

AVKO Educational Research Foundation Newsletter

October 15, 2008

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Dear Reader,

You subscribe to the AVKO Newsletter because you love what AVKO can offer you: our wealth of freebies, our easy-to-use and inexpensive materials that work for anyone, and the peace of mind that only AVKO can deliver when it comes to your child's ability to learn to read, spell, and type -- even with diagnoses of learning disabled, dyslexic, or dysgraphic.

Help us spread the word about AVKO so that more people can hear the good word about what we have to offer. First-hand testimonials from people who have experience with the AVKO materials are powerful, and we are asking for your help. Read on to see how you can help AVKO get the word out about us.

Thanks!

P.S. Don't forget to forward this email to your homeschooling and teacher friends and family.

Pass On Your Catalog to Others

Give your leftover catalog to someone who hasn't yet heard about AVKO.

Giving your catalog to someone who hasn't heard about AVKO is the easiest way that you can let someone know about what AVKO is, what we have to offer, and give them all of the contact information they need to access our website, call us, or email us.

You can also [request more catalogs](#) to pass out to your local homeschool resource center, your friends, or your local homeschool and educational supply store. Use the form on the webpage to give us the mailing address and let us know how many you'd like. You can also print them out yourself to save AVKO money on postage.

We would also be happy to send you Video CDs, DVDs, or informational pamphlets.

Don't Forget to Tell Everyone About All of the

Freebies AVKO has to offer.

Check out the Updated [Freebies](#) section for links to free software, articles and essays on AVKO materials and methods, rules of English Spelling, information, videos, etc.

Your Local Homeschool Supply Store

Bring AVKO to Your Local Area

Send us the name and address of your local homeschool and educational supply store so that we can contact them about becoming an official AVKO Retailer. No longer would you have to wait for your materials to be shipped to you -- go pick them up from your favorite store, support local business, and even save a few bucks. We sell our materials to distributors for a discount (because of bulk sales) and they can pass the savings on to you. It's a win-win!

Tell them how great the materials are, how inexpensive they are, and how homeschoolers and teachers alike love AVKO.

Retailers also get free advertising when they sell the AVKO books -- they are listed on our [AVKO Retailer directory](#). There are even more opportunities for advertising. AVKO is currently carried in 17 states and 4 countries. Help bring AVKO to each of the 50 states.

We would be pleased to send review copies of materials to the retailers or resource groups. We also have [PDF samples](#) of ALL of our materials available online. You can try before you buy with these samples.

The Benefits of Membership with AVKO

Who else gives \$400 worth of books for being a member?

Point people to the [Membership page](#) on the AVKO website and show them all of the great benefits of being an AVKO member. Free curriculum, discounts, downloads, and a newsletter -- a deal that can't be beat for only \$25.00

Advertising Resources

Graphics, advertisements, and requests for free materials available online.

We have everything that you need to share the AVKO name with others -- pre-made flyers, web banners and buttons, and more. Share the AVKO brand with your favorite homeschool resource or directory site. If you operate a website, list AVKO. If you work with a

homeschool resource center, share with them about what we have done for you. View our [Distributor Information page](#) for all of these resources.

Review What You've Used (Or Something New!)

Write a view and share your testimonial.

Homeschoolers love to hear what others think about materials. With so many curriculum choices out there, not to mention the investment involved, testimonials and reviews are very important to making wise choices. We also love to hear from you!

Write a review for your favorite Homeschool magazine, ezine, local group, list-serv, discussion board, etc. If you would like to review a product you have not used before, we will provide you with a free copy of that book if the review is published.

You can also send us your testimonial to be put up on our [Testimonial page](#).

If you send us a **video** we use on the website of you reviewing an AVKO material, we will give you a credit good for \$15 worth of AVKO materials. You just have to pay the shipping and handling! (Videos no longer than 5 minutes accepted. Videos will not be returned. Acceptable file formats: MPEG, RM, and MOV). Reply to this email for more information.

Send Us Your Feedback and Pictures

We Can't Hear From You Enough!

AVKO exists for you, our devoted members. We respect your opinions very highly. Let us know how we can improve our resources, improve our materials, and improve our service for you. Tell us what you like about what we do and what you don't like. We are also in the process of revising and revamping our website -- give us your suggestions so we can make it the best it can be. Reply to this email and let us know how we can better serve you.

Send us your pictures of you and your students/children working with the AVKO materials so that we can post them online. Send them to news@avko.org or to 3084 Willard Rd, Birch Run, MI 48415.

By submitting pictures, you agree that they may be posted online or in our advertisements for no additional compensation; pictures and sent-in materials will not be returned.

Sincerely,

Brian McCabe

AVKO is introducing a Featured **Book of the Month** promotion. Each month, one of our books will be featured and will be discounted 10%. [Members](#) will therefore get a 32.50% discount because of their pre-existing discount.

**Save
32.5%**

October's book is [Speech to Spelling](#), available for \$10.10 for [members](#) and \$13.46 for non-members.

Speech to Spelling is a series of dictation exercises to correct those widespread problems in the translation of *spoken* English into *written* English.

Offer Valid now until October 31, 2008

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