



**First Ever Children's
Life Coaching Book
In English and Spanish**

The Just Be^e Book

A Children's Diversity and Life Character Building coaching program



The Latin Boom™

The following statistics from the US census bureau confirm the need as well as the opportunity.

- 20% of the US population between 2 -11 years old is Hispanic.
- 14% of the total population in US is Hispanic (43 million people)
- 33% of the US music hits are Latin
- 2005 Annual Hispanic buying power is \$ 715,000,000. a 51% increase since 2000
- Over 90% of US Hispanics speak Spanish at home
- Spanish is becoming the second language in America. Every year there are more schools implementing bilingual classes and hiring Spanish teachers.
- The majority of Hispanic children can understand and speak both Spanish and English
- Among second languages, Spanish classes are the most popular in schools.

The Book

The international award winning book, *Just Be^e*, is the first ever bilingual character, behavior improvement and diversity coaching program for children.

Offered simultaneously in both English and Spanish, this beautiful illustrated, hard cover book helps children see that they can be their best as they embrace and apply the 12 simple life coaching lessons presented in the book.

The main characters, Papi a Latin bee, and Honey and all American bee, share the lessons they learned about diversity and appreciation and how to work and behave as a community based on respect, integrity and the passion to serve others.

The Audience

Just Be^e target market is children between the ages of 5 to 12 years old, but we have found that children of all ages are fascinated by the book. We are focusing on (1) the United States market and expect a natural expansion into all of North America (2) Latin America and (3) Europe, Africa, Asia. The book will be translated in several languages.

The Mission

Our mission is to empower all children to be their best, respect themselves and others, embrace diversity, improve behavior, and celebrate life. Together with the help of parents and teachers, the book will teach and coach children to accept who they are, enjoy the process of becoming who they want to be, and celebrate our similarities and differences.

The Outcome

We believe that using and enjoying the lessons from '*Just Be^e*' at school and in the home will create better communication and family time and will nurture respect and understanding in the world. The way to make change happen in our country and the world begins with our children, before prejudices have had a chance to settle in. *Just Be^e* teaches lessons that can make children and adults better citizens and better people. Just like in a BEEHIVE the bees behave as a community, the lessons from this book also teaches us how to BEHAVE as a united community, embracing team work, creating and maintaining relationships that will last a life time. *By coaching children at an earlier age, we'll empower them to set higher expectations, accept and enjoy responsibility and accountability, and become great role models to younger children.*

The Vision

To pollinate children with positive life lessons to Just Be^e their best.

Parents will use the book to teach their children life lessons, become closer to their children, and may even start to live some of the basic lessons that they already know, but sometimes forget.

The lessons will be implemented at the second grade level in every school in America and Latin America. The teachers will coach children and empower them to live the twelve fundamental lessons from the book.

I see the lessons of "*Just Be^e*" as part of the school curriculum at second grade level in every school in North America. The transition between second and third grade is one of the most difficult one a child has to go through, and by coaching the children with the simple life lessons to develop a strong sense of being, they

will be able to deal better with the challenges they will face as they grow. By teaching and coaching them at an earlier age how to just bee, we will develop better citizens.

Once the second grade children complete the lessons, we will continue to coach them once a month in third grade, and fourth grade. When they reach the fifth grade level, we will coach them to coach the new second graders. This process will allow us to coach children in becoming coaches for life and will help us cross-pollinate the elementary schools with positive and life rewarding habits...together we can create a beehive elementary model in which all members enjoy being who they are and celebrate their similarities and differences while working and living as a united and respectful community.

In order to achieve our mission, the teachers will be coached on how to become "**Just Be^{e'} coaches**" and the parents on how to use the book, become closer to their children and be reminded of the basic lessons that we all know, but sometimes forget. Parents will support and endorse the teacher's efforts by reading with their children and encouraging them to be their best. Together, the teachers, the parents and the children will create a magical environment and a culture based on respect, support and a passionate desire to be their best!

