



So you want to be a Baby Signing teacher?

We would love for you to realise that dream with Toddle Talk.

Thank you for your enquiry and interest in becoming a Toddle Talk baby signing instructor.

Please have a read through the attached prospectus, as you will find it answers your questions and many others which are frequently asked and give you a much better idea of what we are offering, and what the benefits to you are.

During this course you will learn the theory, history, practical and business side of being a baby signing instructor through 7 weekly sessions online using Zoom, each session being up to 90 minutes. You will also have a task to do each week at home, each should take no longer than 30 minutes.

The main online Zoom classes commence every 2 months in January/ March/ May/ July/ September and finally late October, usually held on a Saturday at 2pm but a weekday option is available on request.

If you do not have a British Sign Language qualification, you will also have this included in the course as a Pre-Course Learning pack with video clips to watch at any time that suits you and short tutorials face to face over Zoom, Skype or Video Messenger, working towards achieving a BSL101 qualification.

The cost of the teacher training course is £395 and includes the cost of studying for the British Sign Language (BSL) 101 certificate. One inclusive price, with the training all arranged for you.

The BSL101 (minimum qualification required) is taught partly remotely with a pre course pack, including video clips, handouts and a minimum of 2 x 1:1 tutorials via Skype and the remainder and assessment is taught face to face over Zoom as part of the main training sessions with myself as the qualified instructor and certified through Signature examining body.

All applicants will have the option to pay for the course in **2 stage payments**, making it even easier to get started!

1st payment of £50 due on acceptance of application (which is non refundable, as your online/remote study course will start straight away).

2nd and final payment due 7 days before the training weekend/ Zoom sessions begin.

Want to know more?

We are a Suffolk based company, run by a qualified BSL signing teacher and mum of two (Ann Lay), and since 2009 have helped over 3000 parents discover the joy and benefits of signing with their tot. Signing is brilliant for babies aged 5 months through to 3 years, making for a really wide target audience AND allowing parents to see babies progress before their very eyes.

Our online and distance learning based training course has been collaborated after many years of teaching, to bring together the most popular and useful signs, provide a BSL qualification through our qualified teacher and BSL Signature approved assessor, Ann Lay, we cover the art of teaching (how to use song, sensory activities, risk assess your venue, interact with your parent customers and your baby customers, AND have fun whilst potentially making a nice part time salary).

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You will have questions of course!

Many of these will be individual to you and therefore, as part of the mutual vetting process, we'd welcome the chance to have a chat over the phone.

Some of the more common questions however, are answered below:-

1. Is this a Franchise?

Not really! We are a proven signing system, complete with logo/web site and branded literature. We are also professional trainers.

Our aim is to help as many parents or child care providers access the world of teaching signing, as possible. You can train with us, in our system and with the benefit of our teaching knowledge, AND in addition to that training also receive a 2-year membership with Toddle Talk.

This means, you are listed on our web site www.toddletalk.info AND you can use our teaching guides, lesson plans, logo/literature and any other promotional materials. Plus, enjoy being part of a supportive teaching network!

2. So what happens at the end of the second year membership?

We hope you'll love partnering with us so much, that you'll want to continue! To renew your membership is easy and low cost – the equivalent of just £12 per month (£144 per annum).

3. Do I need insurance and a DBS?

Absolutely! We believe in professional practise and safe practise. PL (public liability) cover is available from Holistic Insurance <http://www.holisticinsurance.co.uk/> at the equivalent of under £5.50 per month (£63.90 per annum). You will need this from the point you start teaching.

In terms of the DBS, we ask you apply for this before you start practical training. We can help you if you require (approx. cost £56).

4. How long is the training course and when can I start running classes?

Formal training will take approximately two months consisting:

- Online Learning - The fun starts! You begin to experience your first signs!
- Pre-course study signs , video clips, and handouts direct from Toddle Talk
- 2 x 1:1 tutorials using Skype with our Signature approved qualified instructor
- Full training begins! 7 x 90 minute Zoom training sessions with Ann Lay, Toddle Talk founder
- Theory and practical learning included during this main training
- BSL101 assessment with our Signature approved instructor and assessor
- Your classes begin!



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- Support and guidance available through the instructors Facebook forum from Ann Lay and the team.

5. Do I need to have a signing qualification before I start?

No. All training will be arranged for you as part of the Toddle Talk course.

