

The Montessori Mystery Unveiled

Annual Report: Fiscal 2011

Dear fellow Montessorians:

Montessori for You and Your Child: Frequently Asked Questions of Parents and Grandparents Considering AMI Primary Montessori Education for Three to Six Year Olds, the first book in The Montessori Mystery Unveiled Series, a publication written for parents and administrators, has now been on the market for almost one year. In its first year of business, both AMI and NAMTA reviewed this publication and gave permission for their positive comments to be posted on my website: <http://themontessorimysteryunveiled.weebly.com>. The website has been visited by over one thousand unique persons from thirty-four American states and fifty-two countries worldwide on every inhabited continent thanks to e-mail marketing to over one thousand national and international Montessori schools. Included in this extensive e-mail marketing was an offering directed to all AMI and AMI-inspired Montessori schools that would allow me to add a link to their school's website under the "Montessori School Links" tab of my website in exchange for having my website appear as a link on theirs as a form of mutual support to increase parental understanding of the Montessori Method. This offer remains valid and I would encourage your school to take advantage of this free medium of mutually beneficial advertising for both the promotion of the Montessori Method as a whole and our businesses.

Future donations to AMI, NAMTA, and MINW will be made annually. Advertising and general promotion of *Montessori for You and Your Child* from Montessori organizations and schools is always welcome. If you would like to carry my publication on your website to help inform parents, please e-mail me at themontessorimysteryunveiled@gmail.com, and I will be happy to respond with my publisher's instructions on how that can be done.

It is my hope that Fiscal 2012 brings both new and faithful customers to The Montessori Mystery Unveiled website. A new publication for the series is underway. United States public libraries are the new target audience for e-mail advertising this year as well as loyal Montessori customers.

Kindest regards,

Mary Da Prato, AMI Diploma