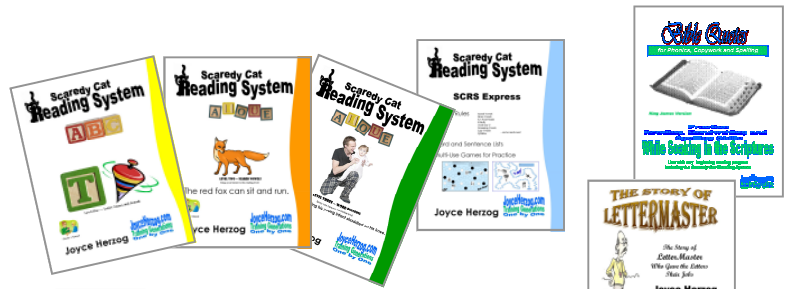


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 423-553-6387



Joyce Herzog is a gifted teacher and author of many educational products that will simplify teaching for you and learning for your students. Joyce taught classrooms of learning disabled students in private and public schools for years and has been working with homeschooling families for more than two decades.

Joyce has addressed rapt audiences of appreciative parents and teachers all across the United States and Canada. Joyce continues to reach the world through her writing, tutoring in her local area and long-distance email and telephone consultations. Her products are unique and adaptable for many learning situations.



Scaredy Cat Reading System

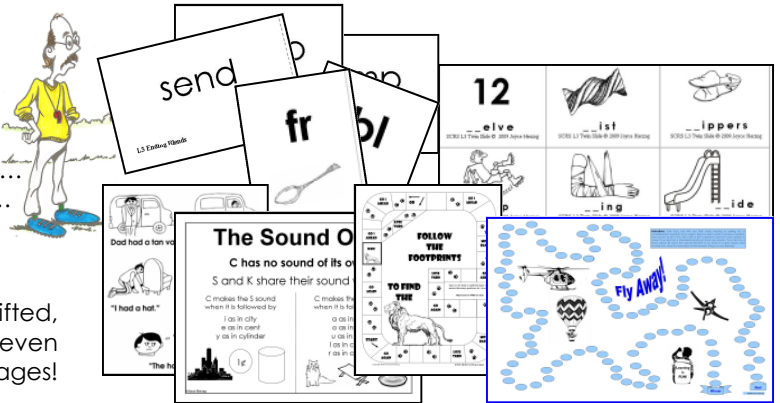
JoyceHerzog.com
 Training Generations
 One by One



Scaredy Cat Reading System... It makes SENSE!

Why should you consider using the Scaredy Cat Reading System?

- Because it is fun...
- Because it is logical...
- Because it is musical...
- Because it is successful...
- Because it is easy to teach...
- Because it is easy to learn...
- Because it makes sense!
- Because it works... with normal, gifted, learning disabled, and even dyslexic learners of all ages!



Why do other reading programs fail?

- They have too many rules... are too confusing...
- are too hard to understand... and too hard to remember...
- BECAUSE OF THESE PROBLEMS, the rules are difficult to apply... and if you cannot apply the rule, it is useless to you!
- Many also require that a child be ready to write as he learns to read... Some can't do that!

Now let's look at Scaredy Cat Reading System

It is based on understanding through logic and a story which makes both the rules and the exceptions of phonics make sense...

Unconvinced?
 Well... let's look at the vowels.
 Do you know who the vowels are?



Welcome to the world of Joyce Herzog, where you can find help!
 Teach each of those unique students in your life!

a
e
i
o
u

1

“The vowels are most important...
and they’re good friends of mine.
No word is made without one...
I sing them all the time...
a, e, i, o, u...”
But did you know that the vowels are scaredy cats?
They are!
Sometimes they are brave...
and sometimes they are scared...
When they are brave, they will say their names,
like **a** in **name** and **o** in **coat**.
What will **a** say when it is brave?
But do you know what a vowel says when it is scared?

