



STUDYSMARTS, INC.

Smart people are cool!

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Dear School Staff Member:

Thank you for your interest in Study Smarts. We have been partnering with schools like yours for over 10 years to help create a common language and study skills culture that will make a difference in the lives of your students, parents and teachers.

Please find enclosed our philosophy, quantitative data analysis, qualitative data (testimonials and references), a description of our four options, sample letters to parents, frequently asked questions and licensing/copyright expectations.

This packet will give you the information you need to make an informed decision to make partnering with Study Smarts a reality. I would also encourage you to visit our website at www.studysmarts.com to view our overview video and sample clips of our live workshop and DVD to get a “flavor” of how our solution works.

We look forward to hearing from you soon!

Studiously,
The Study Smarts Team



Study Smarts has a simple philosophy. We believe that by empowering and equipping students, parents and teachers with a common language of study skills that every group will maximize their potential for not only academics, but also for life. We believe that by focusing and directing our training toward the student, the parent and teacher can utilize our expertise and influence to help students recognize their potential and reach their maximum success as we deliver the skills in an “edutaining” format.

Dr. Cindy Evans, a study skills professor, who reached national recognition through the University of South Carolina for the study skills curriculum she developed for the college level, developed our curriculum. She took what she developed at the college level and specifically designed our curriculum to meet the needs of upper elementary, junior high and high school students. Our instructors are thoroughly trained in the areas of study skills and presentation. Our workshops are engaging, entertaining, educational and equip every participant for life-long academic success.

Below is an example of what happens when schools partner with Study Smarts:

AN UNBIASED STUDY OF STUDY SMARTS FROM SAINT MICHAELS ACADEMY

First quarter grades, semester grade point averages (GPA), and seminar evaluations were reviewed in order to evaluate the effectiveness of Study Smarts.

Quantitative findings at Saint Michaels:

- Overall student failure the first nine weeks dropped from 10% to 3%
- GPA's have improved for first semester from 3.23 to 3.35
- 98-100% of the attendees felt the presentation and subject matter were good to excellent.
- 93-97% of the attendees felt the information was applicable and informative.
- 94% of the students agreed the review session before finals was helpful.
- 88% of teachers agreed that Study Smarts motivated them to teach differently.

Qualitative findings at Saint Michaels:

- Students exhibited more confidence learning their material and saved themselves time.
- Teachers were inspired to communicate at the student's level for maximum success.
- Communication gaps were bridged for administrators, teachers, parents, and students in the areas of self worth, motivation and study skills.
- A team effort approach to education was embraced and implemented because study skills were reinforced in every classroom.



The following are testimonials from principals, teachers, parents and students.

PRINCIPALS

"Study Smarts was terrific and really connected with our kids. Our kids were engaged from minute one, and remained that way for the next 3 hours – no small feat in my book!"

"They turned the HA HA into AHA. Study Smarts humor related to our students, parents and teachers. This is the most creative and effective study skills program I have ever seen."

"I am truly impressed with the impact of Study Smarts both short term during the workshop and long term after the workshop. Our students are still carrying around their notebooks!"

"I turned on the lights and the air conditioner and Study Smarts had everything under control for the remainder of the morning. Our students were captivated during the entire workshop! It is now easier to motivate them to be successful because they have the skills necessary to succeed."

TEACHERS

"I teach study skills in my classroom, but Study Smarts simplifies the process and makes it more efficient to use."

"After attending a Study Smarts workshop, my students and I are communicating more effectively because I have more confidence talking about study skills. As a result, their grades are improving and my stress is being reduced."

"Study Smarts gave me insight about how to be a better teacher."

"I wish my teachers would have taught me Study Smarts concepts while I was in school."

PARENTS

"My children have been on the honor roll since I can remember, but Study Smarts empowered them to take their education to the next level."

"My husband and I have searched everywhere for a program that could relate to our kids and help them become better students, our search ended with Study Smarts."

"Study Smarts is much more than a workshop for developing study skills, it is a seminar for developing life skills."

STUDENTS

"I first thought that Study Smarts would be boring and that I already knew everything about how to study, but I was totally wrong. It was very entertaining and I went from an average of 75% or below to 90% or above."

