

Easyread UK

Part of Mobilite International Ltd
Oxford


www.easyreaduk.com

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~~Save Yourself Time & Frustration~~
and See Your Child Begin to Read
in *Days and Weeks*,
(Rather than Months and Years)

Dear Parent,

If you have a child learning to read at the moment, this letter will be interesting for you.

~~And, of course there are simple, well-proven techniques you can use to make it easier for your child to learn to read.~~ If you sign up for our free newsletter, you get an instant Mini-Course on "[How to Teach a Child To Read](#)" with information on those techniques. There is a sign up link at  bottom of this letter and **it costs nothing**.

But now... we have also developed a new approach to learning to read, which can make it *far, far easier for your child to learn, than ever before*.

The key is that Easyread works *with* the tremendous strengths of your child's mind, rather than ignoring them.

I will describe how in a moment. But first it is important to know why learning to read is so hard for most children.

Learning to Read Text is Hard Because it is Abstract

Of course, for you and I, after years of practice, reading this text is easy. It has become second nature to you, like catching a ball as it flies towards you or balancing your bicycle.

You do not even have to think as you scan the text. In fact, even if I mix three letters around, you can probably still read them. It is amazing how effortlessly your mind now decodes text.

However, to your child, right now, this is what this text we are reading looks like:

θαγκ ανδ θιλλ
Ωεντ υπ τηε ηιλλ
Το φετχη α παιλ οφ ωατερ
θαγκ φελλ δοων
ανδ βροκε ηισ χροων
Ανδ θιλλ χαμε τυμβλινγ αφτερ

That is Jack and Jill the nursery rhyme, presented in the Greek alphabet (presuming your web browser has it installed).

Frankly, it is an unintelligible and bizarre set of abstract squiggles. And it makes you feel slightly sick trying to decode it!

And that is what this text is like for your child. Another trick you can use is to turn a page of text upside down and imagine reading that.

Not only that, but English is Very Inconsistent too

Even once your child has begun to get familiar with the alphabet and a few words, all the inconsistencies of English will then begin to appear.

We all know that, it is a nightmare. English is a mass of traps to catch the foreign and the young! Even I embarrass myself regularly after 37 years of reading and writing.

Look at this sentence:

"The ball was warped and so the gas escaped faster, through the water, past the balloon floating over the park, and gave a funny taste to the rain and air later on."

The sentence is complete nonsense.... but look at all the inconsistency in just the use of the letter 'a':

gas:was
ball:balloon
water:later

park:warped
past:taste
rain:air

It has six different possible sounds and no rules as to which sound is represented each time.

Why not Try Learning to Read again, *Yourself*, with this exercise?

Lets take the Greek text again and see how you find it to read, without knowing what it is saying.

Try reading this sentence that uses the same words as the rhyme:

θιλλ ανδ τηε χροων φελλ ιν τηε παιλ ανδ τηε ωατερ ωεντ δοων τηε ηιλλ

Can you do it? If you can, now try one using just the same letters:

Τηισ ισ ρεαλλψ περψ τουγη το ρεαδ υνλεσσ ψου αρε α Γρεεκ Σχηολαρ

Does that give you a feeling for what your child is faced with?

And, Frankly, the Conventional Approach Gets **Very Poor** Results.

Just Look at the Figures:

So, how can we make reading English easy for your child? Well, almost certainly not by the conventional approach.

A full 25% of the children in our schools fail their reading test at the age of 11, every year. That is one in every four.

For 200 years we have tried to do better than that in our schools, but we have never succeeded. There never was a "golden age" when every child was taught to read. It is a myth.

While a few children with a very strong aural ability can read almost instantly, most of us take 12-18 months to learn.

And This is *Why* the School Results are so poor:


The reason for these terrible results is simple.

For most children, the road to reading is at home, not at school.

To learn to read you need to practise. And with 30+ children in the average class and only 25 hours of lessons a week, your child's teacher just does not have the time to give your child the 1-3 hours of individual reading practice each week, that is needed.

Your child will get 10-20 minutes a week of one-on-one reading tuition at school, with luck.

