

SnapLetters™

What makes them unique is what makes them effective.

A Traditional, Illustrated Alphabet

Child learns "A says a for apple."

3 facts to learn: letter name, letter sound, and representative illustration. Because the apple does not mimic the shape of the associated letter, for some children, the illustration is confusing.



Kyle had repeated first grade and was struggling with reading. During our summer tutoring session, I noted that as he sounded out words, he was not proficient with his basic sounds. For example, when he sounded out "sand" he had no problem with the sound for S, but for A he said "AYE (letter name), a (short sound) apple" in rapid succession. Once he used the SnapLetters™ version, complete with body motion, his confusion ended.

Child1st SnapLetters™

What makes them unique:

- The all-important visual is embedded in the letter symbol
- Visual reflects shape of letter
- The jingle provides both long and short vowel sounds
- SnapLetters™ are taught through stories, making them unforgettable
- Only letter sounds are taught initially
- Body motion mimics the shape of the letter and provides another pathway into the brain - critically important for tactile, kinesthetic learners

