

Exciting Opportunity to Invest in Conservation!

It's not every day that an opportunity comes along to help wildlife conservation and make money at the same time. This Conservation Through Education project is just such an opportunity! Almost a year in the making, ***A Primer on Reptiles and Amphibians*** is an innovative approach to making the creeping things of the world more accessible to the average person. We humans typically only value and preserve those things we understand, so this collection of educational bulletins holds real promise for changing attitudes and behaviors in those it reaches.

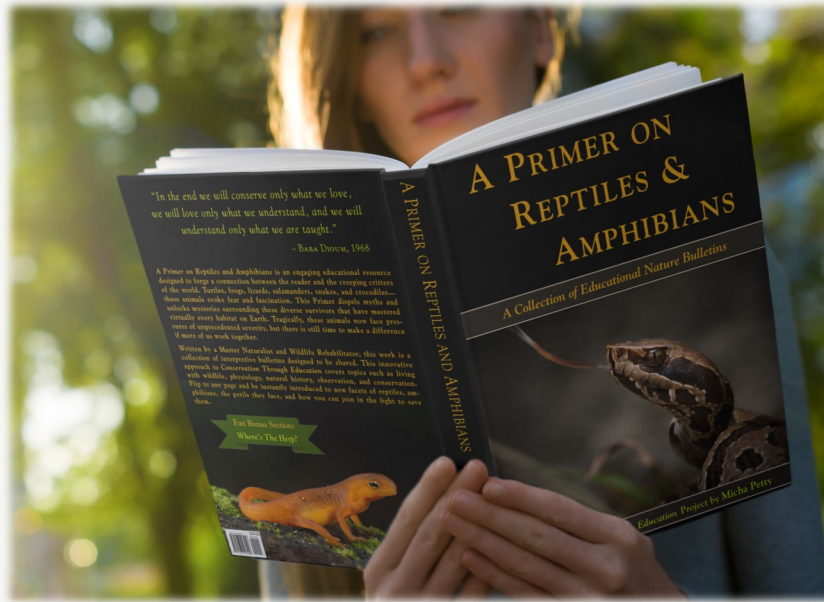
The author, a Master Naturalist and wildlife rehabilitator, views himself as an "interpreter," revealing mysteries of the natural world in ways that forge connections with the reader. Though this is Micha's first book and still in the final stages of editing, the ***Primer*** has already received formidable praise from many well-respected members of the environmental and herpetological communities and has a following spanning six continents. Micha has committed to offering his work for free to the world as a digital download, but those that look through it almost invariably ask how they can buy a hardcopy... creating this opportunity!

Though this book easily qualifies for a publishing deal, Micha's insistence on offering it under a Creative Commons license (to have the greatest global impact) precludes a traditional contract. Thus, [L.E.A.R.N.](http://LEARN.org) is handling the distribution and is accepting a few small investors! **ALL PROCEEDS WILL BE DONATED TO L.E.A.R.N. TO HELP HERPS!!**

I hope it gets, because it deserves, wide attention. It is a must-read for anyone, child or adult, interested or just curious about herps or nature."

—Dr. Brian Crother, Professor of Biological Sciences,
Southeastern Louisiana University

Interested parties are welcomed to request additional detail about the specifics of printing, marketing, and distribution, but the investment tiers currently being offered are quite simple (and lucrative!)...



1st Tier (Total amount sought): \$10,000 investment

\$12.50 from first 800 books sold (\$10,000 recouped)
\$5 from next 1000 books sold (\$5,000 or 50% ROI)

2nd Tier (Two investors): \$5,000 investment

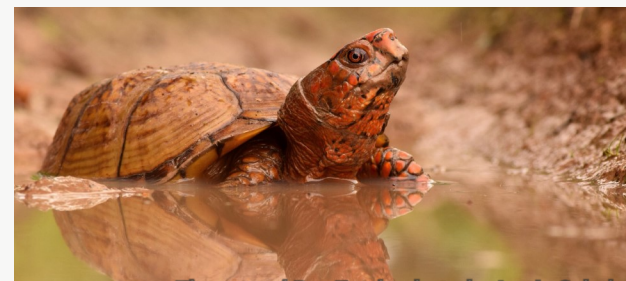
\$6.25 from first 800 books sold (\$5,000 recouped)
\$2.50 from next 1000 books sold (\$2,500 or 50% ROI)

3rd Tier (Four investors): \$2,500 investment

\$3.15 from first 794 books sold (\$2,501 recouped)
\$1.25 from next 1000 books sold (\$1,250 or 50% ROI)

Distributions to occur monthly in minimum increments of \$200. Guaranteed 18-month return of 25% ROI available.

To find out more about this unique opportunity, send an email to learnaboutcritters@gmail.com



Three-toed Box Turtle photo by Justin Sokol