

The Memory Box

Marketing Campaign

& Charlotte's Big Surprise

We didn't realize we were making memories, we just knew we were having fun." - A.A. Milne



Author
Homer L. Hartage

The Memory Box is a heartwarming story seen through the eyes of a child, exploring the complexities of Alzheimer's Disease, family bonds, and the profound impact of memory loss on young lives. This book is an excellent resource for explaining Dementia and Alzheimer's to children.

Story Blurb

When Charlotte's beloved grandpa no longer recognizes her face or remembers her cherished name, her world crumbles in confusion. Desperate to reclaim their unbreakable bond, Charlotte embarks on a race against time to reawaken the memories that have slipped away from her Grandpa. Armed with a Memory Box filled with photographs and treasured moments, Charlotte embarks on an emotional journey of rediscovery, fueled by the hope that her Grandpa will remember her again.

When Charlotte shares stories' and sings their favorite song, a flicker of recognition sparks in her Grandpa's eyes, leading to a heartwarming and triumphant ending that celebrates the enduring power of love and the resilience of the human spirit.

ISBN: 979-8-9888044-5-1 Hardback
ISBN 979-8-9888044-7-5 Paperback
Distributor: Ingram Spark
Release Date: June 1, 2025

Stock The
Book
By June 1
In-Store &
Online

www.agedcareguardian.com

Marketing Campaign

Sixty-Day Pre-Release Blitz

We are not waiting for launch day!

- Our pre-launch campaign will create buzz, anticipation, and curiosity.
- Countdown teasers, behind-the-scenes glimpses, and exclusive content will keep readers engaged.
- Strategically placed ad copy to drive customers directly to the designated bookstores to purchase our book.

Social Media Creation Team

Our dedicated team will curate compelling content across platforms. Engaging posts, eye-catching visuals, and interactive stories will captivate your audiences.

Managed Google Analytics

Google insights and analytics will guide our decisions. Data is our compass. We will track user behavior, conversions and engagement.

Book Themed Launch Event

Hosted by Homer L. Hartage, the theme launch event will offer equal networking opportunities to book lovers and industry professionals.

National Press Releases PR Wire

We are making headlines! Five strategically timed press releases will hit the wires. Targeted distribution ensures maximum exposure.



Storybook's Marketing Campaign Feets

Our book marketing strategy is fueled by a distinguished team of social media professionals who understand the nuances of effective promotion. Our campaign is designed to generate one million impressions in the first ninety days. With a goal of a 1.5% conversion rate. Buckle up for a dynamic ride as we unveil our comprehensive plan.



Google AdSense Paid Campaigns

Our digital ads will pop up where it matters the most. AdSense will play a role. Targeted keywords, eye-catching banners, and precise placements will drive traffic.

Funded Media Campaigns

We are investing wisely. From social media boosts to sponsored content, we'll maximize impact.



