



FOR IMMEDIATE RELEASE

Expectant and new parents save \$100s on baby purchases

Expecting a new addition? Innovative, new parenting book teaches strategies for saving money and time plus details ways to select a daycare, maximize FMLA benefits and more!

Greenville, SC, February, 2004 – New parents can easily spend over \$5,000 preparing for the arrival of their newborn. Factor in delivery costs and post-birth expenses such as daycare, daily infant care and preventive medical care and this amount can quickly exceed \$10,000!

News of a new baby brings great joy but also brings new parents a world of worry and anxiety trying to figure out how to provide for their newest addition. They ask themselves, “*How are we going to afford this? Will we both need to work? How do I understand and utilize the Family Medical Leave Act (FMLA)? How do I choose the best daycare for my baby?*” along with many other unanswered questions that leave them feeling overwhelmed.

Despite an over saturation of how-to-care-for baby books on the market, virtually no baby book exists that helps parents-to-be learn vital parenting skills such as saving money on newborn purchases, how to choose top quality daycare and how to comply with Family Medical Leave Act (FMLA) provisions—until now.

“*I Wish I Had Known That!*” *World’s Greatest Money and Time Saving Baby Secrets Revealed!* answers all these questions and more. Written by Nicole Painter, an entrepreneurial mother of three children, this revolutionary book has twelve chapters filled with over 300 simple and practical money and time saving tips. Two chapters, specifically designed for working parents, show step-by-step how to maximize their FMLA benefits and research and evaluate daycare options.

Also included are eight baby reports including a registry checklist, immunization reminder charts, daily activity and feeding logs, a toy safety checklist and more designed to help new parents. No other book on the market gives new parents such vital information in one place.

“*I Wish I Had Known That!*” compiles many key strategies needed by new parents to help them avoid the pitfalls of lost money and time that come from learning parenting skills by “trial and error”. With this book, new parents can save over \$1,000 and gain peace of mind since they have learned how to make the best choices for their baby.

“It sickens me to think of all the money we wasted on items for our first child. I wish we had known how to make better decisions. We would have saved a small fortune. I also remember being terrified trying to figure out how to choose the best daycare and whether my position was safe once I went on leave.

The lack of resources to help us with these dilemmas was scarce. I figured other new parents were experiencing the same frustrations, which prompted me to write “*I Wish I Had Known That!*” Knowing this book has helped so many parents is exciting for me,” says author, Nicole Painter.

“I LOVE this book! It has saved me so much money and time! There is truly no other book like it. It is a definite must for all parents with infants,” says Amy Watkins, of Greenville, South Carolina and mother of one.

Teresa Poinsette of Los Angeles, Calif. and mother of three says, “Thank goodness for your book. We have twins and the strategies we’ve learned have saved us more than \$1000 already!”

Charlene West of Atlanta, Georgia and mother of two says, “Your chapters on protecting your job before starting maternity leave and how to choose the best daycare are invaluable for all mothers who plan to return to work.”

INK Books Corporate Info

I Now Know Books (INK Books) provides unique, upscale baby products to expectant and new parents and premiere healthcare providers and companies who service these parents. Its main offices are in Greenville, SC.

Nicole Painter established INK Books to bring to market a baby book that greatly reduces expectant and new parents’ anxiety by teaching them easy money and time saving techniques on how to best provide for their new addition within their budget. To learn more about INK Books, please visit www.baby-savings.com.

About the Author

Nicole Painter earned her B.S. degree in Entrepreneurial Management and Marketing from USC. She has worked for premier customer-service leaders such as Walt Disney World, Marriott Corporation, Wal-Mart and IKON in customer service and sales leadership positions for over a decade.

After fifteen years in the corporate world, she dreamed of pursuing an entrepreneurial career to enjoy a more enriched family life with her husband, Michael, and their three children. INK Books made her dream a reality that allows her to help new parents throughout the country.

About the Book

TITLE: “*I Wish I Had Known That!*” *World’s Greatest Money and Time Saving Baby Secrets Revealed!*

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