So if I take the **a** and surround it with
consonants, and none of its vowel friends
are around to encourage it,
will it be brave or scared?
(scared)
And what does a say when it is scared?
(ã)
So what does this a in this word (man) say?
(ã) (like in Ann and ad)
**Now you can go back and smoothly sound
the word because you
know what the vowel will do!**

5

man

a

2

a

(Make the sound like the a that starts
Abbey, Ann and add
and is in cat, ran and map.)

But make it sound scared!

napkin
magnet
6 picnic
nutmeg
catnip
catfish

The really wonderful thing is:
***This works, not only in little words
but also in syllables of larger words
and it is quite consistent...
...unless the final consonant is
r, w or y***

*and later rules will handle those because
there are stronger rules which supersede
this rule in some circumstances.*

wag
made
3 at
sail
eat
play

But, if the **a** can be **brave** and say a
or be *scared* and say ã,
how do we know what it will say
when we see it in a word?

In most learning-to-read programs,
it is a guessing game.
Kids love games. Kids hate guessing.

Scaredy Cat Reading System

takes out the guessing,
but leaves in the games!

There are only two ways to scare a vowel:
***If the vowel is surrounded by consonants
or
If it comes first in a short word or syllable.***
*because if your enemy is surrounding you,
or after you...
you are likely to be scared.*
***This is logical and easy to understand
whether you are three or fifteen or fifty!
It makes sense!***

If vowels are “scaredy cats;”
they must be *scared* of something.

There are only two kinds of letters...
**vowels
and
consonants**

*There are many consonants,
But only a few vowels...*

So the vowels are scared of the consonants!

man
7
at

This is rule one:
**When a vowel is surrounded by conso-
nants or comes first in a short word
or syllable, it is scared** (like in an, am, at)!
In the Scaredy Cat Reading System, there
are only fifteen rules...
and every one of them is taught first in a
story that makes sense...
then sung in a song...
“Vowels are scaredy cats..
If they’re surrounded or come first
they’re just as scared as they can be...”

7

man

8

at

1 - 15



cat, at, map
hat, tap, man
ran, ad, pat,
fat, had, cap
gas, van, yap
dad, bat, an
lad, ham, tap
zag, bag, job

Then we give you a list of words that fit the rule...

You play games with your student using the words

(We have books full of games!)

You change the games, but keep working with the word list until your student can read 30 words in one minute and spell 9 of 10 randomly chosen words.

We do not memorize a list from Monday to Friday to forget on Saturday.

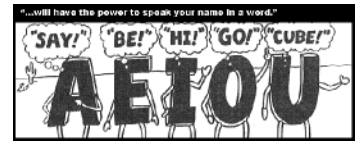
We teach through logic and understanding; then we practice through hands-on games and activities until the student has mastered both reading and spelling these words at a sight word speed.

We use the best kind of phonics to learn the words; then we master them as sight words before going on to learn new rules through new storied songs and games.

You progress at your student's mastery rate—at the speed he sets. It doesn't matter whether it takes him five minutes, five weeks or five months to master a given concept. You change the games often enough to keep interest up, but keep the same word list until it is mastered.

9

First he called out five letters...
a, e, i, o and u.

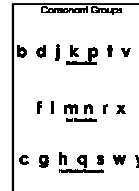


12



“You can stand alone to make a word. You can say your name in a word. No word, nor even a little part of a word called a syllable, can be made without one of you in it.” But the more he built them up, the ‘scareder’ they got... until he finally left them shivering in their boots and turned to all the other letters.

13



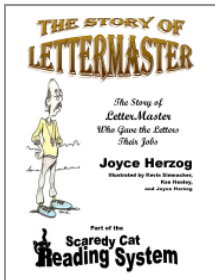
LetterMaster gave the first set of consonants a job that was easy to do and easy to remember.

He gave them a sound just like the first part of their name:

B ‘b,’ D ‘d,’ J ‘j...’

The next set of consonants he gave a sound kind of like their name, too, but the sound was hidden at the end of their name: ell, emm, enn.

