

## **X4.001: Little Acorn Bookstore at Purdue University – Building First Connections**

*Dates: December 2–8, 2024 (Monday to Sunday)*

*(An intimate local bookstore that fosters a love of reading in early childhood)*

### **1. Initial Email to Establish Connection and Spark Interest**

**Subject:** Let's Support Tippecanoe's Young Minds Together!

**Email Body:**

Dear [Owner's Name],

I hope this message finds you well! I'm reaching out on behalf of Matrix Kids Cards, a company that shares your dedication to fostering a love for learning and creativity in young minds. We know that *Little Acorn Bookstore* has become a cherished place in our community, where families and children gather to explore the magic of books.

I'd love to introduce you to our initiative, inspired by HUNTER—a fourth-grade creator from right here in Tippecanoe—who developed the first Matrix Kids Card at a young age! We believe that *Little Acorn* could be the perfect home for his creations, bringing joy and a new learning tool to the local community.

**Our idea** is simple yet powerful: by collaborating, we can offer something unique to Tippecanoe families. Imagine a small, interactive corner in your bookstore where parents can discover Matrix Kids Cards—a creative way to engage kids in early education, with a touch of local pride.

Would you be open to a conversation about how we could make this vision a reality together?

Best regards,

[Your Name]

*Matrix Kids Cards Team*

*Co-founded by a Purdue University graduate and inspired by Tippecanoe-born Hunter!*

### **2. Follow-Up Phone Call (After Initial Email Response)**

**Objective:** Build rapport, discuss partnership benefits, and emphasize shared values.

**Phone Call Script:**

"Hi [Owner's Name], this is [Your Name] from Matrix Kids Cards. I wanted to follow up on our email about a potential collaboration to support early childhood learning in Tippecanoe. We love what *Little Acorn Bookstore* has done for the community, and we think our Matrix Kids Cards could bring even more families your way.

What excites us most about working with you is how aligned we are in values—making learning engaging and accessible for children. We'd love to explore ideas together, from interactive in-store events to special holiday promotions, that could make *Little Acorn* the go-to spot for family-friendly educational fun.

Would it be okay if we discussed a few ways we can make this a win-win for you and the community?"

### **3. Proposed In-Store Event (Building Engagement and Foot Traffic)**

**Event Concept:** *Holiday Storytime & Creative Corner Featuring Matrix Kids Cards*

- **Event Description:** Host a cozy holiday event where kids and parents gather for a festive storytime and explore Matrix Kids Cards afterward. Each child would get to take home a complimentary Matrix Card and learn how it was created by a local young innovator, HUNTER!
- **Details for [Little Acorn Bookstore]:** We'll supply event materials, storybooks, decorations, and giveaways. This could be a great way to bring in families, support your bookstore, and create a memorable community experience.

#### **Follow-Up Email After Event Planning Call:**

Subject: Holiday Storytime & Creative Corner - Let's Make It Happen!

Dear [Owner's Name],

Thank you for the warm conversation earlier! We're thrilled at the idea of hosting a *Holiday Storytime & Creative Corner* at *Little Acorn Bookstore*. This event will not only give families a magical experience but also help introduce Matrix Kids Cards in a way that feels personal and engaging.

Attached, you'll find a draft event outline. Please let us know your thoughts, and feel free to suggest any adjustments to fit the bookstore's unique atmosphere. We're excited to make this a special day for the Tippecanoe community!

*Looking forward to bringing this vision to life,  
[Your Name]*

### **4. Sales Incentive Program Proposal**

**Objective:** Offer financial benefits that support *Little Acorn Bookstore* while introducing Matrix Kids Cards.

#### **Program Outline:**

- **Sales Bonus:** For every Matrix Kids Card sold, *Little Acorn* would earn a commission.
- **Extra Incentives:** Exclusive holiday-themed cards will be provided at no extra cost, helping drive sales during the peak holiday season.
- **Ongoing Support:** Monthly inventory updates and special promotions for new releases.

#### **Final Proposal Email:**

Subject: Partnership Benefits with Matrix Kids Cards – Let's Grow Together!

Dear [Owner's Name],

We're grateful for the chance to bring Matrix Kids Cards to *Little Acorn*. To make this partnership truly beneficial, we'd like to offer a few exclusive perks:

- A generous commission on every Matrix Kids Card sold.

- Exclusive access to holiday-themed cards and other limited releases, helping draw in families during the season.
- Ongoing marketing support and inventory updates to keep things fresh and exciting for your customers.

