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## *Parental Wisdom – Emails*

### *What Target® can teach us about being good parents*

You see their striking television commercials and slick print ads. You know where their stores are located, and what they sell. So why does Target® need to continue advertising?

Simple, because they want to constantly remind you they are there. Advertising is repeating the message; sometimes in a varying number of ways. The more you hear it, the more likely you are to believe.

That is the lesson we need to learn as parents. It isn't enough that you told them once to clean up their room, or their toys, or eat their vegetables, or be respectful, or to stay away from drugs, cigarettes and alcohol. Much like an advertising message, your children have to hear it repeatedly.

Why else would household names, like Coke, Pepsi, and Disney spend hundreds of millions of dollars a year on advertising? Surely their brand position is solid. They want to be kept top of mind.

Don't we want the same thing? We're battling popular culture for our children's attention, and let's face it - the interests of popular culture don't exactly match our interests as parents.

Make sure you repeat the message you want your children to hear. No one has made this point better (or funnier) than [Anita Renfroe](#), the singing mom.

I would also like to thank the Parental Wisdom members that participated in our review of Bobbi Conner's book [Unplugged Play: No Batteries, No Plugs, Pure Fun](#). It was recently awarded the Good Parenting seal.

We are planning to review a new book by Jessica Seinfeld entitled Deceptively Delicious: Simple Secrets to Get Your Kids Eating Good Food.

If you would like to participate in the review, please send an email to [tina@parentalwisdom.com](mailto:tina@parentalwisdom.com) and include your name, phone number and time zone.