



Dear Sir/Madam,

Dr. Frans Plooij PhD. is a leading expert in the field of infant mental development and the celebrated author of the bestselling parenting book *The Wonder Weeks*, and I am contacting you on his behalf. Dr. Frans has more than four decades of experience in the field of infant development, has served on the faculty of multiple universities, and is the president of International Research-institute on Infant Studies (IRIS).

Dr. Frans's book, *The Wonder Weeks*, helps parents understand what is going on inside their baby's head in the first two years of life, while giving them insights so they can give their babies what they need, while preserving their own sanity. Worldwide experts on infant developmental and authors of *The Wonder Weeks* have found the key to unlocking the reasons babies are fussy at set times during ten leaps, or 'wonder weeks' before the age of two.

With every leap a baby makes, his whole perception of the world changes. It's like everything is new to him like he woke up on a new planet not knowing anything or anyone except for mommy and daddy. *The Wonder Weeks* is like a parent's traveler guide, explaining every new world babies will enter, when they will enter them, what they can do in this new world, their new abilities, and how parents can help them to discover their new world at best.

Some of the many things that Dr. Frans would be able to discuss in your publication are:

- Helping parents understand their babies and how these leaps impact their abilities.
- Easing anxieties in new parents: assisting parents by giving a clear map of what is happening inside their baby's head.
- Explaining and examining the difference between how parents perceive the world versus how their baby sees the world.
- Helping parents build a great relationship between babies and themselves, as well as other relatives and caretakers.

If you are interested in any of these ideas, or have a few of your own that you think Dr. Frans would be a fit for, please contact me at 00.316.242.924.74 or by email at angelotte@thewonderweek.com.

Sincerely,
Angelotte Admiraal
angelotte@thewonderweek.com
www.thewonderweeks.com

Dr. Frans Plooi

Dr. Frans Plooi is a leading expert in the field of infant mental development and the celebrated author of the bestselling novel *The Wonder Weeks*. Dr. Plooi has over 40 years of experience in the field of infant development, has served on the faculty of multiple universities, and holds prominent positions in many societies and research institutes dedicated to the study of infant development. He is currently president of the International Research-institute on Infant Studies (IRIS) at Arnhem, the Netherlands, initiator of the European project on “the intercultural study of infantile regression periods” (ISIRP), and director of Kiddy World Promotions B.V., a consulting firm that serves companies producing products related to children, such as toys. In addition to numerous scientific publications, Dr. Plooi has written several bestselling parenting books.

The Wonder Weeks

The Wonder Weeks is an international sensation that compiles 30 years of research by Dr. Plooi and his wife, Hetty van de Rij, into an easy to understand guide for parents to their baby's first 20 months of life. Their bestselling book and award-winning app help parents understand why their babies make leaps, when these leaps occur, what the consequences of the leaps are, and ways to help their babies realize their potential.