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Vital New Social Storybook Teaches "Social Rules" and "Having a Conversation" to Children with Autism

Natural Learning Concepts Launches New Book to Make Socializing Understandable and Fun

DIX HILLS, NY – What's the right thing to say at the right time? How do you react when someone cries, laughs, or gets angry? While this may be obvious for many children, these answers can seem mysterious and daunting for those on the autism spectrum. The acclaimed Social Storybooks from **Natural Learning Concepts** (<http://www.NLConcepts.com>) help to demystify these kinds of questions, showing kids how to engage socially through simple stories, situations, and examples. The newest Social Storybook from Natural Learning Concepts, **"Social Rules" and "Having a Conversation"** increases conversation and social skills with bright, friendly and humorous depictions of everyday conversations and interactions that teach as they entertain.

To celebrate its release, Natural Learning Concepts is offering the book at a special half-price discount of \$5, to the first 500 customers only. Please use the coupon code **5812642** to redeem this offer.

"Socialization is such a normal part of daily life for most people," comments Natural Learning Concepts Co-Founder **Jene Aviram**. "It's hard to imagine how difficult it must be without the ability to interpret another's expression or reactions. Luckily, this skill can be learned. This new Social Storybook explains how to handle social interactions in a structured, entertaining method that children with autism enjoy and relate to."

The first part of the new Social Storybook, "Social Rules," clarifies social dynamics such as how to react when a person cries, trips, or becomes angry. When is it appropriate or necessary to apologize? How do we interrupt politely and respond to questions? All of these everyday occurrences are explained in the colorful new title, beautifully illustrated by talented artist **Genaro Paez**.

The book also provides a valuable look at "Having a Conversation," a challenging concept for those on the spectrum. Through charming examples, children learn how to initiate conversation, maintain the interaction and gauge reactions both positive and negative. The importance of listening and inquiring about others is clearly demonstrated, teaching children about social nuances and appropriate responses.

"This is already one of the most popular Social Storybooks in the series," comments Co-Founder **Jocelyn Blum**. "It helps children understand the ebb and flow of a conversation. The story teaches children to engage in everyday situations that can sometimes seem so daunting and intimidating."

As always with the NLC Social Storybooks, at the end of each section, a list of comprehension questions helps the parent or teacher discuss the stories and skills with the child, for better retention and understanding.

As the newest Social Storybook from Natural Learning Concepts, "***Social Rules***" **and "*Having a Conversation*"** is currently available to the first 500 customers at a special half-price discount of just \$5. To take advantage of this amazing price opportunity, please visit <http://www.nlconcepts.com/autism-new.htm>, and enter the coupon code **5812642**.

About Natural Learning Concepts 'Social Storybooks'

A highly popular series of titles that deftly and entertainingly addresses two related topics per book, the Natural Learning Concepts Social Storybooks can be found in homes

and classrooms worldwide. Each Social Storybook includes two social skill stories that address typical daily challenges in the life of a child with autism, with each section concluding with a set of comprehension questions, so that teachers and parents can explore the lesson with the child for maximum effectiveness and understanding. A prototype of each storybook is created by Co-Founders Aviram and Blum, with its appeal and effectiveness then evaluated and tested by children on the autism spectrum themselves. The story is modified until it meets the approval of the children, and only then does the new title go into production as the latest Social Storybook title from Natural Learning Concepts. With friendly, simple text, and charming illustrations, it's no wonder the NLC Social Storybooks are widely used by parents, professionals and kids across the autism spectrum.

Natural Learning Concepts offers a terrific array of Social Skill Stories titles available now, including *Saying Excuse Me, Please and Thank You*, *Talking About My Day* and *When Things Change*, *The Playground* and *The Beach*, *Getting Angry* and *Sharing*, *Answering Questions* and *Saying "Hi" and "Bye"*, *The Restaurant* and *The Movies*, and *Fire Drills* and *Assembly*, just to name a few. Each Social Storybook is priced at just \$9.95, and is available for immediate and secure purchase from the Natural Learning Concepts website at <http://www.NLconcepts.com>.

About Natural Learning Concepts

Natural Learning Concepts is committed to the acceptance, celebration and understanding of people with autism exactly as they are. Their range of outstanding books, materials and inspirational content are designed to facilitate communication, and to increase speech, language and comprehension while having fun in the process. All of the materials on the Natural Learning Concepts website are used for teaching children at all levels of the autism spectrum as well as those diagnosed with PDD-NOS, Asperger's, ADHD and speech and language delays. The company's materials are routinely used for ABA therapy, social storybooks for autism, early intervention and verbal behavior analysis. Parents, teachers, and other loved ones enjoy using these tools to celebrate and work with that special child in their life who has autism.

Please visit the Natural Learning Concepts website to learn more, as well as to take part in its diverse and passionate online community, at <http://www.NLconcepts.com>. Also, don't miss its exciting and successful Job Community, at <http://www.nlconcepts.com/autism-jobs.htm>.

For more information on Natural Learning Concepts or its products, please contact publicist Angela Mitchell, at **(904) 982-8043**, or Paramitch@aol.com.

Meanwhile, to contact founders Jene Aviram or Jocelyn Blum directly for interviews, quotes or discussions about materials and approaches for children on the autism spectrum, please call **1-800-823-3430, (631) 858-0188**, or e-mail Info@NLconcepts.com. Review copies of Social Storybooks and other superb NLC products are gladly provided upon request.

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