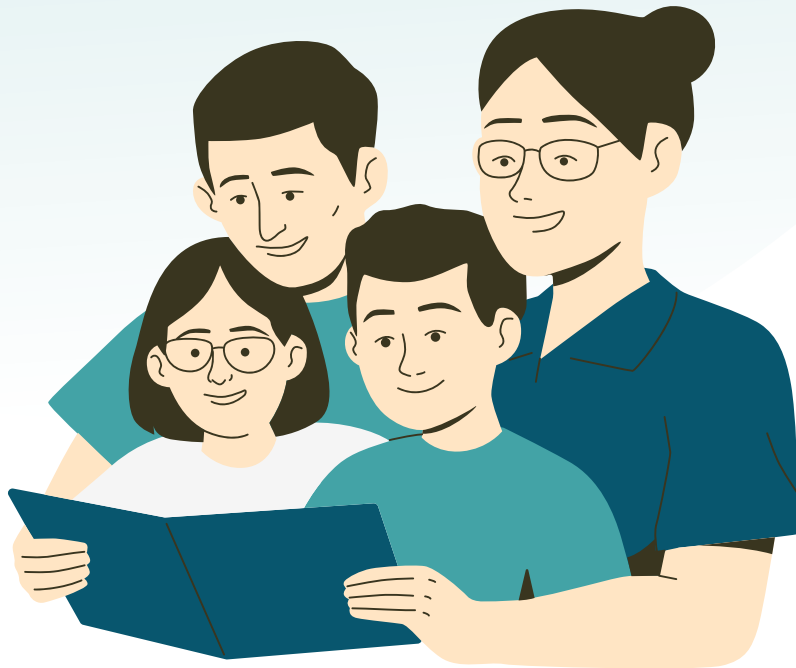


How to LiterallyTM

READING COURSES



Get your family reading... for life.TM

A WELL-DEFINED GOAL

A **How To Literally™** reading course pursues a single, clear-cut, and wholly achievable goal:

give readers the confidence and know-how to successfully approach any and all reading material, for life.

Reading instruction in public and private education too often leaves out what it is to read well and how. This lack of awareness robs a reader of literacy's greatness gift—the power to progressively direct one's own breadth of knowledge and overall advancement.

As someone who was daunted by reading, and later discovered for himself the incredible freedom and opportunity that comes with reading mastery, Dan is passionate about passing on that opportunity. He created the How To Literally™ reading course to do just that, creatively and effectively taking readers the last mile towards total reading fitness.



THE HOW TO LITERALLYTM DIFFERENCE

Standardized skills are just the beginning.

A How To Literally™ reading course teaches far beyond standardized skills. Reading well is knowing how to comfortably approach all fields of study and styles of writing, for the many many reasons we need to read.

Mastering the material that matters to you.

Instead of assigning texts that may not apply directly to your current reading needs, Dan uses what you are already reading, or want to be reading, to teach the patterns and techniques intrinsic to great reading.

Learning through action. Creating lasting change.

Informed by the latest cognitive research, sessions avoid lecture and focus on teacher demonstration and student action. You'll experience the benefits of the learned skills in real time, taking the first steps to successfully forming new neural pathways and good habits.

Practice doesn't make perfect. Best practices make perfect.

Armed with easy, actionable tasks between lessons, you will put best practices to work immediately, getting in the routine of making independent progress from the very first lesson.



What I love most about reading? It gives you the ability to reach higher ground. And keep climbing.

OPRAH



READING WITH AWARENESS

It's wonderful to experience the potential that reading with awareness creates. In a typical How To Literally™ session...



an 8th grade student will discover how George Orwell brilliantly and captivatingly makes clear the entire premise of *1984* in its opening pages, and how almost all authors do the same.



a 10th grader will realize that same the fundamental reading skill is used to understand and appreciate Shakespeare's *Macbeth*, Thoreau's *Walden*, and the difficult passage they will encounter on the SAT or ACT.



a college student will have a “eureka!” moment as they grasp the rhyme and reason of grammar, finally making sense of the arcane articles and essays they’ve been assigned in their Political Science course.



a parent will find themselves, after years of failed attempts, suddenly able to navigate and enjoy the unusual style of Toni Morrison's *Beloved*, and understand a strategy for helping their child tackle similar situations.



a marketing professional will correct a lifelong habit of reading every word, and leave the session having gained the ability to skim email, articles and trade books without sacrificing comprehension.



HOW A COURSE WORKS

Getting To Know You

Dan encourages all prospective clients to complete **an onboarding survey** to help identify the student's current reading habits, struggles, and goals.

The most important first step, however, is a **one-hour free consultation** to discuss the client's goals, key areas of need, and what material will be used throughout the course. All reading courses begin with a consultation.

Getting Into It

A recommended How To Literally™ reading course is made up of 8 to 12 sessions, meeting once or twice a week (see FAQs).

In each session, using the material the student and Dan have preselected, Dan models the behaviors, practices and perspectives that make up the deciding factors of reading mastery, including logic, rhetoric, grammar, narrative, character, euphonics, meter, form, and memory. Much attention is paid to how the brain reads and how to work with the brain to navigate difficult writing and progressively improve reading skills. Both Dan and the student read aloud to model and practice productive habits and expose detrimental ones. (After all, from the brain's point of view, the written word needs to be "heard" to be understood!)