"I really enjoyed Study Smarts. I will talk about it to everyone I know so they can experience it too. It is great for life inside and outside of school."

"Study Smarts is a workshop that everyone should take. It is really worth the time."

"I can't wait to take my next test."

"After attending Study Smarts, I understand things much easier now than I did before. My grades have improved from A's, B's and C's to now getting straight A's. I am now mentally motivated and challenged when it comes to learning."

A FEW STUDY SMARTS REFERENCES

Ms. Susan Maher (512) 328-2323 • Ms. Linda Smith (410) 822 2275 • Ms. Vanessa Sral (814) 487 7613
Mr. Jim Clarke (214) 696 5648 • Ms. Sally Javier (907) 562 4332



This option is the most comprehensive option we offer. It involves a trainer coming to your school to deliver a 3-hour high-energy presentation that will equip all of your students and teachers in a school morning. Parents can be invited to be a part of the day as well. If you are a K-12 school and have both 5-8 grade students and 9-12 grade students, we conduct one workshop in the morning and another workshop in the afternoon.

Every participant will receive 3 hours of training and a 32-page workbook. It is a great way to get everyone on the same page in the same day. This option works best if you have everyone attend because it is easier to create the study skills culture in the school if everyone is present. The live workshop tends to take on the personality of your school and is a great experience that the participants will remember for life.

This option also includes a DVD/Workbook package for each family. The DVD is 2 hours and 45 minutes and the workbook is 32 pages. The DVD/Workbook package is a great follow up for students to use as a review and also allows the parents who cannot attend the live workshop to get an understanding of the type of study skills culture they need to create in their home.

What are the results when a school partners with Study Smarts?

- Higher test scores • Better classroom management • Increased parent satisfaction • Less administrative stress • Reduced drop-out rates • More students prepared for college • Study skills integration into all subjects • Improved school morale • Teamwork with accountability • Independently motivated learners

What concepts are taught that produce these types of results?

- Self Worth • Motivation • Organization • Note Taking • Memory Techniques • Self Management • Concentration • Procrastination Elimination • Time Management • Goal Setting • Task Management • Studying for Tests • Reading Strategies • Listening Skills • Test Taking Secrets • Vocabulary Building • Learning Styles

What is the investment for this option?

- \$99.00 per family with a 50 family minimum and includes:
 - Live Workshop
 - Workbook for every participant
 - DVD/Workbook package for each family
 - All of our travel expenses

What are some funding options for this approach?

- Families pay upfront or charged to school bill • Title I • Grants • School Budget • Combine two or all four funding options. • If you cannot meet minimums, please call us to discuss your proposal.



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What is the investment for this option?

- \$50.00 per family with a 100 family minimum and includes:
 - Live Workshop
 - 32-page workbook for every participant
 - All of our travel expenses

What are some funding options for this approach?

• Families pay upfront or charged to school bill • Title I • Grants • School Budget • Combine two or all four funding options. • If you cannot meet minimums, please call us to discuss your proposal.



This option does not include live training. However, our DVD teaches the exact same concepts as the live workshop. You will need to find a capable facilitator to watch the DVD first and then take the students through the DVD and workbook at school.

The focus of this option is to train your students and teachers in a classroom setting over a longer period of time, while providing the DVD/Workbook package for parents that they can watch at home. The DVD is 2 hours and 45 minutes and the workbook is 32 pages. It also provides a resource for the students to use at home for review and follow up. This option is a little more flexible with time and potentially a little friendlier to your budget. (See below for details on the funding.)

What are the results when a school partners with Study Smarts?

- Higher test scores • Better classroom management • Increased parent satisfaction • Less administrative stress • Reduced drop-out rates • More students prepared for college • Study skills integration into all subjects • Improved school morale • Teamwork with accountability • Independently motivated learners

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What is the investment for this option?

- \$69.95 per family with a 25 family minimum and includes:
 - DVD/Workbook package for each family
 - A free 5-8 and 9-12 DVD/Workbook package for the school
 - Free workbook for students to use at the school with every purchased DVD/Workbook package

What are some funding options for this approach?

