

## Amber Shannon - Nurture Campaign Email Copy

### Initial Email

**SUBJECT:** Literally, goals: teach phonics while building knowledge!

**Subject variation:** [Teacher/Admin name], teach phonics while building knowledge!

**COPY:**

Hello [Teacher/Admin name],

“Low-key,” beginning readers can be immersed in a deep reading experience as they learn phonetics while amplifying their knowledge base.

How is this possible?

PRODUCT Xs are, quite literally, a solid as a rock resource for early literacy. [This resource](#) is a collection of books grouped by learning levels to meet varying classroom dynamics and literacy needs. PRODUCT Xs enable students to apply their growing decoding skills while building knowledge in fascinating topics of history, science and the arts.

Inspiring a rich curiosity about a variety of topics, these cross-curricular texts are not your average children’s book. PRODUCT Xs were intentionally designed to scaffold the reading process. These high-knowledge texts build vocabulary, support phrasing, and guide students through the stories enriching their phonetic understanding, and their learning.

PRODUCT Xs are not a lesson or unit plan, but rather, they are an enrichment tool to supplement instruction. Championing equity and diversity through broad perspectives and reflections, PRODUCT Xs are available in both English and Spanish.

Want to “vibe check” how PRODUCT Xs can support classroom reading instruction? [View a sample](#), and connect with a COMPANY NAME specialist by clicking the button below.

COMPANY NAME partnered with educators and experts to develop PRODUCT Xs as a resource for immediate use alongside reading instruction. Available as tangible and digital books, students can access PRODUCT Xs any time, anywhere. Check out [this webinar](#) for more about using PRODUCT Xs for developing readers.

We’re here and ready to share more about using this program in the classroom to support early literacy. [Get in touch](#) with us today!

Until soon,  
COMPANY NAME

### Nurture Email

**SUBJECT:** A reading “glow up” beyond the classroom!

**COPY:**

Hi [Teacher/Admin Name],

Have you heard? Developing readers can grow their decoding skills and build knowledge with the intentionally designed literacy tool: PRODUCT Xs!

Featuring a variety of topics, PRODUCT Xs are cross-curricular texts structured to scaffold learning and support reading instruction in the classroom, and at home. Grouped by learning levels, PRODUCT Xs aid students with phonetic understanding as they study fascinating topics in history, science and the arts.

Inspiring curiosity, with PRODUCT Xs, young ones can enjoy reading to learn while learning to read!

Alongside PRODUCT Xs, PRODUCT Xs 2.0 is an exciting digital add-on, that allows emerging readers unlimited access to experience the benefits of PRODUCT Xs at any time from any place. With this new service, teachers can empower students to extend their reading journey beyond the classroom. Check out the PRODUCT Xs 2.0 page for an overview of how early readers can build their literacy skills with this digital tool.

Both formats of PRODUCT Xs and My PRODUCT Xs 2.0 include resources for families to participate in their child's reading practice to help further their learning. Connect with a specialist at COMPANY NAME to find out how students can get a "glow up" during their at-home reading practice.

We can't wait to answer your questions and enrich your reading curriculum. Contact us for a strategy boost and a specialized pathway to help new readers excel in and out of school.

Talk soon!  
COMPANY NAME