Email Marketing

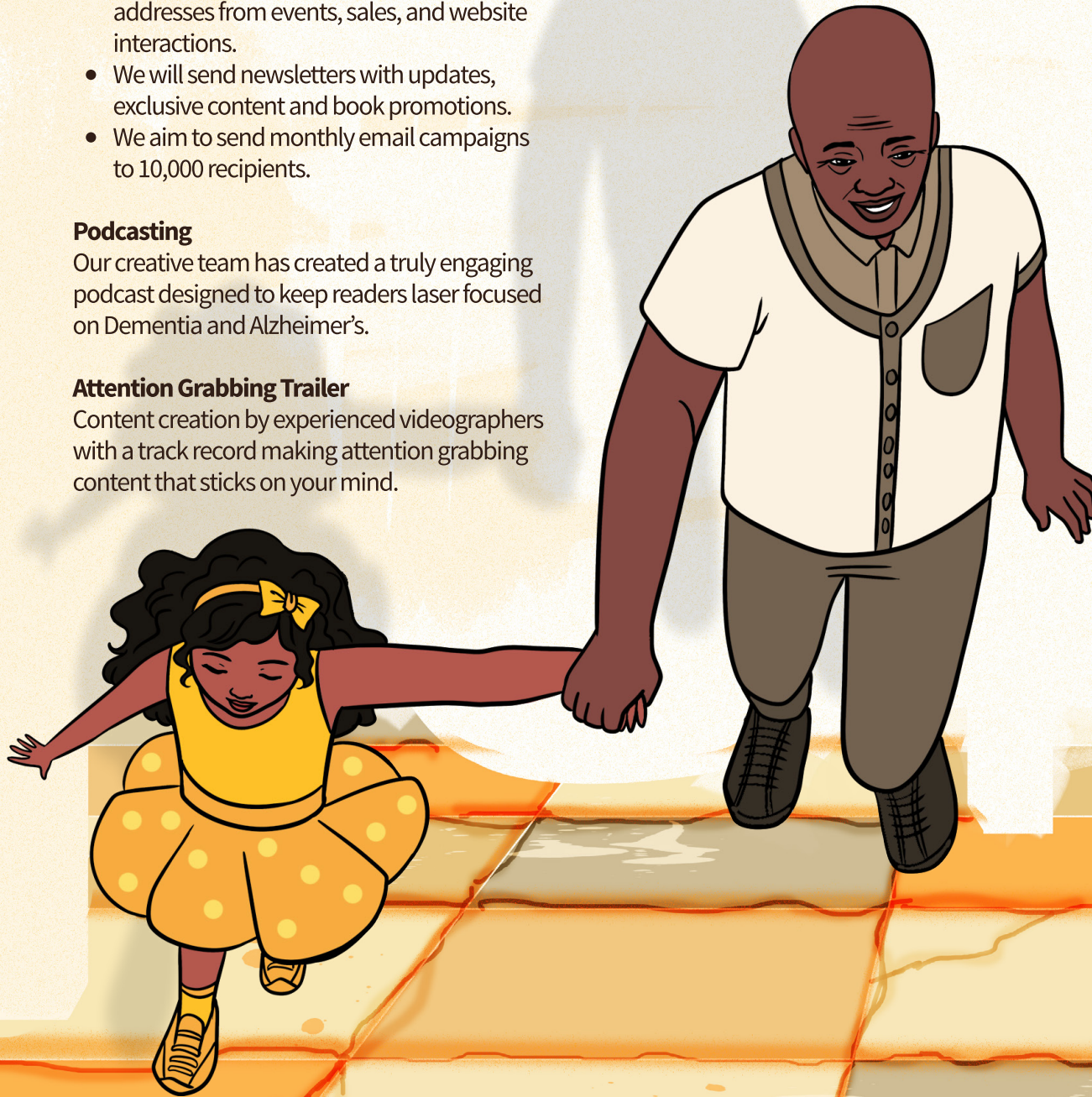
- We have an extensive database which has been compiled by collecting email addresses from events, sales, and website interactions.
- We will send newsletters with updates, exclusive content and book promotions.
- We aim to send monthly email campaigns to 10,000 recipients.

Podcasting

Our creative team has created a truly engaging podcast designed to keep readers laser focused on Dementia and Alzheimer's.

Attention Grabbing Trailer

Content creation by experienced videographers with a track record making attention grabbing content that sticks on your mind.



Incentive Structure

Giveaways, discounts, or limited time offers to incentivize purchases.

Media Outreach Campaign

Created a 1500 count list bloggers, influencers, and journalists for reviews and features. Assigned a professional team to provide outreach.

Book-Centric Website

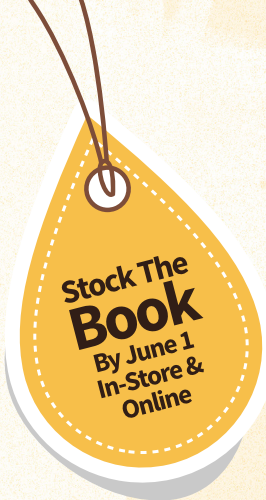
We have built our website laser-focused on promoting the book.

Features include:

- Book's Synopsis
- Author's Bio
- Reviews & Endorsements
- Blog & News

Paid Social Media Campaigns

Regular programed posts to the most followed social media platforms, such as:



Marketing Campaign

www.agedcareguardian.com | page 3

Storybook Title The Memory Box

Competitive Retail Price

Book Genre Children Storybook

Hardback \$27.10

Author Homer L. Hartage, President & CEO, AgedCare Guardians

Paperback \$16.45

Publisher The Hartage Foundation, Inc. Orlando, Florida, USA

Discount 55%

Creative Direction & Illustrations Zohra Lakhani (Creative Joys)

