Discovery for Entering 3rd Graders
**Discovery – Entering 3rd Graders**

“Tell me why you called about a reading program for _____.”

Respond with curiosity and appropriate follow-up questions before moving on.

### Understand Student’s Needs and Select a Program

**Goal:**
Figure out strong, weak, or average reader.

<table>
<thead>
<tr>
<th>Weak Reader Skills Questions</th>
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<tbody>
<tr>
<td><strong>Goal:</strong> Confirm weak (3A) reader</td>
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<tr>
<td><strong>“Tell me about _____’s experience with reading in second grade.”</strong></td>
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<tr>
<td><strong>“How does ___ feel about reading right now?”</strong></td>
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<td><strong>“Would you say that ___ is a strong, weak or average reader, compared to other kids in second grade?”</strong></td>
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<td>Confirm parent’s assessment by asking the skills questions in one of the following sections: Weak Reader, Average or Strong Reader.</td>
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<td><strong>“OK, let me ask a couple of questions to confirm my understanding.”</strong></td>
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<td><strong>“Does _____ struggle to read easy one- or two-syllable words?”</strong></td>
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<td><strong>“By the beginning of third grade, kids are expected to be reading fluently. Reading fluently means reading accurately and easily, without having to sound out many words. How is _____ doing with fluency?”</strong></td>
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<td><strong>“Is ___ able to read for 20 minutes or more on ___ own without frustration?”</strong></td>
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<td><em>If answers indicate a weak reader (struggles with easy words, not close to fluent, gets frustrated less than 20 min. in)</em></td>
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<td><strong>“So I agree it does sound like _____ is a fairly weak reader at this point.”</strong></td>
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<td><strong>Pitch 3A (Roughly 30% of entering 3rd graders)</strong></td>
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<tr>
<td><em>If answers indicate an average or strong reader (doesn’t struggle with easy words, largely fluent, able to read roughly 20 min. without frustration), ask Average or Strong Reader skills questions, skipping the first one, which you have already asked.</em></td>
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<tr>
<td><strong>Average or Strong Reader Skills Questions</strong></td>
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<tr>
<td><strong>Goal:</strong> Confirm average (3B) or strong (3C) reader</td>
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</table>

“By the beginning of third grade, kids are expected to be reading fluently. Reading fluently means reading accurately and easily, without having to sound out many words. How is _______ doing with fluency?”

“At this age, some kids have started to read silently, while others are still reading out loud. Does _______ still read aloud, or has ___ transitioned to silent reading?”

“Is ___ able to read silently for 20 – 30 minutes at a time?” (indicative of stamina)

“Is ___ able to read longer books that may take several days or a week or more to finish?”

*If answers indicate an average reader* (not fully fluent, still in transition to silent reading, doesn’t have stamina to read for 20 – 30 min., doesn’t read longer books).

“So it sounds like _______ is an average reader for this age.”

Pitch 3B. (Roughly 50% of entering 3rd graders)

*If answers indicate a strong reader* (fluent, silent reader, stamina to read for 20 – 30 min., reads longer books)

“So it sounds like _______ is a strong reader for this age.”

Pitch 3C. (Roughly 20% of entering 3rd graders)
We offer three different programs for entering 3rd graders: one for weak, one for average, and one for strong readers. Based on everything you’ve told me, our program for weak readers is perfect for ________.

Summer is your key opportunity to make a big difference in ________’s reading development. A child who doesn’t read much over the summer will lose several months of progress, whereas kids who develop their reading skills and read a lot gain several months. That’s a huge difference.

In this program, ________ will get everything ___ needs to catch up and make 3rd grade a success. ___’ll learn to read long words, build comprehension and fluency, and develop the skills that will enable ___ to enjoy reading. ___’ll start 3rd grade with the reading skills and confidence ___ needs to succeed.

