

## The Adventures of Bebop Bunny

Written by Amy Seidman & Illustrated by Nick Dimitriadis

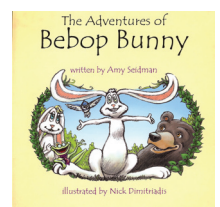
“The Adventures of Bebop Bunny” a children’s book written by Amy Seidman weaves a magical tale of a “spunky bunny who loves to dance and play” but who, when gets lost in the forest, finds he has some important decisions to make.

According to Seidman, a local Southeastern PA resident, “This delightful, darling tale of Bebop Bunny will be sure to touch on many senses, along with sending many wonderful messages to your child. The inspiration for this story came from her son’s imagination at bedtime. “I have brought together “classic” and “modern” style writing, and Nick Dimitriadis has done the same with the book’s illustrations to create this 21st century tale of a Bunny that every child is bound to enjoy.”

Shortly after The Adventures of Bebop Bunny was complete, Amy Seidman contacted FSM

Consulting requesting a website just for Bebop, and other marketing needs to promote her book and assist with her book readings and signings. After FSM and Amy Seidman meet and reviewed different possibilities, FSM Consulting put together a marketing plan to help brand and develop an off-line and on-line presence. This plan was reviewed with Amy and was agreed upon to have FSM Consulting represent Bebop Bunny as its marketing company.

After the first phase was completed (new website, signs, banners, press releases, etc), FSM has begun different promotions for Bebop, having Amy read, sign and sell books in different venues.



“ Not fully understanding what I needed to do to get my book in as many hands as possible, knowing FSM Consulting and having them handle all my marketing has been a great decision. Besides myself, my publisher in NY is extremely happy with Bebop’s new website. We both thought FSM did a very professional and creative job with the site. Also I am very pleased with the professional press releases written, as well all the marketing collateral. The first couple of events were well attended as well the local media coverage. I would highly recommend FSM Consulting, and have recently asked their president to be my manager.

Amy Seidman, Author