

*...overworked? ...underpaid?  
...stressed out? ...not appreciated?  
...understaffed? ...overextended?*

THEN YOU NEED AWARD-WINNING  
SPEAKER, AUTHOR, AND EDUCATOR

**JOE MARTIN JR., ED.D.**

**“Professor Joe is truly a teacher’s teacher.** He not only inspired me and equipped me to ‘stay the course’ in making a difference in the lives of our students, he’s shown me how and why I should be reaching out to **support, train, and mentor other teachers** who may have lost their way in this wonderful profession.”

— **Derrick Farmer, Two-time Teacher of the Year,  
Leon & Jefferson County School Districts (FL)**

## PARTIAL LIST OF CLIENTS

HERE ARE JUST SOME OF JOE’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)
- Florida Charter Schools
- Association for Continuing Higher Education (ACHE)
- Pasco County School District (FL)
- Missouri Charter Schools
- Birmingham City School District (AL)
- West Palm Beach School District (FL)
- Utah Education Association
- Pinellas County School District (FL)
- Emmanuel County School District (GA)
- National Orientation Directors Association (NODA)
- 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)
- Independence School District (MO)
- Leon County School District (FL)
- Monroe County School District (LA)
- National Conference on Student Services (NCSS)
- Escambia County School District (FL)
- Hillsborough 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*

AWARD-WINNING SPEAKER, AUTHOR,  
& TEACHER RETENTION EXPERT

WHEN IT COMES  
TO YOUR **TEACHERS**,  
YOUR CHOICES ARE SIMPLE:  
EITHER **FIRE THEM UP**,  
LET THEM BURN OUT,  
OR FIRE THEM!

Joe Martin will show your teachers and staff in his hilarious, but no-nonsense, **“I never thought about it that way before”** style ...

how to successfully and strategically:

- focus on the **opportunities** at their school, not just the obstacles.
- accept **responsibility** for their attitudes as well as their actions.
- lead their students and their colleagues **by example**, instead of excuses.
- get off the **emotional roller coaster ride** of hopelessness and frustration.
- positively **influence** students and colleagues, instead of negatively **infect** them.
- become a **purpose-driven** educator, instead of a problem-centered one.

**“Your message was powerful, thought provoking, and inspiring. 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, Minnesota**



**Joe Martin Jr., Ed.D.**

**“THE EDUCATOR MOTIVATOR”**

# Here are SIX GREAT REASONS WHY

*you should invite  
Joe to your school  
or district:*

1. To help you strategically **increase teacher retention** and reduce teacher turnover.
2. To give your teachers an **“attitude facelift”** without anesthesia.
3. To **improve teacher and staff morale** without you having to dress up as a cheerleader.
4. To increase your teachers’ **self-confidence** in the classroom.
5. To provide your teachers with 24-hours-a-day of **on-going support** (after the program).
6. To receive a teacher satisfaction, no excuse, **money-back guarantee** if Joe doesn’t deliver!

**RESERVE YOUR  
DATE TODAY!**

CONTACT US:  
**1-888-576-2377**  
**www.ProfessorMartin.com**

MY MISSION:

**“TO MAKE SURE GOOD  
TEACHERS DON’T  
QUIT AND TALENTED  
STUDENTS DON’T  
DROP OUT”**



## JOE’S AWARD-WINNING PROGRAMS:

### *“The 5 Phases of Teacher Retention™”*

#### **Phase 1: Teacher Preparation – “Teach & Grow Rich”**

**Challenge:** Teachers are starting to focus so much on the politics (i.e., test scores, policies, and mandates) of teaching, they’re starting to forget the purpose of teaching (i.e., to serve and educate students).

**Objective:** to give teachers a “real” and renewed sense of purpose of why we do what we do, who we do it for, and proven strategies on how to do it better.

*Format: Keynote or Workshop | Duration: 30 mins. to 2 hrs.*

#### **Phase 2: Classroom Management – “Motivate to Educate”**

**Challenge:** A teacher’s toughest challenge is learning how to motivate students who don’t seem to be interested in learning.

**Objective:** to prepare teachers for success on the “first day of class” by showing them how to connect, motivate, and educate ALL of their students (even the ones who are hard to reach).

*Format: Workshop Only | Duration: 1 to 2 hrs.*

#### **Phase 3: Self-Management – “Stress-Free Teaching”**

**Challenge:** Teachers are burning out quicker because they’re being overwhelmed by the requirements, expectations, and (sometimes perceived) lack of support to effectively do their jobs.

**Objective:** to teach teachers how to gain control of their career and their life while reducing personal stress due to the demands of teaching and personal responsibilities.

*Format: Keynote or Workshop | Duration: 30 mins. to 2 hrs.*

#### **Phase 4: Team Management – “Can’t We All Just Get Along?”**

**Challenge:** Teachers are struggling to flourish in a negative, and sometimes hostile, work environment of teachers and administrators with “bad” attitudes.

**Objective:** to get teachers to collaborate and cooperate with each other by developing trust, teamwork, and compassion for one another as they do their jobs.

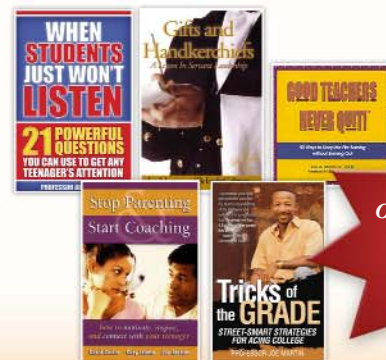
*Format: Workshop Only | Duration: 90 mins. to 2 hrs.*

#### **Phase 5: Teacher Maintenance – “It’s Good to be an U.G.L.Y. Teacher”**

**Problem:** Teachers sometimes become complacent after surviving the first few years of teaching and are at risk of getting into a “comfortable” teaching rut that stunts their professional growth and development.

**Objective:** to help teachers re-evaluate their personal commitment to teaching by observing the habits of “highly ineffective,” complacent teachers and how to avoid them.

*Format: Keynote or Workshop | Duration: 30 mins. to 2 hrs.*



Ask Us About  
Our Educational  
Resources  
&  
Support  
Materials

## THOUSANDS OF EDUCATORS AND ADMINISTRATORS CAN’T BE WRONG!

HERE’S WHAT THEY’RE SAYING ABOUT  
“THE EDUCATOR MOTIVATOR”...

“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, Florida**

“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, Minnesota**

“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”**

“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)**

**“Dr. Joe is the uncommon cure for the kicking, screaming, whining, and complaining, ‘I’ll-never-be-satisfied’ educator.”**

— **an Anonymous Principal, New York**

## ABOUT JOE

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 14 years as an educator and nine 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*. Joe is also the creator of the groundbreaking *“New Teacher Retention Profile™”* -- a systematic tool designed to improve teacher retention through early intervention, and he’s the Chairman of the **Florida New Teachers Conference**.

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.”*