And so, with 15% of the adult population effectively illiterate anyhow, it is easy to see how so many children never learn to read in each generation.

Now, before you shout "What about dyslexia thicko!!?" at me... yes there are some children with more specialist problems. It is around 4-5% of the population. And we have some suggestions for sources of possible specialist help for those children on our website 

Dyslexia

A small percentage of the population have physiological reasons why reading is hard. These are mainly linked to the eyesight and balance. There are resources available for people who feel that they might be suffering from this sort of problem. Check the "Dyslexia" page on our website www.easyreaduk.com

But most "dyslexics" have just not been properly taught. In our sister charity, The Shannon Trust, we regularly teach adults to read in prison in just 6 months. Each one of them has been through £10,000 worth of schooling and one £25 manual does the trick.

For more information on this project, go to www.theshannontrust.org

Don't let people make you think that 25% of the population has some physiological reason why they cannot read. It isn't true.

I have given you these figures because they are just the tip of the "iceberg of struggle". For most children learning to read and write is hard.

Easyread **Will** Help Your Child to:

- Progress Much Faster
- Learn with Much Less Effort
- And Save You a Lot of Time:

Illiteracy is obviously not your concern. You can read well and you are evidently keen to help your child. And that means your child **will** learn to read.

So, what can Easyread offer you and your child?

Well, it is just going to make it quicker and easier. And that is going to make you both feel pretty good.

Using the Easyread Approach, I could have you reading that Greek Text, without any help at all, in less than 20 minutes flat. And I am happy to prove that to you. Every Easyread Starter Pack comes with some Greek for you to read, to prove to yourself that what I am saying is possible.

And in the same way, Easyread is going to make reading far easier for your child and save both of you a lot of time and effort.

This is how:

First off is our A-Z book, called "The Ants in Pink Pants", which will teach your child the alphabet in Super Quick Time.



The Ants in Pink Pants

To learn the alphabet in less than a week

In fact, I find that many children are confident with 80% of the alphabet in just 2-3 readings. You may find that hard to believe, but just try it and you will see what I mean.

You Can Use the Virtually *Limitless* Strength of Your Child's Visual Mind...

The book is full of crazy characters like the Bear with Long Hair, the Duck Covered with Muck and the Eggs with Little Legs.

It just links straight into your child's memory, **because it has been designed to do so.**

Memory Techniques

We use exactly the same memory techniques as memory champions and specialists now use. For more information on this there is a site called www.mindtools.com that has a good section on memory control and use. We also discuss it on our main website pages


So, Each letter becomes a location where some bizarre and funny character appeared. You will find your child has no problem remembering most of them having seen them a couple of times.

We kept testing it and adjusting it until we found the images that worked best with most children's minds.

You see, **your child's mind has an incredibly strong visual memory.** Just think how many pictures of places, people, things and events you can recognize. Hundreds of thousands. Indeed, it is almost limitless.

And your child has exactly the same ability. We use that to implant the alphabet in no time at all.

Now once the alphabet is cracked, your child can move on to reading Easyread Text. This is when you will begin to see real reading progress.

Here is the Simple New Solution To A Problem  500 years old:

I like simple things. And the theory behind Easyread Text is very simple:

- 1 There are only 43 sounds used in English

- 2 So we have a very bright visual image for each one
- 3 These images are very easy for your child to remember.
- 4 We float the images above the text
- 5 When stuck, your child can check the Easyread Image
- 6 Reading will then become easier and less alarming
- 7 **And the More your child Reads, the Quicker your Child's Reading will Develop**

The truth is, you see, that reading really is **just a skill**, like catching a ball or riding a bike.

Practice is the Mother of All Skills

To get proficient at a skill, **you have to practise**. And that is what Easyread will let your child do.

Your child will be able to practise reading with Easyread, before he or she is able to read unaided. And you won't need to be there all the time either.

You can think of it as a bit like trainer wheels on a bicycle. They allow your child to peddle around the garden, without needing you there balancing the bike. And slowly your child's own balance and reactions will develop.