Distributor Ingram Spark

Character Illustrations Trúc Đăng

Release Date June 1, 2025

Editor E. Lee Caleca

Pre-Release Promotion March 1, 2025 – May 31, 2025

Cover Design Formatting The Book Cover Whisperer

Author Hometown Orlando, FL

ISBN 979-8-9888044-5-1 Hardback

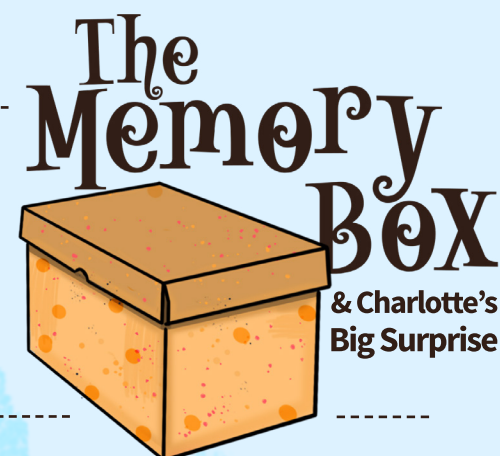
Website www.agedcareguardian.com

ISBN 979-8-9888044-7-5 Paperback

Email homer.hartage@agedcareguardian.com

Library of Congress Number 2024915763

Phone +1 (321) 221 4351



The Memory Box is an excellent resource for explaining Dementia and Alzheimer's to children.
Available on our website, and wherever great books are sold.



“While no one can change the outcome of dementia or Alzheimer's, with the right support you can change the journey.” - **Tara Reed**

Marketing Campaign

Children Storybook Series By Homer L. Hartage

www.agedcareguardian.com | page 4

Author's Perspective

I am incredibly blessed to be part of bringing this story to life.

Why this book? I am a Professional Guardian. As a guardian, I manage the personal and fiduciary affairs of persons with dementia, Alzheimer's disease, and developmental disabilities. I also have an uncle with Alzheimer's. With my book, "Family and Professional Guardianship", I aimed to help family guardians take care of their loved ones. As an extension of that, I became aware that each of these seniors had extended families, including many grandchildren.

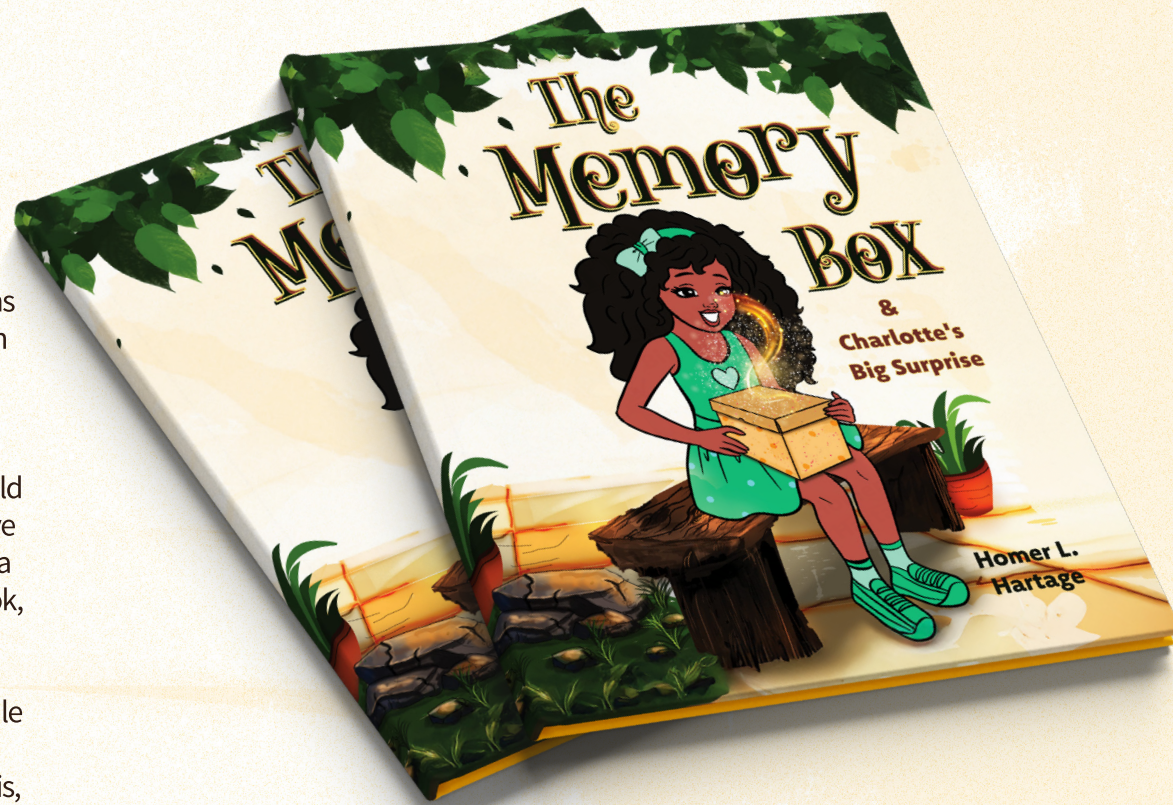
How could I help them understand what was happening to grandpa and grandma? The answer: "The Memory Box". I wanted to create a story that would help children understand this disease and celebrate the enduring power of love and family. I knew that I had to write this book for more than a year. It was like a constant itch that I couldn't get rid of. I thought, but who was I to write this book, and what made me think I could write a children's book?

