

16822 E. Lake Ln.
Aurora, CO 80016

ATTENTION: School Districts, Parent Groups
and Education Associations!

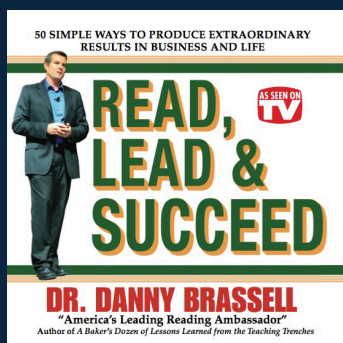


**Significant Results
and Inspiration**
at Your Next Conference or
Professional Development Day!

DANNY BRASSELL

America's Leading **READING** AMBASSADOR
Bringing **JOY** Back into Education & the Workplace

**Building Learning Communities of Students,
Parents, Teachers and Administrators**



**Danny is the author of 16 Books,
including Read, Lead & Succeed**

**Speaker | Trainer
Author | Coach**

**FREE Educator
Empowerment Packs
For All Attendees**
When You Schedule
Danny Brassell For
Your Next Event
This Year!

“
Danny is a cross
between Jim Carrey
and Robin Williams...If
you don't walk away
from his seminar with
ideas you can use
tomorrow, you were
unconscious during
the presentation.

Nancy Bebrin, ESL Teacher
Quaker Farms School
Oxford, Connecticut

The Ideal Speaker for your Next Conference or Professional Development Day!

Imagine how successful your students will be when you have "America's Leading Reading Ambassador" showing You and Your Team How to Achieve the **POSITIVE** Results **YOU** Want!

If you could do anything to improve student engagement & well-being, what would it look like? Do you have a plan to boost student test scores, lead your staff effectively, build parent involvement and create a fun, meaningful learning environment?

30 years as a teacher, tutor, professor and administrator working in some of the toughest schools in America

Coached tens of thousands of educators around the world to improve student & community engagement & achievement

Consistently ranked as one of the most popular presenters to speak at district in-services and state & national conferences

What You Get From Danny "Reading Breakthrough" Coaching Programs

FIVE-STAR PROGRAM – Reading Program Makeover of Your School or District (Most Popular and Requested Coaching Program to Create Students Who Are "Readers for Life")

- ⦿ Danny will interview teachers, administrators and students for their viewpoint of your current reading program
- ⦿ Interview parents and people in your community for their perception of your current program
- ⦿ Evaluate policies to observe how easy it is for parents to work with your teachers & staff
- ⦿ Check out your competition to evaluate how your school and district programs compare
- ⦿ Receive an easy-to-read report with specific action steps to improve your reading program now
- ⦿ Follow-up seminar with your team to review findings, suggestions and begin applicable training

BONUS for Hiring Danny This Year

BONUS #1 Ongoing training through monthly access to live (& archived) webinars

\$9,000 Value

BONUS #2 Access to America's Leading Reading Ambassador for an entire year by phone or email for ongoing team coaching support and reinforcement of any new action steps

\$4,500 Value

BONUS #3 Receive up to 100 FREE BOOKS for your staff to guide them into creating "readers for life"

\$2,000 Value

BONUS #4 FREE Five-Star Performance Training Package for continuous education and learning

\$29,497 Value

Total Bonus Value: \$44,997

ALSO AVAILABLE – ONE-ON-ONE COACHING

- ⦿ Meet with Danny for a consultation to discuss and review the effectiveness of your current reading program, teaching strategies, and engagement approach in boosting students' reading attitudes and aptitudes in your classroom
- ⦿ Develop new strategies to create successful reading plans for your students and how to apply them right away
- ⦿ Follow-up session by phone or in person to review and evaluate progress
- ⦿ Monthly phone consultations/webinars to provide ongoing support

“Nothing could have been better for our teachers to start the year off on a positive note. Danny engaged and motivated all of our teachers from pre-K to high school, first year to 30 year vets, with stories from the classroom and life. His energy and passion for literacy generated a standing ovation and is something our teachers still talk about.

Robert Schwartz, Chief Academic Officer
ICEF Public Schools, Los Angeles, California



5 Reasons Schools, Associations, Parent Groups, Non-Profits & Businesses Love Booking Danny Brassell...

01 Experienced Speaker (Easy to Work With)

Danny has delivered over 3,500 motivational presentations and seminars at conferences, meetings and school in-services around the world. Today, Danny delivers over 100 requested presentations a year.

