**E-Blast Letter: ProStart+ version** *Copyedited by CAM*

**Subject Line**

How Are You Training Students to “Make the Cut” at Competitions?

Dear Chef Instructor,

Practice, practice, then more practice is what it takes to develop top-notch skills to take honors at competitions like the ProStart® Invitational, FCCLA, SkillsUSA, and ACF.

Some students find it easy to execute the last technique you demonstrated, but not the first one. Knife cuts like the dice and julienne may come easy, but the finer details of how to tourné potatoes or fabricate a whole chicken are harder to master.

Quite often when the learning process doesn’t come quick or easy, students get discouraged.

American Technical Publishers (ATP) has a visual and hands-on tool to motivate your students to practice and develop consistency, accuracy, and (eventually) speed.

**Knife Techniques** Videos (DVD)

* More than 3 hours and over 80 demonstrations
* High-quality visual images and step-by-step instruction
* Perfect complement for after-classroom demos or at-home practice

[image of the DVD cover, DVD icon…hyperlinked]

**The perfect tool for the Snapchat, Instagram, IM and Video Generation.**

Cordially,

Gayle D. Smith

Product Manager, Culinary Arts

American Technical Publishers

**Take a Closer Look…**

View Sample Videos from the DVD…or Sample a Chapter

URL hyperlink QR Code

**E-Blast Letter: General version**

**Subject Line**

**Improve Proficiency with Knife Techniques Videos**

**Email Body**

**Top of Email Image: One strong still from the DVD**

**Copy:**

**Dear Chef Instructor,**

Developing solid knife skills is foundational to student success … taking them from the culinary/hospitality classroom to getting hired for their first job (and keeping it)!

As you’ve told them, practice, practice, and more practice is key to developing proficient knife techniques skill. Once the classroom demonstration is over, however, many students struggle given that:

* Not all culinary students learn the same way or at the same pace
* Many struggle with learning challenges, like reading or note-taking
* Learning knife techniques comes easier to some students than others

With your students’ needs in mind, American Technical Publishers (ATP) has developed the 3+ hours Knife Techniques Videos (DVD) featuring more than 80 demonstrations.

**Image: Videos DVD cover with DVD icon**

PLUS! 50 Effective Knife Techniques, the companion textbook, is organized into seven sections that follow the DVD presentation.

We invite you to take a closer look—and consider ordering today—by visiting www.atplearning.com/KnifeTechniques:

Cordially,

Gayle D. Smith

Product Manager, Culinary Arts

American Technical Publishers