

A new **COMPREHENSIVE TWO-DAY TEACHER TRAINING PROGRAM** designed specifically for the teacher seeking to achieve work/life balance at a high-pressure, emotionally-draining, and professionally-challenging school.

# The Total Teacher *Success Seminar*<sup>TM</sup>

Developed by **Professor Joe Martin Jr., Ed.D.**



**Learn how to consistently and effectively motivate yourself, your students, and the teachers around you** – no matter how much pressure you're under and regardless of who you teach, what you teach, and where you teach.

# Are You a Teacher “AT-RISK”?

**You should attend the Total Teacher Success Seminar™ if you answer “YES” to three or more of any of the following questions:**

- Do you often find yourself **mentally tired and physically exhausted** after most school days?
- Are you constantly **frustrated with legislative mandates** that put more pressure on you to perform?
- Do you feel **burned out by policy and procedures** that stifle your creativity in the classroom.
- Are you spending more time trying to **get your students to behave** than you are actually teaching your class?
- Is school taking up so much of your time that you almost have **no time for a personal life**?
- Are you finding it increasingly more **difficult to get and stay motivated** throughout the entire school year?
- Do you get more excited about the end of a school day than the beginning of it?
- Are you starting to second-guess whether or not teaching was the right career choice for you?
- Do you often **feel underappreciated and unsupported** in your efforts to be a “good teacher”?
- Are you frustrated with wanting to do more for your students, but finding yourself **professionally unable to help them**?
- Do you find that your personal needs as a teacher are typically **overlooked and ignored** by administration?
- Are you starting to personally stress over the lack of parent support your students receive at home?
- Do you often **feel helpless** in providing your students exactly with what they need to succeed in the classroom?
- At the end of the school day, do you often **wonder what you really accomplished**?
- Is school starting to make you **feel irritable and easily annoyed** by every demand made on your time?
- Do you often **feel disappointed** with yourself as a teacher?
- Do you feel your **students are uncontrollable**?
- Is your teaching **workload becoming overwhelming** and unmanageable?

# Is Your School “At-Risk”?

Your school should consider sending as many teachers as financially possible\* to the Total Teacher Success Seminar™ if you answer “YES” to two or more of any of the following questions:

- Does your school have a **large percentage of minority students** being taught by a small percentage of minority teachers?
- Are most of the students at your school eligible for free or reduced lunch (i.e. **Title I**)?
- Does your school have a **large percentage of students learning to speak English** as a second language?
- Is your school located in an **economically-depressed** area?
- Does your school have a **higher than normal teacher turnover rate**?
- Has your school **had three or more principals** in the last 10 years?
- Is there an increasing concern about the **lack of parent involvement and participation** at your school?
- Does your school consistently struggle with student behavioral problems resulting in a **higher than normal rate of indoor and outdoor suspensions** (or *principal referrals*)?
- Is your **school consistently not meeting AYP** or receiving a “C” grade or lower?
- Do you have a **significant number of teachers scheduled to retire** within the next two years?
- Is it **difficult to attract and recruit highly-qualified teachers** to your school?
- Does your school suffer from a **lack of financial resources** from the district (i.e., unequal distribution of resources)?
- Is your school’s **teacher-to-student ratio** higher than the district average?

*\*Note: Group discounts available for 2 or more teachers registering*

# No Child Left Behind, but What About the Teachers?

If we know good teachers make a difference, then why haven't we given teachers the support they need to succeed? Contrary to popular opinion, data shows that our inability to support high-quality teaching in many of our schools is not a result of too few teachers coming in, but rather too many going out, that is, a staggering teacher turnover and attrition rate. Just examine the facts...

