

WHY LEADERS ARE CHOOSING THE FORMULA

Not just PD. Not just curriculum. It's a complete solution that trains your team, equips them to teach, and supports them all year—**without adding work to your plate.**

- Built for real classrooms
- Grounded in brain science
- Designed to save schools time, money, and stress

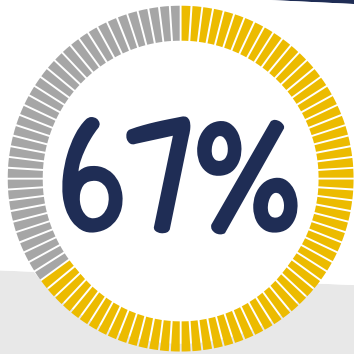
No guesswork. No gaps. Just results.



Get a quote:



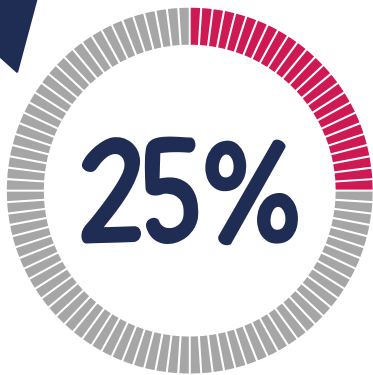
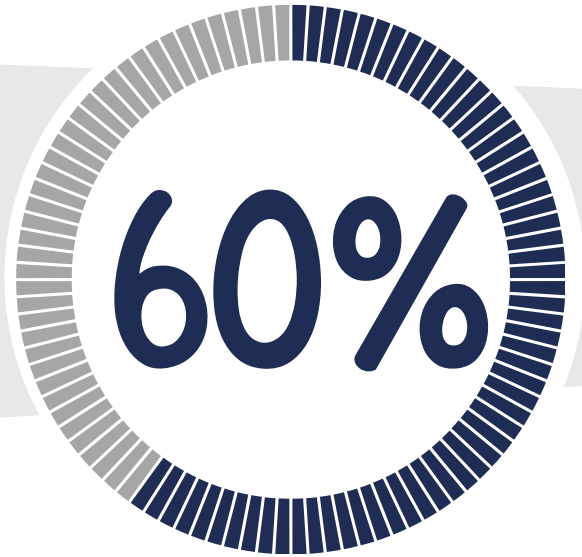
THE DATA BEHIND THE URGENCY:



→ 67% of 4th graders read below grade level.

*2023 National Center for Education Statistics

→ 60% of students need moderate to extensive explicit instruction to successfully learn how to read.



Only 25% of teacher preparation programs cover all five reading components.

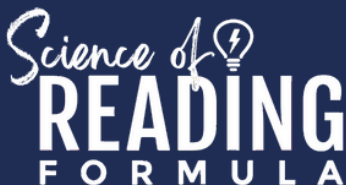
*2023 National Council for Teacher Quality analysis of 700 teacher prep programs in the US.

→ In just six years, Mississippi went from 39th to 2nd in 4th grade reading.



The game-changer? A state law requiring teachers to complete science of reading training.

*National Assessment of Education Progress.



The Science of Reading Formula empowers your teachers with research-based training, curriculum, and literacy coaching in one!

THE FORMULA

DIFFERENCE

Empower your teachers with the all-in-one solution they need to be successful:

- **TRAINING** so they understand how brains learn to read
- **CURRICULUM** that makes it easy to begin implementing brain-friendly strategies right away
- **COACHING** so they continue learning and have ongoing problem solving support when inevitable questions & challenges arise



Every teacher enrollment includes:

- 120 hour on-demand training empowering teachers with the science of reading knowledge and strategies they need to be successful
- 1 year classroom license for our PreK-2 phonics & phonological awareness curriculum
- Enrollment in our coaching program providing direct access to our certified teaching support team 5 days a week



HERE'S HOW IT WORKS

Fast to start. Built to scale.

1

Enroll Your Team

Just \$299 per teacher for one full year of training, curriculum, and coaching.

2

Implement Immediately

Teachers apply what they learn with ready-to-use tools—no prep required.

3

Stay Supported

Ongoing coaching, real-time support, and weekly check-ins keep your team on track.

4

Choose Your Next Step

At the end of the year, renew full access or purchase the curriculum forever.

WHY IT WORKS

The Science of Reading Formula isn't just another training—it's a full plan for helping your whole school grow. Teachers get the tools they need, students make real progress, and you save time and money along the way. Less stress. More results.

