

## What people are saying about the Success Posters

The “Professor Johnson Success Image Career Posters are fantastic! They give children a daily dose of self-esteem and purpose, which is a huge help in counteracting the effects of our negative media culture. **Cheryl Dupree – Parent, Quincy FL**

“Inspiration and a positive image of one’s self comes from influence provided by others. The “Professor Johnson Success Image Career Posters” are an example of this influence. Success in school, inspiration from others and the career examples displayed on these posters will help our children develop positive self-images, self-respect and provide leadership skills as they become adults. As a community leader, I fully endorse the use and concept of Mr. Hoatson’s Success Posters and believe that they will provide inspiration for today’s youth.”

**Clay VanLandingham, CFA – Former Gadsden County Property Appraiser**

“I would like to recommend Bill Hoatson’s Professor Johnson’s Success Image Career Posters” as a great tool in educating our children about character, career choices and positive self-esteem. These posters will serve as an investment in our future by helping children know and understand on a daily basis what greatness they can achieve. The visuals portrayed in these posters will serve as positive examples that will help influence them for the rest of their lives. As an elected official in Gadsden County, I recommend we influence our leaders of tomorrow by utilizing Bill Hoatson’s success posters. They will serve as a great investment in our future.” **W. Dale Summerford, CFC – Tax Collector, Gadsden County, FL**

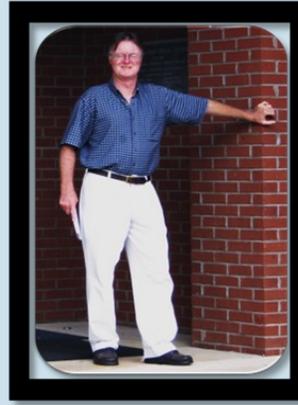
“My name is Antonio D. Johnson. I am a juvenile Alternative Sanctions Coordinator for the Second Judicial Circuit. My job is to assist in implementing diversionary programs for at risk youth. I am in support of Mr. Bill Hoatson in his efforts to assist the youth of today through his ingenious ideal of creating posters that can and will motivate youth in building their self-esteem and working toward their goals in life. I hope and pray his efforts are victorious. It is my hope that others join him in his efforts to motivate and redirect a younger generation before it is lost.” **Antonio D. Johnson – Juvenile Alternative Sanctions Coordinator**

“A child has a better chance of becoming what they want to if they can “see” themselves doing it. These Success posters will provide the opportunity for children to visualize themselves as successful adults.” **Rob Pochapsky – Parent, Jacksonville, FL**

“Professor Johnson’s Career Posters” help children focus on what they are in school for.” **Stephen Pitts – Principal, Greensboro, FL**

## “You are what you BELIEVE you are”

My name is Bill Hoatson and I have had over 35 years of experience teaching in economically depressed areas of Northern Florida and Southern Georgia. I have taught every age from 3 year-olds to 18 year olds, both regular and exceptional education. I have learned a few things about creating successful children. One of them is that a child’s internal self-view drives all of their actions, inside the classroom and out. Another is that how others view a child directly impacts how children see themselves. And thirdly, a child’s environment, good or bad, shapes the child from day one.



Let me tell you something – a child with a negative view, internally or externally, is a whole different child to teach than one with a positive view. The key to success in any child, but especially those that come from backgrounds of struggle and negativity, begins in the child’s own head. The “Professor Johnson Success Image Career Posters,” if used properly, is a valuable tool to help create the successful child.

Along with the posters I give “Success” lectures to teachers and parents on “How to Create the Successful Child” using the posters to demonstrate the eleven ways in which to do so, which are actually embedded in the posters. The posters are a lot more than you think – they are not a sheet of paper, but rather an elaborate vehicle to create success in ANY child. It is my pleasure to lecture in front of any group involving, parents, teachers or children. The lecture includes how to incorporate the invaluable idea of “Positive Discipline” to shape behavior.

Please feel free to contact me at billhoatson@yahoo.com or 850-544-8618 or 1711 N. Meridian Rd. #5, Tallahassee, FL 32303 or visit my website at [www.childachievementnt.com](http://www.childachievementnt.com).

