

How Trainertext Works

Phonics made visual: the **new literacy method** that is changing children's lives

Why It Works: Visual Phonics Explained

Our ground-breaking visual phonics method, called **DM Trainertext**, is the secret to our **99% success rate**. It **targets the cause** of reading difficulty.

Children struggle with phonics because decoding letter patterns into sounds is hard - especially in English with its irregular patterns. So they choose to memorize words by sight, and guess the rest.

Big problem.

The visual phonics method bridges this gap. **Fun images float above each word, showing the sounds in the word**. The learner can grasp tricky phonics in minutes.

Instead of getting stuck trying to decode a word, the learner just looks above to find the sound cue.

Problem solved.

This one simple concept is the genius innovation that **solves chronic guessing, blending issues, low phonemic awareness and more**.

For some children, phonics is hard. So hard in fact, that reading becomes a mighty struggle and they turn to guessing or sight-memorization instead of decoding. This can be fatal for developing strong literacy skills.

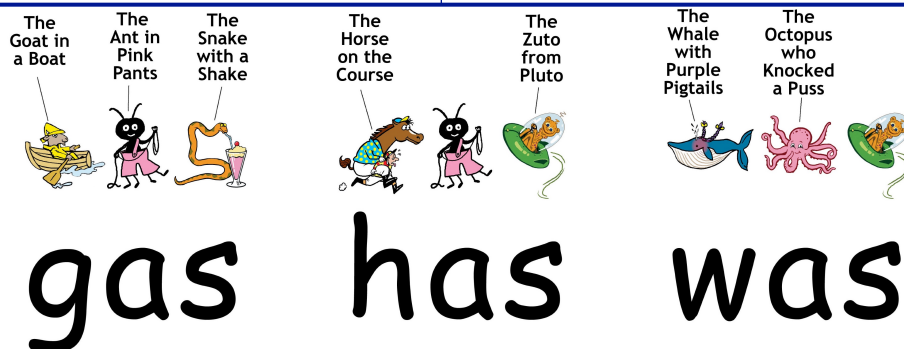
DM Ed programs use the DM Trainertext visual phonics method, designed for a child's highly visual brain. Trainertext's visual clues show all the sounds in each word - even irregular ones. A child never gets stuck on a tricky word. After around 90 daily online lessons practicing decoding, they start to gain reading accuracy and fluency. Adventure-based games and engaging stories form the core of the program... kids are hooked from day one!

Emma's Story

Emma is a bright 8 year old who grew up with books before bed every night — she simply loves stories.

Her first year of school seemed normal. But an assessment the next year showed she lagged significantly behind her peers in reading. She was guessing words, especially the short easy ones — though she could read a long tricky word like 'elephant'. She skipped words, missed word endings, or added in extra words using context clues. Her mother didn't know what to do... more reading practice like the school recommended didn't help.

And Emma's self-esteem was plummeting. She started referring to herself as 'dumb' - a heartbreaking moment for a parent. Eventually someone at school recommended trying visual phonics through the DM Easyread program for struggling learners.



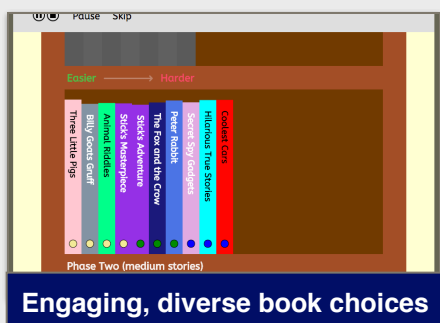
The Trainertext characters show the sounds in each word - even irregular ones like 'was' and 'has'.

How It Works: Visual Phonics In Action

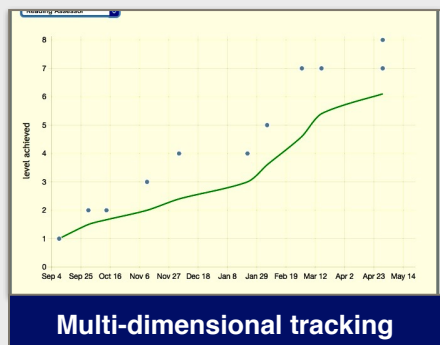
- ♦ Log into your **15 minute daily lesson** for a mix of literacy exercises, story reading practice, and games.



- ♦ DM courses **tracks your child's progress** and adapts to the level of difficulty required. Innovative adaptive technology allows the program to be tailored to your child.



- ♦ Regular contact with your **personal DM Advisor** keeps you trained up, and your child's progress on track.

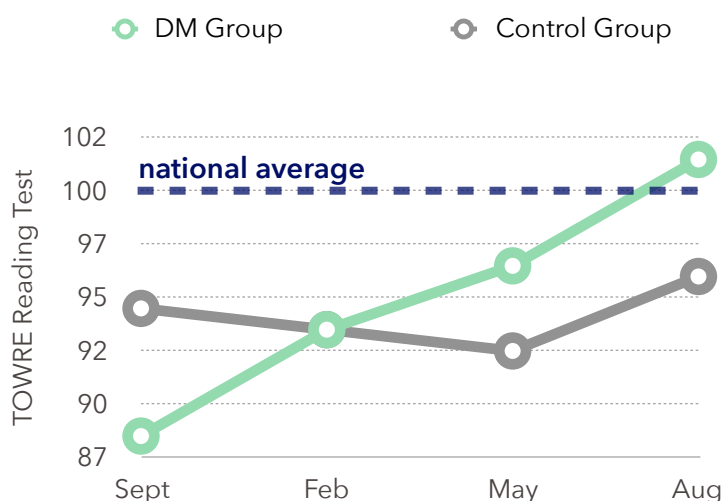


After only 10 lessons at home, Emma's confidence got a major facelift. After 30 lessons, her guessing decreased by 50%. After 90 lessons, she was sounding out and blending words accurately, and reading full sentences.

At Lesson 115, she picked up a book on her own for the first time. Emma's mother told us there were some tears that day... but not Emma's, and at last, not of despair!

Unmatched Results, Reading Age Gains

A randomized control trial of the Trainertext approach by the Open University found that learners gained an average of 2 years' reading age in 120 lessons. Those results are unmatched in the field of literacy interventions.



Unconditional Refund Promise

How many times have you read that product X has a 99% success rate? The DM difference is that we offer an unconditional refund promise. If you don't see clear improvement after 90 lessons, you get a refund of the first 3 months' subscription.

No other managed program offers that kind of financial guarantee. We see such amazing success with thousands of children, that we want you to be able to try it out without worrying about wasting money. All DM Ed programs run on a monthly subscription that you can easily cancel at any time once you've seen transformative results.

QUESTIONS? Just ask! We're a small, friendly team.

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