

REGGIE JOINER

KRISTEN IVY

*Don't
Miss
It*

FREE SAMPLER

**PARENT EVERY WEEK
LIKE IT COUNTS.**

We hope you enjoy this complimentary sample of *Don't Miss It: Parent Like Every Week Counts*, by Reggie Joiner and Kristen Ivy.

This sample contains the introduction, a portion of the first section of the book, and information about the book, the authors, and its contributors.

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**PARENT EVERY WEEK
LIKE IT COUNTS.**



If you are a parent, and you want influence with your kid,
take an hour and read this book.

Then you can say you read a book today.

Or if you are in a hurry, like most parents, at least read the
left pages.

That should take about five minutes.

So you can probably finish while you're in the carpool line.

Either way, you will be reminded that you have a limited
amount of time

before your son or daughter grows up.

That's why we wrote these pages.

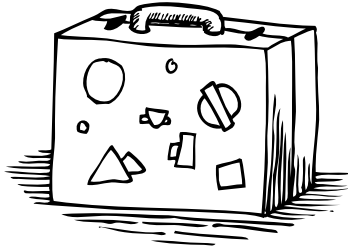
We just want to make sure you

don't miss it.





YOUR KIDS
WILL GROW UP A LOT
FASTER
THAN YOU EVER DREAMED.



↳ DON'T MISS IT.

If you are a parent with kids or teenagers, you have probably heard an older parent say something like . . .

"They grow up so fast."

"You better enjoy them while you can."

"They will be gone before you know it."

More than likely they say this because that's what someone said to them when their kids were young. So they feel like they are responsible to pass it along.

Maybe there are times you'd like to respond with . . .

"Actually, I wish they would grow up a little *faster*." Or, "No. I haven't enjoyed them at all today."

Or, "That's sad. Why can't they go somewhere *now*?"

Okay, so no parent would dare say that. Out loud at least. But what is a parent supposed to

Feel

Do

Say

when someone makes them feel like time is running out with their kids.

THE AVERAGE PARENT
HAS LESS THAN

1,000

→ WEEKS ←

FROM THE TIME THEIR KIDS ARE BORN
UNTIL THEY MOVE OUT OF THE HOUSE.



THAT CAN FEEL LIKE A LOT OF PRESSURE.

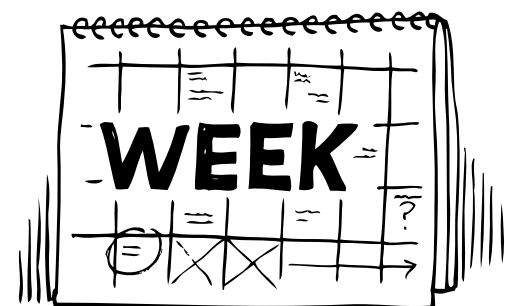
And it may seem like you could sum up most parenting advice in the following statement:

"The future of your children is coming like a freight train. You better get your act together as a parent because you're running out of time. If you're not careful, you will miss out on what's important and mess them up for the rest of their lives."

Maybe the next time someone reminds you that kids grow up fast, you should grab them by the collar, look them directly in the eye and say, "So tell me. Exactly what are you suggesting I should do about that?"

Okay, that may be a little too dramatic. But time is moving faster than many of us realize.

There is a clock that started ticking the day your child was born. In fact, there are less than a thousand weeks from the time a child is born until they graduate from high school.



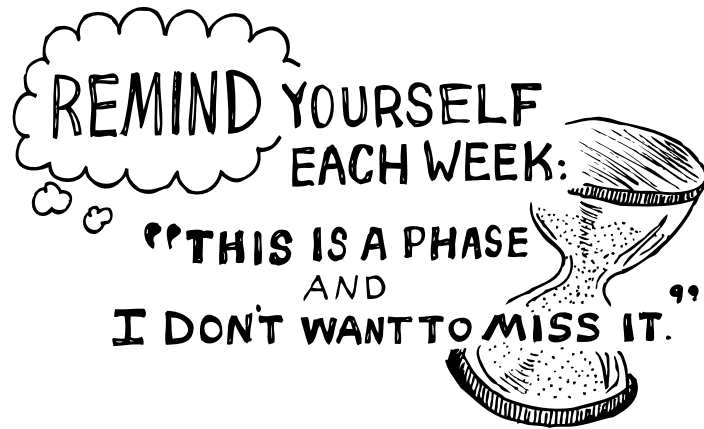
WHEN YOU BREAK IT DOWN, IT GOES REALLY FAST.

For example, this could be the story of a typical daughter told in weeks.

