

# MAVERICK EARLY READER OUTLINE

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# FEATURES

The **Maverick Early Reader Scheme** is a guided reading scheme to help children through their first steps of reading.

- With **over 150 books** in the scheme, there is a wide variety of stories, illustration styles, characters and themes.
- Maverick Early Readers are written by a team of talented authors to a **unique set of guidelines tailored for Maverick.**
- **Colour banded level system.**
- Conforms to the UK's '**Letters and Sounds**' phonics system.



# FEATURES

- **Stories come first**, but phonics are still effortlessly incorporated.
- Lower band have **an information page** per story. Higher bands have a **quiz** at the page. The last two bands contain **short chapters**.
- **Free online resources:** Teacher's Guide, audio files, read-along videos, activity packs.
- Books are **branded** and all the **same** dimensions (210 x 150mm) to ensure a continuity across the collection.





# STRUCTURE

## Colour Bands

Maverick uses the UK's **Institute of Education's Book Bands**. Book Bands are a series of levels organised by colour. By levelling books in this way, it establishes a solid base for children learning to read. All colour bands are checked by the Institute of Education before publication by two **educational consultants**.

**Pink** (Level 1)

**Red** (Level 2)

**Yellow** (Level 3)

**Blue** (Level 4)

**Green** (Level 5)

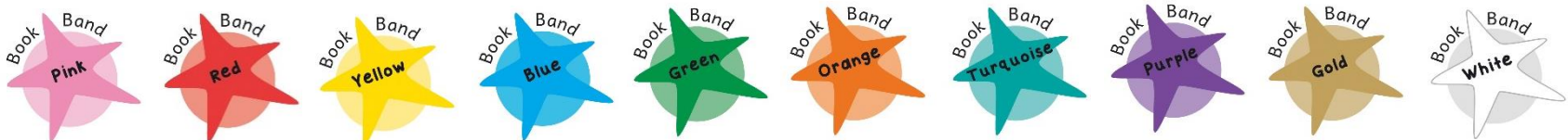
**Orange** (Level 6)

**Turquoise** (Level 7)

**Purple** (Level 8)

**Gold** (Level 9)

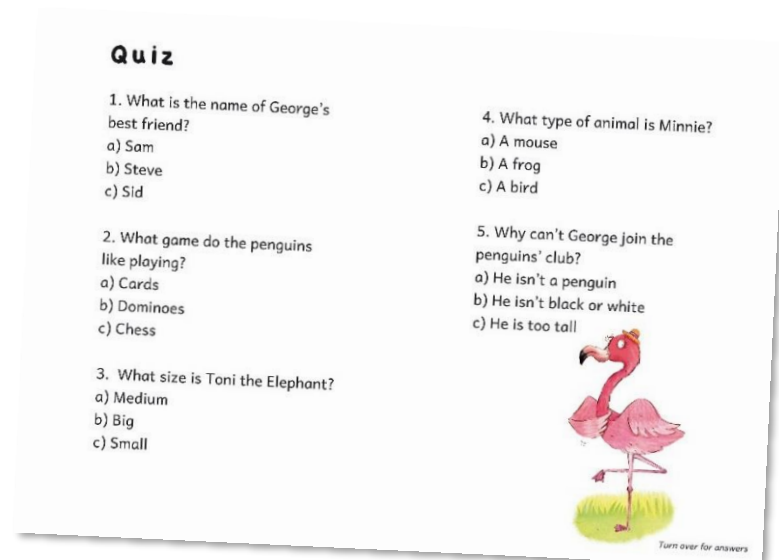
**White** (Level 10)



# STRUCTURE

## Information Pages and Quizzes

Levels **Pink to Red** have **two** stories per one book, both of which are introduced with an information page with a **letter trace**, **high frequency words** and more **advanced** words to practise. **Yellow to Purple** only have **one** story per book and have a **quiz** at the back to check comprehension. **Gold and White** have no quiz, but contain **short chapters** to introduce children to this format. However, it is possible to download quizzes for the Gold and White band from the website.



# UNIT WALKTHROUGH



**Pink (Level 1):** Children at this level often find reading quite 'new' and stressful, so story lines are kept fun, humorous and familiar. Approximately 30-50 words per story with two stories per book.



**Red (Level 2):** Stories are still simple and fun, humorous and familiar. Approximately 60-90 words per story with two stories per book.



**Yellow (Level 3):** Stories are still mostly familiar and straightforward, but some may be more surprising and unusual. Approximately 110-140 words per story with one story per book.



**Blue (Level 4):** There is beginning to be more variety in the types of story included, with scope for some that are less familiar in setting. Approximately 150-200 words per story with one story per book.



**Green (Level 5):** Stories will now often include opportunities for children to use prediction skills, e.g. to guess what might happen next. Approximately 200-300 words per story with one story per book.

# UNIT WALKTHROUGH



**Orange (Level 6):** Stories may have an identifiable theme (e.g. 'stopping bullying', 'being brave', 'friendship', etc.). Approximately 300-450 words per story with one story per book.



**Turquoise (Level 7):** Plots are still mostly simple, without subplots, but there is more variation in speech and a greater range of sentence structures and lengths than at previous levels. Approximately 600-800 words per story with one story per book.



**Purple (Level 8):** There are continued opportunities for prediction at various points in the text, and for discussion of characters and motivation. Plots are still mostly straightforward and linear. Approximately 800-1000 words per story with one story per book.



