

Sing and Sign Franchise Information

**Sing and Sign makes baby signing a fun and lively experience.
It is also a joy to teach!**

There are currently over 70 teachers running classes across Britain, If you are enjoying Sing and Sign with your baby either through our video or by attending classes and are interested in exploring the possibility of running your own groups, then we would love to hear from you!

WHAT DOES A SING AND SIGN FRANCHISE OFFER?

- The opportunity to teach baby signing using a highly respected, much loved and successful system
- A potentially high return for low start-up costs
- Use of the Sing and Sign registered trademark logo
- Your own territory in which to operate
- Comprehensive initial training including Manual and training video
- Complete lesson plans and curriculum
- Refresher training and follow-on curriculum packages
- Comprehensive package of props and materials required to run Sing and Sign classes
- Administration software (incl. enrolment forms, attendance records, flyers etc.)
- Ongoing support, including a Teacher's Forum online
- Merchandising opportunities for the popular and professionally made Sing and Sign products (videos/DVDs, CDs, dictionaries etc.)

WHAT IS SPECIAL ABOUT SING AND SIGN?

- Sing and Sign was the first British baby signing programme and was developed with the help of Speech and Language experts
- Sing and Sign is respected and recommended by professionals and widely loved by parents and babies
- A full range of toys and props for class are included, to help keep the babies attention
- Quality recorded music (which the babies love!) accompanies many of the songs
- Parents pre-pay for your courses (so you can budget effectively)
- Comprehensive private website exclusively for Sing and Sign teachers! All the resources you need, including ongoing support and advice from other teachers!
- Classes can fit in with school term times. You decide how many sessions to teach per week and can therefore build an enjoyable and successful business without compromising your family commitments

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WHAT KIND OF PERSON ARE WE LOOKING FOR?

- As a Sing and Sign teacher you will have a lively personality, be able to sing in tune and enjoy interacting with small children
- To run a Sing and Sign group requires no particular business experience but you will be well organised, reliable and have a professional attitude.
- You will have a genuine interest in and enthusiasm for the concept of baby signing
- It is essential that you have either : experience of baby signing as a parent, or
- a speech and language qualification, or
- significant experience using signs (such as Makaton) in a special needs setting.
- We require a commitment to build your business and a keenness to promote baby signing.

WHAT ARE THE COSTS?

- The cost of your own Sing and Sign franchise is £1200+VAT for the first year, subsequently renewable at £500+VAT for further years.
- Even if teaching on just two mornings a week, you can still be in profit during your first term.
- All the money you earn from your classes is your own, we take no commission.
- There is no charge for refresher training sessions which are often run locally

WHAT IS THE FIRST STEP?

The first step is to print out and complete our Franchise application form and send it to us, enclosing a short audition video. We receive a large number of franchise enquiries each day, so like to “meet” you on film straightaway!

The format can be either VHS, DVCAM tape, CDROM or DVD. The purpose of the tape is to show that you can sing in tune and put across a song in a friendly way!

- Two or three simple nursery rhymes or Sing and Sign songs
- No musical accompaniment, please.
- Songs can be performed with or without signs
- Something fairly jolly like “Wheels on the Bus” is suitable
- It is fine for your children to be in the film (in fact this is nice!) but try to ensure we can actually hear you singing rather than other people!

If you submit an application form you are in no way obliged to take up the franchise! It is just an initial step in learning more about you. When we have received your application we will contact you to discuss it and can answer any questions you may have.

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WHAT OUR TEACHERS SAY...

Helen Hill (Bristol) was one of our our first franchisees..." I would recommend anyone who has enjoyed signing with their baby to think about what Sing and Sign offers. I have found the structured lesson plans extremely easy to learn and makes taking classes such fun as there is always something exciting about to happen next and that enthusiasm passes on to the children and parents. I have been teaching Sing and Sign classes for over two years and have enjoyed every moment. Once word got out how great the classes were I have never looked back and have now had to take on extra people to help run classes for me as demand in Bristol is so high - what more can I say!"

Primary school teacher **Rana Keely** was unsure about baby signing first... " I was sceptical initially and thought baby signing was a new gimmick but as a new mum with time on my hands I decided to find out more and bought the Sing and Sign video. The songs were catchy and I made a conscious effort to sing and use the signs with Molly. Her first sign was "hot" when pointing at a teacup, then she picked up a few new signs every week. After Molly's first birthday I decided it was time to find a part-time job but after 11 years of teaching I was ready for something new. I was so thrilled by the Sing and Sign program that I decided I would like to share my knowledge of baby signing with other parents. My new business launched in September 2003 and I am loving being self-employed. I have been able to choose the hours I work and when I am not Singing and Signing I am a Mum, going to toddler groups and meeting friends. I do admin for my classes in the evenings so it doesn't cut down on my Mum-time with Molly. I love the flexibility of having my own business. Knowing it's up to me to make it work can be daunting - but it's also very rewarding."

Rachel Sharp was an educational psychologist before taking up the franchise for Guernsey..." The classes are great fun, the programme is excellent, and I just love the way the babies' faces all stare at me in eager anticipation when I begin the 'Time to Sing and Sign' song! Setting up has been a challenging but rewarding experience and has given me the excuse to talk about baby signing to all sorts of people. Although I was apprehensive about singing in front of others, the relaxed nature of the class means that I don't give it a second thought now. The fact that all the props, lesson plans, music and training video were provided, as well as administrative material, has meant that there has been a lot I haven't had to worry about. Head Office has been really helpful whenever I've had a query or needed advice. I am now into my second term of classes, and am really enjoying it."

Julie Warriner is a teacher and mother of two who runs Sing and Sign classes in Bedford... " I am now in my second year of teaching Sing and Sign and I love it - it doesn't feel like work! The training manual tells you everything you need to know and for anything else Head Office is only a phone call or email away, plus there is a Teachers' Forum online where you can get tips and advice. I would recommend the franchise to my friends - in fact, I have!"

Nicky Holiday's first class class in Oxfordshire clearly went rather well!..." I never thought that it would be as exciting as it was to teach my first Sing and Sign class today! The response was great, the mums and dads were so keen. They joined in and asked questions and I felt on a high for the entire afternoon. It ran so well and went by so fast - I hardly had any time for discussion at the end, but had answered questions throughout and had so much fun with the babies. Some mums had already bought the video so knew the songs and a couple of babies were signing too - it was great! I can't enthuse enough, I'm so excited about my next class tomorrow in another venue. I knew when I taught Charlie what a great thing baby signing was, but teaching others now too makes it even better. I just can't believe how good I feel!"

Emma Millar bought the Sing and Sign video to learn to sign with her baby son Ben. She now runs a Sing and Sign franchise in Northern Ireland... "A Sing and Sign franchise is a fantastic opportunity not to be missed! I have found it extremely rewarding and beneficial to myself, my son and to all the families I have been able to help. Although it can be hard work in the initial stages, recruiting and 'spreading the word' it really does pay off in the end. Once the classes get going the financial gain is also an added bonus!! At last I can honestly say I LOVE my job - at 32 years of age, I am very proud I am finally able to say that!"