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**Hogan Hilling, Tom Konecny, Don
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DADLY Dollars: How Marketing to Dads Will Increase Revenue and Strengthen Families Hogan Hilling, Tom Konecny, Don Hudson, 2017-06-18 The idea of marketing to dads is as unconventional as a dad who chooses to relinquish his role as the primary breadwinner to become the primary caregiver for his family But as the at home dad movement has demonstrated since the birth of the National At Home Dad Network in 1996 it has had a profound impact in the changing role of today's modern dads who now view parenting as a shared responsibility One of which is as the primary or part time shopper for their families Since dads represent half the parenting population this book raises the following questions Why don't companies view marketing to dads as an opportunity to increase revenue and potential profits Why do companies and advertisers continue to ignore the purchasing power of dads Why haven't companies conducted extensive studies on how dads buy products and services and also how to reach and connect with dads Research clearly shows that the dynamics of today's families and role of parents continue to evolve Yet companies and advertisers continue to use old school marketing strategies with mom as its primary target audience Yes the thought of dads as a potential primary or even part time shopper is hard to embrace as it was decades ago when companies shied away from the thought of a woman becoming the primary breadwinner The success of women in corporate America alone should indicate the reason for a change in a company or advertiser's marketing strategy DADLY Dollars will introduce companies and advertisers to a new untapped consumer dads It will also teach them how to reach and connect with dads market to dads capitalize on their purchasing power and how marketing to dads will increase their revenue profit and brand loyalty In addition it will also show a company the overall benefits to the economy families and communities **The Art of War - Fatherhood Edition** Pontius, 2020-05-27 Discover the ultimate military strategy book for parenting Are you tired of losing

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The Dad's Edge Larry Hagner,2015-09-29 If you could improve one area in your dad journey what would it be What would it be like if you mastered not one but several aspects of your dad journey all at once What would life be like if you improved your level of patience had better and deeper connections with your wife and kids improved your relationships outside the immediate family and all while mastering a good work life balance How would life be different if you did this Hello I m Larry Hagner and I m a dad I love being a dad And I believe that being a dad is one of the most rewarding aspects of a man s life However being a father can humble you like nothing else can There really is no roadmap With so few resources out there for dads like us I decided to create The Dad Edge to help YOU as a dad to give you easy to implement techniques you can use to be your very best and enjoy your journey of fatherhood The Dad s Edge will help you Master work life balance Discover three techniques to improve and maintain a great connection with your kids Improve your connection intimacy with your spouse no matter how busy you are Improve your relationships outside the immediately family Uncover three easy ways to improve your patience short term and long term Discover simple ways to show up big for your kids and be present in the moment Thrive Not Survive your journey of fatherhoodIf you can identify with one or more of these issues I understand first hand Every one of us struggles with these issues on our dad journey and now I ve empowered you with some great strategies and a solid roadmap in The Dad s Edge so you can relax and feel confident you are good dad focused and nothing will stand in your way

A Thousand Tips for Dads Shad

Foust,2014-07-13 This is a list of a thousand tips and bits of advice for fathers I am a father of two sons one is 19 the other is 7 I was a single father throughout my first son s life until I met my wife I ve been a stay at home dad since the little guy was born as well as home schooling him for kindergarten and first grade Most of my tips are common sense Have patience and then when you have none left somehow have more patience Don t just tell them you love them constantly show your children and your partner how much you do Action always speaks louder than words Teach your children don t leave it up to babysitters and schools to do it Be the parent be the grown up Sometimes it s a difficult messy job but it s yours not theirs Keep family at the center of everything closely surrounded by friends There is never a reason to be bored That includes yourself Show respect give respect teach respect Have fun Try to remember what it was like to be their age and commit to imagination right along side them Take care of yourself set good examples of healthy living Instill that in your children Practice unconditional love and awareness in your daily lives as a family This is my very honest humorous and straight forward guide to help out any dad looking for answers or a head s up to the many questions that come along with having children I have learned a tremendous amount about being a good father and husband and how to be a good man in general along the way As well as a million other things I never even thought I d want or need to know There is no doubt that raising children is a serious tremendous and important job But it is also filled with more joy and laughter and excitement than anything else I have ever done or come across Enjoy and Happy Fathering Originally published in fifty pieces on my blog justshad wordpress com The Working Dad's Survival Guide Scott Behson,2015-06-05 Hey Dad Ever felt torn between advancing in your career and spending quality time with family The Working Dad s Survival Guide is for you The first book of its kind the advice and encouragement you need to achieve success at work while ALSO being the involved loving dad you always wanted to be Written from the unique perspective of Scott Behson a busy working dad who also happens to be a national expert in work family issues The Working Dad s Survival Guide is chock full of concrete time and life management strategies you can use right now

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