SHAKESPEARE IN BITS

Sales Rep Cheat Sheet

Shakespeare in Bits is a novel and unique product, with no other provider worldwide currently offering an animated Shakespeare product to students, teachers or institutions. This is an established, multi-award winning and critically acclaimed product which is accessible on an iPad, tablet, smartphone, web, PC, in a blended learning capacity from within the school network or as a flipped learning resource accessed from home.

Shakespeare in Bits is used by grade 7 to grade 12 students to assist them in studying Shakespeare and offers innovative animated plays which have handy in-line translations for antiquated phrases and words, full study notes, analyses, plot summaries, cast biographies and relationships - everything that a modern student needs to make understanding and appreciating Shakespeare attainable - when and where they want.

The Shakespeare In Bits animated content can be used to meet the US Common Core State Standards requirements, notably so with respect to the study of Shakespeare plays (such as Romeo & Juliet, Hamlet, Macbeth, Julius Caesar and A Midsummer Night's Dream), with the content proven to lead to improved student attainment.

There are so many reasons why a teacher may wish to buy the Shakespeare In Bits product and experience has proven that with persistence and the relevant supporting information most customers will make a positive purchase decision.

REASONS TO PURCHASE

What is Shakespeare in Bits?
-Shakespeare in Bits is an innovative, animated Shakespeare product which removes much of the difficulty in studying Shakespeare for today's students. Shakespeare in Bits is a multi-award winning and critically acclaimed product which is accessible on an iPad, tablet, smartphone, web, PC or within the school network.

Shakespeare in Bits is used worldwide by students between grade 7 to grade 12 to assist them in studying Shakespeare and offers innovative animated plays which offer full unabridged play text with handy in-line translations for antiquated phrases and words, cast biographies and relationships, plot summaries, analyses, full study notes - everything that a modern student needs to interpret and appreciate Shakespeare's plays.

The Shakespeare in Bits animated content is ideally suited to the challenges of learning and understanding Shakespeare and the content is proven to lead to improved student attainment.
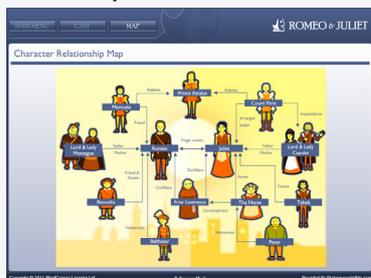
Who is Shakespeare in Bits aimed at?

Students, teachers and institutions which prescribe Shakespeare as part of the English Language Arts curriculum. Shakespeare is prescribed as part of the curriculum in at least 22 countries across the world and it is voluntarily adopted and studied in many more countries. Shakespeare in Bits covers many of the Bard's most popularly studied plays including Romeo & Juliet, Hamlet, Macbeth, Julius Caesar and A Midsummer Night's Dream.

Shakespeare in Bits simplifies and clarifies Shakespeare

Shakespeare can be a very challenging subject to learn. Shakespeare in Bits removes much of this difficulty by providing animated plays with in-line translations of archaic terms and phrases breaking down the barriers in comprehension and allowing more class time be devoted to close reading and analysis. It also offers a range of analytic tools to help students study on their own.

Is there any other comparative product available on the market?

No other product on the market offers such a complete range of tools to help students engage with Shakespeare's works. The complete animation, which is unique amongst providers, runs alongside the unabridged text and acts as a visual reference for the text.

Shakespeare in Bits reduces time spent in class

By clarifying the archaic language in context students find they require less time on comprehension and can get onto the meatier aspects of the text a lot quicker. Teachers have noted that study time on any given play can be reduced by up to a week.

Product activated for school and students very quickly

There are no installation, maintenance or IT headaches - we host the application for you and the products can be activated almost immediately.

Shakespeare in Bits supports 'Flipped Learning'

With Shakespeare In Bits Live! teachers can assign reading and core learning safe in the knowledge that students will be able to interpret and comprehend the text and prepare for in-class discussions and activities that delve into the deeper themes of Shakespeare's work.

Multi award-winning

Winner of many awards including the best in eLearning at the Nokia Digital Media Awards and winner of the "Cool Tool" award for Content Provider Solution from EdTech Digest.

@School and @Home access

Teachers and students can access the plays from school or home - in fact, from a computer, tablet or smartphone anywhere with an Internet connection so the products can even be accessed on the go!

Platform agnostic – access on iPad, iPhone, Android tablet, Android handset, PC or Mac

As long as it has a browser and an Internet connection Shakespeare In Bits Live! is available to students and teachers alike.

Product cost is inexpensive and great value

The adoption of a Shakespeare In Bits subscription has been designed to be as cost-effective as possible. Cost per user per play is proportional to the number of users and plays. For up to 49 users of one play the cost per user is $4.59 per year whereas up to 299 users the cost per user is as little as $2.59 per year!

Quick buying decision process

Access to Shakespeare In Bits can be set up in a matter of moments and will be provided as soon as payment is received.

SHAKESPEARE
IN BITS

TYPICAL CUSTOMER OBSTACLES

I'm not sure if it meets my curriculum needs?
Shakespeare In Bits is an adaptable resource that can be used in whatever manner best suits your teaching and learning needs. It is just like having the book but with more useful content. Teachers who have used the resource have found it very easy to incorporate it into their lesson plans.

Your product must be bandwidth heavy if it is online? Will that increase my Internet costs?
The Shakespeare In Bits product has been specifically designed so that it is not media heavy despite having a fully animated movie within each play. Shakespeare In Bits has been broken into modular 'bits' for easy consumption by the student but also so that it can be easily and quickly accessed online.

Will I always have access to the product?
Yes, as long as you have Internet access then you will have access to the Shakespeare in Bits plays and resources.

Can we talk about this when you call next time?
Why not trial the product with a smaller pilot base of students initially to gauge the student reaction, your reaction to using the products and the impact which the products will have. You will not be disappointed.

I don't have the available budget right now for this product
The Shakespeare In Bits products are very inexpensive, in fact it may cost a mere $0.22 per month per student. Was learning Shakespeare ever as easy for 22 cents?

I've never heard of Mindconnex or Shakespeare in Bits before
Shakespeare In Bits is being used in hundreds of schools all over the globe – and is frequently reviewed as one of the best Language Arts apps available today. Shakespeare In Bits has multiple endorsements from leading educational institutions across the world.

I'm not familiar enough with your product
Try Shakespeare In Bits yourself – take a look at our demo. Many schools have already adopted our resources and we have very positive feedback which we can share with you from their experience of Shakespeare In Bits.

I'm happy with my current approach to teaching Shakespeare
Current users of Shakespeare In Bits have noted an increase in student engagement, student responsiveness and student grade achievement.

Can I trial the product?
There is a demo version of our product available on our website. Please have a look at this as it will provide you with a clear sense of the product benefits www.mindconnex.com.

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