• Families pay upfront or charged to school bill • Title I • Grants • School Budget • Combine two or all four funding options. • If you cannot meet minimums, please call us to discuss your proposal.

Special Note: This option saves the school \$139.90 for the DVD/Workbook packages since we providing two DVD/Workbook packages free of charge to the school and an additional minimum savings of \$250.00 since we are providing at least 25 free workbooks. This is also a great way to get parents involved since they will have a DVD/Workbook package at home.



This option does not include live training. However, our DVD teaches the exact same concepts as the live workshop. You will need to find a capable facilitator to watch the DVD first and then take the students through the DVD and workbook at school.

The focus of this option is to train your students and teachers in a classroom setting over a longer period of time. This option is the most friendly to your budget. (See below for details on the funding.)

What are the results when a school partners with Study Smarts?

- Higher test scores • Better classroom management • Increased parent satisfaction • Less administrative stress • Reduced drop-out rates • More students prepared for college • Study skills integration into all subjects • Improved school morale • Teamwork with accountability • Independently motivated learners

What concepts are taught that produce these types of results?

- Self Worth • Motivation • Organization • Note Taking • Memory Techniques • Self Management • Concentration • Procrastination Elimination • Time Management • Goal Setting • Task Management • Studying for Tests • Reading Strategies • Listening Skills • Test Taking Secrets • Vocabulary Building • Learning Styles

What is the investment for this option?

- \$69.95 per DVD/Workbook Package and \$10.00 per additional workbook.

What are some funding options for this approach?

- Families pay upfront or charged to school bill • Title I • Grants • School Budget • Combine two or all four funding options. • If you cannot meet minimums, please call us to discuss your proposal.

Special Note: If you decide to go with this option, we highly recommend that you at least let your parents know about the DVD/Workbook package that they can purchase directly from our website at www.studysmarts.com so they can provide follow up at home. We will provide you with a sample letter for parents, promotional cards, graphic and description for your newsletter and graphic and description for your website.



This sample letter can be typed to your school letterhead if you are planning to ask your parents to fund the workbooks. Many schools have used this letter with much success and it is a great way to get your parents involved.

Dear Parent(s) or Guardian(s):

I have some exciting news! Recently, I was introduced to a study skills company called Study Smarts. They offer a DVD/Workbook package for grades 5-8 and 9-12. As your child's teacher, I am always looking for ways to give your student the advantage they deserve so I acquired the DVD for our classroom.

We are taking an on-site field trip to the University of Study Smarts and your child will need a workbook to use as we experience the DVD together. The cost for this field trip is \$10.00. The workbook will be a great resource to use this year and for the future. Please send a check made out to the school to cover the cost of the workbook.

Study Smarts is engaging, entertaining, educational and will equip each participant for life-long success. The DVD is 2 hours and 45 minutes of running time with another 30-45 minutes of pausing the DVD to complete surveys and evaluations with the 32-page workbook. It covers these specific topics: self worth, motivation, organization, note taking, procrastination elimination, concentration, time management, goal setting, learning styles, test-taking strategies and secrets, study area, study habits and more.

On another note, I am also highly recommending that you invest in the DVD/Workbook package as a parent so you can help me follow up at home. It is literally one of the single best tools for your educational toolbox and is only \$69.95 for the DVD and workbook. You can order extra workbooks for \$10.00 each if you have a child who is not in my classroom and you would like for them to experience it as well.

Please visit www.studysmarts.com if you would like a DVD/Workbook package for your family.

Thank you and make it a great day!

Studiously,
Your Name



This sample letter can be typed to your school letterhead if you are planning to ask your parents to fund the workshop.

Dear Parent(s) or Guardian(s)

We are excited to announce that our school is hosting an on-site field trip to the "University of Study Smarts." As a school, we decided to take a pro-active role in the area of study skills to give your children the advantage they deserve. This on-site field trip will enhance the education of every student regardless if they make straight A's or struggle to make the grades they desire.

Your children will learn the following concepts: self worth, motivation, organization, note taking, memory techniques, self management, concentration, procrastination elimination, time management, goal setting, task management, reading strategies, vocabulary, test taking secrets, learning styles, and more.

