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First-Ever Bilingual Life Coaching Book for Children is Published

Website

NEW YORK, Nov. 16 /PRNewswire/ -- Saul Serna, the founder and CEO of the Hispanic career and life coaching company, Business for Life (TM), has announced the publication of his bilingual multicultural life coaching book for children, called Just Be (e) (TM) or Solo Se(e)(TM)

Just Be(e), a children's book written in both English and en Espanol, serves as a guide to empower children to better accept who they are and to embrace, enjoy and celebrate diversity. The two main characters are Papi -- a Hispanic brown-eyed boy bee, and Honey -- an American blonde haired blue-eyed girl bee -- who teach each other about their respective cultures, and discover that they are much better together than either of them would ever be alone.

The book guides children to "just be," versus "just do." As the readers work through each of the book's life lessons, they earn stickers and build a honeycomb based upon completion of each "be(e)" lesson, e.g. be(e) happy, be(e) prepared, be(e) on time, etc. The lessons are character building, motivating, and will last a lifetime.

"The children really connected with this book! Just Be(e) embodies everything that our school represents -- promoting self-esteem and fostering respect and tolerance for all. It is a powerful message," according to the principal of the New York City public school where the book was first introduced.

The hardbound 114-page book (plus four pages of stickers) is expected to retail for \$24.95. Just Be(e) is targeted primarily to children from 6-12 years old but has been well received by Hispanic and American children of all ages. The warm, humorous illustrations perfectly complement the lively text and bring Papi and Honey to life.

"This book is semi-autobiographical," says Mr. Serna. "I came to this country as a young man and have attained my Latin American dream. With this book, I am hoping to empower not only Hispanic children, but children of all races and cultures to celebrate diversity and to be the very best that they can be."

Books are available for purchase at <http://www.papiandhoney.com/> as well as through Amazon.com.

Saul Serna's copyrighted "got Latin?" sales training and coaching program has been implemented by a number of Fortune 100 companies.

This is Mr. Serna's first children's book and Papi the Coach captures the essence of the author, striving always to help each and every person he touches to be his or her very best!

Website: <http://www.papiandhoney.com/>



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