The program consists of a series of interactive, online lessons featuring Bookman, a reading superhero who loves books and reading. In some of the lessons, ________ will be actively learning phonics and long-word decoding skills. In others, ___’ll be reading great books and developing ___ comprehension skills and fluency. The books, materials, and instruction are tailored to ___ reading level, so ___’ll experience success at every step. The overwhelming feedback from parents is that their kids absolutely love the online lessons. Each lesson is about 30 minutes, and ___ should do 3 – 4 a week depending on ___ summer schedule in order to complete the program in 6 – 8 weeks. All you need to do is help ___ log in, as needed.

Kids this age often get stuck on long words or skip over them, which interferes with comprehension and makes reading a slow and frustrating experience. Through phonics and long-word decoding instruction, ___’ll learn to read long words easily and accurately, which will help ___ read the many new multi-syllable words ___’ll encounter every day in 3rd grade. Kids enjoy this part of the program because it helps them build both skills and confidence. ___’ll also learn to read more fluently, which means reading smoothly, accurately, and easily, through fluency lessons with Bookman. Reading fluently makes reading easier, allowing ___ to devote ___ full attention to the story, which leads to stronger comprehension and greater enjoyment.

___’ll develop ___ comprehension skills by reading and engaging with 6 wonderful chapter books at the right level of difficulty, a new book for ___ to read each week. The online reading support we provide will ensure that ___ experiences success in every reading lesson. Comprehension instruction is based on these books and is provided through Book Club News, a funny news report featuring Bookman and two comical newscasters. These entertaining reports will teach ___ to understand and explore story structure, plot, and character development. ___’ll also take short quizzes along the way to make sure ___ comprehension is solid. Reading 6 3rd-grade chapter books successfully will give ___ great skills practice and a big confidence boost for next year.

During the program, a teacher will be available to discuss ________’s progress with you and answer any questions you may have about the program. You’ll also receive our booklist that lists and describes the very best books for 3rd graders, organized by level of difficulty. Choosing books for ___ at the right level of difficulty will help ___ continue to build skills, confidence, and a love of reading throughout the school year.

By the end of the program, ________ will be caught up and ready for 3rd grade. ___’ll enjoy reading more, and ___’ll go back to school next fall with the fluency, comprehension, and confidence ___ needs to make 3rd grade a really good year.

Check in with Customer

“Does that sound like what you want for ________?”

- Proceed to capture, course selection, and close
Program Goals
1. Learn phonics and long-word decoding skills
2. Develop fluency
3. Build comprehension
4. Become a skilled, enthusiastic reader

Instruction
- 22 lessons.
- Two types of lesson:
  - Skills lessons, featuring interactive long-word decoding instruction.
  - Reading lessons, featuring independent reading practice, fluency training, and comprehension instruction.
- Students do 3 to 4 lessons per week, completing the program in 6-8 weeks.
- Each lesson takes about 30 minutes to complete.
- Best Books booklist is provided online.

Books
- 6 books:
  - Days with Frog and Toad, by Arnold Lobel
  - Nate the Great and the Fishy Prize, by Marjorie Weinman Sharmat
  - Freckle Juice, by Judy Blume
  - The Chalk Box Kid, by Clyde Robert Bulla
  - Tippy Lemmey, by Patricia C. McKissack
  - The Seven Treasure Hunts, by Betsy Byars
We offer three different programs for entering 3rd graders—one for weak, one for average, and one for strong readers. Based on everything you’ve told me, our program for average readers is perfect for ___.

Summer is your key opportunity to make a big difference in ______’s reading development. A child who doesn’t read much over the summer will lose several months of progress, whereas kids who develop their reading skills and read a lot gain several months. That’s a huge difference.

In this program, _______ will become a skilled, enthusiastic reader. ___’ll learn to read long words and develop reading fluency and comprehension, which are the most important 3rd grade reading skills. ___’ll enjoy reading and want to read more, and ___’ll start 3rd grade with the skills and confidence ___ needs to succeed.

