

Million-dollar teachers: Cashing in by selling lessons

By Associated Press

Miss Kindergarten is in the million-dollar club. So are Lovin Lit, the Moffatt Girls and about a dozen other teacher-entrepreneurs who are spinning reading, math, science and social studies into gold by selling their lesson plans online to fellow teachers around the world.

Despite worries from some educators, such online marketplaces are booming, driven by rising standards and the willingness of teachers to pay out of their own pockets for classroom-tested materials.

“I am so thankful and blessed that it came into my life and that my passion and career can kind of mesh into one,” says Miss Kindergarten, aka 32-year-old Hadar Hartstein, of Lake Forest, California, who says she has earned more than \$1 million in sales over the past six years, enough to take this year and maybe the next few off from her teaching job to be with her newborn daughter.

Her more than 300 offerings on the popular Teachers Pay Teachers site range from free alphabet flash cards and a \$1.50 Popsicle party counting activity to a \$120 full-year unit on math and literacy, all of them widely promoted on her blog and social media accounts.

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