Then he ran out of sounds that matched letter names. He still had sounds and he still had names, *but they didn't match up*, so he just started assigning jobs. Now, if so many letters got sounds just like their names... and J got the ‘j’ sound, *who do you think will give him trouble?*



This is a comic story that tells how both the rules and the exceptions make sense!

It is the story of what happened on the day when the letter sounds were being given out.

10

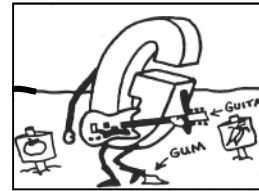


Didn't you always wish you could have been there to see who made such a mess of the English language?

Well, come with me for a minute and see what happened!

Yes, it was G.

LetterMaster called G and said, “I need you to make the ‘guh’ sound. I know it is not like your name, but I need you to make that sound.”

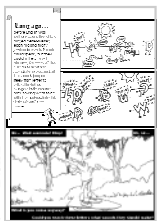


14

G said, “Oh, gee! I wanted to make a sound just like in my name. Why didn't he name me “Guee” (*hard g like in guess*) if he wanted me to make that sound?

So Letter G decided to help. He went to the secretary who was recording all this in the *Great Rule Book of Letter Sounds* and said: “Secretary, I think LetterMaster really meant for me to have two sounds. If **i** or **e** comes after me, I can make the ‘j’ sound just like in my name.” She believed him; she recorded it in the book and we're still stuck with it to this day: **If i** or **e** comes after G (like in gentlemen, giant, and giraffe) it has the ‘j’ sound.

11



At first the letters didn't know what sounds they should make...

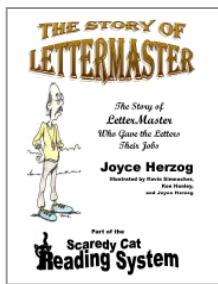
The letters were lounging around and the sounds were jumping around from letter to letter and nobody knew what to do...

until this guy came jogging by and somebody asked him if he could teach the letters what sounds to make so that people could learn to read and write. He thought about it for a minute, decided he could, and called all the letters to come and help him... but their help did more to confuse us than to help us...

There are currently three main levels of Scaredy Cat Reading System (SCRS).

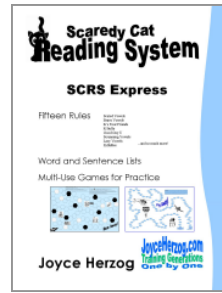
15

- Level 1 (SCRS L1) teaches the alphabet, letter names and letter sounds.
- Level 2 (SCRS L2) teaches reading and spelling of scared (short) vowel words and sentences.
- Level 3 (SCRS L3) continues with word building, reading, spelling and language.



The Story of LetterMaster is the introduction to the entire **Scaredy Cat Reading System**. It is what makes all the rules and exceptions make sense! Please purchase the **Story of LetterMaster** separately.

It is available as a comic/coloring book, as a B&W mini book, as a CD, and as a DVD (quasi-animation).



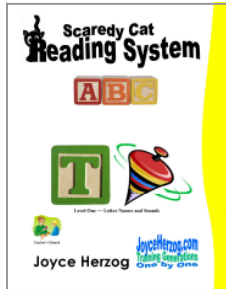
Scaredy Cat Reading System Express Assumes: You have teaching skill and practice resources and can make wise choices as to order and manner of teaching and that your student can read and spell short vowel words.

Teaches:

Reading and Spelling through fifteen Scaredy Cat Rules

Includes:

Teacher's Manual with word and sentence lists and two board games



Scaredy Cat Reading System Level 1 (SCRS L1)

Teaches:

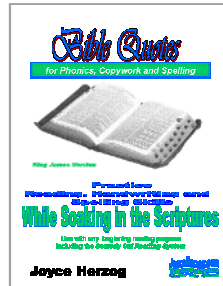
Alphabet, Letter Names, Letter Sounds

Includes:

Teacher's Manual, Student Activity Book, the Story of LetterMaster, song CD, SCRS L1 Reader, Games, Magnets and Letter Reversal Pages

Can Start:

As early as 3's and 4's because it is games, songs and stories—as late as 12!



