



Franchise Introduction



Begin Bright
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“Are you looking for a better way to teach that gives you more freedom, money and the ability to help children individually?”

Teaching the Begin Bright program gives you the opportunity to focus on the needs of each individual child and enriching their lives forever. Your time will be more productive by teaching small groups instead of crowd control.

- * More time to spend with your own family.
- * Do what you love.
- * Have financial freedom

Our program was formally developed in 2006 by qualified primary teacher, Tina Tower to give children a fun head start to learning.

Begin Bright centres are currently operating in NSW: Cronulla, Engadine, Ryde & Lake Macquarie. QLD: Cairns & Townsville. Victoria: Hampton. You will gain a new lease on life by working fewer hours so you can re-discover your passions in life.

The demand has grown significantly for children to be at a higher academic level upon commencement of primary school, this program has been designed to ensure that all literacy and numeracy curriculum requirements are met and children have a positive beginning to their learning. The program then extends into primary school giving you the materials to run one to one and group tutoring sessions.

Begin Bright is a fully researched curriculum with step-by-step lesson plans for each week so that you don't have any class preparation.

You will be able to create your own company with our help to make it a smooth and easy process. You will gain confidence and self-belief because you will become your own boss, not dictated by the public education system.

How would you feel being your own boss and being able to choose your own hours to work? You are able to make a huge difference to children's lives by giving them a positive start to learning. You help parents to have an easier life because they're so happy that their children love learning and will avoid homework wars in later life.

All lesson plans are researched, designed and structured so no class preparation is required.

Here at Begin Bright, we strive to give teacher's financial freedom and success by making children happier, more confident and smarter.

Begin Bright franchises are available only to people passing our criteria.

We have teachers who are earning \$150 per hour doing what they love! Would you like to be one of them?





About Begin Bright

Begin Bright is an Australian program designed by teachers, for teachers. Its originator, Tina Tower, studied Primary Education at Sydney University focusing on how children learn to read. In 2004, she began privately teaching school readiness classes after seeing that parents wanted their children to be more prepared for when they started school. This curriculum teaches children between the ages of 3 and 6 aspects of Literacy and Numeracy, integrating Science and the Arts. It has been taught in Sydney since 2004 and began licensing in 2009 to ensure all children of Australia have access to a quality preschool program designed specifically for them. Upon starting public school, children will now be given a 45 minute assessment by their teacher to gauge their academic level, going to Begin Bright helps children be prepared for this initial assessment, and also gives parents the peace of mind that they have done all they could to give their child a positive beginning to learning.

The demand has grown significantly for children to be at a higher academic level upon commencement of primary school, this program has been designed to ensure that all literacy and numeracy curriculum requirements are met and children have a positive beginning to their learning. Through fun characters, stories and rhyme, letter sounds are easily remembered and activities are designed to reinforce number logic. Having a bright beginning to their education, children will have a more positive attitude and strive to achieve more throughout their lives. Begin Bright uses workbooks for each new concept that it introduces, though concrete materials are essential to young learners to gain a proper understanding of mathematical concepts and phonological sounds at the start of their journey, so these are also incorporated.

Begin Bright gives franchisees the freedom to choose to work whatever hours you want through the week and the days while earning a lot of money and working in a rewarding industry where you see the immediate impact you have on a child's life. The average for Begin Bright franchisees is to earn \$150 per teaching hour after all expenses are paid, giving you greater opportunity to work less and spend more time with your children, or enjoy your leisure time.

If you have never been self employed before, all the resources and assistance you need are available from Begin Bright to make your transition smooth and easy.

If you choose to invest your time and money in a great business and your looking for a franchise opportunity to build yourself a lifestyle, an income, a way to take control of your life, get personal satisfaction through helping children and their parents...

Then you've just found the world's best educational team!





...About Begin Bright

We look for the following 5 things in every Begin Bright business owner:

1. You have to love success

We're looking for people who love success, who love getting out there and making things happen. People who enjoy being around children in a learning environment and helping them succeed.

2. You've got to love being in charge of your own life

Franchising is traditionally classed as being in business for yourself but not by yourself. Our support, training, systems are the backbone for your success.

3. You've got to love helping people

Begin Bright helps children to learn in a fun and exciting way that will stick with them forever. You are also helping their parents by giving them confidence that their children are doing well.