For BSL101 our qualified instructor and Founder Ann Lay, will provide you with a Pre Course Training Pack, including video clips, hand outs and you will be required to have a minimum of 2 x 10 minute tutorials on Skype prior to the full training. Then part of the training will include practising and completing your BSL101 assessment. (Minimum qualification required to be a Certified Toddle Talk Instructor).

Or if you wish a higher qualification the IBSL Level 1 Award is taught through the centre we recommend, BSLcourses.co.uk who are an online learning provider for BSL Training and Qualifications. They will provide you with the BSL knowledge that you will require in order to achieve this higher level of qualification.

<http://bslcourses.co.uk/terms>.

6. Can I really make money out of something like this?

Yes, but be very realistic.

Remember any new business (particularly if Toddle Talk isn't in your area right now) will take time to build. You shouldn't leave your full time job and expect your new business to cover your full time salary!

However, if you are prepared to spend time networking, talking about your classes and the benefits of baby signing, meeting local parents and offering tasters, you should find word of mouth begins to grow quite quickly. Baby classes are a boom market – no matter what the economy does, parents want to invest in quality experiences for their tots! There are also opportunities in nurseries too!



It may take you 2-3 months to launch your first session (and we advise you start with just one – too much choice of times/venues will just dilute your bookings e.g. you may end up with three classes with 2 people in each, and not profitable versus one class with 6 people in!)

So, the potential figures:-

- ✓ **One class a week, at £6.00 per family and with 10 families will gross you £60 weekly**
- ✓ Monthly, assuming a 40 week teaching year, **£200 per month.**

That's for 1 hour teaching and 1 hour set up/set down! No school pick up worries, no 9 to 5 office job!

Remember! Insurance is around £5.50 a month and our membership fees, after year 1, around £12 monthly.

Advertising costs will be as little or as much as you want. Many people will see the first 18 months of their business as the time to re-invest in order to grow. They will want to put all income back into promotion, in order to build a strong class network for the future! Of course, if you simply want to keep small and to one class a week, less promotion will be needed.

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In terms of venue costs – we can help you try and source low cost or even no cost venues Or maybe you even have space at home?

Now you start to grow.....

- ✓ **Three classes a week, at £6.00 per family and with 10 families will gross you £180 weekly**
- ✓ Monthly, assuming a 40 week teaching year, **£600 per month.**

That's for 3 hours teaching and 3 hours set up/set down! Your marketing and admin will incur extra hours, but at home, and when it fits with you!

Insurance, membership and advertising costs as above!

So you can see, the sky starts to really become the limit, particularly as you can also market birthday parties (brilliant for a 1st or 2nd birthday), and one of those monthly could add £75 to your turnover. See

www.toddletalk.info/parties

7. Do I need special equipment?

We will help you compile a teaching kit (including sensory props, books, puppets, instruments etc.) You can source direct from us as starter kits and enhanced kits, with approximate cost being £85.



8. Do I need signing experience?

No! If you are fun loving, a good communicator, enjoy working with people (and children), are non-judgemental and ideally, have some experience of working with children (either as mummy, grandma, daddy or perhaps a child minder/nursery nurse or carer), you absolutely could be the Toddle Talk teacher in your area!

9. Do I get an exclusive teaching area as part of my membership?

As this is a membership agreement and not a franchise, there is no exclusivity of area. However, morally and commercially, it would never be in our interest to flood a market with teachers, or to compromise a business which a teacher has worked hard to build!

We will respect your efforts and your hard work and look at the potential of any area carefully (considering of course whether you wish to expand yourself), before accepting a 2nd teacher.

There is a restriction on any member teachers running classes within the immediate vicinity of Head Office (so in the IP1-10 postcode area).

10. What happens if I decide not to renew membership with Toddle Talk?

We are keen to train future partners, and as such our training is inclusive of your first 2 years of membership for FREE. As part of this membership agreement you commit not to:-

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Teach any other signing method or rebrand our method under any other name, whilst bound by our membership terms and conditions

In addition you should note that if you choose not to renew at the end of the first 24 months of membership, the agreement will ask you to undertake 'not to teach signing under any other name for a period **of 12 months** from expiry of the current membership year.'

If you choose not to renew at the end of year 3 or beyond, this restriction reduces to 'not to teach signing under any other name for a period **of 6 months** from expiry of the current membership year.'

11. Where do I go from here?

Email to arrange an informal telephone interview. We can discuss dates for training, any costs applicable to your application, discuss payment plans if needed and also check this opportunity is right for you and you are right for us! Email info@toddletalk.co.uk