Week 1	she cried all night
Week 10	she cooed and smiled
Week 40	she stood up
Week 50	she said "uh-oh"
Week 70	she flushed your keys down the potty
Week 130	she went to the potty
Week 140	she used your wall as a coloring book
Week 182	she rolled her eyes at you
Week 206	she made you a macaroni necklace
Week 234	she only answered to "Princess Jasmine"
Week 260	she began kindergarten
Week 295	she wrote a story about you
Week 315	she spoke in "Pig Latin" for two days
Week 338	she got her first visit from the Tooth Fairy
Week 364	she stopped believing in the Tooth Fairy
Week 364	she also stopped believing in Santa
Week 387	she charged you for a painted rock
Week 403	she got braces
Week 416	she had homework that confused you
Week 438	she made up a dance for the talent show
Week 459	she went to her first slumber party
Week 478	she shaved her legs
Week 494	she outgrew the kid's menu



Week 513	she beat you at Monopoly®
Week 522	she put on make-up
Week 550	she asked for a smart phone
Week 551	she begged for a smart phone
Week 572	she entered middle school
Week 573	she decided she was smarter than you
Week 597	she got her braces taken off
Week 600	she started her period
Week 624	she got a smart phone
Week 645	she decided she was a vegetarian
Week 646	she only ate hamburgers
Week 676	she legally posted on Instagram
Week 728	she attended her first high school class
Week 735	she asked when she could officially date
Week 780	she got her driver's learning permit
Week 784	she backed into the garage door
Week 806	she got her first paycheck
Week 819	she was grounded for a month
Week 820	she started unofficially dating
Week 832	she got her driver's license
Week 858	she took the SAT
Week 861	she took Harvard off her list of colleges
Week 884	she broke up with her boyfriend
Week 895	she went to her last summer camp
Week 900	she started her senior year
Week 928	she went to prom
Week 936	she graduated from high school



YOUR SON OR DAUGHTER IS SPEEDING THROUGH EACH PHASE OF LIFE FASTER AND FASTER, AND IF YOU'RE NOT CAREFUL, IT'S EASY TO MISS.

Think about it this way . . .

You will only get 365 days to know your three-year-old as a three-year-old, and then they will be four. And you will never know them again as a three-year-old.

You will only get 52 weeks to know your eight-year-old as an eight-year-old, and then they will be nine. And you will never know them again as an eight-year-old.

You will only get twelve months to know your thirteen-year-old as a thirteen-year-old, and then they will be fourteen. And you may never want to know them again as a thirteen-year-old.

So don't hurry through the present phase of your kid's life just so you can move on to whatever is next. Don't embrace an attitude that says, "*This is just a phase I need to get through as soon as possible.*" Instead, inspire your family to believe, "*This is just a phase, and I don't want to miss it.*"

WHAT IF YOU CREATED A
VISIBLE COUNTDOWN CLOCK
 BY USING A



TO REPRESENT THE NUMBER OF
 WEEKS YOUR SON OR DAUGHTER HAS
 REMAINING AT YOUR HOUSE?

THEN YOU STARTED REMOVING



⇒ **THE FACT IS YOU HAVE A
 LIMITED NUMBER OF WEEKS
 WITH YOUR SON OR DAUGHTER.**

Try creating a visual countdown clock.

Start with a jar of 936 marbles. Why 936? Because that is the estimated number of weeks between birth and high school graduation.

Then reduce the number of marbles in your jar to match the actual number of weeks you have left with each child.

Then start a simple ritual:
 Remove one marble every week.

Over time, the practice of losing marbles can have a meaningful effect.

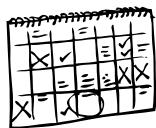
It will remind you to value your time.
 It will make each week matter a little more.
 It will reinforce a simple principle:

When you see how much time you have left, you tend to do more with the time you have now.

THIS BOOK WAS

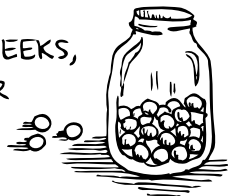
↓ **SHORT** ↓

BECAUSE THE PHASES ARE, TOO.
WHEN LIFE GETS BUSY—AND IT WILL—
REMEMBER THESE SIMPLE TRUTHS:



WHAT YOU DO AS A PARENT
EVERY WEEK MATTERS.

WHEN YOU COUNT YOUR WEEKS,
YOU TEND TO MAKE YOUR
WEEKS COUNT.



IF YOU WANT TO INFLUENCE
YOUR CHILD'S FUTURE, GET TO
KNOW WHO THEY ARE TODAY.

THE CLOCK IS TICKING. TIME KEEPS
MOVING. BUT YOU GET THE CHOICE TO
MAKE HISTORY AS A FAMILY
EVERY WEEK.



IT'S JUST A PHASE, DON'T MISS IT.

You will have approximately 936 weeks from the time your child is born until he or she graduates from High School.

It goes by fast.

The responsibility to shape a child's faith and character can seem overwhelming.

If you are a parent you have probably realized by now that you . . .
can't make a toddler share.
can't force a child to have faith.
can't compel a teenager to make smart decisions.

But there is something you can do.

You can make this week count.
And then do it again, and again.

What you understand about your kids now,
has the potential to change their future.

So don't miss it.

If you don't miss what's happening during this phase. Then maybe they won't miss some important things they need to know about life.

That's why what you do this week matters.

It's Just A Phase, So Don't Miss It

"If you are a parent, don't miss reading this book. It will change how you see the potential of your kids forever. It could also change how you parent this week."

JON ACUFF



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The goal of the Phase Project is to summarize and simplify an overwhelming amount of research related to child development so the average leader and parent can understand kids better.

IT'S JUST A
PHASE
SO DON'T MISS IT

To join the conversation or learn more about the Phase Project, visit JustAPhase.com