Well, if you are reading this, then you know that you can never let self-doubt rule the day. One night, I woke up with an urge to write. It was 3:00 in the morning, and I thought to myself, "This can't be real; I never get up this early." Despite this, I woke up three more times. On the third occasion, I got out of bed to write but laughed because I couldn't remember what I wanted to write. So, I went back to bed. However, the dream came to me again, and it was 5:00 AM.

This time, I immediately got out of bed, went into my study, which is really my guest bedroom, and began to write. The book poured out of me like running water. It was an experience like none I had ever had. I knew then that it was the hand of God. I no longer had thoughts about who may like the book or my ability to write it. I just trusted that if there was one child or family that could benefit from this inspiring story, then it was worth it.

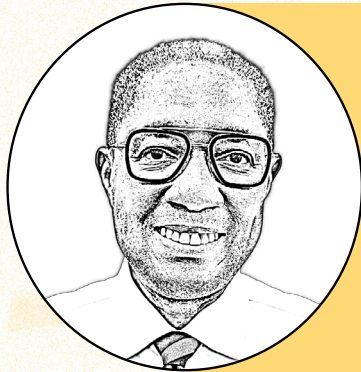
Marketing Campaign

Children Storybook Series By Homer L. Hartage



I'm deeply grateful to Zohra, the incredibly talented illustrator, who poured her heart and soul into these beautiful images. Her dedication and artistry have brought "**The Memory Box**" to life in a way I could only have dreamed of.

To everyone who reads this book, thank you. I hope it brings comfort, understanding, and a renewed appreciation for the precious memories that connect us all. It is my prayer that it will help your little ones understand that memories may fade, but love endures.



Author's Biographical Synopsis | Homer L. Hartage

Homer L. Hartage is an accomplished Professional Guardian with a strong background in community and family service. He holds a bachelor's degree in psychology from Seton Hall University. Throughout his career, he has made significant contributions. His dedication to ethical guardianship and compassionate care makes him a valuable asset in the field. His multifaceted career exemplifies a commitment to improving lives and ensuring the well-being of those he serves.



Orange County Commissioner

Homer was elected to serve as an Orange County Commissioner, demonstrating his commitment to public service and community welfare.

1998



2007



Hartage Foundation President

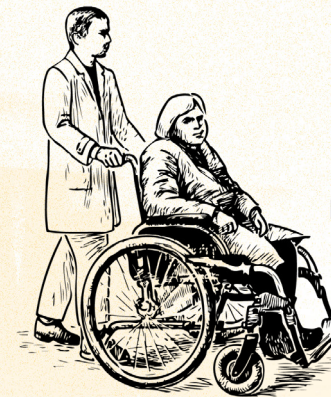
As the President of a charitable foundation, he played a pivotal role in supporting various causes and initiatives.



Founder of AgedCare Professional Guardianship Company

Homer's entrepreneurial spirit led him to establish the AgedCare Professional Guardianship Company, where he provides essential services to vulnerable individuals.

2014



2024

High Demand Professional

His expertise as a Professional Guardian, Trust Officer, and Fiduciary is widely recognized and sought after.



Homer's Journey To Professional Guardianship

Marketing Campaign

Children Storybook Series By Homer L. Hartage

www.agedcareguardian.com | page 6

Copyright Information

The Memory Box Charlotte's Big Surprise

Library of Congress Control Number:
2024915763. ISBN: 979-8-9888044-5-1
Hardback. ISBN: 979-8-9888044-7-5
Paperback. Digital Online ©2025 by
The Hartage Foundation Inc.

All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any storage and retrieval system now or to be invented without written permission from the publisher. Contact: The Hartage Foundation, Inc. 1405 South Orange Ave. Suite 324, Orlando, Florida 32806. The layout, illustrations, drawings and artwork are trademarks of the Hartage Foundation, Inc. and the author, Homer L. Hartage.

