

# KORIE ROBERTSON

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Korie Robertson, wife of Duck Commander® CEO Willie Robertson and star of A&E's beloved series *Duck Dynasty*, is a mother of five and a *New York Times* bestselling author of several books, including the forthcoming *Strong and Kind: And Other Important Character Traits Your Child Needs to Succeed*; *The Duck Commander Family: How Faith, Family, and Ducks Built a Dynasty*, written with Willie; *Faith Commander: Living Five Values from the Parables with Jesus*, written with her mother Chrys Howard; and *The Women of Duck Commander: Surprising Insights from the Women Behind the Beards about What Makes this Family Work*, written with all of the Robertson wives. She is also an in-demand public speaker, Duck Commander® executive, entrepreneur and founder of boutique Duck and Dressing, and philanthropist, who remains active with a variety of organizations that focus on children, adoption, and foster care. Korie lives with her family in West Monroe, Louisiana.

## Why Korie Robertson?



- With warmth and down-to-earth wisdom, Korie offers common sense advice not just for parenting, but for living. The guidance she shares was true five generations ago and will be true five generations from now.
- Korie uses her celebrity-status for good, sharing relatable advice that applies to women in all stages of life. The entire country fell in love with the whole Robertson family several years ago, and their candor, determination, humor, and love for one another have inspired a deeper following than any other TV family in history.
- Korie's experience as a mother of five is wide-ranging: she and Willie had three children, John Luke, Sadie, and Bella, biologically. They adopted Will when he was a baby, while they adopted daughter Rebecca in her teens after she stayed with the family as an exchange student from Taiwan.
- Korie has an extraordinary platform, presence, and audience:
  - A 1.47 million people follow Korie on Twitter, while more than 1.3 million keep up with her via Instagram.
  - Millions of people tune in to watch *Duck Dynasty* each week, and the show is broadcast in more than 40 countries. A bona fide phenomenon, the series drew approximately 11.7 million viewers for its Season 4 premiere in 2013, making it the most-watched cable reality show episode ever.
  - Korie and Willie's first book, *The Duck Commander Family*, went through 32 reprints in just 37 weeks.

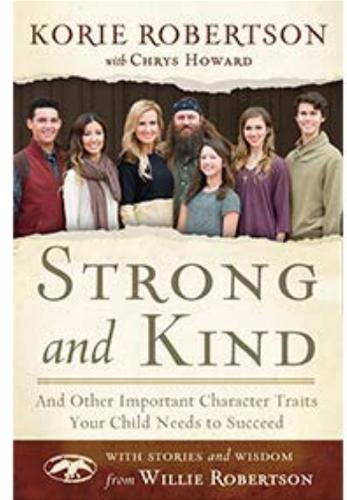
“God has great plans for all of our children. He sees leaders, encouragers, missionaries, preachers, and teachers.”  
- Korie Robertson, *Strong and Kind*

“However exceptional or broken your home or your parenting has been until now, there's no time like the present to make or renew your commitment to the process of building strong children.”  
- Korie Robertson, *Strong and Kind*

# About the Book

## *Strong and Kind: And Other Important Character Traits Your Child Needs to Succeed*

In her new book **STRONG AND KIND: AND OTHER IMPORTANT CHARACTER TRAITS YOUR CHILD NEEDS TO SUCCEED**, Korie Robertson – *New York Times* bestselling author, wife of Duck Commander® CEO Willie Robertson, star of A&E's *Duck Dynasty*, and mother of five – argues that developing good character in our children is the single most important thing we can do to help ensure they lead happy, healthy adult lives. Robertson explores key traits and what they truly look like in action, asks readers to select the two traits that they hope to see most in their children, and shares hands-on ways for nurturing strength of character. Written with her mother Chrys Howard and featuring stories and wisdom from husband Willie, **STRONG AND KIND** cuts through the contemporary cacophony of parenting manuals to rediscover, unfold, and embrace the enduring wisdom that has guided the best parents for centuries.



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### *Why Strong and Kind?*



- Through stories that are heartening and often hilarious, Korie – along with help from Willie – welcomes readers deep into their home, behind the scenes after the cameras have quit rolling, to examine effective parenting methods rooted in love and faith.
- **STRONG AND KIND** is a thought-provoking handbook that seeks to empower parents by encouraging them to look honestly at themselves and consider ways in which both moms and dads can live out the character traits they hope to see most in their children.
- Separated into three stair-step sections, **STRONG AND KIND** details character building by painting clear pictures and asking focused questions. Readers study why character matters; identify the two character traits they want to see in their children; and finally, learn how to parent in a way that will nurture the traits they've selected.

“ In the end it comes down to living these traits ourselves and doing things on a daily basis that imprint these values onto our children’s hearts and minds. It will take us *being* kind and strong and loving and compassionate.”

- Korie Robertson, *Strong and Kind*

“ Willie and I certainly aren’t perfect parents, but we are, like you, striving to raise children with good values, who contribute positively to this world, and who most importantly love God and love others. And that pretty much sums it up.”

- Korie Robertson, *Strong and Kind*