

“HOW TO GET KIDS TO READ MORE AND LOVE IT...”

Dear Principal or PTA,

WE ALL KNOW READING IS THE KEY TO A CHILD’S EDUCATION BUT, THERE ARE SO MANY NEGATIVE THINGS FOR KIDS TO DO TODAY. WITH VIDEO GAMES, COMPUTER GAMES, AND TELEVISION BOMBARDING THEIR DAILY LIVES MORE THAN ANY TIME IN HISTORY,

Is it any wonder that many children don’t read on a regular basis?

You can ask a kid to read but when it comes down to crunch time, when they are faced with reading or television, it’s their feelings about reading that will make them choose the right decision, don’t you agree?

FORTUNATELY, THERE IS SOMETHING YOU CAN DO TO HELP OUR CHILDREN CHOOSE READING INSTEAD OF THE VAST OTHER OPTIONS. In this letter you will find out how.

My name is Tim Adams (The Amazing Adamz). I’m a professional children’s magician with over 15 years experience. I specialize in creating **educational programs for Pre-schools.**

My newest program, “I LIKE TO READ!”, is designed to help children get excited about reading. Reading skills is, of course, **necessary for success** now and later in life.

HOW THIS PROGRAM WORKS

“I LIKE TO READ” is 35-40 minutes in length and is **excellent for grades K-6.** Through magic, puppetry and story telling, children will learn three important reading messages. By combining entertainment with education, kids are very receptive to these ideas and take them to heart.

THREE IMPORTANT READING SKILLS THAT KIDS *MUST* ADOPT IF THEY ARE GOING TO BE BETTER READERS

1. It's important to read every single day.

Children are “hammered” with things to do everyday. Most of these things are far more appealing to a child than reading. With TV, Video Games and computers all demanding your children’s attention, they think they have no time to read. In fact, most kids don’t even think about reading at all.

It is vital that children learn to read everyday. This one thing can improve their lives umpteen times.

2. You can grow up to be anything you want to be if you are a good reader.

Napoleon Hill said, “Whatever the mind of man can conceive, he can achieve.” This is true, isn’t it? Yet, the sad truth is, that many kids will not reach their full potential because they are not reading. Let’s face it reading is the key to getting places in life.

“I LIKE TO READ” will plant the seed of how important reading is and that through reading they can become whatever they want in life.

3. You must take care of your library books.

Let’s face it—your children have less and less respect for books. They think that they can do whatever they want to them and it is ok. This is a real problem that most schools and libraries have to deal with everyday.

This program will teach children to respect books. This is very important to their reading development, because what they respect they use.

ALL OF THESE THEMES ARE PRESENTED IN AN ENTERTAINING, FUN WAY SO THAT CHILDREN WILL NOT ONLY REMEMBER THEM BUT WILL ACT UPON THEM. Honestly now, isn’t true that if our kids really did adopt these beliefs, that they’d be better off and live a happier, more productive life?

O.K. TIM, EVERYTHING YOU’VE SAID MAKES A LOT OF SENSE... NOW WHAT?

At the end of this letter you will find a coupon for \$50. My regular price for this type of program is \$400. By using your coupon you instantly **save \$50** making your total investment (yes, it is an investment) only \$350.

I am giving you this discount because I know that after you see my work, hear the positive comments from teachers and parents, and hear the enthusiastic response from the children, you'll want me back again and again.

“We don't have that kind of money for a program.”

Here is a proven way to generate the necessary funds: Simply ask each child to bring in \$1.00 or \$2.00. I know this can be a hassle but I'll make it easy for you. I'll provide you with a camera-ready flyer for you to copy and give to each child to bring home. I'll also give you a manila envelope to collect funds.

“We don't have time to do an assembly at our school.”

Time for assemblies can be a problem. Please keep in mind that this is a real educational experience. One that will have a positive impact on all who attend. Yes, it's fun but it's so much more. In fact, “I LIKE TO READ” is a **great tie-in with school starting** in only a few short months.

It's important that you make time for this. If it's impossible to do during regular hours, may I suggest that you have a family night so parents can come as well. Parents, teachers and the kids will thank you.

IT'S SIMPLE TO BRING THIS PROGRAM TO YOUR SCHOOL

Please pick up the phone and call me at **(630) 416-4318**. If you have any questions or need additional information I'll be happy to help you.

The sooner you call, the better the opportunity you have to pick the day and time that's best for your school.

I'm looking forward to your call.

Sincerely,

Tim Adams
(The Amazing Adamz)

P.S. I want to thank you now for your action to bring this learning program to your school. It will really make a difference to the children and for your school.

P.S.S. Pick up the Phone today **630-416-4318**.

Coupon
Good for \$50 towards
Any of
Reach for Success
Programs!
(630) 416-4318