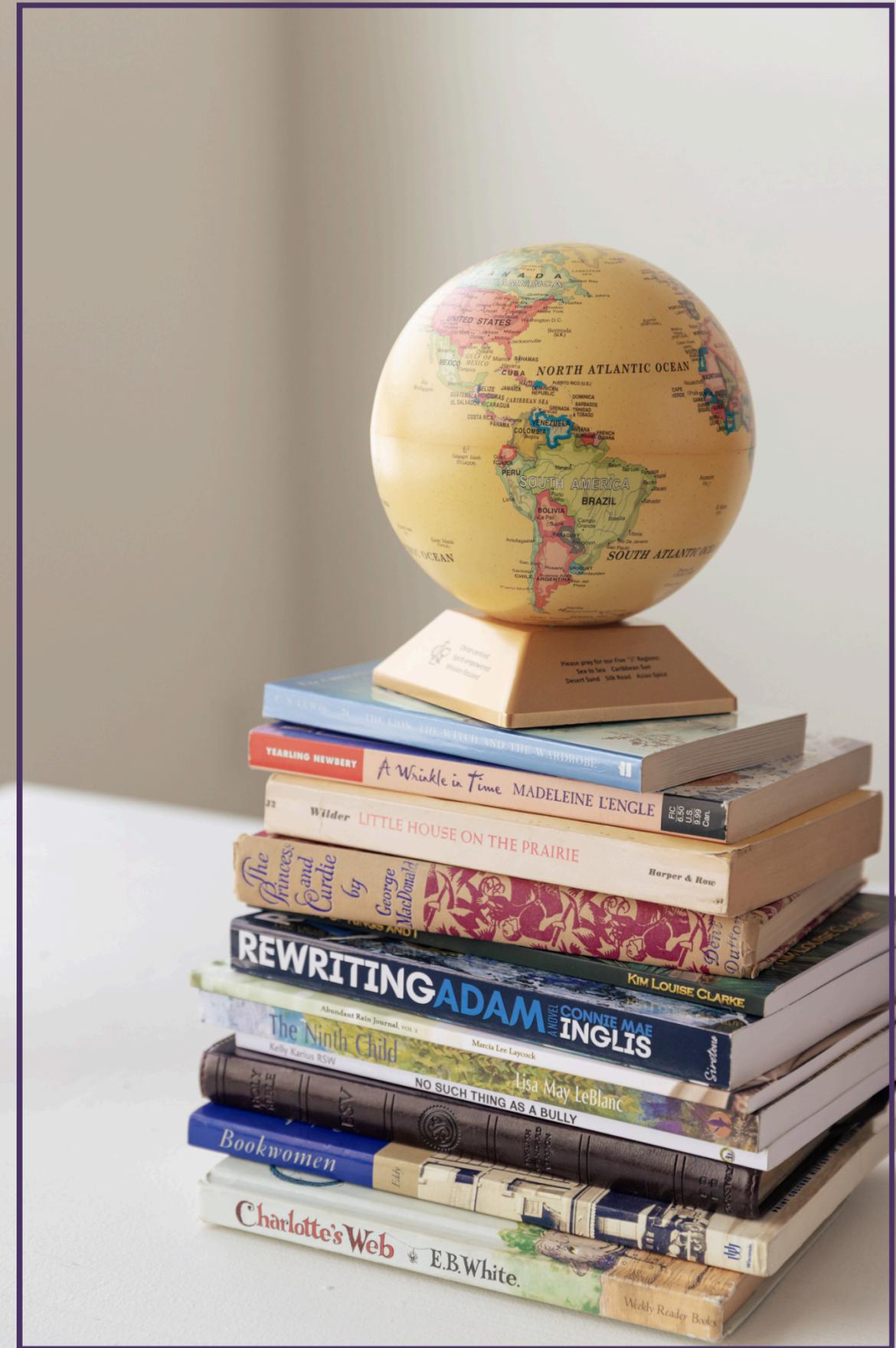


Kids Hatch Books Parent Info Session

February 18, 2026



Welcome: Introductions

Colleen McCubbin

and

Ashley Mitchell

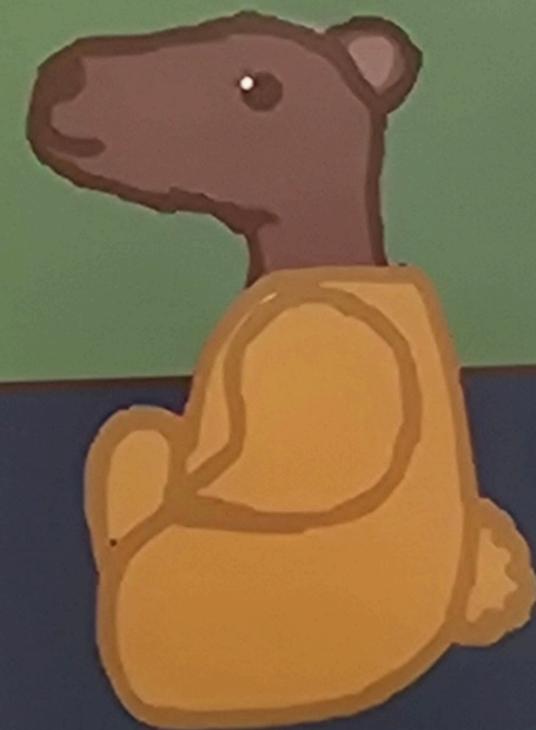




PG.3 : "Henry, be good, don't get in trouble please."

"Ok mom I won't" said Henry plainly, but he's made for trouble.

As she turns to exit, something caught Henry's attention



Housekeeping

- Recording (replay)
- Webinar-style
 - presentation about 35 minutes
 - then Q&A
- Microphones off until Q&A
- Use the chat to post comments or questions

Q: Is this a sales webinar?

No.

Information

+

Invitation

What we're offering

- Clarity without pressure.
- Kind, confidence-building approach.
- No jargon.
- Privacy & safety first. Parent-first.

Book Publishing needs a team



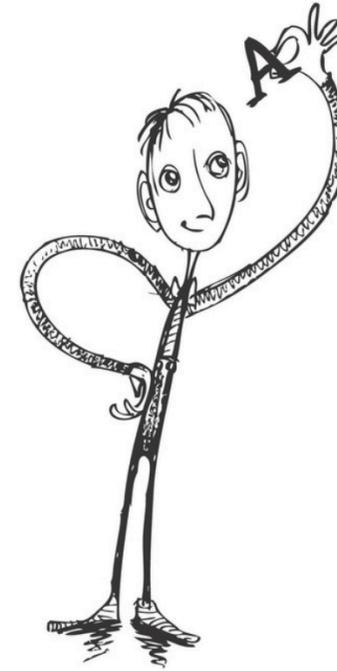
Writer
(Author)



Artist
(illustrator)



Publisher



Printer



Editor



Readers
(Interesting People)

from **The Story of a Story** by Kathleen McMillan

What does “publishable” really mean for your child’s book?

What does “publishable” really mean for your child’s book?

Accomplishment!

What does “publishable” really mean for your child’s book?

Potential

What does “publishable” really mean for your child’s book?

- 1. a beloved keepsake**
- 2. a school/community edition**
- 3. commercial publishing**

Options for Each Level

1. a beloved keepsake
2. a school/community edition

<https://www.blurb.ca/>

3. commercial publishing

Manuscript Assessment
Discovery Call



Manuscript Assessment

Ashley Mitchell

- **Reviews:** what I look for in a children's book



Instagram @ashley_mitchell_books

- **Assessments:** Evaluate without crushing creativity
 - Strengths * Opportunities * Working Together
