

FEATURES of TOE BY TOE®

- ◆ Improves **reading age** in terms of years within months
- ◆ Just **20 minutes** per day (four sessions per week)
- ◆ Positive results with children and adults in **5 months**
- ◆ Coach-friendly manual can do away with **expensive private tutors**
- ◆ Easy to follow **grid system** and coaching tips for **every** session
- ◆ Suitable for a range of reading problems **including dyslexia**
- ◆ **Ideal for parents** who would like to improve their reading by learning alongside their children
- ◆ TOE BY TOE **grid system** allows for different coaches whether at home, school or special ed centre
- ◆ Coaches can be parents, siblings, teachers or older students
- ◆ Coaches using TOE BY TOE will know at a glance student weaknesses and can rectify them
- ◆ Only TOE BY TOE manual and pen required each session
- ◆ Finely structured repetition creates bond with long term memory
- ◆ TOE BY TOE combines a multi-sensory approach with a memory bonding technique
- ◆ Comprehensive structure and manual have been developed and used successfully for **over 25 years**
- ◆ More like a complete self-paced 5 month reading course than a just a book on reading

Some Common Questions answered Keda Cowling (author)

- Q.** Is this an activity book for children to work with by themselves?
A. No! Toe by Toe requires that each child has a reading coach for every exercise, it teaches children to read and parents (or coaches) to teach.
- Q.** Is this book solely for the use of teachers or other professionals?
A. No! Teachers are often restricted by classroom procedures. Parents (or other coaches) have no such procedures to inhibit them; they start with a 'clean slate'.
- Q.** Why does a child need to have three consecutive ticks before a word can be considered learned?
A. Students with reading difficulties, particularly those with dyslexia, will establish a word in their short term memory but they are likely to forget it just as easily unless we bond the word in their long term memory.
- Q.** Will Toe by Toe help children who prefer to learn by playing games etc.?
A. The question implies that education is not enjoyable. Toe by Toe gives children success and success is a far more powerful and enjoyable spur to education than any game. The question also implies that students with reading difficulties are only capable of learning through entertainment. Most people with reading difficulties find this view patronising. Toe by Toe holds all learners as educable equals.