



*Sample Excerpt:*

**Promotional Newsletter Article featuring Ivy West's SAT Preparation Program**

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What are you looking for in a standardized test preparation program? If you're like many parents, you want an effective curriculum based on individual attention offered at a time that fits your busy schedule. Sounds like a lot to ask for, right? Perhaps it is too much to expect from some test preparation companies, but it's what Ivy West is built on.

Ivy West's curriculum will help your child master the SAT. On average, students **increase their SAT scores by 160 points** after going through the Ivy West program. Our program is the result of exhaustive research and testing: we adapt as the SAT changes. Your child will always learn strategies based on the latest SAT tests and procedures.

What really makes Ivy West special, though, is our tutors. When you sign up with Ivy West, **your child is individually matched with a tutor** who specializes in your child's preferred learning style. Our tutors guide students through the strategies with patience, humor, and plenty of hands-on practice. Best of all, our tutors act like coaches rather than teachers. We know you and your child have a lot going on with school, extracurricular activities, and family responsibilities. This won't feel like just another class to your child.

When does tutoring take place? Whenever you prefer. Our **tutors come to your home** at a convenient time for you and your child: evenings, weekends – whatever fits best. We provide all the lessons, supplies, and sample tests. It couldn't be easier.