

New Australian Author Book Release

KIDS AREN'T BORN @!*HOLES

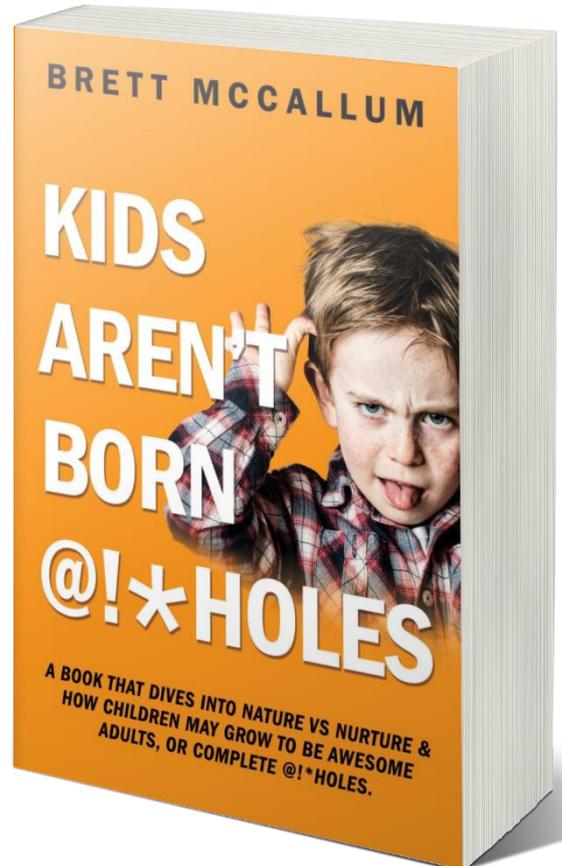
BRETT MCCALLUM

Are kids born @!*holes, or are they taught to become @!*holes?

After being congratulated by a Hawaiian waitress for having such polite and kind children, Brett McCallum, serial entrepreneur, CEO and Dad, sat down to ponder whether he was just 'lucky' that his children turned out so well, or was it the discipline and respect he and his wife showed to them that turned them into amazing little humans...

This book is the culmination of that pondering and discusses the raft of influences that affect our children in both negative and positive ways during their day to day lives. With input from a school principal with over 30 years' experience, a couple experiencing new parenthood, a single dad bringing up 3 kids on his own and a physiologist specialising in children's behaviour, Brett aims to answer the age-old question – 'are kid's born @!*holes?'

Some people might be offended by the title, but Brett thinks that's a good thing! He didn't write this book for the faint-hearted – it's for those parents who're determined to raise kids to become the most awesome little humans they can be. Brett takes the view that the unique problems of kids today didn't just happen in a vacuum. Instead, we have stood by and watched it happen. The question now is: What are we going to do about it?



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About the Author: **BRETT MCCALLUM**



“A serious book about serious parenting while being presented in the most entertaining and enlightening way from a real hands-on parent and a speaker for the future of our next generations...Brett is the champion our future needs and what our present desperately wants to learn...5 stars...Brilliant...” Colin, Indiebook Reviewer

As a teenager, Brett McCallum became one of the youngest bank managers in Australia. He retired at 31, only to start over again after a failed business venture. He is now a seasoned entrepreneur, corporate executive, IT consultant, podcaster and microeconomics expert. Throughout his life, despite being intensely focused on his career, he has also chosen to put family first and raise four beautiful, well-adjusted, polite children and just damn awesome little humans.

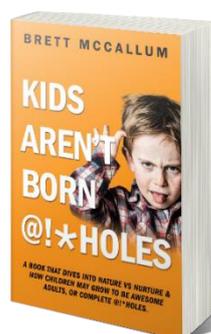
Thank you for supporting a new author from the local community of Runaway Bay. If you require any further communication or information, please contact us directly to organise and confirm as requested and within reasonable timing to help you meet your goals also.

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A Conversation with Brett

What was an early experience where you learned that language had power?

My mum always brought me up by saying that the meaning of a word can be taken in a different context.

Will your content be informed by evidence-based, peer reviewed sources and experts in the field of child psychology, or will it be based on the author's or other's opinions?

Opinions of all, mine to start with then professionals and anyone who wants a say. No opinion is wrong. This is all about my thoughts on the future of the world and how stuffed up it is because we do not give a crap about the kids.

Can you define what you mean by the title of the book, Kids Aren't Born @!*holes?

*It is in the title. I believe that kids are taught to become @!*holes due to the lack of parenting and the broken educational system.*

What are the objectives of your second book?

To be controversial, make a point that things need to change. We need to ensure that the kids actually do have a chance, but parents and educators and other people of influence actually have to give a crap about them. The kids are the future leaders, and we need to parent and educate them to enable them to have the best opportunity moving forward.

Do you have any suggestions to help others become a better writer? If so, what are they?

Write with your heart, not your head.

Why did you write this book and what were your inspirations?

The waitress complimenting me on my children made me think about why they had turned out so polite and well-behaved. I started wondering whether I had anything to do with it, or whether I was just lucky.

Is this book a stand-alone or part of a series?

I am thinking it should be part of a series. This is the first book from my perspective, and I think we need to do one from the Kids Perspective in the future but I am open to options

What is the definition of '@!*hole' for the purposes of this book?

A disrespectful, naughty, harmful, child who plays up all the time and does not appreciate what they have.

What genre will the book fall into? Is it intended to be a self-help book?

Yes and no, more along the lines of an information book to get people to act. The issue is not the climate, it is the fact that we are not parenting our kids, which we need to.