**Introduction:**

Dr. Lynn Hellerstein, Founder of Hellerstein & Brenner Vision Center PC, Past-President of College of Optometrist in Vision Development (COVD) and author of the Award-winning book:

***See It. Say It. Do It!***

*Do you know any kids who struggle in school, with reading or writing?*

*Or how about kids who have difficulty with sports or coordination?*

*Or maybe poor attention or confidence?*

Dr. Hellerstein can help your child learn easier and more effectively.

How? Through cutting-edge *brain-based visual* strategies that have been developed and used in her vision therapy practice for more than 30 years. End result… your child improves school work, increase sports performance and confidence.

**Questions from hosts:**

1. Don’t be fooled! 20/20 is NOT perfect vision. How can a child have 20/20 eyesight and still have vision problems? Isn’t that perfect vision?
2. Since 20/20 is NOT perfect eyesight, what other visual skills are you concerned with?
3. What are the signs of vision problems that parents can look for in their children?
4. Why doesn’t the school or general doctors pick up these problems?
5. What is a Developmental Optometrist?
6. You mentioned “*brain-based”* vision strategies. What are these “*brain-based”* vision strategies?
7. Who can benefit from *“brain-based”* visual strategies? Kids & adults?
8. Please share 3 Tips for parents to help their kids be more successful & confident?
9. What is the 20/20/20 rule?
10. What is your ultimate mission in your work?
11. How do parents find an eye doctor for their children?
12. How do I get more information?
    1. Download a free checklist to learn about your own kids vision
    2. Get book at amazon or bn or website
    3. [www.LynnHellerstein.com](http://www.LynnHellerstein.com)
    4. [www.covd.org](http://www.covd.org)
    5. [www.aoa.org](http://www.aoa.org)

There is no substitute for professional a vision evaluation. But that is what’s so special about *See It. Say It. Do It!* It gives parents the opportunity to guide their kids and have fun with learning. And of course, if your child has a vision problem, you get him into an eye doctor. But you will be better informed to ask your optometrist, ophthalmologist or pediatrician the appropriate questions.

Visualize you and your child having FUN with learning.

**About the books:**

*See It. Say It. Do It!* is an easy to read, delightfully illustrated book that shows parents, and educators how visualization improves children’s lives. It provides easy, practical, step-by-step activities to enhance children’s visualization skills. It teaches them how to create pictures in their minds, declare their goals and take action to make their dreams come true.

HiClear Publishing, LLC ~ 7 x 9, Trade Paper with Flaps ~ February 2010, 2nd printing 2012

264 pages including more than 50 illustrations and tables, 28 activities, 33 Dr. H’s Insights (tips), and 20 endorsements

*Organize It!* the accompanying workbook, is full of organizational charts, calendars and motivational activities. It helps you organize your child’s daily routines including chores, homework and other activities. This eliminates those frustrations and arguing over doing and completing the tasks!

HiClear Publishing, LLC 2011

*50 Tips to Improve Your Sports Performance.* Kids, weekend warriors, and superathletes, toss *50 Tips* in your sports bag and see performance soar. Award-winning author Dr. Lynn Hellerstein packs sports vision and visualization tips into this handbook to boost coordination and achieve the mental edge. Recommended by NFL Pro-Bowl Quarterback Joe Theismann: “Great athletes use it… you should too.”

HiClear Publishing, LLC 2013

**About Dr. Hellerstein:**

For more than 30 years, Lynn F. Hellerstein, O.D., FCOVD, FAAO, has been a pioneer in vision therapy. Her expertise and leadership in developmental optometry has inspired thousands to improve their vision and enhance their lives. She has successfully treated people with learning, visual perception and visual motor difficulties. She is the author of the award-winning books, *See It. Say It. Do It! The Parent’s & Teacher’s Action Guide to Creating Successful Students and Confident Kids, Organize It! and 50 Tips to Improve Your Sports Performance.*

Dr. Hellerstein is the founder of Hellerstein & Brenner Vision Center P.C., a private optometric practice in metro Denver. She is a frequent lecturer and consultant to educational groups, sports teams, rehabilitation and other medical professionals.

A Fellow of the College of Optometrists in Vision Development (COVD) and the American Academy of Optometry, Dr. Hellerstein is a past president of COVD. She is an adjunct professor at several colleges of optometry throughout the United States.

Dr. Hellerstein lives in Colorado, and is available for interviews and speaking engagements.

Dr. Hellerstein and her husband, Bruce, are the curators of a non-profit baseball museum located across from Coors Field, home of the Colorado Rockies. Her two beautiful adult daughters and two+ grandchildren fill her life with fun and joy!

**To arrange an interview call:** Meghan Hayes, 303-850-9499 [Meghan@LynnHellerstein.com](mailto:Meghan@LynnHellerstein.com)