Once the children complete the coaching cycle, they will become role models and good mentors for younger generations, creating a positive environment at the school and at home. Regardless of the language they speak, by then they will speak the universal language of appreciation, respect and gratitude.

Once we accomplish the first part of our mission, here at home, we will translate the book in many other languages and pollinate the word with this simple yet powerful message from Papi and Honey, the 2 little bees that help us understand that together we are better off...that regardless of the language we speak, as long as we understand and accept our cultural differences and similarities, just like in a **beehive**, we will be able to **behave** and communicate using the universal language of respect, love and appreciation for each other...the world, like a beehive will be a sweet place to **Just Be^{e'}**.

Bicultural diversity: (Biodiversity + linguistic diversity + cultural diversity)

Year to Date Promotion and Sales

The public release of **Just Be^{e'}** took place in October of 2005, with a book signing and sale at the NAHREP (National Association of Hispanic Real Estate Professionals) Convention at the New York Hilton, New York, NY. The author, Saul Serna, a NAHREP board member, hosted a book signing accompanied by an oversized Papi mascot. Over 300 books were sold at the very first event. As of March 2007, over 3000 books have been sold.

We presented the book at a public school in New York City and the 58 participating children have completed the 12 lessons. We have coached over 600 more children since in several public schools in Rockford and one Charter school in Chicago. 125 at the Emuratoto Scholl in Kenya, 96 at the “20 de Noviembre” school in Puerto Vallarta Mexico and we have been asked to coach all elementary school in Rockford and Elgin, which represents about 2500 children for the 2008 school year. Total children coached to date 1098. We have documented and we are editing the video to demonstrate the impact this program in having in everyone’s lives.

Since the initial release there have been numerous promotional events to expose the book and its characters to the public, which include:

- Television interview on Univision, Channel 41, New York City NY. (# 1 Hispanic media channel)
- Thirty minute television interview with NBC Channel 13, Rockford, IL
- Television interview in Spanish. “La Vida Buena” Program, Chicago, IL
- Television program with Telemundo 44 in Chicago
- Television program in National Christian channel. Theme Children’s bullies
- Radio interviews in two major Spanish-language markets, Chicago and New York.
- Feature article interviews for both Spanish and English print journals, including the New York daily news, Chicago’s premier Hispanic News Paper, La Raza and others.
- No Child Left behind program expo.(contract with company in California to distribute)
- Feria de La mujer in Chicago (112 copies sold in 4 hours)Online exposure via www.papiandhoney.com and directional links from , www.gotlatin.com, and selected web sites
- Book reading by the author at New York Public School SD 189.
- Chicago children’s hospital fund raising with Papi and Honey
- Book reading at Barnes ns Noble in Rockford, IL
- Book Reading at Burpee Museum in Rockford
- Book reading at Hispanic Heritage month in @ Rockford Public Libraries
- Second book written by Saul Serna using Papi and Honey as the main Characters. Title: I love Rockford, How about you?. 5000 copies sold.
- Over 200 promotional copies have been distributed to licensing firms, school districts, corporate clients and media agencies
- Press releases distributed via dual-language agencies. Releases have been published on the internet on both English and Spanish sites.
- Book signings with character mascots hosted in bookstores and shopping centers.
- Movie theater ad packages
- Direct marketing to school principals

- La Casa de Karina Interview: Most popular Hispanic family show in Chicago
- El Pistolero show: # 1 radio show in Chicago
- Presentation of the book in Miami at the “ Colombia Exterior awards” Presentation (Saul Serna was the recipient of the Colombia exterior Children’s motivational award) March 2006
- Donation of books and coaching time to a group of Latin American underprivileged children
- Fiesta de la familia- California Speed way – 60,000 people in attendance

Evidence of success

In the past 2 years we have coached over 1000 children and sold over 2500 copies of the book. The *Just Be^e* coaching program has been implemented in several schools in Mexico and the US.

We adopted an elementary school in Rockford, Illinois, the Jackson elementary school, which was in the list of schools to be closed in 2006, due to the fact that they were not meeting the state and government standards.

