



LOCAL STORIES

Meet Jenna Hammond | Children's Book Author & Yoga Teacher

March 7, 2023 • [Leave a reply](#)

We had the good fortune of connecting with Jenna Hammond and we've shared our conversation below.

Hi Jenna, we'd love to hear more about how you thought about starting your own business. I've always wanted to be an author. When I had my first son and transitioned to freelance writing and editing from a full-time editorial career, I soaked up as much information as possible about book publishing, particularly children's books. I began crafting manuscripts and networked with anyone in the industry. Freelancing provided income. But working on books gave me the creative sustenance that I craved. This way I could be available for my family while also working in fulfilling way. When my debut children's book was published in 2017, I channeled my experience and passion for kids' literature to lead author visits and make my book vastly marketable, often using my children's yoga certification. I have found that with creativity and ingenuity, I can keep my books relevant and on trend.

SHOUTOUT SOCAL



Let's talk shop. Tell us more about your career, what can you share with our community?

I found a hole in the marketplace for a yoga book for kids, a fresh concept at the time of the publication of my debut children's book, Downward Mule. Drawing from my yoga background, love of kids and writing, and desire to champion confidence, my author brand fell into place. Of course it took many manuscript rejections before I got yeses. You need thick skin to be an author! But if you want to inspire confidence and competence in the next generation like I do, then it's important to know how to get up from falling.

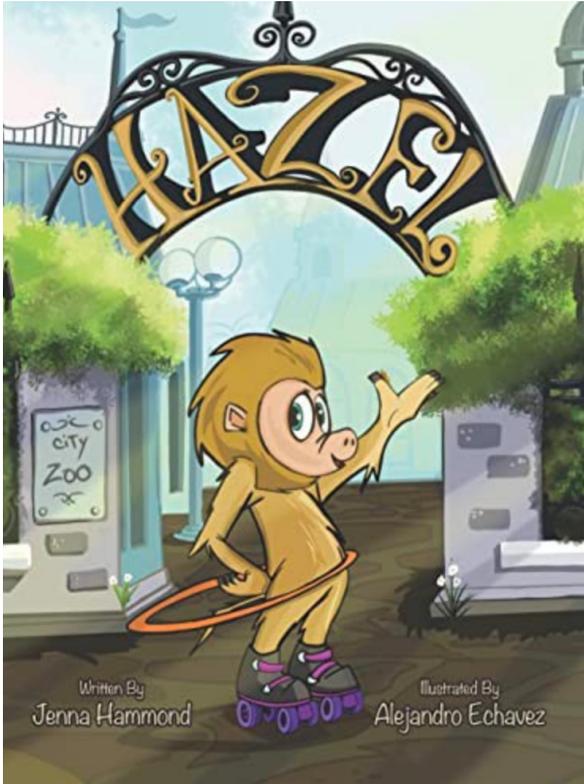
SHOUTOUT SOCAL

If you had a friend visiting you, what are some of the local spots you'd want to take them around to?

Hang out at LACMA and Griffith Observatory (especially strolling the grounds), bike in Santa Monica from pier to pier, watch the skateboarders at Venice Beach, hike in Malibu, window shop in Beverly Hills and treat yourself to a lavish meal, drive to San Diego to walk along the water for as long as possible, stopping at La Jolla Cove. And if you have the right wetsuit, meaning a 4/3 for me in the Pacific, spend time surfing.



SHOUTOUT SOCAL



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Shoutout is all about shouting out others who you feel deserve additional recognition and exposure. Who would you like to shoutout?

The most amazing women, authors, and author-illustrators comprise my picture book critique group. We do much more than improve each other's stories. We lift each other up, provide a sounding board about our industry, and lend honest friendship in the sometimes isolating world of creating books.

Website: www.jennahammondauthor.com

Instagram: @jennahammondauthor

Nominate Someone: ShoutoutSocial is built on recommendations and shoutouts from the community; it's how we uncover hidden gems, so if you or someone you know deserves recognition please let us know [here](#).