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## Pronunciation Made Easy



bridging L1 and L2

Simple & Intuitive

Hi !

I hope you're having a great start of the new school year.

I've been busy with *Pron Made Easy*, a project I believe in. And I tried a different promotion strategy this school year.

### Promotion in schools

I contacted over 100 schools and about a dozen Coordinators of the English Department all over the country in three different messages. I gave them an idea of *Pron Made Easy*, its benefits, the simple and intuitive strategy it's based on, and the importance of pronunciation in generating intelligible communication. Finally, I invited them to download the sample, take a good look at it and give it a try with their students.

As a result there were several sample downloads and some newsletter subscriptions. I expected more curiosity about the sample, but I know from experience that there is resistance to 'out-of-the-box' ideas.

However, I am happy with the overall results and hope that **word of mouth** will help further spread awareness of *Pron Made Easy*.

### Blog posts dedicated to Self-publishing

In mid-September I finished a series of 30 blog posts about different aspects of self-publishing based on webinars given during the online *Self-Publishing Success Summit* last July. There are many interesting ideas. I summarized those that really caught my attention in the [final post](#) (18Sep). Do take a look at it.

As I mentioned in a previous newsletter, I think that self-publishing is the way of the future for teachers. There are many reasons why, the number one being, IMHO, the fact that content is always current, because

- e-publishing is a fast process and
- updating information can be done whenever necessary.

Self-publishing avoids the time-consuming process of traditional publishers and gives you control over everything. You can start with simple software such as Google Docs, a blog, a wiki or a website and work your way up to publishing on Amazon.

To spark your curiosity to this brave new world of e-publishing, here's a link to an eltjam page with [A Round-up of Indie ELT Books](#). If you are a fan of technology in education, I advise you to take a look at Nik Peachey's *Digital Video*.

#### **Q & A, comments, suggestions...**

I'd like to start a section where I can answer questions you may have about the strategy used in *Pron Made Easy* - bridging L1 and L2 -, ideas about how to use it in class, doubts you may have and clarifications you may need.

I'd also love to hear your comments, suggestions for improvements and sections that you think can be added to it.

Please email me at [teredeca@gmail.com](mailto:teredeca@gmail.com) and I will answer your questions and publish your comments and suggestions (with your permission, of course) in the newsletter of the following month. I believe that this interaction will be very useful.

Last but not least, during the first week of October be on the lookout for a message from me about a special "back to school /baék tu skúl/" offer for *Pron Made Easy*.

I'm sending you this newsletter because at some point in the past you downloaded the free sample of *Pron Made Easy* or I contacted you about this e-dictionary. However, you can "unsubscribe" at any time in the link at the bottom.

Feel free to share this newsletter with friends and colleagues. These three links

may be of interest to them.

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I wish you all a very productive and successful school year.

Enjoy pronouncing!

Tereca



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