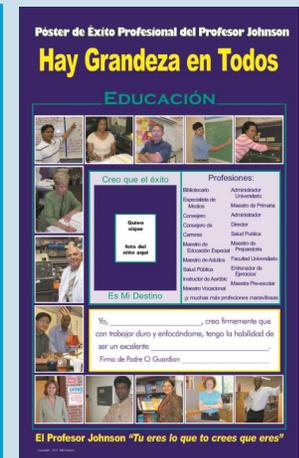
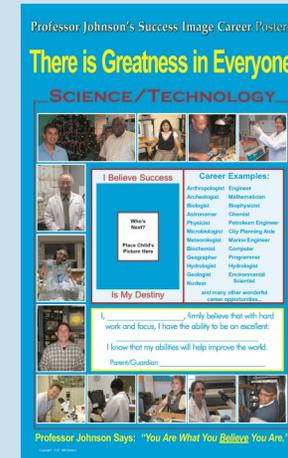
All posters are only \$5.95 each. (They are also not a bad idea for school fundraisers—selling parents a valuable product that can be used at home or in the school as well as supporting the school financially. (A whole lot better than selling candy bars – trust me on this one.)

## “There is Greatness in Everyone”

# Bill Hoatson

presents

Professor Johnson’s  
Success Image Career Posters.



*Health  
Arts & Communication  
Science & Technology  
Vocational  
Education  
Agriculture & Natural Resources  
Public Safety & Government  
Business & Finance*

“Bill Hoatson is a powerful speaker with deep insights into the educational process.” – Reginald James, former Superintendent of Gadsden County School System, 30 years of educational experience.

[www.childachievement.com](http://www.childachievement.com)

## WHAT THEY ARE SAYING ABOUT THE “SUCCESS POSTERS”

“The Professor Johnson Success Image Career Posters are great for children because it gives them positive goals to focus on. They can see themselves every day in a good light, which is very important. These success posters will help keep children out of the judicial system and instead stay in school, where they can succeed in life. I think the posters are wonderful.” **Morris Anthony Young – Sheriff, Gadsden County, FL**

“From a teacher’s standpoint, “Professor Johnson’s Success Image Career Posters” are worth their weight in gold. Children with positive goals for themselves are going to strive harder to meet those goals.” **Robert Breon - Teacher, 25 years, Wakulla, FL**

“We are shaped daily by the influence and examples set before us in this world. An example of a positive influence are the “Professor Johnson Success Image Career Posters” created by Bill Hoatson. A powerful tool intended to provide Career examples for our children. As a leader of today, I recommend we influence our leaders of tomorrow in a positive way. Mr. Hoatson’s posters can help our children envision a future of success. **Nicholas Thomas – Clerk of the Courts, Gadsden County, FL**

“The Success Posters can allow children to look at themselves differently. They see themselves as important, constructive and capable.” **Rachel Furlow – Teacher, 15 years, Tallahassee, FL**

“Professor Johnson’s Success Image Career Posters are a true gift to parents. With so many negative influences in society these days, it is great to have something that exerts such a positive influence on children.” **Bob Burnham – Parent, Sycamore, FL**

I believe that the “Professor Johnson Success Image Career Posters” are going to be a wonderful benefit to the children of this county and to the community at large. They give children an idea of themselves being successful later on in life and give them a positive view of themselves. They also provide badly needed positive and diverse role models so that the children can aspire to something higher than themselves. I think that they will go a long ways into shaping children into the productive and educated citizens that we need for a functioning democracy. I support Bill Hoatson in his efforts to enhance the education of our children. **Shirley Knight - Supervisor of Elections, Gadsden County, FL**

### Bill Hoatson Presents: “Professor Johnson’s Success Image Career Posters” - A success engine instrument with multi-faceted uses.

