

The Rabbit Who Wants to Fall Asleep

- 1 Every parent of a young child will be familiar with the daily struggle of trying to coax an energetic child into going to sleep. A psychologist has claimed that he may finally have the answer to the age-old problem and has developed a new storytelling book scientifically designed to send children to sleep within minutes. Since going on sale, 'The Rabbit Who Wants to Fall Asleep' has rocketed to the top of Amazon's best sellers list.
- 2 The paperback was written by Swedish psychologist Carl-Johan Forssén Ehrlin and tells the tale of Roger the Rabbit, the Sleep Snail and Uncle Yawn on their quest to help the rabbit go to sleep. Parents are advised to read slowly and methodically and to yawn throughout the narrative. It is believed that these psychological reinforcement techniques transfer to the child who then mimics their parents' sleepy behaviour.
- 3 Mr Forssén Ehrlin claims to use language patterns and complementary images to lull even the most energetic child to sleep over the course of its 26 pages. He claims: "This is an innovative and groundbreaking type of bedtime story that uses sophisticated psychological techniques. These are formed in a way to help the child relax, fall asleep faster and sleep calmer every night. The tale gives suggestions to the child's unconscious mind to sleep."
- 4 It is believed that this is the first time that an independent author has topped Amazon's best sellers chart.



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