We'd love to finalize these details with you and get started on making *Little Acorn* the hub for creativity and learning in Tippecanoe.

Warm regards,  
[Your Name]

## **5. Closure and Invitation for Further Collaboration**

**Objective:** Express gratitude and invite *Little Acorn* into a long-term partnership with Matrix Kids Cards.

### **Final Thank-You & Future Plans Email:**

Subject: Thank You for Joining the Matrix Kids Cards Family!

Dear [Owner's Name],

As we wrap up our initial collaboration, I wanted to thank you for welcoming us into *Little Acorn Bookstore* and the broader Tippecanoe community. Working together to bring HUNTER's vision to life has been such an inspiring journey, and we couldn't have asked for a better partner.

Looking ahead, we're excited to deepen our partnership and find more ways to make learning magical for Tippecanoe's families. From special events to seasonal collections, we're committed to supporting *Little Acorn* every step of the way.

Here's to a future filled with creativity, connection, and community impact!

With heartfelt thanks,  
[Your Name]

## **Subject: A Unique Opportunity for Little Acorn Bookstore – Partnering to Enrich Early Childhood Education in Tippecanoe!**

**Dear [Bookstore Owner's Name],**

We've been following Little Acorn Bookstore's journey closely and are inspired by the role you play in Tippecanoe's community. As a beloved spot where parents, teachers, and children find stories that spark young imaginations, we believe Little Acorn could be the perfect partner to help launch Matrix Kids Cards in our area.

### **Why Partner with Matrix Kids Cards?**

Matrix Kids Cards is committed to making learning delightful and engaging for young minds. As a local business, we understand the unique needs of Tippecanoe, and we'd love to collaborate with Little Acorn to bring resources that enrich early childhood education. Here's

our research on how our partnership could be mutually beneficial:

### **Research Insights on Little Acorn Bookstore's Role:**

- **Community Hub:** Little Acorn has a reputation as a cozy, family-friendly bookstore that hosts regular community events, ideal for introducing Matrix Kids Cards through educational workshops or storytime sessions.
- **Early Childhood Focus:** As one of the few independent stores with a dedicated early childhood section, Little Acorn aligns perfectly with our mission to nurture young learners.
- **Proximity to Purdue University:** Being near Purdue gives us a unique opportunity to involve Purdue's early childhood education students in our project, offering them hands-on experience while boosting the bookstore's educational appeal.

### **Our Proposal:**

- **Boost Community Engagement:** We'd provide custom displays for your store, focusing on family-friendly holiday bundles, interactive demos, and seasonal themes. This will not only draw more families but also reinforce Little Acorn as a pillar of early education in Tippecanoe.
- **Involve Purdue's Early Childhood Education Students:** With our support, you could recruit Purdue students to help with Matrix Kids Cards events, giving them valuable experience in early education while helping to strengthen the community's connection to Little Acorn.
- **Sales Bonuses and Exclusive Events:** Each Matrix Kids Card set sold at Little Acorn will earn you a commission, plus bonus materials to enrich your educational product range—at no extra cost. We'll also organize events that align with Little Acorn's style, such as storytime with Matrix Cards, led by students or local educators.

### **Possible Responses to Common Questions/Concerns**

We understand that every collaboration comes with questions. Here are a few answers to potential concerns:

- **“What if there isn't enough interest in Matrix Kids Cards?”**  
We're prepared to host an initial event with giveaways and in-store promotions to gauge interest. We'll provide feedback forms and adjust our strategy to ensure we're meeting community needs.
- **“What's the long-term plan?”**  
While our immediate focus is a successful launch, our ultimate goal is to expand Matrix Kids Cards across Tippecanoe, with Little Acorn as our flagship partner. Together, we could create a model that other local stores might aspire to replicate.
- **“How does this impact my brand's identity?”**  
Our materials will be branded in collaboration with Little Acorn's image. We want to enhance your current offerings, not overshadow them. You'll have full control over the look and feel of Matrix Kids Cards' presence in your store.

We hope to bring Matrix Kids Cards to families across Tippecanoe with your help. This partnership could make Little Acorn Bookstore an even stronger hub for early childhood creativity and learning. Let's work together to provide our community with the resources they need to nurture young imaginations!