**Gold (Level 9):** As the stories get longer, children will need more stamina to read them, however plots and characters are still mostly clear and straightforward to follow. Word choice are still within children's passive vocabulary. Approximately 1000-1300 words per story.

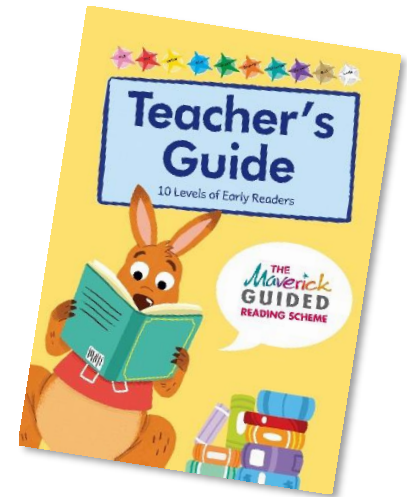


**White (Level 10):** Stories are slightly longer and more complex than before, sometimes needing the reader to use more complicated inference or bring in knowledge from outside the story in order to understand it. Plots are still mostly straightforward, but with some scope to surprise the reader. Approximately 1300-1500 words per story.

# TEACHER RESOURCES

## Teacher's Guide

Our reading scheme comes with a free Teacher's Guide that contains all the detailed, structural information you need to know about our reading scheme. From how we build the scheme to all the textual requirements for individual bands, to even how to contact us with any enquiries.



## Classroom Support

We have a range of read-along videos with the audio for a selection of our Pink to Blue bands. They can all be viewed from our website but cannot be downloaded.





# TEACHER RESOURCES

## Audio Files

However if you would just like the audio files for the above without the read-along video, then all the audio files for these bands are available to download from our website.

## AR Ratings and Lexile Levelling

As well as using the Institute of Education colour banding scheme, we also have all of our books Accelerated Reader rated and Lexile levelled. Up to date lists of all the levels can be accessed and downloaded from our website.



# STUDENT RESOURCES

## Activity Packs

Not all books are available as activity packs, but we are working on making all titles available. Our activity packs include the following: colouring in sheet, fill in the gaps, dot to dot, spot the difference, a word search and fill in a letter. There is also a page which reveals the answers. These are a great resource for children who have read the book — and they are completely free to download from our website!



# MARKET CUSTOMERS

The Maverick Early Reader Scheme is for 'guided reading' which means that they are aimed at an adult working with an individual child as they develop their reading. This means that they are suitable for any sort of setting, whether that's in school or at home!

Some potential customers would be:

- Teachers
- Libraries
- Book shops
- Parents/Grandparents/Family



# SALES TALK

Maverick Publishing has developed their readers with a huge amount of care, making sure that each book fits the banding criteria before they even go to publication. This has meant that each book can be branded with the colour bands — an almost unique approach to marketing, which has proved popular with the schools and library market.

Our scheme is building day by day. The first collection of 100 readers was completed in May 2019, we are working on our second collection, which should be complete by August 2021.





# COMPETITOR ANALYSIS

## So how do Maverick Early Readers Differ?

Due to the strict criteria for phonics and language, some other early reader schemes focus more on the structure of the language rather than the stories which is why they are called '**phonics-based**'. This means each book only focuses on a small group of phonics (i.e. 'ch', 'a', 'o' and 'e') and the story is made to suit this. With this method, stories are often not as natural or straightforward as they are tailored to suit the phonics.

However, at Maverick, we believe in '**stories first**'. This means we prioritise stories while **seamlessly incorporating phonics** into the texts. This is what we mean when we say our Early Readers aim to use natural English. That way, children can enjoy the books while also practising their phonics alongside it. We feel this makes for a much more enriching and enjoyable first experience of reading.

Almost all our resources, like the Teacher's Guide and activity packs, are **completely free** to use whereas other reading schemes have these as priced resources.

Maverick ensures that all their illustrations are **bright and modern**. Some reading schemes have been using the same illustration style since 1980s. Children today are used to, and like, a very different style.

# MAVERICK COLOUR BAND COMPARISON CHART

YEAR  
GROUP

AGE

THE  
Maverick  
GUIDED  
READING SCHEME



Reception/  
Primary 1

4 - 5  
years old

Pink (Level 1)

Level 1+

Pink

Pink

Red (Level 2)

Level 2

Red

Yellow (Level 3)

Level 3

Yellow

Red

Blue (Level 4)

Level 4

Blue

Year 1 /  
Primary 2

5 - 6  
years old

Green (Level 5)

Level 5

Green

Yellow

Orange (Level 6)

Level 6

Orange

Blue

Turquoise (Level 7)

Level 7

Turquoise

Green

Orange

Year 2/  
Primary 3

6 - 7  
years old

Purple (Level 8)

Level 8

Purple

Turquoise

Gold (Level 9)

Level 9

Gold

Gold

White (Level 10)

Level 10

White

White

Lime (Level 11)

Level 11 & 12

Lime

Lime

Year 3/  
Primary 4

7 - 8  
years old

Brown (Level 12)

Level 13

Copper

Brown

Grey (Level 13)

Level 14

Topaz

Grey

# CONTACT FOR SALES ENQUIRES

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Visit our website at [www.maverickearlyreaders.com](http://www.maverickearlyreaders.com)  
to view the whole scheme.