## The Truth About Teaching:

*According to the U.S. Department of Education, the National Center of Statistics, and the National Commission on Teacher*

- More than **1,000 teachers per day** quit teaching
- More than 1,000 teachers per day transfer to other schools
- 25% of those teachers leave the profession within the first year
- **36% transfer to other schools within the first year**
- 38% of those teachers leave the profession within two years
- 50% transfer to other schools within two years
- **48% of those teachers leave the profession within three years**
- 63% transfer to other schools within three years
- Teacher **turnover is 50% higher in poorer and lower-performing schools**
- Teachers with less than 5 years experience are three times more likely to quit teaching than more experienced teachers
- 65% of teachers cited "**lack of support from administration**" as reason for leaving
- 60% of teachers cited "**the workload is too heavy**" as a reason for leaving
- 57% of teachers cited "**other negative teachers**" as a reason for leaving
- 54% of teachers cited "**lack of influence over school policy**" as a reason for leaving
- 53% of teachers cited "**problematic student behavior**" as a reason for leaving
- 51% of teachers cited "**personal issues**" as a reason for leaving
- It costs the United States **\$2.2 billion dollars a year to replace teachers**

In general, the turnover rate among teachers is higher than other professions. The fact is, an alarming and unsustainable number of teachers are leaving teaching during their first few years of teaching. The No Child Left Behind Act has stimulated a national effort to find highly qualified teachers for every classroom. But **no teacher recruiting strategy will ever keep our classroom staffed with quality teachers if we don't reverse the alarming rate of teacher attrition.** We need to balance our efforts to prepare high quality teachers with strong strategies designed to support, train, and sustain good teachers in our schools.

The question isn't, "How can we find and prepare more teachers?" The real question we need to answer is, **"How do we help the good teachers we've recruited, hired, and trained to survive and succeed in their jobs?"**

# Introducing...

## The Total Teacher Success™ Solution!

### A “Total Teacher” is a teacher who is...

- **motivated by the mission** to teach and reach students - realizing that teaching is not a job, it's a calling.
- knows how to **motivate students** to listen, learn, and lead in life, not just school - and get students to behave and respect you, themselves, and others.
- knows how to **stay motivated** during the tough times when feeling stressed, exhausted, and frustrated with “the system.”
- **motivates other teachers** through humility, transparency, and integrity and shows sincere compassion and concern for the success and struggles of other teachers.

In this comprehensive, 2-day, no-nonsense, no-fluff, no-time wasting, nuts and bolts training program, we will help you achieve the following **23** objectives and teach you **39** powerful skills:

# Phase 1: Motivated by the Mission

## Overall Objectives:

- Get a renewed sense of purpose for teaching that will get you re-focused and re-fueled to teach at an even higher level.
- Become a solution-driven teacher, not a problem-finding one.
- Become immune to “toxic teachers” in a negative work environment.
- Increase your teaching confidence and eliminate fear and teaching insecurity.
- Become a teacher who is purpose-driven, not just performance-driven.
- Become an “A” teacher even in an “F” school (eliminating learned helplessness).
- Become a teacher who teaches from the heart.

## Specific Skills You’ll Learn:

- How to succeed in the school you have, not the school you wish you had, by learning how to thrive under less than ideal teaching and work conditions.
- The 3 top reasons why most teachers quit and how to prevent these career-killers from shortening your teaching career.
- Discover the real impact of what happens when you “miss” the students most teachers overlook and ignore and why you’ll never label another student again.
- Learn the 5 teaching attitudes that dictate how you teach every day and how to choose the right one.
- Learn about the 3 types of teachers and how each will determine your level of success or stress in the classroom.
- The eye-opening truth why most teachers are average to awful and how to avoid becoming another statistic and achieve your full teaching potential.
- The 11 ways to effectively evaluate your effectiveness as a teacher.
- The real purpose of teaching and how what you do differs from every other profession (gain a new perspective on what teaching really is about).
- The 3 things you must do as a teacher to serve your students better and avoid teacher burnout.

# Phase 2: Motivating Those Around You

## Overall Objectives:

- Become a teacher of integrity who commands the respect of your colleagues, your administration, as well as your students.
- Effectively deal with unresolved issues of hurt, resentment, frustration, and anger in your own life (yes, you have them – we all do).
- Begin to personally heal so you can become professionally whole and position yourself to help others.
- Live and teach guilt-free in the classroom.
- Become more empathetic and understanding towards your colleagues and your students without compromising your integrity and personal values.