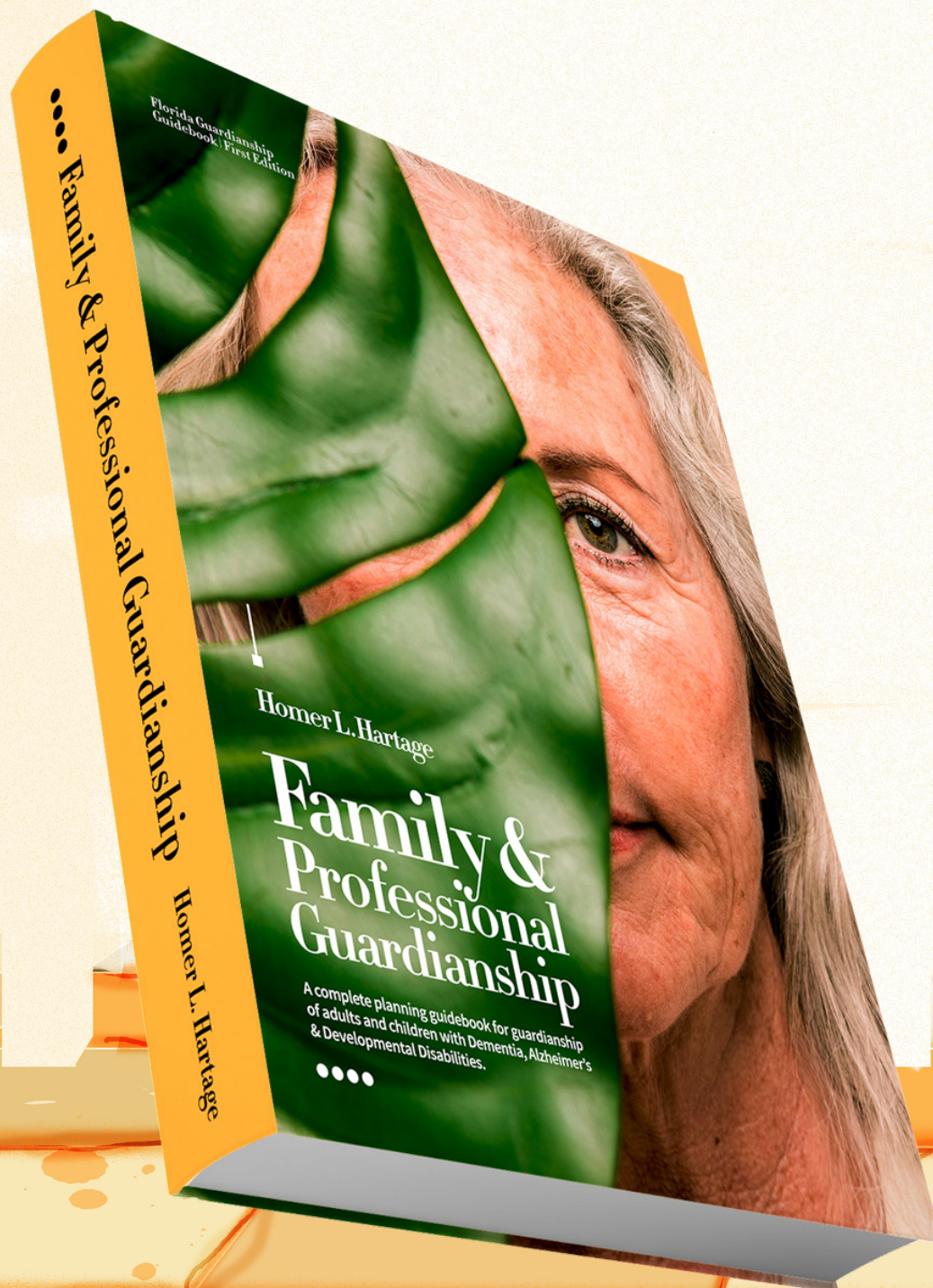
This book may be ordered directly from the publisher, but please try your local bookstore first. You may visit us at www.agedcareguardian.com or call us at +1 (321) 221 4351 or email: homer.hartage@agedcareguardian.com.

Marketing Campaign

Children Storybook Series By Homer L. Hartage



Author Homer L. Hartage
Publisher The Hartage Foundation, Inc.
Creative Direction & Illustrations Zohra Lakhani
Character Illustrations Trúc Đăng
Editor E. Lee Caleca
Cover Design Formatting The Book Cover Whisperer



Other Books By Homer L. Hartage

Family & Professional Guardianship

A complete planning guidebook for guardianship of adults and children with Dementia, Alzheimer's & Developmental Disabilities by Homer L. Hartage.

ISBN: 979-8-98880443-0-6 Hardback

ISBN: 979-8-9888044-1-3 Paperback

ISBN: 979-8-9888044-2-0 Kindle

ISBN: 979-8-9888044-4-4 eBook



www.agedcareguardian.com



AgedCare is managed by a team of dedicated professionals with over 20 years of experience caring for people in need.

Our purpose is to serve the needs of families and their loved ones when professional guardianship is the right choice.