4. You've got to love a great lifestyle

Working from home, setting your own timetable, spending time with family and friends is what lifestyle is all about.

5. You've got to be disciplined

Being your own boss will give you so much freedom, the person to keep you doing the work day to day is you. Be sure that you will love the work and love to do it well.

Our business is growing and we are looking for the right people to join the Begin Bright team.



Advantages of owning a Begin Bright Franchise

Long before you open for business you will receive considerable guidance, training and support from Begin Bright. You will receive help with site selection, leases, product and equipment purchase, setting up booking procedures, display, marketing and more.

At training you will learn:

- Selection, induction and training of your own staff if required
- How to monitor your own performance
- How to stay motivated
- Sales skills
- Customer service skills
- Writing a business plan
- Writing and implementing a marketing plan
- Accounting and BAS

There is great benefit to starting a Begin Bright franchise over going it alone. Other than the program which is beautifully created, researched and easy to implement, Begin Bright provides ongoing training and support so that you always have someone to help. You also get to tap into our experience and access the complete operating systems of the company. All aspects of business operation have been tried and proven effective so that when you take up a franchise, you automatically gain relevant experience and knowledge through our manuals, training and support. Not only will you receive support from us, but you will be a part of a growing family of Begin Bright franchisees sharing similar goals and aspirations to achieve.





What does it cost to buy a franchise?

Your initial investment to join Begin Bright through a franchise will be around \$35,000

The initial Franchise Fee is \$22,000 (including gst) and includes:

- Exclusive territory
- A five year term plus five year option
- Initial 4 day business training and ongoing support
- Start up advertising materials (business cards, letterheads, flyers, posters).
- Annual marketing plan and budget
- Teaching resources box of workbooks, craft materials, books and flashcards.

Full details of all further inclusions will be shared in the full Information Pack.

You will also need to make sure that you have adequate working capital so that you are able to sustain your lifestyle while you're building your business and waiting for it to turn profitable. We have made the Begin Bright franchise affordable as we believe that everyone should have the opportunity to enrich their lives through small business ownership.

The Begin Bright Franchise is available to qualified child carers, teachers and business people who are employing teachers to provide children and their parents a credible, researched school readiness and primary education program. It also allows you the flexibility and freedom of being your own boss and building your own business to suit your lifestyle. Included in your initial franchise fee is an extensive manual with resources, theory, worksheets and step by step lesson plans for staff to teach each class. You also receive an Operation's Manual that contains all of the information you need for the operation of the business. All the hard work has been done for you, you just implement the program and reap the rewards. Workbooks, bags, certificates, reports and pencils are supplied in full colour for children to use at a per student cost. Parents will love their children being ahead of their peers when they begin school and children will appreciate the confidence you've given them forever.





Where to from here?

We want everyone that starts a Begin Bright Franchise to become profitable and successful business owners. For this reason we have a 10 step recruitment process to ensure that we are getting the best possible people for our franchise and for you to make sure that Begin Bright is the best possible franchise for you. It has to be great for both of us! If you are a successful applicant, we will be working closely together to make our dreams come true so it is important that our goals and expectations are aligned.

Step One

Email through your answers to the screening questions.

Step Two

We will arrange a suitable time and give you a call for a phone interview and chat about the program.

Step Three

If you progress past the phone interview, we will send you the full Information Pack detailing the Begin Bright Franchise package.

Step Four

If you're happy with what you read and want to become a Begin Bright Franchisee, we will send you through our confidentiality agreement.

Step Five

A final questionnaire to make sure you're aware of the details of the Information Pack and that owning your own Begin Bright business will suit your lifestyle and goals.

Step Six

Come to Sydney for an interview and to see a Begin Bright centre in action. This is where we can interview you to see if you're the correct fit for a Begin Bright Franchise and you can interview us to see if we're what you're looking for.

Step Seven

If we're both satisfied at interview, you will be invited to fill in your application form and send \$3000 deposit

Step Eight

Conduct your due diligence, take the Griffith University Franchise Pre-entry course (will take one day over the internet)

Step Nine

Set up your lease and business details (We will help you with this).

Step Ten

Pay the balance of your franchise fee and WELCOME TO BEGIN BRIGHT!

If you love enriching the lives of children and giving them greater opportunities in life, a Begin Bright franchise could be for you!

**If you have any questions along the way,
call Tina on 02 8544 0649**

