

## **What Makes Your Baby Can Read so Special?**

A baby's brain thrives on stimulation and develops at a phenomenal pace...nearly 90% during the first five years of life! The best and easiest time to learn a language is during the infant and toddler years...when the brain is creating thousands of synapses, or connections, allowing a child to learn both the written word and spoken word simultaneously.

Seize this small window of opportunity to enhance your child's learning ability with the Your Baby Can Read ® - Early Language Development System.

Imagine giving your child the tools early in life for effective communication, increased learning capacity and emotional well-being. Unlock your child's learning potential.

## **How Your Baby Can Read Works**

Dr. Titzer says the current practice of starting to teach reading skills in school is too late and children benefit greatly from getting a much earlier start since a child basically has only one natural window for learning language -- from about birth to about age four. During this period it is easier for a child to learn any type of language including spoken, receptive, foreign and written language. The earlier the child is taught to read the better they will read and the more likely they will enjoy it.

Studies prove that the earlier a child learns to read, the better they perform in school and later in life. Early readers have more self-esteem and are more likely to stay in school. Meanwhile, a national panel of reading specialists and educators determined that most of the nation's reading problems could be eliminated if children began reading earlier.

Maybe the correct question is...Why should a parent delay teaching a child to read when the most natural time to learn language is during the infant and toddler years?

Seize this small window of opportunity to enhance your child's learning ability now.