(YOU NEED TO LET THE PARENTS KNOW HOW IT IS BEING FUNDED. HERE ARE A FEW EXAMPLES. PICK ONE AND INCLUDE IT IN THE FLOW OF THE LETTER.)

Family Funded Option:

Bringing study skills experts to the school is an investment. We simply could not afford to fund this with the school budget but we know you trust us to give your child every opportunity to succeed. To make this happen, we are asking that every family with a child in grades _____ send a check to the school made out to Study Smarts in the amount of _____ to cover the cost of your family to attend. You may also pay with Master Card or Visa by calling toll free at 1-877-788-3977. Please either send in your check or pay by credit card by _____. (You may also let them know that you will be putting this charge on their school bill.)

Every participant will receive a 3-hour workshop, workbook (include DVD/Workbook package here if you go with that option). We know this will be worth your investment and we thank you in advance for your cooperation in this matter.

School Budget Option:

Bringing study skills experts to the school is an investment. Our school budget is allowing us to provide this workshop to your family as a gift. Every participant will receive a 3-hour workshop, workbook (include DVD/Workbook package here if you go with that option).

Funding Source Option:

Bringing study skills experts to the school is an investment. (Funding Source) is allowing us to provide this workshop to your family as a gift. Every participant will receive a 3-hour workshop, workbook (include DVD/Workbook package here if you go with that option).

Combination Option:

You may also combine any of the options above.

The date for the seminar is _____ and will start at _____ and end at _____. We are looking forward to a fantastic day. If you have any questions, please call Study Smarts toll free at 1 877 788 3977 or call me at the school. Have a great day!

Sincerely,
Name
Title

P.S. As a parent you are invited to attend with your child!



FREQUENTLY ASKED QUESTIONS

- Question: What is the best option for our school?
Answer: Give us a call toll free at 1.877.788.3977 and we can help you determine the best approach to take for your school.
- Question: Can we split the grade levels to match our school environment?
Answer: We are flexible about how to split the grade levels because of the differences among schools. We generally split grades 5-8 into a group and 9-12 into a group. It really depends upon your particular school and what would be the best solution for you. You let us know what you have in mind and we will do our best to accommodate your situation.
- Question: What about lunch?
Answer: We will do our best to accommodate your lunch schedule, but sometimes we have to get creative to accommodate two workshops in one day.
- Question: What type of equipment is used?
Answer: The school needs to provide either a screen or a white wall. We provide a projector and laptop. If it is a large group, the school needs to provide a sound system.
- Question: What if I don't have the budget for the entire school?
Answer: We recommend at least starting with at least 1 or 2 grade levels and ask your parents to help contribute or use a funding source. Since our program is so diverse, we can invoice you to match the necessary category of funding you may be using.
- Question: When does Study Smarts receive payment?
Answer: We do not require a deposit and are flexible about payment. It is generally easier if you can have a check available when we finish the workshop.
- Question: Is the school responsible for travel arrangements?
Answer: No. Study Smarts will make the travel arrangements.
- Question: What do participants need to bring to the workshop?
Answer: They need to bring 2 writing utensils and a notebook. We provide the workbook.
- Question: How do I go about scheduling a workshop?
Answer: Pick at least 3 dates that will work for you and give us a call toll free at 1.877.788.3977 and we will get you on our calendar. We will then send you a confirmation letter to sign and return.

As you can see, most of our questions revolve around the live workshop. If you have further questions, please feel free to call us toll free at 1.877.788.3977.

Thank you and we look forward to partnering with you soon!



Dear School Staff Member:

Thank you for considering Study Smarts! This program works best if everyone watching the DVD has a workbook. In fact, because we do not charge a licensing fee to show the DVD to multiple participants, it is a requirement that every participant have a workbook. We are assuming when schools order the DVD/Workbook package, it is for preview purposes and that they will invest in the workbooks once they decide if our solution is something they are going to utilize.

This approach keeps the cost down for the school because we do not have to charge a licensing fee and gives the students the best possible experience as they watch the DVD.

Thank you so much for your cooperation in our copyright and licensing expectations.

Make it a great day!

Studiously,
The Study Smarts Team