We coached the children and work the program, and after 2 years the school places in the top 50% and is on track to be the 5th school in the district. The problem wasn’t a curriculum issue, or grades issue was a behavior issue, and by using the lessons from the *Just Be^e* program, we were successful in changing the way the teachers, parents and children behave, the transformation was evident and now we have a school were everyone can just bee. It was sad to see how the classrooms look, the poor maintenance due to budgets and naturally how the children did not care much about it. Even we were very successful transforming the minds and behavior, I felt we needed to transform their learning environment so we decided to do what came to be an “extreme classroom makeover” by changing the colors and way the classroom looks. We created an environment that is clean, exiting and prompts learning and respect at a higher level....the children and the teachers want to be in school, take care of their classroom and respect their environment....the transformation is evident, internally and externally!

We have travel to Puerto Vallarta, Cabo san Lucas in Mexico; Bogota, Colombia and Nairobi, Kenya, where some of their elementary schools teach and live the *Just Be^e* Program.

Many organizations and school districts want to implement the program and we are working on organizing the program to be able to deliver it with the same and better quality as when we started.

I see the program pollinating the good habits across the world, and children from all walks in life and countries connected to each other and respecting each other as we were meant to be.

The Author

Saul Serna, was born on march 8, 1964 in Bogota Colombia. He completed his high school in Colombia in 1980 and came to united states as an exchange student in 1981. He completed his senior year and graduated from Harlem high school, Loves park, Illinois in 1982. He returned to Bogota Colombia to complete his university studies, graduating in business and economic science from la Universidad de la Sabana in 1988 and immediately returned to United States, where he wanted to make his dream come true.

At the beginning, it was not easy, he worked in a restaurant , moping floors and cooking, later became the manager and trainer. After 5 years he became a realtor and earned numerous awards during his real estate profession, including the 1887 National association of realtors “ today’s realtor’ front cover magazine recognition as the sales associate of the year in united states and the CENTURY 21 master’s hall of fame recognition.

In 1999, He became a business coach specializing in the Hispanic market and has coached several fortune 100 companies in increasing their Hispanic market share by teaching how to build corporate Hispanic infrastructures to properly serve the needs of the Hispanic market. He helps them attract, train and coach qualified bilingual sales and service personnel and assist in the creation of culturally relevant products and services.

He has receive many recognitions and awards, including the HNMA Champion of Hispanic homeownership and honorary mention form his Alma matter, la Universidad de la Sabana.

Saul felt that he was given a talent to help others and as he coached many executives and business people, he realized that the biggest need was in coaching younger people, our future... the children.

Modeling his coaching style for corporations, he develop and wrote the first ever bilingual character building and diversity coaching program for children” Just Bee”. Since the very beginning, he knew that this book and the coaching system he created to deliver and empower the children with it’s lessons, would transform the world...and so far is working.

He invests his Monday’s coaching children at elementary schools and learning even more from the teachers and parents.

He currently serves as Senior Vice president of CENTURY 21 International.

He is married to his wife Jan and has 3 children, Charlie, Stacy and Carlos Andres.

Saul Serna is committed to traveling across the country and the world to promote his message. At a local level Saul has given many books to charities, hospitals, schools, museums, and libraries, and the response has been extraordinary.

Awards and Recognition

In 2006, Saul received the Colombia Exterior award for excellence in Children's education.

In 2006 Saul received a honorary mention from the Rockford school district

In 2007 the book won the *Just Be^e* Received a "Mencion Honorifica de Calidad" "Best Quality Children's Book" XII Concurso Latinoamericano de Productos Graficos "THEOBALDO DE NIGRIS"

The XII Latin American contest for Graphic products" THE OBALDO DE NIGRIS"



Thank you for taking the time to review our plans and for your consideration of being a part of helping us get *Just Be^e* into the homes and schools of more and more children.... Together we will pollinate the world with respect, love and appreciation for each other.

I look forward to working with your team.

Passionately committed to your success!

Saul F. Serna
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