INSIDE THE JNP PROJECT: STORY IDEAS   
  
**JNP Grows a Brand, Mission, and Vision**

* Why The JNP Project brand needs to exist in a world where kids are [bullied](http://thejnpproject.com/kids-bullying-statistics/) (up to 25% of kids say they are bullied) and too often believe that they are unacceptable.
* Why JNP defines and describes [self-esteem](http://thejnpproject.com/hot-topics/kids-self-esteem-statistics/) as inner-awesome courage, character, and confidence–and a powerful antidote to bullying and exclusion.
* Why “JNP”—Jane NOT Plain—became a company name as well as [a mission and a mandate.](http://thejnpproject.com/mission/)
* How The JNP Project’s [vision](http://thejnpproject.com/wp-content/uploads/2015/05/JNP_Brochure-Outside.png)—I AM. I CAN. I WILL. EMPOWERED. TM —calls kids to make a difference in the world by contributing their inner-awesome gifts, talents, and strengths.
* How Founder/CEO [Dona Rudderow Sturn](http://thejnpproject.com/11284/)’s childhood in a in a tough neighborhood compelled her to create JNP to “do good” for kids.
* Why Founder/CEO [Dona Rudderow Sturn](http://thejnpproject.com/all-about-jnp-overview/founders-story/) decided to change her career in Brand Advertising to embrace her Life Work as a self-esteem advocate for all kids around the world.

**JNP Collaboratively Creates**

* How Founder/CEO [Dona Rudderow Sturn](http://thejnpproject.com/founders-blog/) created a company in which collaboration with [teams of experts, educators, and creatives](http://thejnpproject.com/10-assembling-a-writing-team-a-team-of-writers/) is the core of a business that will change kids’ (and parents’) lives positively, forever.
* How JNP [individually published, internationally located children’s book writers](http://thejnpproject.com/writers-corner-story-time-behind-the-scenes/) have to abandon the tradition of working alone to embrace a new model of highly collaborative book writing.
* How JNP gave birth to [Jane](http://thejnpproject.com/26/), [Jake](http://thejnpproject.com/28-character-development-jake/), and [Oracle](http://thejnpproject.com/27-developing-a-character-bible/) (Jane’s magical, talking goldfish), the main characters in *Jane & Jake’s Adventures to Awesome*, as a labor of love—with a substantial let’s-get-this-right learning curve.

**JNP Inner-tains Kids: *Jane & Jake’s Adventures to Awesome***

* How one children’s book for little girls in 2002 became ten years later a 31-book series, [Jane & Jake’s Adventures to Awesome](http://thejnpproject.com/jj-adventures/), empowering [resources for parents and educators](http://thejnpproject.com/resource-lesson-kits/), and numerous self-esteem empowerment products for girls and boys, ages 5-12+.
* How JNP substitutes teaching and preaching about core values [with “catching” core values in a series of stories](http://thejnpproject.com/all-about-jnp-overview/) feature two kids and one extraordinary goldfish.
* How ten core-value “superpower” qualities–Truth, Kindness, Harmony, Forgiveness, Giving, Love, Determination, Compassion, Strength, and Character–are embedded in enchanting, entertaining, and [educational kids’ stories](http://thejnpproject.com/all-about-jnp-overview/jnp-books-series-is-all-positive-features-overview/) and other supporting products in [JNP’s empowering toolbox](http://thejnpproject.com/jnp-gear/).
* How JNP’s *Jane and Jake’s Adventures to Awesome* children’s chapter books are challenging the common (and disrespectful) media portrayal of “girls are “ew-w” and boys are “yucky” by offering a [healthy model of girls and boys](http://thejnpproject.com/product/jane-jakes-adventures-to-awesome-the-journey-begins/) as (nonsexualized) [friends](http://thejnpproject.com/free-prequel-pdf-download/).
* How JNP books include several multicultural dimensions, including a [“mocha palette”](http://thejnpproject.com/35-character-moca-rainbow-color-palette/) of skin colors and characters from various ethnicities and cultures, and other diversity elements.
* Why JNP decided that *Jane & Jake’s Adventures to Awesome*’s main characters—Jane & Jake—best reveal their “inner-awesome colors” (emotions, talents/gifts, and core values) through their blank-canvas [outer awesome](http://thejnpproject.com/49/) (skin color).
* How JNP’s [*Jane & Jake’s Adventures to Awesome*](http://thejnpproject.com/product/jane-jakes-adventures-to-awesome-the-journey-begins/)chapter book series surpass kids’ books that entertain or teach character/values by offering children’s books that *inner-tain* (nurture inner-awesome character, courage, and confidence + entertain)*.*

**JNP Reveals Inner-Awesome Superpowers (Core Values)**

* How JNP is providing an “inner-awesome” answer to the question of who should teach [values](http://thejnpproject.com/50-character-vs-virtues-are-they-the-same-thing-series-27/): [parents](http://thejnpproject.com/wp-content/uploads/2015/08/mcc_the_children_we_mean_to_raise_3.pdf) or [teachers](http://www.huffingtonpost.com/tim-elmore/teachers-your-job-just-got-more-important_b_3779992.html). (JNP: “Both. And [here’s how](http://thejnpproject.com/1st-graders-book-report-on-jane-jakes-adventures-prequel-story/)…”)
* How [responsibility and other top core values](http://www.pewresearch.org/fact-tank/2014/09/18/families-may-differ-but-they-share-common-values-on-parenting/) selected by parents (2014 Pew Research Study) are seamlessly woven into JNP’s *Jane & Jake’s Adventures to Awesome* chapter book series.

**JNP’s Got Emotions**

* How JNP’s carefully curated collection of emotions ([20\* Tips, Tools, and Treats to Help Kids—and Adults—to Make Friends with Emotions”](http://thejnpproject.com/got-emotions/)) can help kids define, recognize, identify, appreciate, positively express, and calm their emotions.
* Why kids need to learn about their own emotions to do well ([academically and psychologically](http://thejnpproject.com/wp-content/uploads/2015/08/Learning-Styles-and-Emotions_vail.pdf)) at school
* Why, in this age of hyper-communication, kids may be largely unaware of and inarticulate about [their own emotions](http://www.coloringfunny.com/coloring-sheets-emotions/) (and [oblivious of others’ emotional states](http://thejnpproject.com/wp-content/uploads/2015/08/infographic_are_we_raising_caring_kids.pdf))

* Why kids need stories, [games](http://presencelearning.com/sped-ahead-webinars/sel-webinar/), movies (like Disney-Pixar’s *Inside Out*) and other [entertaining learning tools](http://thejnpproject.com/wp-content/uploads/2015/07/JNP_ACTIVITY-wordPuzzle-EMOTIONS.pdf)—such as *Jane & Jake’s Adventures to Awesome* children’s chapter books—to *“grow*” their emotional intelligence
* Why *healthy* (not “high”) [self-esteem](http://thejnpproject.com/hot-topics/parenting-tips-kids-empowerment/)—which *must* include awareness of emotions in self and others—can prevent or drastically reduce [bullying](http://thejnpproject.com/kids-bullying-statistics/)