

### **Product differentiation versus product consistency**

When it comes to product differentiation versus product 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. You'll also find age-appropriateness in both content and lesson length. Finally, you'll find coloring pages to increase both fun and an extra learning / teaching opportunity!

When it comes to product differentiation a good example would be the reading pages: FRB versus TPRB ("cat"/pic versus "c-a-t", "cat", pic). While these maybe subtle differences to adults, to children learning to read, this difference is less subtle.

Notice: FRB does not have a hyphenated word on the reading page. This is taking a more "whole language" approach, versus the hyphenated words providing extra phonics help to the student on TPRB reading pages!

Note: since our program is largely phonics-based, we've intentionally used The Phonics Reading Book's hyphenated reading pages in our compilation series Alphabet to Phonics and subsequent editions of My Child's First Reading Book.