**INSIDE THE JNP PROJECT: STORY IDEAS**

**JNP Grows a Brand, Mission, and Vision**

* Why The JNP (“Jane NOT Plain®”) Project brand needs to exist in a world where kids are [bullied](http://thejnpproject.com/kids-bullying-statistics/) (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.
* 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.

**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 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 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 “inner-awesome 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 & 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’s Got Emotions**

* Why *healthy* (not “high”) [self-esteem](http://thejnpproject.com/hot-topics/parenting-tips-kids-empowerment/)—which *must* include [awareness of emotions](http://thejnpproject.com/got-emotions/) in self and others—can prevent or drastically reduce [bullying](http://thejnpproject.com/kids-bullying-statistics/)