02 Your Audiences Will Learn, Laugh & Be Inspired!

Danny will entertain and inspire your audience while they learn real-life applicable tips to achieve superior results.

03 America's Leading Reading Ambassador

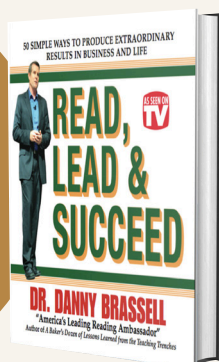
Danny has been a leader in education over the past 30 years, working with some of the world's most renowned reading experts. The founder of "The Lazy Readers' Book Club," Danny has helped tens of thousands of students, parents, teachers and administrators ignite a passion for reading. His highly-energetic presentations captivate audiences to reach for greater results and build stronger, more encouraging school & workplace cultures.

04 Top-Selling Author

Danny is helping 1000s of schools and educational leaders with his engaging, easy-to-read books, including *Leadership Begins with Motivation*. Learn how to excite and inspire your team to read MORE, read BETTER and LOVE reading to ensure personal and professional success.

05 Free Goodies For All Attendees!

When You Schedule Danny Brassell For Your Next Event **This Year!**



“ Thanks, Danny, for your enthusiastic presentation! It's two weeks since you've been here and people are still talking about what they've learned and how they're changing their classrooms.

Debora Binkley, Ph.D.,
Associate Superintendent
Upper Arlington City Schools
Upper Arlington, Ohio

Words To Bring Joy Back into Your School!

“Flexibility + Perseverance = results!”

“When parents, teachers and administrators are on the same page, it's a whole lot easier to get kids turning pages.”

“It doesn't matter WHAT you read. What matters most is HOW MUCH you read.”

“What good is it teaching kids HOW to read if they never WANT to read. I teach kids WHY to read.”

“Education is valuable, but execution is PRICELESS!”

ABOUT DANNY

Affectionately known as “Jim Carrey with a Ph.D.,” Dr. Danny Brassell (DannyBrassell.com) has held a variety of titles and worked with leaders from a variety of fields and disciplines, but he has always considered himself first and foremost a teacher. He is a best-selling author of 16 books, including *Leadership Begins with Motivation* and *The Reading Makeover*, based on his popular TEDx talk. For the past 30 years he has also been a lecturer and professor at a number of universities, including his current position as a faculty advisor for the CalStateTEACH program and distinguished visiting professor at the American University of Cairo.



A gregarious, sought-after author, speaker, accountability coach and business consultant, Danny is a recognized authority on leadership development, reading, motivation and communication skills and the co-creator of theREADINGhabit.com, the world's top reading engagement program. His mission is to bring joy back into education and the workplace. Thousands, from school districts to businesses to association conferences, have enjoyed his energetic, interactive and informative presentations. He has spoken to over 3,500 different audiences worldwide.

He helps entrepreneurs, executives and small business owners boost their business and impact by improving their communication skills and building powerful presentations that get their audiences to take “the next step” – from purchasing their products to donating to their causes to supporting their ideas.

Finally, as a former inner-city teacher and administrator who believes all children and educators deserve a safe, positive workplace, Danny is currently working as a consultant for CyberSmarties, a social media platform for kids ages 5-12 that teaches children how to use social media in a positive way. The program is in schools around the world and brings schools and police departments together to promote the well-being of students.

Today, Danny is “America's Leading Reading Ambassador” and shares his incredible 30+ years of education experiences and success model to empower leaders, teams and audiences to achieve extraordinary results. Danny's keynotes and presentations have earned a reputation for being high energy, (sometimes theatrical) enthusiastic, creative, applicable and highly motivating.



Your Leaders, Teams, Communities and Audiences Will Be, Engaged, Elevated and Empowered!



Danny charges up all his audiences.



Attendees enjoy the time Danny gratefully devotes to signing books and answering their questions.



Audiences LOVE Danny's highly-interactive keynotes & breakout sessions.

“ Danny Brassell is an extremely dynamic speaker who is passionate about kids and literacy. If you haven't had the opportunity to hear him in person, this is the perfect (presentation) to get you excited about teaching.

Laura Numeroff, Author,
"If You Give a Mouse a Cookie"

“ I left feeling motivated, energized and renewed!! Danny's practical passion is infectious and something that ALL educators must experience!! I am confident that I can make a difference in the lives of the students.

Melissa Baker
Title I Lead Extension Teacher
Bridge City Elementary School
Bridge City, Louisiana



Students around the world love Danny's presentations.

