



Finally... There's a Common "Cents" Way to Solve the Puzzle of Getting Kids To Love Reading... My Brand NEW "Dare to Dream" Educational Assembly Program is Guaranteed to Fill Your School With Laughter, Fun, and a Passion for Literature and Its Magical Lands of Imagination!

(PLUS: If You Book Now Before September 30th, You Can Take Advantage of My Fast Action Discount - Which Can Save You Hundreds of Dollars!)

Dear <firstname>,

As you can see, I've attached a nifty little "penny puzzle" to the top of this letter. I've done that for three specific reasons:

One: I wanted to grab your attention right off the bat.

Two: I figured you might enjoy a quick break today that's fun, challenging, and a little different.

Three: It illustrates a truth about today's students that presents what is to me a puzzling situation...

And that puzzling situation is this...

Even though as adults and educators we realize on a deep, emotional level the power and wonder that reading and great literature provides...

... where worlds filled with love, hope, mystery, and magic await any and all who would come near...

The sad truth is that MOST of our children are just not as excited about reading as we would want them to be.

It's certainly not your fault nor is for lack of trying.

With all the new toys and technology today, there's just so many other things competing for their attention - iPhones, iPods, iPads, i-yi-yi... and everywhere you look children are bombarded with slick ads for movies, TV shows, and video games.

To make the problem worse, children see their peers, friends, and even their own family members "tuning out" by "turning on" some digital device at every available chance. What kind of message about the joy of reading does that send?

And in such a media obsessed culture, what are kids to think when it comes to something that seems as old-fashioned as curling up with a book and reading?

You can teach a child to read, but when their friends are "tuning out" and the pressure's on... when they have to make the decision to read or turn on the TV, it's how they feel about themselves and the dreams they have for their future that's going to make the difference, don't you agree?

Fortunately, At Last There's an Easy, Proven Way To Solve the Puzzle Of Getting Children To Read... As Well as Inspire Them to Aim High and Dream Big As Well!

My name is Steve Somers. I'm a professional magician specializing in crafting educational entertainment programs for schools.

What makes me unique is my background as a university professor (more than 20 years) - I loved teaching (and still do) and have found a way to combine my educational experience with my passion for entertainment.

Using tricks, illusions, drama, puppetry, stories, and music I now travel to schools all across the South to provide amazing, entertaining, and fun educational programs specifically designed for children.

And this year, I'm presenting a totally new program designed to teach kids about the importance of reading and to **MOTIVATE AND INSPIRE** THEM TO BELIEVE IN THEMSELVES, to have enough self respect, so they want to read.

I call this program:

The "Dare To Dream" Magic of Reading Show

"Dare to Dream" is a hilarious hair-raising adventure that combines magic, music, puppets, and storytelling in a unique and unforgettable way that will keep every child fully engaged from start to finish.

- Imagine your school multi-purpose room jam-packed with children of all ages - every one of them eagerly awaiting the start of the show.
- Together, with my crazy sidekick Tucker Turtle at my side, we embark on an amazing escapade using books to solve clues that lead to tons of learning and fun in the school library.
- The very air will fill with laughter and astonishment as books disappear off the shelves like magic.
- Audience members will discover cryptic messages (Dewey Decimal numbers) that help them turn their dreams into reality and help me locate my missing magic rabbit.
- By working together, the entire school will uncover the secret to finding my friend Hopper - who magically appears in flash that will cause every jaw to drop in wonder!

How And Why The "Dare To Dream" Program Is So Effective At Educating Children

This program is **45 minutes long** and has **six VERY important features**:

1. **It's Entertaining & Educational.** Children discover the fun and adventure of reading in a relaxed and thoroughly entertaining way. My unique blend of entertainment and education, what I call "edutainment", is, in my opinion, the **best way to teach children**. Why?

When kids are having fun and enjoying themselves they are much more receptive to the ideas and messages being presented. That makes sense, doesn't it?

- 2. Amazing Magic.** Kids love magic. They really enjoy watching it. And they can tell the difference between an entertainer who "can do a couple tricks" compared to an experienced, award-winning magician who has mastered the craft over a period of many years.

And ALL the Magic used in "Dare To Dream" has been chosen specifically to **illustrate key points** so that when the children think back on the show and the magic tricks, they will automatically remember the key associated message as well.

- 3. Live Animal! Live animals make a great teaching tool** and the way I've integrated my live rabbit Hopper into this program is extremely powerful.

The climax of my program's storyline is when we produce Hopper. This is both a very funny and an amazing moment - because the entire show has had the kids help me FIND him through the power of reading.

Unlike other shows where they "tack on" a rabbit production at the end, "Dare To Dream" makes the final appearance an achievement that everyone shares in.