## Specific Skills You'll Learn:

- How to earn the respect of your principal without turning off your colleagues.
- How to earn the respect of your colleagues without turning off your principal.
- How to quickly, responsibly, and effectively deal with negative colleagues.
- A proven 4-step approach to help you deal with your own personal issues.
- How to identify the personal issues that are hurting you most with your students and with your colleagues that you may not be aware of.
- A powerful strategy that will allow you to help, support, and mentor teachers who are struggling and improve rapport with your colleagues.
- How to avoid falling victim to school gossip or get caught up in school drama and politics.

# Phase 3: Motivating Yourself

## Overall Objectives:

- Stop relying on the district, administrators, other teachers, or even students for your personal happiness and job satisfaction.
- Become physically, emotionally, and spiritually stronger as you face the daily and weekly challenges of teaching.
- Become a successful teacher without sacrificing your own family's success for the sake of your students (i.e., add balance to your life).
- Make financial concerns a non-issue on whether or not you decide to stay in the teaching profession.
- Become a more efficient and effective teacher by teaching smarter, learning more, while stressing less both in and outside of the classroom.

## Specific Skills You'll Learn:

- A proven strategy to get more out of your job personally, professionally, emotionally, as well as financially.
- A step-by-step process on how to achieve balance when work and your personal life are out of whack.
- 3 iron-clad steps to take control of your own professional development and career advancement.
- A 4-step formula that will reduce the financial stress in your life and ensure you retire financially secure.
- 50 strategies to help you stay motivated and reduce the teaching stress in your life - even during the tough times.
- A 10-step strategy for identifying your teaching and professional blind spots that could be sabotaging your success without you even knowing it.
- How to keep a negative work environment from draining your teaching and emotional energy.

# Phase 4: Motivating Your Students (Parts I & II)

## Overall Objectives:

- Educate, motivate, and inspire your students to be their best without lowering your standards.
- Significantly reduce the number of student referrals to your principal's office.
- Eliminate the guilt you feel when you have to discipline a student.
- Prevent classroom behavioral problems from escalating so you can concentrate on teaching instead of disciplining students.
- Make teaching more fun and exciting every year, not just when you have a "good class."
- View even the most "challenging students" in your class as an opportunity for growth instead of an obstacle to avoid.

## Specific Skills You'll Learn:

- The key reason why at-risk students are hard to reach and teach, and how to easily breakdown this invisible (but noticeable) barrier.
- The 3-step process for diffusing the angry, hostile, uncooperative student.
- How to once-and-for-all eliminate and prevent student disrespect in your classroom.
- How to stop teacher-student conflicts before they start.
- A proven 5-step method for engaging students and eliminating student apathy (or at least reducing it significantly).
- The 4 things you must do immediately in order to take and maintain control of your classroom.
- The most effective strategy for responding to the student who refuses and/or resists your help (this strategy could literally save your teaching career).
- 3 essential questions you must answer in a student's mind before he will ever respect you as a teacher (proceed at your own risk without knowing this).
- 2 things you must do in order to motivate every student to listen and learn (don't even dare to attempt to teach without this).
- 2 things you must do to connect with every student in your class and ultimately earn they're respect.
- A simple, but powerful 2-step approach to get students to behave even when they don't want to or feel like it.
- How to effectively discipline students and prevent future problems from reoccurring.
- 5 simple ways to learn about every student in your class and allow you to connect with them on a personal and emotional level.
- 10 strategic questions you must ask every year that's guaranteed to make you a better teacher (even if you're already a great one).
- A powerful questioning technique you can use to "get through" to almost any difficult student.
- A time-tested strategy that will show you how to get your class to hold their classmates accountable for their behavior.

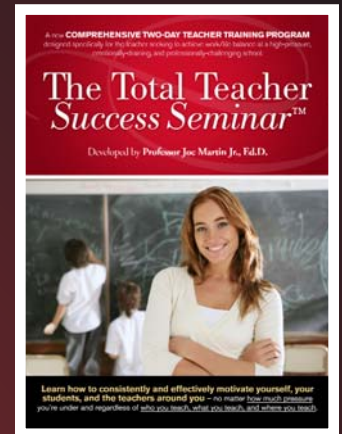
*“Professor Martin was overwhelmingly the highlight (and talk) at our national conference entitled ‘Challenge for Change.’ His dynamic message and heart-wrenching stories on serving students is one that everyone in education, regardless of their position, SHOULD hear. Not only will his message touch your heart, it will inspire you to take action. I would highly recommend that school districts take advantage of his talents as a speaker and trainer. Not only is he a passionate speaker, he can relate to teachers on an emotional and personal level that comes from being a committed teacher himself.*

- Katrina Thirbenny,  
Organizational Specialist,  
National Education  
Association –  
Washington, D.C.