**ASK ABOUT
SPECIAL
DISCOUNTS
FOR VIRTUAL
EVENTS!**

Sample Of Popular Topics

Bringing Joy Back Into Education

(Most Requested Motivational Topic for Opening/Closing Session Keynotes for Conferences, Back-to-School Events and Mid-Year Rejuvenation Trainings)

Educators are "kid-people." They do not do what they do for the pay or daily accolades from society; they teach because they care about kids. The standardized testing craze and pandemic have terrified students and led many great educators to quit. Come join Danny as he reminds teachers, administrators and staff of their importance in the everyday development of children. He'll remind you how to laugh, sing, dance and play in order to bring the joy back into your school.

A Baker's Dozen of Lessons Learned from the Teaching Trenches

It takes a special person to be a teacher. Every day presents new challenges, and our attitudes and expectations shape our success. Join Danny as he shares a fast-paced, humorous and motivational keynote designed to show you how you make a difference in the lives of your students. From teaching preschoolers to rocket scientists, Danny shares his own trials and tribulations in the classroom as well as why he loves to teach. You'll learn his secret to good teaching and leave feeling invigorated.

Excited & Fulfilled!

Transforming Burnout to Bliss

Burnout is a serious issue that affects educators worldwide. It is a condition that develops when teachers and administrators feel overwhelmed and under-appreciated. But it doesn't have to be that way. Join Danny as he shares simple but powerful strategies educators can use to navigate today's crazy waters in education.

Dare to Differentiate: 50 Terrific Teacher Tricks

Reinvigorate your passion for teaching! Join Danny in this eye-opening session to learn 50 terrific tricks successful teachers have used to stimulate students' interest in learning. You'll learn how to incorporate standards without sacrificing fun. And, leave with new songs, games and activities you can immediately put to use in your classroom.

Comprehension That Works!

Comprehension is what reading is all about! Learn how to foster students' comprehension by showing them how to: focus on relevant information, interpret it and integrate it with what they already know. You'll learn how to create an instructional environment that promotes risk taking and involves students in a variety of real reading situations – and meets standards. Your students will learn to focus on meaning as thoughtful readers.

Book Danny For Your Next Event! Danny@DannyBrassell.com 310-872-9089

Look at Some of the Educational Movers & Shakers Working with Danny!



Author Jim Trelease featured Danny in his New York Times best-seller *The Read Aloud Handbook*.



Danny with friend and co-author Tim Rasinski.



Danny with serial entrepreneur and TV personality Marcus Lemonis.



Danny Will Help You and Your Team Renew, Refresh & Recharge!



Children's poet & author April Halprin Wayland joined Danny on his TV show *People Make a Difference*.



Danny interviews his friend, best-selling author & former California Teacher of the Year Alan Sitomer



Literacy advocate Nina Zolt shares ideas with Danny about how she promotes reading with her In2Books program.



Middle school reading & writing expert Kelly Gallagher and Danny exchange their favorite reading tips with one another.



New York Times best-selling author & education leader Stedman Graham helps promote Danny's latest 3-CD *Educator Empowerment Packs*.



World-renowned language & literacy expert Stephen Krashen offers advice to his former doctoral student.



Danny hangs out with audience members after signing books and speaking to the South Dakota Reading Council.



Danny and friend Richard Gentry discuss ideas for emergent & beginning readers.

Hundreds of School Districts and Associations Can't Be Wrong...

“

“In this era of unrealistic national goals, standardized test-driven curricula and staff and budget cutbacks, Danny Brassell combines real-life experiences, humor and effective strategies to show how to have fun and still meet instructional goals. Danny helps educators remember what makes them happy, how to stay positive and why they make a difference for students.”

Edward J. Albert
Ed.D., Superintendent and National Consultant
Tulpehocken Area School District
Bethel, Pennsylvania

“

“Danny has the unique ability to motivate and inspire while still delivering a meaningful educational message. He received rave reviews from our entire staff.”

Dr. Wayne Babcanec
Superintendent
Norwalk City Schools
Norwalk, Ohio

“

“I had so much fun I didn't realize how much I was learning. I was motivated, energized, humbled, and educated - sometimes within the space of a deep breath.”

