



## Why We Must Keep It Simple

“Everything should be made as simple as possible, but not simpler.”

-Albert Einstein

Where is the mail carrier with your box full of manuals, notebooks, and flash cards? Surely, you need boxes filled with numerous, color-coded folders and manuals to teach a child to read better.

As your child learns to read, his brain has to anticipate, do rapid word recognition, *and* make on-going corrections. The last thing you want to do to any reader, *especially* a struggling reader, is load him down with a bucket-load of rules for every possible letter/sound relationship.

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WowzaBrain “keeps it simple” because your child’s brain already has enough to do as it tries to read. Who can readily call out the 1,100 various letter combinations that make the 44 English sounds *and* simultaneously make sense of densely printed pages? Research says that’s brain-overload, and it’s unfair to a child struggling with reading.

At WowzaBrain.com, we use several training techniques to take the load *off* your child’s brain including:

- 1. Building speedy responses with a metronome.** This takes your child’s brain from mastery to automaticity (from heavy, laborious thought to light or effortless thought.) Using a metronome rapidly decreases your child’s “thinking-time” in small, brain-friendly increments. He can’t help but get speedy!
- 2. “Backblasting:”** This technique helps your child learn the words that are causing him to struggle. We don’t ask you to waste time working on words his brain already knows. Backblasting is a great way for him to show you what he

doesn't know and needs to work on. Be sure to watch the video in the "Brain-Connected Reading Techniques" box on our website. When your child Backblasts a word, it's as if he has put a number in speed dial, and he no longer has to punch out the whole number.

**3. "To-With-By:"** Modeling how to read 2-3 sentences at a time propels your child into faster, fluent reading. Because your child gets to hear and practice accurate and smooth reading, his brain learns to read in phrases. This increases his word per minute speed, and makes reading a lot easier. Watch the video and use this technique daily.

We help you keep training simple. Research shows frequent repetition of key concepts is brain-efficient.



Brain research is clear. Don't overload your child's brain with lots of rules.  
Practice key reading skills to build fluency.