- 4. Powerful Storytelling.** My goal in this program is to not only teach kids to read, but to help raise their self esteem and inspire them to "Dream Big" so they have the *desire* to read.

The entire "Dare To Dream" program is actually one continuous story that makes real the wonder and magic of reading - I also include stories about how famous people read, overcame adversity and succeeded - kids will have **positive role models** they can look up to.

- 5. Tons of Audience Interaction.** As you know, kids don't want to just sit there and watch, they want to get involved... and when they're involved they're learning!

"Dare to Dream" is **high energy** start to finish and is designed to keep the kids involved every step of the

way.

6. Totally Appropriate and School Safe! It's sad but true... there are children's entertainers out there who think it's OK to "sneak in" inappropriate remarks/humor to entertain the adults while performing.

But do not worry - You can totally relax - because the "Dare To Dream" Magic of Reading Show gets each and every point across in a good, clean and uplifting way

(And by the way, it's incredibly fun for everyone - kids, parents, teachers - your whole school will LOVE it!)

This Is The Perfect Program For Your Reading Program Kick-Off (Or Any Week, For That Matter)

Many schools like to kick off the year with a reading program that includes some sort of incentive for the children. (By the way, as part of my package, I include at no charge customized "Dare To Dream" bookmarks for every child at your school.)

That timing, of course, would be **ideal** to have this program at your school. Now obviously, as this letter has gone out to hundreds of schools, I won't be able to present this program at *all* the schools during that time. I'll book schools as first come, first served.

Regardless, the "Dare To Dream" program is a perfect way to inspire the love of Reading any time during the school year.

In reality kids need to hear this message **WHENEVER** you can schedule it.

The Secret To Scheduling This Program Even If You Don't Have Time To Have An Assembly During School Hours

I understand the "busy-ness" of education these days and that assembly time is extremely limited. For some schools it's practically impossible to have a program during regular school hours.

In this case, a great idea is to have the program at one of your PTA meetings. This does two things for you:

1. It gives the children something to do while you have

your meeting or you can make the meeting into a "family night" and have the parents watch as well.

2. Having the program during a PTA meeting **creates a great turnout.** Kids literally drag their parents back to school. They want to see the show!

Whether you schedule the show during school hours or for a PTA meeting, **parents and teachers will thank you** for bringing in such an important and positive program.

**There's Absolutely ZERO Risk With My Unconditional
"Highest Standard of Excellence" Guarantee!**

Maybe after reading everything you still don't believe what I say. I can appreciate that. That's why I have created and stand by my "**HIGHEST STANDARD OF EXCELLENCE" GUARANTEE.**

It goes like this:

We guarantee that our programs are engaging, entertaining and yet maintain the highest standards of educational significance. Each script has been structured, written and delivered **so every program inspires students to succeed.**

And if you are not satisfied for any reason - any reason whatsoever - then you do not pay for the program. Period.

That is our word and promise!

I deeply believe in the value of this program and the **positive impact** it will have on the children who see it. I'm confident you will feel exactly the same way.

This guarantee makes your decision to bring this program to your school **RISK FREE.**

So Now You're Asking, "How Much"?

The investment for a **full-day deluxe** (3-5 presentations) are \$900. Some schools will schedule a full-day and have as many as 5 performances (one for each grade level).

Not only is this educationally sound, but it is also extremely cost effective.

I also offer a variety of other options as per the following table:

STANDARD PROGRAM FEES

FULL-DAY (Deluxe)	\$900 (3-5 programs anytime during the school day)
FULL-DAY (Double)	\$750 (1-2 programs anytime during the school day)
HALF-DAY (Double)	\$550 (1-2 programs in the morning or afternoon)
AFTER-SCHOOL or EVENING	\$550 - Regular (1 program between 3-8 PM) \$350 - Reduced *

TRAVEL FEES

Based from High Point, North Carolina

Travel fees (gas, food, and lodging expenses) are very simple and straightforward.

Zone 1 - (0-50 mile radius)	\$20
Zone 2 - (51-100 mile radius)	\$90
Zone 3 - (101-150 mile radius)	\$140
Zone 4 - (151+ mile radius)	\$180

***** But You Can Save Big by Acting Fast! *****

These are my base fees, but there's a super easy way to save big!

Just contact us no later than September 30, 2012 (phone, email or website) and schedule any of our educational assembly programs at your school during the 2012-2013 academic year, and we will **waive all travel fees** and take a full **\$100 off our fee.**

I don't have to present the program before that date, you only have to reserve your spot by then to get the discount.