HOW A COURSE WORKS

Getting You On Your Way

In our final session(s), the student becomes the teacher, demonstrating their assimilation of the characteristics of reading mastery, their command of strategies for lasting self improvement, and their ability to tackle difficult, high-level text across a various topics and styles of literature. Whether poetry or prose, Shakespeare or Sontag, Woolf or Woodward, once a reader holds the keys to how reading works, its doors fly wide open.

TAKE THE [SURVEY](#) AND BOOK YOUR
FREE ONE-HOUR CONSULTATION
WITH DAN TODAY



Show me a family of readers, and I will show you the people who move the world.

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FAQS

How old is a typical HTL student?

The course is designed to suit any reader who reads at a sixth grade level and above. Dan regularly teaches a wide variety of ages and reading levels.

How many sessions make up a course?

To fully learn and assimilate the material, Dan recommends 8 to 12 sessions, or between 16 and 24 course hours. Based on a client's current reading level, some clients may require fewer sessions while others more. An anticipated number of sessions is decided during the consultation. If Dan sees that fewer or more sessions will be required to successfully meet the goal of the course, he will recommend that to the client as soon as appropriate.

How often are sessions?

Sessions are once or twice a week, at the preference and learning style of the client. Sessions can take place less frequently, but it is not recommended.

How long are sessions?

Sessions are one to two hours, at the preference and learning style of the client.

How much is a course?

A typical course ranges from \$2000 to \$3000, depending on the needs and current reading level of a student. Zoom sessions are \$125 per hour. In-person sessions in the Los Angeles area are \$150 per hour. Payment is due at the conclusion of each session.

FAQS

What is the rescheduling/cancellation policy?

Life is complicated enough, and so HTL has a progressive rescheduling policy. Clients are highly encouraged to reschedule a session as much in advance of the original session as possible. However, if a client does need to reschedule last minute, there is NO CANCELLATION CHARGE. If three or more sessions are rescheduled within 24 hours of the original time, Dan may elect to terminate the course or restart the course at another time when the client's schedule is more stable.

In the circumstance of a "no show", the client is not charged the first time, but any "no show" instances thereafter will be billed at 50% of the length of the session scheduled.

How much homework should be expected?

Clients should expect two to three hours of homework between sessions. However, whenever possible, HTL assignments are shaped to go along with the homework already required for school or work. Stress is not a friend to learning, so we steer clear of it. Focus is always placed on taking advantage of what the client is already reading to integrate the necessary habits and skills.

Are sessions one-on-one?

Yes. Because reading is such a personal activity and everyone must master it on their terms, all sessions are one on one.

FAQS

Are courses recommended for students who experience ADHD, dyslexia and/or other learning challenges?

Dan has experience successfully teaching students who experience a variety of learning challenges, and himself experiences mild dyslexia. If Dan feels ill-equipped to meet a client's learning challenges, he will say so. In his experience, regardless of challenges, anyone who reads at a sixth grade level and above can achieve reading mastery.

Are additional sessions needed after a course is completed, or are students truly set "for life"?

The principles and habits of an HTL reading course are designed to be easily remembered and put to use, making a reader fully capable of navigating any material and improving their reading ability as long as the reader applies them. However, like any skill, refreshers are sometimes appropriate, and Dan welcomes back clients for individual sessions at then-current rates. In Dan's experience, a single refresher session is highly effective and all that is required to achieve the desired results.

Is HTL an SAT/ACT test prep course?

Dan has an excellent track record tutoring students on the verbal sections of SAT/ACT. Moreover, the practices and habits learned in an HTL reading course **are** the skills tested by the SAT/ACT reading sections. Indeed, the earlier a student puts into practice HTL skills and habits, the more prepared they will be to achieve exceptional test scores. However, an HTL reading course is not an SAT/ACT test prep course. Dan is available for SAT/ACT verbal section test prep, but it should be understood that such a course teaches the test, and teaches it well, but cannot simultaneously teach the curricula of an HTL reading course.

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I have a passion for teaching people to become readers, to become comfortable with a book, not daunted. Books shouldn't be daunting, they should be funny, exciting and wonderful... and learning to be a reader gives a **terrific advantage**.

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ABOUT DAN

Dan Stowell is a magna cum laude graduate of Boston University with over a decade of one-on-one tutoring experience in the language arts.

After working as a standardized test prep tutor for Compass Education in Beverly Hills, California, Dan became fascinated with the lack of comprehension skills he witnessed among his students, many of whom had enjoyed the best in private education.

This fascination led Dan down a path of studying the art of reading well, and ultimately to creating the How To Literally™ reading course.

The HTL curriculum draws on the origins of human communication, the study of written language, how the brain reads, and the psychology of learning and habit, seeking to address what Dan sees as a critical, yet overlooked reality of reading instruction: if one is not able to understand what they are reading, they are in fact not reading.

Dan comes to language arts tutoring and his passion for reading mastery from experience as a proofreader, writer and actor.

As a legal proofreader for many years at the renowned New York law firm Wachtell, Lipton, Rosen & Katz, Dan was exposed to the very best in legal and argumentative writing. Later, as a freelance proofreader and editor, Dan worked on articles, novels, short stories, and screenplays, as well as serving as a writing coach for creative writing clients and designing curriculum for creative workshops on playwriting and short story writing.

In test prep, he has tutored over 100 students on the language arts sections of the SAT and ACT, with exceptional success. He has coached dozens of students and professionals on their writing of cover letters, letters of recommendation, personal statements, and college application essays.

He lives in California and loves cooking, gardening and planning his next trip to France.

