

ED[®]

journal



WRITER / ILLUSTRATOR
JORDAN CROWL



“Hi, my name is Jordan Crowl. I’m a writer and illustrator of children books that help build character. Each story I write has one goal in mind is to teach character from illustrations and exciting stories to make the experience a memorable one.”

Dear Ms. Smith,

I would like to introduce a new children's book to your company called Ed's Journal for you to consider for publication.

The illustrations and stories are visionary components that provide a blueprint for the future of education and lifelong learning in general. It is a masterful blend of technology, powerful brain-based research, cutting-edge educational theory, transformative learning, and it's just plain fun! Children and adults alike learn more when they are "engaged" in the learning process and Ed's Journal© is an engaging experience for the whole family on every level. Each story has a correct path to learn with illustrations and exciting stories to make the experience a memorable one.

I feel that the style of the book would fit along side and enhance Golden Books Publication list.

In this brochure I have placed information about me and about the book Ed's Journal. Also within this packet is one of the books.

I appreciate your time and consideration and I look forward to speaking with you.

sincerely,

Jordan Crowl

Jordan Crowl



ED'S JOURNAL© IS AN
ENGAGING COMIC STRIP
OF **CHARACTERS** THAT
EXPERIENCE REAL WORLD
DILEMMAS **DESIGNED TO**
BUILD MORAL REASONING
AND **STRONG CHARACTER**
BUILDING SKILLS.

Ed's Journal© is an engaging comic strip of characters that experience real world dilemmas designed to increase moral reasoning and strong character building skills. Each story is told with three alternate paths. Giving the child an option to learn what can happen when choosing an in-correct path. Each Character has an identity that all children can relate too; given the child the ability to connect with one of the main characters.

The main purpose of the illustrations and stories is to teach and demonstrate core values and high ethical standards by focusing on systemic teaching of common values through the use of character building words a/k/a "Character Education." The art and writing is designed to not only enhance moral reasoning capability but also improve the learning environment and enhance student achievement. Each book called Ed's Journals© giving at-risk, average, and high-achieving children from diverse backgrounds the tools and the inspiration they need to develop a strong character base for his or her future

THE BOOKS

Each journal has important values embedded in each of them, there are a wide variety of activities that teachers and parents can utilize to help children comprehend and get involved in the story's real life dilemmas.

BOOK 1 - DEPENDABILITY: How Dependable do you think you are? Are you a friend that can be counted on to return things when you borrow them? Follow along with Ed and see if he can be counted on to return a borrowed item before it's too late.

BOOK 2 - HONESTY: What would you do if you found something that doesn't belong to you. Find out what Ed does when he comes across something that doesn't belong to him.

BOOK 3 - LOYALTY: When friends count on you to be somewhere very important and you do not show up. Does this make you a loyal friend?

BOOK 4 - MOTIVATION: Ed is finding it harder and harder to continue creating his journals and he is not motivated to continue. Corey and Jade want to help but need the right motivational path.



BOOK 5 - SELF CONTROL: Ed is picked for the School Carnival booth and finds himself trying to control his temper. With Corey and Jade pushing Ed to do something he doesn't want to we find Ed in a certain situation that can lead out of control.

BOOK 6 - LEADERSHIP: The ability to lead is a powerful tool and this responsibility falls on those who except the challenges that fall upon them.

BOOK 7 - SPORTSMANSHIP: Recess is a great time to let off steam. However things can quickly get out of hand if Jade can't show great character.

BOOK 8 - SELF RESPECT: Ed has entered a skateboarding contest at the Skate Park. The contest is over and Ed's trick doesn't go as planned. Katie being Katie starts to disrespect Ed and his friends about his skateboarding.

BOOK 9 - FAIRNESS: Ed tells a story that finds Jade in a situation where Katie makes her choose between her friends.

BOOK 10 - BULLYING: A rumor is started about Ed and Jade. As they try to handle the rumors Jade quickly finds herself in a bullying situation.

Book 11 - Responsibility available Nov. - Dec. and as well as many more books coming to help improve a child's character.

ABOUT THE AUTHOR

Take a results-driven Interactive Art Director, Author, Illustrator, Graphic Designer and award-winning Web Developer who thrives on strategic project management (and a twist of positive eccentricity) and what do you get? The limitless ingenuity of Jordan Cowl, Creative Thinker.

While raising 2 boys and a girl Jordan found a strong character along the way. Throughout those years, Jordan let his creative juices flow and honed his skills as an illustrator and a writer while serving as Art Director for many metropolitan Atlanta companies.