I'm waiving travel AND giving you this **\$100 discount** for a couple reasons:

1. Your school has worked with me before and I want to show my appreciation to long-time customers.

2. It's purely selfish. Most of the schools I work with have me back year after year to present anything from assemblies to fundraisers. I'd like to be a part of your student's lives too!

It's Easy To Bring the All New "Dare To Dream" Magic Of Reading Show To Your School...

To reserve your date and time for this important program that will motivate and inspire kids to read and raise their self esteem, simply **pick up the phone and call me at (800) 593-1876 or go to my website at:**

www.amazingteacher.com

I realize that you probably have to speak with the school board and possibly other people to coordinate this, but **please call me as soon as possible**. The sooner you contact me the better chance you'll have to choose the date and time that's best for you. Please **don't wait and be disappointed**.

Thanks,



P.S., If you'd like a "sneak peek" to help you solve that puzzle and get that penny out, just head over to this website:

<http://www.amazingteacher.com/puzzle>

It's okay. I promise, I won't say a word or tell a soul... it'll be our little secret! ☺

While you're there, make sure to check out clips from my "Dare To Dream" show - see for yourself the core elements of the program and how much fun the kids have while watching.

Also make sure to watch and listen to the great reactions from others to the program as well!

P.S.#2 - Again, if you book right away before September 30th, 2012 I will waive ALL travel fees AND reduce your investment by an additional \$100. So call **(800) 593-1876** now before it's too late!

“What Others Have to Say About Steve Somers, the Amazing Teacher...”

"Steve Somers is a professional. His programs are educational and entertaining. He can handle any crowd and all ages. His programs are fresh and imaginative, never a repetition of others. He keeps audiences involved from start to finish! Our very favorite performer of all!"

**Cindy Henderson
Children's Librarian
Ahoskie Public Library
Ahoskie, NC**

"This was without a doubt one of the best assemblies we have ever had. Both the educational and entertainment value were excellent."

**Lily Turner
Media Specialist
Chatham Elementary
Chatham, VA**

"I think "Amazing" says it all."

**Becky Street
Media Specialist
Twin Valley Elementary
Oakwood, VA**

"Celebration is a perfect blend of learning and fun that captivates a huge range of ages - K-Adult. The teachers loved it too."

**Nancy Silcox
Media Specialist
Tucker Elementary
Alexandria, VA**

"This was our second year to invite Steve Somers to our school. He always presents an entertaining program guaranteed to reach even the youngest audience. Our students are still chanting "Read to Achieve" as their motto."

**Susan Moorefield
Music Teacher
Thomasville Primary
Thomasville, NC**

"Steve Somers is not only an entertainer he is also an educator. He wonderfully controls large crowds of young children. He teaches while engaging students in magic and comedy. He provides a great program. Steve Somers is the total package!"

**Angela McCauley
Children's Librarian
Harnett County Public Library
Lillington, NC**

"Steve brings the perfect combination of education and entertainment to his performances. He got kids excited about books and science."

**Kristin Hildum
Librarian
Princess Anne Elementary
Virginia Beach, VA**

"Your science theme was right on target. A 5th grade teacher stated your program and vocabulary list targeted the End of Grade Science test perfectly. She made a bingo game from the vocabulary words and used it as a part her science lesson."

**Millie Hughes
Media Specialist
Stoneville Elementary
Stoneville, NC**

"Steve is a master at keeping kids attention and getting them actively involved in his presentation. He is able to relate to very young children in an age appropriate way yet alter his delivery for older students."

**Sara Haskins
Green Valley Elementary
Librarian
Roanoke, VA**

"The program was great! Well worth the time and money. I continue to have kids ask for books you spoke about and I use it as a "teachable moment."

**Cathy Matlioni
Clearbrook Elementary
Librarian
Roanoke, VA**

"Students were engaged and loved the program . . .excellent control . . .you need to be my assistant Principal!"

**Jimmy Via
Principal
London Elementary
Walnut Cove, NC**

"Steve is so easy to deal with; excellent website and printed materials; very easy to contact and schedule; very entertaining and educational; a real treat for our students."

**Linda Fowler
Media Specialist
Southwest Elementary
Lexington, NC**

Steve Somers was awesome! He has the rare ability to combine humor and wonderment with profound principles for life and success. He took us on a magical journey filled with laughter and learning.

William Samuel Bartlett
CEO, Family Friendly Schools
4sight Learning
Galax, VA

Steve Somers is an extremely qualified entertainer who knows how to get across important messages to children in ways they enjoy and remember. His extensive background in education makes him an ideal performer for school programs, and I highly recommend him.

Samuel Patrick Smith
Author of Big Laughs for Little People
Editor, The Funny Paper magazine
Tavares, FL
Karen Huggins
MR Reiter & Grandview Elementary Schools