The Success Image Posters are set up in career clusters, with positive belief-system wording embedded in each poster. They are available in both English and Spanish. Each poster has photos of males and females from many different backgrounds – including white, black, Hispanic, Asian and Middle Eastern – creating not only role models that any child can relate to, empowering that child, but subliminally infusing tolerance and respect for all of America’s citizens. The child’s photograph goes in the middle, adding his picture to those of the successful adults around him/her. The power of these images to transform a child cannot be overstated, and it works on many levels in many different ways.

1 – It is a [behavior shaping tool](#). *It gives a child a sense of purpose for being in school. It is a direct visual link between school and his/her future. This helps close the disconnect that many children feel between school and real life. Many behavior problems occur in the classroom because the child sees no reason for working hard. The picture on the wall gives them a concrete goal to shoot for.*

2 – It can become a large component of, and reason behind, discipline policies at home or in school. It creates the foundation for [positive discipline](#). *All discipline can relate to meeting the positive goal that the children have set for themselves. “I know that you are going to make a great firefighter some day, but.....” and then work on the misbehavior. It gives discipline a purpose, which is to create the positive reality the child has envisioned for himself, and replaces punitive driven discipline. The posters can be a huge help for the home or school because children will more readily accept discipline, (especially if it is positive), if it is for a purpose the child buys into. (Remember – anger pushes a child away, disappointment coupled with love will pull them right to you.)*

3 – The poster directly [combats the negative images](#) that children are constantly exposed to. *How does a child view him/herself? Why? Where does he/she get this view from? Belief drives reality. Copying and mimicking are deeply help human traits. What do you want your child to copy?*

4 – The pictures create [high expectations](#) for both the child of himself and others for him. *This creates an entirely different dynamic in the home or classroom than one which is driven by low expectations.*

5 – The posters are a [self – esteem tool](#), which is especially important for children who come from struggling backgrounds or have learning disabilities. *It creates a belief in self. At school, they will be surrounded by success images not only of themselves, but of their peers. It can raise the self-esteem level of individuals, classes, schools or entire communities.*

6 – The pictures promote [diversity](#).

7 – The posters are a [drop-out prevention tool](#). *Most children who drop-out, when asked, have no real goals. Detention halls, juvenile justice systems and jails are full of young people with enormous potential but are aimless in life and make poor choices when they are young, including leaving school. What a waste. The posters help a child foster positive goals in their head and heart and give them a concrete reason to stay in school.*

8 – If a Positive Imaging Career Poster is not only in every classroom, but hung on every bedroom wall, this bonds the parent, child and school into one success unit with a [unified vision for the child’s success](#). *It creates a wonderful avenue for parental involvement in the school.*

9 – Pictures are indeed worth a thousand words. The positive role models convey not only career choices, but unconsciously convey [values](#) such as respect, honesty, work ethic, decency, potential, positive purpose, etc. and combat the negative values that many of our children are learning without knowing it: disrespect, greed, hate, crime-ethic, dishonesty, indecency, etc.

10 – More and more schools are becoming career or vocation driven. These posters could easily become one more tool in a [career planning system](#).

11 – Maybe most importantly – The posters are an avenue for children to spend real quality time with parents and teachers, ranging from real discussions about a child’s view of themselves and their future, to the time spent taking the child’s picture, getting it printed and then set in the middle of the poster, to the signaling in the belief in the child by parent or teacher signing the poster along with them. Sharing time with a child and reaffirming not only their worth, but expressing [faith](#) in them is the greatest gift that an adult can give a child. These are real [bonding](#) moments that have enormous value for children – especially those that are struggling.

My name is Bill Hoatson. I have been an educator for over 35 years and I created these posters to tackle a lot of problems facing parents and teachers and to help children in many different ways. “Professor Johnson” is my fictional mouthpiece in two of my books, “Professor Johnson Unhinged: Lectures to Teachers, Parents and Students” and “Professor Johnson’s Life Lessons” (for parents). I can be reached at [billhoatson@yahoo.com](mailto:billhoatson@yahoo.com), 850-544-8618, or 1711 N. Meridian Rd., Tallahassee, FL 32303 or visit [www.childachievement.com](http://www.childachievement.com)