The program consists of a series of interactive, online lessons featuring Bookman, a reading superhero who loves books and reading. In some of the lessons, _______ will be actively learning long-word decoding skills. In others, ___’ll be reading great books and developing ___ comprehension skills and fluency. The books, materials, and instruction are tailored to ___ reading level, so ___’ll experience success at every step. The overwhelming feedback from parents is that their kids absolutely love the online lessons. Each lesson is about 30 minutes, and ___ should do 3 – 4 a week depending on ___ summer schedule in order to complete the program in 6 – 8 weeks. All you need to do is help ___ log in, as needed.

Kids this age can get stuck on long words or skip over them, which interferes with comprehension and can make reading a slow and frustrating experience. Through long-word decoding instruction, _______ will learn to read long words easily and accurately, which will help _____ read the many new multi-syllable words ___’ll encounter every day in 3rd grade. Kids enjoy this part of the program because it helps them build both skills and confidence. ___’ll also learn to read more fluently, which means reading smoothly, accurately, and easily, through fluency lessons with Bookman. Reading fluently makes reading easier, allowing ____ to devote ___ full attention to the story, which leads to stronger comprehension and greater enjoyment.

_______ will develop ___ comprehension skills by reading and engaging with 6 wonderful chapter books at the right level of difficulty, a new book for ____ to read each week. The online reading support we provide will ensure that ____ experiences success in every reading lesson. Comprehension instruction is based on these books and is provided through Book Club News, a funny news report featuring Bookman and two comical newscasters. These entertaining reports will teach ____ to understand and explore story structure, plot, and character development. ___’ll also take short quizzes along the way to make sure ___ comprehension is solid. Reading 6 3rd-grade chapter books successfully will give ____ great skills practice and a big head start on next year.

During the program, a teacher will be available to discuss ______’s progress with you and answer any questions you may have about the program. You’ll also receive our booklist that lists and describes the very best books for 3rd graders, organized by level of difficulty. Choosing books for ____ at the right level of difficulty will help ____ continue to build skills, confidence, and a love of reading throughout the school year.

By the end of the program, _______ will be a strong, fluent reader with good comprehension. ___’ll enjoy reading and have the reading skills and confidence that will make next year a big success.

Check in with Customer

“Does that sound like what you want for _______?”

• Proceed to capture, course selection, and close
Program Goals
1. Learn long-word decoding skills
2. Develop fluency
3. Build comprehension
4. Become a skilled, enthusiastic reader

Instruction
- 20 lessons.
- Two types of lesson:
  - Skills lessons, featuring interactive long-word decoding instruction.
  - Reading lessons, featuring independent reading practice, fluency training, and comprehension instruction.
- Students do 3 to 4 lessons per week, completing the program in 6-8 weeks.
- Each lesson takes about 30 minutes to complete.
- *Best Books* booklist is provided online.

Books
- 6 chapter books
  - *Freckle Juice*, by Judy Blume
  - *Tippy Lemmey*, by Patricia C. McKissack
  - *The Seven Treasure Hunts*, by Betsy Byars
  - *The Littles*, by John Peterson
  - *Julian, Dream Doctor*, by Ann Cameron
  - *Flat Stanley*, by Jeff Brown
3C Pitch – for Strong Readers

“We offer three different programs for entering 3rd graders: one for weak, one for average, and one for strong readers. Based on everything you’ve told me, our program for strong readers is perfect for ________.

In this fun summer program, ________ will become a skilled and enthusiastic reader, learn to read multi-syllable words easily and accurately, and develop strong comprehension skills in both fiction and non-fiction.

Summer is your key opportunity to make a big difference in ________’s reading development. A child who doesn’t read much over the summer can lose months of progress, whereas kids who develop their reading skills and read a lot gain several months. That’s a huge difference.