 - Turnaround: 2-5 school days

Parent's Role as Decision-Maker

- We keep every step parent-visible and age-appropriate.
- All **communication** goes through the parents
 - Do parents need to be on calls? Your choice:
 - **sit in**
 - **pop in**
 - **watch later** (calls can be recorded)
 - Two-way communication:
 - Both Assessment Options: email kidshatchbooks@siretona.com
 - Assessment Option 2: Teams for meeting (recorded)

NEXT STEPS

- **Done By You (DBY)**
 - Keepsake Book - the simplest route to create a beautiful keepsake without over-investing
- **Done With You (DWY) or Done For You (DFY)**
 - School/Community - local, regional
 - Commercial goals: DWY & DFY

NEXT STEP: Manuscript Assessment

A professional evaluation of your child's book:

- highlights strengths
- identifies specific opportunities
- recommends a right-sized path forward (keepsake, regional, commercial)

Option 1: \$300 – Written assessment

Option 2: \$400 – Written assessment + chat with an editor

- Parents purchase and receive the report.
- Child involvement is always parent-guided.

NEXT STEP: Free Discovery Call (15–20 min)

What we'll talk about:

- **Your child's book:** what it is, what excites them, what you hope for.
- A quick, honest view of **likely paths:** keepsake, community edition, or publishable.
- Right-sized **next steps:** Manuscript Assessment vs. simple DIY improvements.
- **Clear answers** to any questions you have about costs, timelines, and roles.

No pressure, no pitch. Our goal is to help you make a well-informed decision rooted in your child's well-being and your family's goals.

NEXT STEPS LINKS

Discovery Call

<https://www.siretona.com/book-a-call>

Assessment with Ashley

<https://www.siretona.com/services>

Questions?