In the same way, with an Easyread Pack, your child will be able to play around with text and develop experience in his or her own time. And you can be sure that any child would love to be able to read. It is just the experience of *failing* to read that they don't like.

Here are some examples of what other people say about it:

"I never thought I would find a way to teach my children to read and make myself laugh at the same time. Instead of having to cajole my children to practise their reading, The Ants in Pink Pants has made the whole process a real pleasure and lots of fun. Best of all, it has meant that even my youngest child can play the letter and word games by herself when I am too busy to play with her."

Philippa Boston, Book Reviewer, Oxford Times

"It was amazing. My third son learnt his alphabet 2 years before his brothers did"

Amanda Frank, Mother, Chipping Norton

"It is amazing. I think Easyread can help any child learn to read more quickly. It

uses visual stimulus and fun in a very creative way"

Derek James, Derek James Media

Here is your Easyread Peace-of-Mind, *Money-Back* "Guarantee of Success"

Now Easyread is very new. You may not have even heard of it before reading this. So it is natural for you to be interested, but hesitant.

For that reason, we have an [Easyread Money-Back Guarantee](#), that I hope will allay any concerns you have:

"If you are anything less than delighted with any of your Easyread Materials, and are not amazed by how they have helped your child, then just send it all back for a full refund, with no questions asked, at any time and in any condition".

I hope that covers it for you. No clauses or caveats. It is a Lifetime Unconditional Money-Back Guarantee. You only pay if you think that you have had good value.

We are not here to send out rubbish that doesn't help you. Our aim is to get children reading more quickly and easily. And if your child is learning to read now, then now is when you need it.

So, Try Easyread Risk-Free

It really goes without saying, that learning to read **fast** is going to have a big impact on your child's self-esteem and confidence at school. In fact, **I believe it can have a substantial effect on the direction and trajectory of your child's whole life.**

I have seen the other end of the scale (in prison through the Shannon Trust project that I mentioned), and I truly believe that 67% of all adult inmates being illiterate must say something.

So, if you want to give Easyread a completely risk-free go, I have two options for you...

You can:

EITHER:

just start with our Alphabet Book (The Ants in Pink Pants) for a special introductory price of £7.99 including delivery and a [Free Audio CD](#) of the book.

[Click Here To Get The Ants in Pink Pants + FREE CD](#)

OR, For More Free Bonuses:

Get our [Super Value Starter Pack](#) of Materials, which includes:

- 1 Our Alphabet Book (The Ants in Pink Pants)
- 2 The Ape in a Cape book (introducing the other sounds)
- 3 The First Reading Books (to introduce Easyread Text)
- 4 Snow White (our first story book in Easyread)

I really want you to go this way, and so we literally pack it with extra value. As [FREE BONUSES](#) with this pack, you get all of the following:

- 1 A-Z Pelmanism card game (value £5)
- 2 Ants in Pink Pants Audio CD (value £7)
- 3 Ants in Pink Pants colouring-in book (value £4)
- 4 Our Easyread Computer Games CD (value £9)
- 5 Membership to the Ants Reading Club for your child (with its own free gifts such as the Ants in Pink Pants T-Shirt)
- 6 CD with reports by experts on how best to help your child learn to read.
- 7 A Free Heavy Duty Easyread Briefcase, for your child to keep all the different bits of his or her Easyread materials in safely (value £8)
- 8 The "Prove it to me!" Greek Text in Easyread, that you will be able to read in 20 minutes or less

[CLICK HERE TO GET MAXIMUM 1/2 PRICE VALUE](#)

[with this Starter Pack, For Just £27](#) (saving over £31)

And remember, you have a [TOTAL MONEY-BACK GUARANTEE](#) on all of this. If you are *anything* less than delighted, send it back to us for a full refund of every penny you have spent.



Yours

David

David Morgan, Creator of Easyread.

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PS. [Get Your FREE MINI-COURSE](#)

Whether you get any of our materials or not, you can get a [Free Mini-Course](#), called "How to teach a child to read". To receive the free Mini-course, [just click here](#) and sign up to our newsletter. You can unsubscribe at any time.

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