

## Product differentiation versus program consistency

When it comes to product differentiation versus program consistency there are a couple of things to mention here. As far as consistency goes, because our signature page design is a hallmark of the success of this program, you'll find that consistent across all products in our reading program. You'll also find age-appropriateness in both content and lesson length. And, you'll find coloring pages consistent across all of our products - to increase both fun and provide an extra learning / teaching opportunity!

When it comes to product differentiation a good example would be the reading pages: **First Reading Book** (FRB) versus **The Phonics Reading Book** (TPRB). In FRB, you'll find more of a "whole language" approach reading pages ("cat"/pic), while in TPRB you'll find extra phonics help in sounding out the words, by adding a hyphenated version of the target word ("c-a-t", "cat", pic). While these maybe quite subtle differences to adults, to children learning to read - this difference can be dramatic!

Note: since our program is largely phonics-based, we've intentionally used TPRB's extra hyphenated reading pages in our compilation series **Alphabet to Phonics**.