

☰ Research

Yes, I used AI to do my research (and a bit of Reddit) I do this because I'm not trying to spend 3 hours on research while I have a whole to-do list.

So forgive me if the research isn't that detailed.

This is FV for a prospect.

ORIGINAL COPY ON LANDING PAGE

Parenting is hard. Within this downloadable guide, you will learn practical and effective strategies to improve your child's challenging behaviors. This guide provides positive + proactive strategies to support:

- whining, crying
- tantrums
- hitting, biting, spitting, throwing
- not listening, rude talk
- preparing for changes
- sibling fights
- bedtime struggles
- potty training
- social skills
- coping skills
- holding boundaries
- parent triggers

This is boring, sparks no emotion, or cranks up no type of pain inside of the mind of the reader.

So I've decided to take some of these and write in a way that brings pain to their current situation. It's not modeled from any particular piece of copy. It's just from my brain.

MY VERSION 👉

Do any of these sound familiar?

- Your kids never seem to listen the first time you ask them to do something. You tirelessly have to repeat yourself which ends up making them answer back rudely. It makes you upset because all you want is for them to respect you.
- You're constantly hit with nuclear meltdowns. Every time you say 'no' to something like a candy bar at the supermarket, they throw a tantrum. It's embarrassing especially when it happens in public and you don't know how to stop it.
- Your home feels like this warzone that's filled with constant power struggles, yelling matches, and arguments. Not to mention the sibling fights and never-ending bickering. It's overwhelming as all you want is an environment where everybody feels loved and safe
- You try to set boundaries with your kids but they SOMEHOW negotiate for a "yes, but..." You want to stay firm with your boundaries but you keep giving in.
- The constant whining and moaning of your child's scream wears down your patience and leads to huge stress. You question your adequacy as a parent from not knowing what you're doing wrong.

Potty training: Each setback in the potty training process triggers feelings of disappointment and frustration in the parent. They wonder if they're doing something wrong or if their child simply isn't ready. The messes and accidents serve as constant reminders of their child's developmental milestones and their own role in guiding them through.

Social skills: The struggles their child faces in navigating social interactions evoke feelings of concern and sadness in the parent. They worry about their child's ability to form meaningful connections and thrive in social settings. The desire to see their child succeed socially drives them to seek out resources and support to help them develop these essential skills.

Coping skills: The parent's attempts to teach their child healthy coping mechanisms are met with mixed success, triggering feelings of uncertainty and self-doubt. They worry about their child's ability to manage stress and adversity in the future, questioning whether they're adequately preparing them for life's challenges.

Holding boundaries: Each confrontation over boundaries tests the parent's resolve and patience. They struggle to maintain consistency and authority in the face of their child's resistance, fearing the consequences of giving in or giving up. The desire to establish clear boundaries stems from their desire to instill discipline and structure in their child's life.

Parent triggers: The emotional triggers from past traumas and unresolved issues leave the parent feeling vulnerable and exposed. They struggle to maintain their composure in the face of overwhelming emotions, longing for a sense of peace and healing. The desire to confront and overcome these triggers stems from their commitment to personal growth and self-improvement for the sake of themselves and their family.

Hitting, biting, spitting, throwing: The physical aggression from hitting and biting fills you of their child fills you with sadness and betrayal. You wish your home was a place where everybody was just loved and at peace.

Whining, crying: Emotionally, the constant whining and crying wear down the parent's patience and resilience. They feel overwhelmed by the never-ending demands for attention and comfort. The inability to soothe their child's distress intensifies their feelings of inadequacy as a parent, leaving them questioning their ability to provide the care and support their child needs. What am I doing wrong? I'm so tired of the crying and screams. As soon as I wake up I hear his whiny noise and I just want to lock myself in the room. I've never felt like this before. I just want to stay away him, and it sucks saying that because he's my baby and I've always loved being a mom. Being a toddler mom is making me hate motherhood

I am losing my mind with the day and night whining and crying

Every morning, I mean every single morning, my toddler will throw the biggest tantrum because she doesn't want to get dressed. It has nothing to do with the clothes themselves, she just wants to stay in her pjs. Honestly I don't have a problem with that, it's just that she has a wet pull-up from overnight. Even changing out of that is a fight.

I'm sitting here with her on my lap after a meltdown. We're dressed but I feel awful every morning.

Don't even get me started on going potty in the morning. She's potty trained (except the pull-up at night) so she knows how and when, but she freaks out on that every morning too.

Hoping someone here has some advice on limiting these to maybe every other day? Lol

but I cannot take the constant whining, arguing, and yelling that she gives out 😞

Our son will be 2 on March 15th and he has always had a very sassy personality. The last month or so have been HELL. He is an angel at daycare, he gets along with all of the kids, he listens to his teachers, he even sleeps on the mat with the big kids for nap and doesn't wake up. As soon as I pick him up half the ride home is him whining and crying over nothing. We get home and he will continuously cry and whine until bed time. Myself and his dad are at our wit's end. I feel like our relationship is stressed because we are always so miserable at home trying to get him to just play and be content. We love our son so much but I don't even know where to begin to stop this behavior, I know he doesn't have to act like that because he is a totally different kid at daycare. I have gotten books on tantrums, discipline, behavior etc. HELPPPP!

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Tantrums: Each tantrum triggers a whirlwind of emotions in the parent - frustration, helplessness, and even anger. They feel powerless in the face of their child's explosive emotions, struggling to maintain control over their own reactions. The inability to calm their child exacerbates their feelings of failure and ineffectiveness as a parent.

Hitting, biting, spitting, throwing: The physical aggression of their child fills the parent with a mixture of fear, sadness, and betrayal. They question where they went wrong in teaching their child appropriate ways to express their emotions. The bruises left behind serve as painful reminders of their child's struggles and their own perceived shortcomings as a caregiver.

Not listening, rude talk: The defiance and disrespect from their child evoke feelings of hurt, frustration, and disappointment in the parent. They wonder what they did to deserve such treatment and worry about the long-term effects of their child's behavior. The lack of communication leaves them feeling isolated and disconnected from their own child.

Preparing for changes: The anxiety and resistance their child displays in response to changes in routine heighten the parent's stress and uncertainty. They feel overwhelmed by the constant need to anticipate and navigate potential triggers, longing for a sense of stability and predictability in their daily lives.

Sibling fights: The constant bickering and conflict between their children weigh heavily on the parent's heart. They feel torn between their desire to foster harmony and their frustration at their inability to quell the discord. The sense of helplessness leaves them feeling like they're failing both as a parent and as a mediator.

Bedtime struggles: The nightly battle to get their child to bed fills the parent with exhaustion and frustration. They long for a moment of peace and rest but find themselves locked in a never-ending cycle of resistance and negotiation. The inability to establish a bedtime routine leaves them feeling defeated and overwhelmed.

Potty training: Each setback in the potty training process triggers feelings of disappointment and frustration in the parent. They wonder if they're doing something wrong or if their child simply isn't ready. The messes and accidents serve as constant reminders of their child's developmental milestones and their own role in guiding them through.

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In each of these scenarios, the common thread is the parent's deep-seated desire to nurture and support their child through life's challenges. They want to create a safe and loving environment where their child can thrive emotionally, socially, and developmentally. Despite the obstacles they face, their ultimate goal is to raise happy, healthy, and resilient children who can navigate the world with confidence and grace.

Hi Mariko,

I was looking at your sales page for your printable guides and noticed some ways to connect with your readers on a deeper level.

When you can truly understand and empathize with their struggles, you create a stronger connection. And connection = sales.

So what I've done is put together some 'pain-point bullet' points to address the exact challenges parents face.

Let me know what you think