A New **COMPREHENSIVE TWO-DAY  
TEACHER TRAINING PROGRAM** for  
Teachers at High-Pressure Schools.

# The Total Teacher Success Seminar™



## Register Now. Limited Enrollment.

You can register for the **2-Day Total Teacher Success Seminar™** for only **\$247** (group discounts available for 2 or more). Your enrollment fee also includes over \$240 worth of **FREE** bonuses and gifts:

- A **FREE** copy of the Professor Martin’s book **“Good Teachers Never Quit: 50 Ways to Keep the Fire Burning Without Burning Out”** (\$10 value)
- A **FREE** copy of Professor Martin’s eBook, **“When Students Just Won’t Listen: 21 Powerful Questions to Get Through to Any Teenager”** (a \$10 value)
- A **FREE** 1-year subscription to **Professor Martin’s Rich Teachers eZine** (a \$97 value)
- **50% off** a 1-hour one-on-one **Teacher/Career Coaching Session** with Professor Martin (a \$125 value).
- And other special prizes and give-a-ways at the event.

*Please Call*

**888.576.2377**

*Or Visit*

**www.TotalTeacherSuccess.com**



# About Professor Joe Martin

*“America’s #1 Educator Motivator”*

Recognized nationally as **“America’s #1 Educator Motivator,”** Joe is a speaker and trainer YOUR teachers will never forget! Born and reared in one of the toughest inner-city ghettos in Miami, Florida, in a family plagued by alcoholism, drugs, and abuse, Joe watched six of his friends die to violence and crime before he reached the age of 16. But in spite of his beginnings, he went on to become the youngest professor ever hired to teach in the state of Florida at the age of 24.

Ever since he became a teacher, Joe’s mission has been to **“make sure good teachers don’t quit and talented students don’t drop out.”** In his 16 years as an educator and 11 years as an author, speaker, and educational consultant, Joe has personally trained, addressed, and coached more than 110,000 teachers across the country and taught more than 450,000 students (including elementary, middle, high school, Title I, gifted, and alternative ed students). He’s also been voted **“National Speaker of the Year”** by the Association for Programming Campus Activities (APCA); nominated twice for the **Distinguished Teacher’s Award** at his university (the youngest ever nominated); and selected **Who’s Who Among America’s Teachers.**

He’s the author of several books, including the highly-acclaimed *“Good Teachers Never Quit,”* *“When Students Just Won’t Listen,”* *“Stop Parenting & Start Coaching,”* and the top-selling, *“Tricks of the Grade: Street-smart Strategies for Students.”* Joe is also the host of the highly successful, weekly radio talk show, **“Good Teachers,”** and he serves as president and founder of one of the largest student success web sites in the country called **“Real World University”** ([www.RWuniversity.com](http://www.RWuniversity.com)). He’s also the creator of an award-winning web site for teachers called **“NewTeacherUniversity.com.”**