Jordan's time working for these companies and being an entrepreneur gave him the right tools to start his personal project. With research and time he illustrated and wrote twelve children books called Ed's Journal. It is a simple children's book that gives a child the right tools to choose the right character path. By choosing the right path it helps a child to grow up with a stronger character.

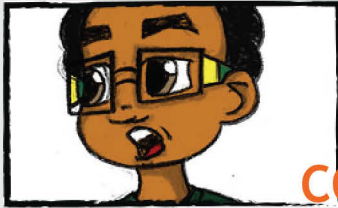
THE CHARACTERS





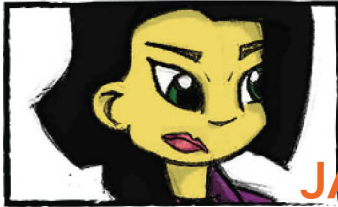
ED

A 12-year-old American boy; who is good natured and popular, but always looking for a shortcut. He inevitably makes things hard on himself and his friends. Ed is the “Heart” of the stories. He has the desire to do what is right but has difficulty recognizing the consequences of his languid behavior. He uses difficult decisions to help him in creating his journals.



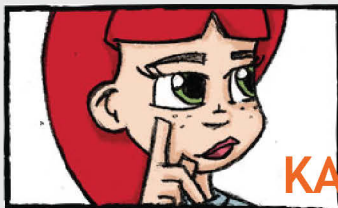
COREY

Ed’s best buddy, is a 12-year-old “all-American boy” of African-American decent. Corey is the “Hand” character ... representing the application of intelligence and moral reasoning. He is very loyal to Ed and trusting to a fault, often letting Ed talk him into acting against his better judgment.



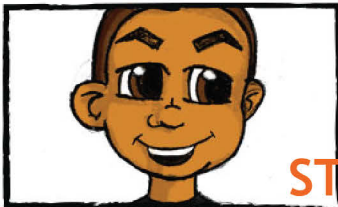
JADE

Ed’s other best friend of Asian-American decent. Easily influenced by Ed, but Ed’s polar opposite. She is a over achiever, who worries herself — and those around her — to a frazzle making sure to dot and cross every i and t...twice. Jade is the “Head” representing the academic rigor in Ed’s life.



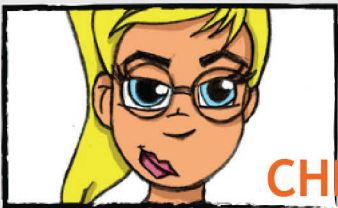
KATIE

The girl next door and a spicy red head. She is a new girl at school that is trying to find her way. She can be a bit pushy to get her own way and at times has too much over confidence. A next door neighbor of Ed that tries too hard to become friends with him and seems to have trouble just being herself. Giving Jade an unsettling feeling about her character.



STEVE

Corey and Ed’s friend that is truly a sports nut and he is a bit shy. With that said, with every “Yin” there is a “Yang” and Steven is Corey’s “Yang” in every sport they play. Steven is very competitive when playing Corey and at times let his emotions get the best of him.



CHRISTINE

Is the smartest girl in school, but she is very easily swayed to do things she doesn’t want to do. Christine’s hardest problem is saying “NO” and she wants everyone to like her. Jade and her are always seen together and treat each other like sisters.

TESTIMONIALS

WE LOVE WHEN PEOPLE TALK ABOUT ED.

- **Shinyhalo, Grandparent.** This is the kind of books that we need more of. My grand-babies all liked this book. They just happened to be here when I got the book in the mail. Jordan does a great job with his illustrations also. We need more books like this to help teach our young ones the values such as honesty and loyalty in thier lives today.
- **B. Fortin.** From a parent and former teacher perspective, this is a great book to help guide discussions on building childrens' character. I liked the idea that there were different options for the kids to discuss and although they knew the "best" option, we enjoyed talking about what would happen if they didn't choose a positive outcome. It was interesting to hear why they thought the other options were not good choices. I am looking forward to seeing different volumes of this series and seeing how Ed evolves.
- **Nancee - Original Amazon Post.** As youngsters read through the story of the actual incidents that take place in this bullying incident, three choices are posed to the reader regarding how they would respond to the situation. Once the reader's choice has been made there is a story demonstration detailing what might transpire as a result of each particular choice. This is a good learning tool in a home setting or even a school setting. The examples are well done, and the lessons are well described and appropriate.

“Taking time to teach character to our children is creating a stronger and more confident person.”

- Jordan Crowl



DISCOVER THE RIGHT PATH TO KEEP YOUR CHARACTER STRONG

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