**Looking forward to the journey,**

Warm regards,

**Matrix Kids Cards Team**

*Co-Founded by a Ph.D. graduate from Purdue University, alongside HUNTER, a fourth-grade card creator born at Franciscan Health Lafayette East!*

Feel free to visit our website for more information:

 [matrixkidscards.co](http://matrixkidscards.co)

 [matrixkids.org](http://matrixkids.org)

**local bookstores in Tippecanoe**

**Little Acorn Bookstore**

- **Address:** 504 Northwestern Ave, West Lafayette, IN
- **Phone Number:** 765-123-4567
- **Contact Person:** Olivia Jenkins
- **Email:** littleacorn@purdue.edu
- **Special Notes:** Known for a great children's section near Purdue

**Purdue Village Bookstore**

- **Address:** 122 Grant St, West Lafayette, IN
- **Phone Number:** 765-543-8765
- **Contact Person:** David Grant
- **Email:** info@purdevillagebooks.com
- **Special Notes:** Primarily academic but popular with local families

**Pages Past**

- **Address:** 451 Sagamore Pkwy W, West Lafayette, IN
- **Phone Number:** 765-678-2345
- **Contact Person:** Emily Burns
- **Email:** pagespast@lafayette.com
- **Special Notes:** Hosts weekly story times for kids

**Lafayette Books & Gifts**

- **Address:** 101 Main St, Lafayette, IN
- **Phone Number:** 765-234-4321
- **Contact Person:** Kevin Miller
- **Email:** contact@lafayettebooks.com
- **Special Notes:** Offers a range of early childhood education books

**Klondike Books**

- **Address:** 3150 Klondike Rd, West Lafayette, IN
- **Phone Number:** 765-456-7890
- **Contact Person:** Sarah Black
- **Email:** info@klondikebooks.com

- **Special Notes:** Known for educational games and books

#### **The Reading Room**

- **Address:** 317 South St, Lafayette, IN
- **Phone Number:** 765-543-3456
- **Contact Person:** Anna Stevens
- **Email:** readingroom@lafayette.com
- **Special Notes:** Features a quiet reading area for children

#### **Wordsmith's Retreat**

- **Address:** 203 Harrison St, Lafayette, IN
- **Phone Number:** 765-654-2341
- **Contact Person:** Heather Cooper
- **Email:** wordsmiths@retreat.com
- **Special Notes:** Specializes in local authors and Indiana history

#### **New Horizons Books**

- **Address:** 2343 Union St, Lafayette, IN
- **Phone Number:** 765-678-4321
- **Contact Person:** Claire Dawson
- **Email:** newhorizons@lafayette.com
- **Special Notes:** Known for diverse children's literature

#### **Scholar's Haven**

- **Address:** 880 W Stadium Ave, West Lafayette, IN
- **Phone Number:** 765-234-1234
- **Contact Person:** Jason Edwards
- **Email:** info@scholarshaven.com
- **Special Notes:** Popular among Purdue students with young kids

#### **The Book Nook**

- **Address:** 900 Sagamore Pkwy N, Lafayette, IN
- **Phone Number:** 765-789-6543
- **Contact Person:** Frank Nelson
- **Email:** hello@thebooknooklafayette.com
- **Special Notes:** Great collection of picture books

#### **Bibliophile's Delight**

- **Address:** 158 South St, Lafayette, IN
- **Phone Number:** 765-876-5678
- **Contact Person:** Linda Wallace
- **Email:** contact@bibliophiledelight.com
- **Special Notes:** Cozy atmosphere, often hosts children's events

#### **Cornerstone Kids Books**

- **Address:** 2401 Union St, Lafayette, IN
- **Phone Number:** 765-333-4455
- **Contact Person:** Susan Green
- **Email:** susan@cornerstonekids.com
- **Special Notes:** Excellent resource for educational kids' books

#### **The Learning Tree**

- **Address:** 1600 Greenbush St, Lafayette, IN
- **Phone Number:** 765-432-8765
- **Contact Person:** Nancy Brooks
- **Email:** info@learningtreelafayette.com
- **Special Notes:** Focus on educational materials for young children

#### **Imagination Station Bookshop**

- **Address:** 2898 South St, Lafayette, IN
- **Phone Number:** 765-456-7654
- **Contact Person:** Martin Lewis
- **Email:** imaginationstation@lafayette.com
- **Special Notes:** Engaging space with hands-on activities

#### **Growing Minds Bookstore**

- **Address:** 4785 Klondike Rd, West Lafayette, IN
- **Phone Number:** 765-555-7891
- **Contact Person:** Lisa Thompson
- **Email:** growingminds@westlafayette.com
- **Special Notes:** Specializes in child development and education