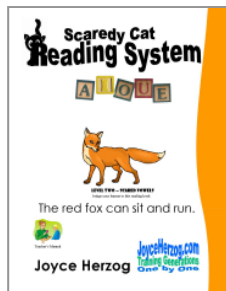
Optional Christian Components: Bible Quotes

KJ V Bible verses for each SCRS rule.

If your student is only reading three-letter scared vowel words, can he read from the Bible? He can if you have **Bible Quotes!**

Christian Character Songs CD

Song for each SCRS rule takes your learner back to Christian principles.



Scaredy Cat Reading System Level 2 (SCRS L2)

Assumes: Student knows beginning sounds and is familiar with the Story of LetterMaster

Teaches:

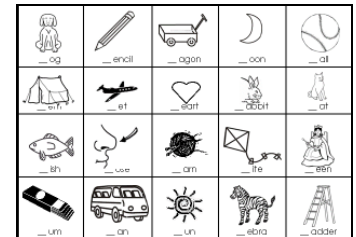
Reading and spelling of scared (short) vowel words and sentences, beginning language and comprehension skills

Includes:

Teacher's Manual, Student Activity Book, Lessons on CD, Word Cards, Games, Magnets

How do I know what level to choose?

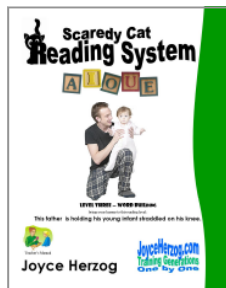
If your student can name the letter that goes with each picture, he does not need SCRS L1, go on to L2.



Ann and the tot ran to the box.
 Mom is mad at the cat.
 Bud has gum in a big bag.
 He did not see the van yet.
 Can we mop up the jam?
 The kid can see Sam in the pit.
 Rob can fix the red fan.
 He has the rod and the net.
 The fat hog sat in the wet mud.

If your student can read (in about 2 minutes) and spell the sentences to the left, he does not need SCRS L2, try SCRS L3.

More complete (and larger print) tests are available at our web site: ScaredyCatReadingSystem.com



Scaredy Cat Reading System Level 3 (SCRS L3)

Assumes: Student can fluently read and spell 3-letter scared (short) vowel words and sentences and is familiar with the Story of LetterMaster

Teaches:

Reading, spelling beginning language and comprehension skills into the third grade level

Includes:

Teacher's Manual, Student Activity Book, Lessons on CD, Word Cards, Games, Magnets

If your student can read and spell these sentences, he does not need SCRS or any phonics or "learn to read" program!

We did not camp in the damp mist.
 He may flop on the bed to rest his limp hand.
 The lens may snap if he flings the trap.
 Brad had a bad gash on his chin.
 He did not scrap the plump shrimp.
 The muzzle on the blond pet is an excess.
 He cast his vote just in time for the ape in the huge cage.
 The seam in the suit will show.
 He can try, but it is not his time to tie a bow on the box.
 He decided to publish the plan at the summit.
 She waited with me and nodded at her mom.
 If he wishes, he may push and crush the wide hutch.
 Ask him to junk the prank mask at the ice rink.
 The groom may choose the wrong cooking tool.
 The flaw may cause him to get the wrong faucet.
 The guest at the quiet lake was guilty of the misdeed.
 Once the woman said she couldn't come with her friends.
 His answer was that the four women were late getting home from the event.
 They must purpose to practice wisdom in dealing with this certain problem.
 All the people on earth couldn't see the lovely waterfall at once.

The LetterMaster story and the lessons in Levels 1, 2 and 3 tell only part of the story. To get the rest of the story, get SCRS Express, the SCRS Rules CD and/or SCRS in a Mini Bag. Use one or all.

For more information, visit ScaredyCatReadingSystem.com