The program consists of a series of interactive, online lessons featuring Bookman, a reading superhero who loves books and reading. In many of the lessons, ________ will be reading great books and developing ___ comprehension skills and fluency, and in some lessons, ___ ’ll be actively learning long-word decoding skills. In others, ___ ’ll be learning how to read non-fiction, including textbooks. The books, materials, and instruction are tailored to ___ reading level, so ___ ’ll be appropriately challenged and experience success at every step. The overwhelming feedback from parents is that their kids absolutely love the online lessons. Each lesson is about 30 minutes, and ___ should do 3 or 4 a week depending on ___ summer schedule in order to complete the program in 6 – 8 weeks. All you need to do is help ___ log in, as needed.

Kids this age sometimes get stuck on long words or skip over them. Through long-word decoding instruction, ________ will learn to read long words easily and accurately, which will help ___ read the many new multi-syllable words ___ ’ll encounter every day in 3rd grade. Kids love this part of the program because it helps them build both skills and confidence. ___ ’ll also learn to read more fluently, which means reading smoothly, accurately, and easily, through fluency lessons with Bookman. Reading fluently will make reading easier, allowing ___ to devote ___ full attention to the story, which leads to stronger comprehension and greater enjoyment.

_______ will develop ___ comprehension skills by reading and engaging with 4 wonderful books at the right level of difficulty. The online reading support we provide will ensure that ___ experiences success in every reading lesson. Comprehension instruction is based on these books and is provided through Book Club News, a funny news report featuring Bookman and two comical newscasters. These entertaining news reports will teach ___ to understand and explore story structure, plot, and character development. ___ ’ll also take short quizzes along the way to make sure ___ comprehension is solid. Reading 4 advanced 3rd grade books successfully will give ___ great skills practice and a big head start on next year. The gains _______ makes in comprehension and fluency will make reading effortless and allow ___ to become completely absorbed in the books ___ reads. This means ___ ’ll be able to read children’s novels long before other kids ___ age, which will have big payoffs in skills and school performance. ___ ’ll have turned ___ strong start in reading into a permanent advantage that will continue to increase over time.

___ ’ll also learn how to read non-fiction. ___ ’ll learn skills and strategies that will help ___ identify the main idea and supporting details of a non-fiction paragraph, and ___ ’ll learn to comprehend and retain information in non-fiction, including textbooks. This will give ___ a real confidence boost for the non-fiction ___ ’ll be expected to read in 3rd grade.

During the program, a teacher will be available to answer any questions either of you may have or to discuss ________’s progress in the program. You’ll also receive our booklist that lists and describes the very best books for 3rd and 4th graders, organized by level of difficulty. Choosing books for ________ at the right level of difficulty will help ___ continue to build skills, confidence, and a love of reading throughout the school year.

By the end of the program, ________ will be a very strong reader with excellent comprehension. ___ ’ll be ready to tackle 3rd grade and the more challenging reading and homework that lies ahead with skills and confidence.”

Check in with Customer

“Does that sound like what you want for ________?”

• Proceed to capture, course selection, and close
Program Goals
1. Build comprehension and fluency
2. Learn how to read textbooks and other non-fiction
3. Learn long-word decoding skills
4. Become a skilled, enthusiastic reader

Instruction
- 25 lessons.
- Two types of lesson:
  - Skills lessons, featuring interactive textbook and non-fiction skills instruction, and interactive long-word decoding instruction.
  - Reading lessons, featuring independent reading practice, fluency training, and comprehension instruction.
- Students do 3 to 4 lessons per week, completing the program in 6-8 weeks.
- Each lesson takes about 30 minutes to complete.
- *Best Books* booklist is provided online.

Books and Materials
- 2 chapter books and 2 very easy children’s novels
  - *The Littles*, by John Peterson
  - *Encyclopedia Brown*, by Donald J. Sobol
  - *Clementine*, by Sarah Pennypacker
  - *The Story of Doctor Dolittle*, by Hugh Lofting

- Textbooks and Non-fiction Reader