ONE LICENSE. EVERYTHING INCLUDED.

Most programs make you chase down pieces—buy the curriculum here, find training there, and hope support shows up later.

The Science of Reading Formula brings it all together—so your teachers are ready to teach, and your students are ready to thrive.

EACH ENROLLMENT INCLUDES:

- 120 hours of on-demand, self-paced training teachers can complete anytime
- 1-year classroom license to our PreK–2 Reading Roadmap phonics & phonological awareness curriculum
- Daily access to coaching from certified reading specialists (available 5 days a week)
- Ready-to-use teaching tools delivered every Friday to simplify lesson planning
- Monthly live trainings for continued growth and real-time Q&A with our expert team



ONE LICENSE. ZERO GUESSWORK. MAXIMUM RESULTS.

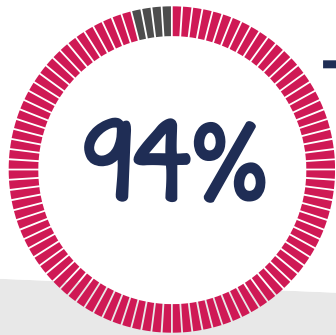
\$299 Per Teacher
(1 year)

\$598 Per Teacher
(3 years for the price of 2)

"Teaching before the Science of Reading Formula was kind of like a ship without a captain. I didn't know the scientific background of how to teach reading... I wasn't getting the results that I knew I could be. Even just implementing a couple things at a time my first year back in first grade, I noticed a difference right away - especially in my small groups."

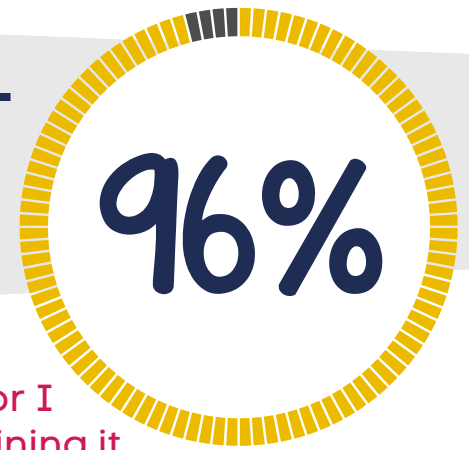
- Lindsay (First Grade Teacher)

WHAT TEACHERS SAY AFTER USING THE FORMULA:




94% of members rate the Formula 5 out of 5—and would recommend it to their colleagues.

96% reported their students experienced one year or more of reading growth in the 2022-23 school year.



"I never really felt like it was my programming or I was in command of it and now, when I'm explaining it to my other teachers or paraprofessionals, I can say this is what we're doing and I feel confident. I know exactly the program I'm delivering and it's working. These kids are learning!"

- Jessica (Kindergarten Teacher)



"I know what I'm doing now. And I know where to begin, where I'm going and how it's going to look at the end. I can reach my goals!"

- Laura (First Grade Teacher)

"I love what the Formula has done for me and my classroom. I feel like I can be more effective in the manner that I dream to be. I am able to teach my students in small groups and help them advance at their own pace. I can teach different ability groups of students at the same time without being stressed out. I am always ready to go thanks to the leveled work options and my students are engaged and enjoying their learning experiences."

- Katie S. (1st Grade Teacher)

A NOTE FROM OUR FOUNDER...

Hi, I'm Malia Hollowell—a National Board Certified Teacher and the founder of The Science of Reading Formula.

If you're like most school leaders, you're trying to do more with less—supporting teachers, raising scores, and stretching every dollar.

Like many educators, I started with great intentions but ineffective tools. My students struggled. I stayed late, tried harder, and still couldn't close the gap.

But everything changed when I stopped guessing and leaned into the science of reading. Suddenly, I had a roadmap—and my students had results.

That shift led me to create The Science of Reading Formula.

It's not just another PD or curriculum. It's an all-in-one system designed for busy school leaders who need solutions that work—right now. Our model empowers your team with:

- Research-based training they can apply tomorrow
- Proven curriculum aligned to how the brain learns to read
- Coaching and support that continues all year long

You won't need to piece anything together. We give your team the tools they need—so you can focus on leading your school.

We've helped thousands of educators gain clarity and confidence. Now we're here to help your team do the same.

Let's transform literacy, one empowered teacher at a time.



Malia