

FOR GROWN-UPS ONLY

WHAT WILL YOUR CHILD'S MONSTER DO?
THAT'S UP TO YOU!

GOOD NIGHT MONSTER CAN BE A FUN PART OF
YOUR CHILD'S BEDTIME AND WAKE-UP ROUTINES:

- *Give the monster plush a name or choose one with your child.*
- *Use Good Night Monster as a reassuring nighttime guardian. For example, if your child is afraid of something under the bed, place the monster plush there before they go to sleep.*
- *As part of your child's morning routine, encourage them to put the plush to bed at "monster's bedtime."*
- *Try incorporating Good Night Monster into your child's world. Give the plush a birthday of its own and have it celebrate your child's special day too. It could also form friendships with your child's toys or take part in different holidays!*

THERE ARE LOTS OF WAYS YOUR MONSTER CAN HELP
WITH FEARS, WAKEFULNESS, AND NIGHTTIME MISHAPS:

- *Agree with your child where the plush should stand guard or what it should do. Set a clear intention for it every night.*

- *Use Good Night Monster as a loving, goofy friend for your child. Sharing fun and comforting moments with the plush will naturally create positive associations around darkness, bedtime, and sleeping.*
- *Encourage your child to talk with the plush about their fears and worries, and have the monster offer your child a coping strategy or affirmation. Alternatively, have your child draw a picture of the monster protecting them, solving a problem, or scaring a fear away.*
- *If you're unsure how to address your child's fears, the What Did the Good Night Monster Do? storybook features some common worries monster can help with.*

USE THE MONSTER PLUSH TO CREATE MAGICAL,
ONE-OF-A-KIND MEMORIES FOR YOUR CHILD:

- *Make your child's Good Night Monster come to life! If your child isn't sensitive about the idea of a monster moving around their room, pose or move the plush while they're asleep as a surprise for the morning.*
- *The plush doesn't always have to be in your child's bedroom—it could guard and explore other areas of your house and even go outside.*
- *When the monster plush isn't needed for guarding, try to think of new adventures it could have. Let your imagination run wild! The storybook has lots of great ideas.*

USE #GOODNIGHTMONSTER TO SHARE YOUR
MONSTER'S ADVENTURES. DISCOVER EVEN MORE WAYS
GOOD NIGHT MONSTER HELPS CREATE A HAPPY BEDTIME!



Find this letter in our
Goodnight Monster Gift Set