John Overturf
5th & 6th Grade Math Teacher
Rayford Intermediate School
Aldine, Texas

YOUR AUDIENCE WILL BE
Entertained • Energized • Challenged • Empowered • Inspired

To Achieve

Greater Commitment by Students, Teachers, Parents & Administrators
Lifelong Learners • Positively Lead Others • Create a Fun & Meaningful Educational Environment

To Check Availability, Contact: 310-872-9089

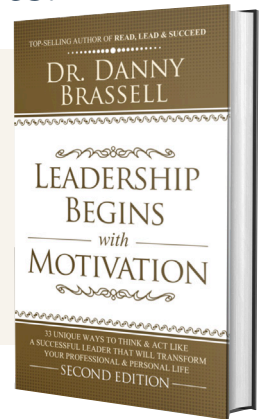
Danny@DannyBrassell.com
www.DannyBrassell.com

Keep Your Audience Inspired and The Reading Process Going by Ordering Danny Brassell's Five Star Products!

Leadership Begins with Motivation

will empower you to become a potent and positive influence in the lives of those around you. In a style reminiscent of the late, great Paul Harvey, this book spells out 33 unique ways successful leaders think and act. Danny shares inspirational, uplifting and – in his revered style – humorous stories that will help you develop as a leader. Filled with memorable stories of CEOs, world-class athletes, celebrities and everyday people, this book will “caffeinate your soul” and move you to aim higher and act sooner.

\$24.97



\$299.97

Building School-Home Connections

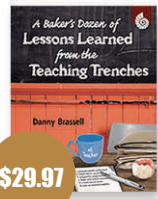
This series of kits includes multiple resources to build communication between home and school. The kits operate as a blueprint for increasing parental involvement through activities at the classroom, school, and community level. Each Kit Includes: Teacher's Guides, a Management Book, a Teacher Resource CD, a Parent Involvement DVD and Parent Handbook.



\$29.97

Bringing Joy Back In The Classroom

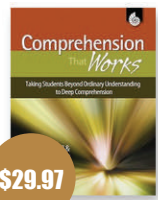
Teach children to love learning while discovering the powerful role teachers play as models in the classroom through entertaining and uplifting anecdotes based on the experiences of a “real” teacher. Enjoy author Danny Brassell and experience his “story and song” style while recalling the reasons teaching is so rewarding!



\$29.97

Baker's Dozen

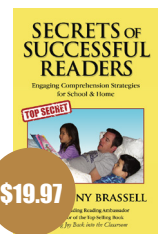
This must-read guide is based on the Danny's most popular staff-development presentation given nation-wide. It is filled with practical 'tried-and-true' strategies and valuable insights to help teachers maximize their effectiveness in the classroom. Teachers will enjoy and appreciate the insight from Danny's real-life teaching experiences in an urban school setting.



\$29.97

Comprehension That Works

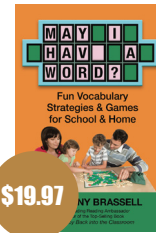
Innovative approaches that will change the way you work with learners in their efforts to build comprehension skills. Developed in conjunction with Dr. Timothy Rasinski, renowned fluency expert, this book provides background information, an explanation of reading comprehension, important research, tested strategies, differentiation ideas, tips, and more.



\$19.97

Secrets of Successful Readers

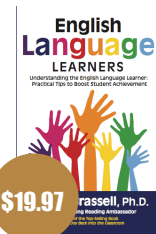
Discover a variety of ways to motivate your struggling and reluctant readers to read! Learn about great strategies and books designed to help you increase children's interest in reading – both in school and at home.



\$19.97

May I Have a Word?

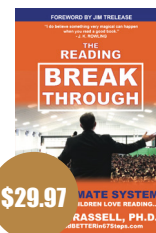
Learn about the four components of optimal vocabulary instruction. Danny shares a variety of strategies that teachers and parents can use to make word-learning fun for kids. Plus, you get over 40 popular vocabulary games to build into your daily routines.



\$19.97

English Language Learners

Succinct, with the overwhelmed and under-prepared ESL teacher in mind, this book will provide you with teaching gems to help your English Language Learners succeed!



\$29.97

The Reading Breakthrough.

“Danny Brassell explains step by step...how to meet the standards without turning your classroom into a boot camp. He's been a classroom teacher without even a dollar's budget, yet found ways to scavenge thousands of books - for free!” - Jim Trelease.



\$39.97

Songs, Chants & Morning Meetings

Wake up your students with countless songs, chants and activities! In this highly engaging book and CD package, you'll discover a wealth of super activities designed to motivate your students and get them excited about learning all day long. Best of all, you'll leave with a variety of ways to incorporate music and motion into your daily routine.

To Check Availability, Contact: **310-872-9089**

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