# Thousands of Educators and Administrators Can't be Wrong!

## Education Client List

*Here are just some of Professor Martin's 750+ satisfied clients...*

National Educational Association (NEA)  
Association of Staff Training and Development (ASTD)  
Dade County School District-Northwest (FL)  
Cooperative Education Association (CEA)  
Alexandria Independent School District (MN)  
Association for the Supervision of Curriculum Development (ASCD)  
North Carolina Department of Public Instruction  
Punxsutawney School District (PA)  
South Carolina Alliance of Black School Educators  
Texas Association of Secondary School Principals  
Florida Charter Schools  
Michigan Association of Public School Academies  
Hillsborough County School District (FL)  
Louisiana Association of School Executives  
Missouri Association of Secondary School Principals  
Decatur County School District (GA)  
Shelby County Schools (AL)  
Nuts & Bolts Middle School Symposium (CO, FL)  
Association for Continuing Higher Education (ACHE)  
Charlotte-Mecklenburg School District (NC)  
Pasco County School District (FL)  
Cleveland Metropolitan School District (OH)  
Howard County Public School System (MD)  
Missouri Charter Schools  
Louisiana Middle School Association  
Russell Tyler Ruthon School District (MN)  
Alexander City School District (AL)  
Illinois Association of Schools  
The Chief Naval Education Training Institute  
West Palm Beach School District (FL)  
Utah Education Association  
Pinellas County School District (FL)  
Emmanuel County School District (GA)  
Council Leaders for Alabama Schools  
Marion County School District (FL)  
Mon Valley Education Consortium (PA)  
National Middle School Association (NMSA)  
Polk County School District (FL)  
Forrest City School District (AR)  
Gasden City School District (AL)  
Independence School District (MO)  
Leon County School District (FL)  
Monroe County School District (LA)  
Escambia County School District (FL)  
Cecil County School District (MD)  
Seminole County School District (FL)

...and hundreds of individual public and private elementary, middle, and high schools

"I can't thank you enough for the wonderful words, insights, and strategies you shared with our new teachers at the 'Transition to Teaching' program last week. I know that you truly touched the hearts of everyone present (including myself) – based on the comments I've already received from the attendees. I've already scheduled you to come back next year and do it all over again."

- **Terri Brown, Staff Development, Pasco County School District – Land O' Lakes, FL**

"According to the feedback and evaluations we received from the attendees, you were easily the highlight of the entire event. Your message on servant leadership was exactly what we needed to recharge their batteries. Literally dozens of school district representatives have asked me how they could get you to come to their school district to address their staff. Thanks again for making me look so smart for bringing you in to speak."

- **Claudia Edwards, Staff Training Director, National Education Association – Washington, D.C.**

"Your message was powerful, thought provoking, and inspiring. The positive comments from over 500 administrators, school board members, teachers, and support staff have been flowing throughout our district and the community since your visit. I know our students are truly going to benefit because of the way you were able to touch all of us who heard your presentation."

- **Dr. Ric Dressen, Superintendent, School District 206 -- Alexandria, MN**

"I just love Dr. Martin. I've been teaching and attending staff training for years, and he's the first speaker and trainer I've ever heard who's addressed MY NEEDS as a teacher, not just my students. I totally agree, it's all about the students, but he also made me realize that my personal and professional success directly determines and dictates the success of my students. Thank you Dr. Martin for developing a program that finally addresses the 'real issues' teachers face."

- **Nita Ridley, Middle School Teacher, Baton Rouge, LA**

"Wow! is all I can say. I heard so much about Professor Martin prior to attending one of his programs, and I can't begin to describe the powerful impact he made on our students, teachers, and administrators. I wouldn't have believed it if I didn't see it for myself. Not only did he live up to the expectations that preceded him, he surpassed them. What a wonderful, living role model he is, not only for our teachers, but particularly for our students."

- **Essie Pace, Assistant Superintendent, Miami-Dade County Public Schools (FL)**

"ABSOLUTELY AWESOME!! Was the overwhelming response to Professor Joe Martin's 'Teach & Grow Rich' presentation. I am certain we will have requests for Joe's services from other associations and school districts. We have already referred people to his web site who said, 'they want more of him.'"

- **Nancy Pereira, State Conference Coordinator, Utah Education Association**

"Professor Martin was the highlight of our district-wide annual awards celebration ceremony. Even months after the event, our district is still talking about the power of his unique message – from the principals to the custodial workers. We've never invited a speaker to address such a large, diverse group before. And now they've already asked me about having him come back again next year."

- **Bill Montford, School Superintendent, Leon County (FL), and former "Florida Superintendent of the Year"**

"Words cannot even begin to communicate the profound impact Dr. Martin's program made on our staff. He not only 'motivated' my teachers, he 'irritated' them into taking action, and they ABSOLUTELY LOVED IT. His message, his strategies, and passion for education mirror my own, and I hadn't even met him before he arrived at our school. He came highly recommended, and now I see why. I HAVE TO bring him back in the fall, because he has so much to offer our teachers AND our students."

- **Dr. Carol Thedford, High School Principal, Lithonia, GA**