

# From expert knowledge to a learning product people can use.

A short proof pack built around *Piano Piano — La casa di Rosa*: a reader that takes a complete beginner to A2 in Italian, entirely in Italian, with the country's history, food and everyday life built in. Published on Amazon Kindle, September 2026.



# A learning journey disguised as a story.

The job was not simply to write easy Italian. It was to build a complete product that carries a beginner, chapter by chapter, with no translation at any point.

## 01

### A strict learner route

Every sentence uses only words and structures the reader has already met. Mapped to the CEFR, the European standard for language levels, and built to meet and exceed its A1–A2 reading descriptors.

## 02

### A reason to keep reading

A family moving to Italy, with recurring characters, a pet or two, and a developing sense of place.

## 03

### Culture alongside language

Geography, history, food and everyday life, placed where they help the reader make sense of the world — and checked against published sources.

## 04

### A finished publishing product

Cover, interior design, a validated Kindle ebook and a print-ready PDF, built from one source file.

**28**

chapters

**1,212**

distinct Italian word forms

**13,500+**

words of Italian

**0**

words of English inside

# How a page teaches without translating.

## CAPITOLO PRIMO

Roma è in Italia. ❶

*/rɔ:ma ɛ in ita:lja/*

Milano è in Italia. Anche Venezia è in Italia.

*/mila:no ɛ in ita:lja. anke venettsja ɛ in ita:lja/*

Roma non è in Inghilterra. ❷

*/rɔ:ma non ɛ in ɪŋgilterra/*

Dov'è Roma? Roma è in Italia.

*/dovɛ rrɔ:ma? rɔ:ma ɛ in ita:lja/*

> **anche** = e ❸

> **non** è ↔ è

> **dov'è?** → in Italia · in Inghilterra · in Europa

**PENSA** ❹ — un bambino → due bambini · una bambina → due bambine · **il** bambino, **i** bambini · **la** bambina, **le** bambine

### ❶ Meaning from context.

Place names the reader already knows do the work a dictionary would do.

### ❷ A sound line. A

pronunciation guide sits under every sentence of the opening chapters, then fades out once the ear is trained.

### ❸ Notes in Italian. New words

are explained with words already known, using contrast and example — never translation.

### ❹ Patterns, not rules. The

reader is shown a pattern and left to notice it. Grammar is discovered, not memorised.

Extracts from chapter one; layout simplified for this pack.

# Designed, tested and produced as one whole.



Cover and interior designed alongside the text, so the product feels intentional before the first chapter begins.

## PUBLISHED

### On sale: the first of three

Live on Amazon Kindle since September 2026, under the imprint Natural Learning Books. Books Two (B1-B2) and Three (C1-C2) are written, carrying the same reader on towards newspapers.

## TESTED

### Tested on real beginners

Beginners with no Italian and no experience of the method tried the opening chapters. None hit a wall; each stopped only when they ran out of time.

## REVIEWED

### Editorial care

A professional native-speaker editor reviewed the Italian for structure, level and register, then line by line. Cultural and factual claims are checked against published sources such as Treccani and Istat.

## BUILT

### Production

Writing, learner structure, cover, interior design and finished files — a validated ebook and a print-ready PDF — from one source.

# The subject can change. The capability does not.

The same judgement applies to technical guides, CPD resources, expert-led books, workbooks and visual explainers.

## You bring

Source material, expertise, approved guidance and the audience you need to reach.

## I create

A logical route through the material, clear writing, memorable visuals and finished production files.

## You receive

A product people can buy, use, revisit and trust — with subject-matter and compliance review where needed.

Bring me the source material. I will show you the clearest route to a finished learning product.

Discovery and a first sample take about a week.

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