



ANT BOOKS
EDUCATION CENTRES

FRANCHISE PROPOSAL



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INTRODUCTION

You may know the **ANT BOOKS** and have used them in your own classroom or in tutoring. I am now offering the opportunity to own and run your own tutoring centre in your suburb/town, using the **ANT BOOKS** Programmes exclusively, as I have done for years. Now more than ever, private tutoring is a very real need in our country, and with my Programmes and methodology you will be able to be your own boss and run a lucrative business.

This will suit you if:

- *You love teaching;*
- *You are a trained teacher/tutor;*
- *You want to teach with none of the problems and stresses associated with classroom teaching;*
- *You want to be your own boss;*
- *You want to make money by following your passion for teaching.*

You can run your **ANT BOOKS Education Centre** from your home or from business premises – making this a very flexible programme indeed.



WHAT IS AN ANT BOOKS EDUCATION CENTRE?

It is a venue where primary school children (grades 1 to 7) come after school to receive extra tuition, for the following reasons:

- they have minor learning problems;
- they have fallen behind at school due to Covid and other issues (yes, our children are still suffering from the fallout, years later);
- they battle to focus in a large class;
- they are not performing as well as their parents would like;
- they lack confidence and need a 'helping hand';
- they would benefit from one-to-one teaching as they are being 'lost in the crowd'.

The tuition offered is not only relevant to their school syllabus as it is South-African based, but it is affordable to parents whilst still making you, the owner, a sizable profit.



WHY ANT BOOKS, AND NOT ANOTHER EDUCATION FRANCHISE?

1. **ANT BOOKS** is the cheapest around! Do your homework – you will see that I am correct.
2. **ANT BOOKS** is truly South African, developed for the needs of our children by a South African teacher.
3. That South African teacher – that's me, Susan – still runs her own tutoring business, and you will benefit from her experience and hands-on approach in the training. I am also constantly on-call to help you with issues that arise on a daily basis. What other education centre franchise is still operated in this country by the founder, and provides this kind of support?
4. All the assessments and programmes are provided, as well as the material needed to teach **every lesson in English, maths and Afrikaans** from grades 1 to 7 – *a great deal of material that YOU don't need to source or write yourself!*
5. Training is in-depth and comprehensive – you will leave knowing not only how to conduct your lessons but also how to run a business.
6. Your running costs are minimal.
7. It is the **cheapest** yet the best education opportunity on the market. And there are **NO MONTHLY ROYALTIES**, making it cheaper still...



BUT I'M A TEACHER - WHY SHOULDN'T I JUST 'DO MY OWN THING'?

This is a very good question. You are a qualified and experienced teacher – why not turn a room into your home into an office, and tutor privately from there?

Here's why:

1. **You don't make money from tutoring one child at a time.**
2. You will need to write or source all your own material for English, maths and Afrikaans from grades 1 to 7 – a massive undertaking, and good luck!
3. Without ASSESSMENTS which will place a child on the correct programme, you will waste weeks trying to find material 'at the right level' for each child.
4. You will not know how to EFFECTIVELY tutor 5 children, possibly all in different grades and all on their own individual programmes, at the same time.
5. You will not have my ongoing support should you need advice regarding a student, or running a business.
6. You will not be part of the growing family of **Ant Books Education Centres** around the country: a tried-and-trusted brand since 1999.
7. Tutoring under the **ANT BOOKS** banner is extremely satisfying! *No stress, no hassles...*just the absolute pleasure of stress-free teaching and watching your students improve in leaps and bounds.



WHAT DOES THIS COST?

R35 000,00 all-inclusive

(price valid until 31 December 2023; R37 500 from 1 January, 2024))

This includes:

- ENGLISH, AFRIKAANS AND MATHS ASSESSMENTS
- AFRIKAANS PROGRAMME OF WORK CARDS AND WORK SHEETS
- MULTIPLE COPIES OF READERS
- FREE SET OF WORKBOOK SAMPLES
- ADMINISTRATIVE MATERIAL
- FULL AND COMPEHENSIVE TRAINING (VALUED AT R5 000,00) – see Training Schedule, below.

NOTE that Wiskunde assessments and material is available if desired, at an extra cost of **R1 500,00**.

NOTE: Payment is required in full, in advance, before the start of training.



WHY ARE THERE NO MONTHLY ROYALTIES?

From the moment the first student walks in through your door – the payment goes into **your** bank account, not mine. *So why don't I charge you royalties?*

A simple answer, really: I don't WANT to charge royalties and have to chase Centre owners for the rest of my life for their payments. The payment upfront is sufficient, as well as the ongoing orders for material (paid for by your individual students' parents). Can you name one other 'franchise' that does not charge royalties?

This is how I will make an income from you going forward: Every child you assess and enrol will require 4 or more ANT BOOKS which you will order from me and charge to the parents. These workbooks are offered at a reduced rate to your parents, and you pay nothing – so it's a win-win situation for everyone. With the workbooks being supplied to each child, you will also incur NO photocopying or printing costs going forward.



WHAT IS INCLUDED IN THE TRAINING?

Training takes place over FOUR DAYS at my Centre in Glenwood, Durban. Here is a breakdown of the training:

1. Welcome and Orientation
2. History and philosophy of **ANT BOOKS Education Centres**
3. The Contract and legal aspects
4. Professionalism wrt **Ant Books Education Centres**
5. The physical venue (have layouts/plans to show different possibilities)
6. Marketing and advertising
7. Telephone technique and booking assessments
8. The Assessments Procedure and Placement on Programmes
9. Observation of assessments where possible
10. The Programmes – English, maths and Afrikaans
11. The material and creative writing
12. Lesson preparation
13. Administration of Lessons
14. Observation of actual lessons
15. Additional tutors – recruiting, interviewing, training, contract
16. Agency admin
17. Administering a small business – legal and financial aspects
18. Summing up and farewells.

The reason it has to take place at my Centre in Durban is so that you can observe both assessments and lessons – and as the methodology is unique to Ant books, this is vital.

However, to reduce the travelling costs to you, you can have accommodation in Durban for free! I own a self-catering simplex near to my Centre, so should you wish to take advantage of this, your accommodation would be free of charge.

WHEN DOES TRAINING TAKE PLACE?

That depends entirely on you. I have freed up my time to devote entirely to training, so as soon as payment has been made, I will liaise with you to set the dates of the next training session.



MY BACKGROUND

In a nutshell: I am a trained primary school teacher teacher. I have wanted to teach since I was a child, and even opened my own 'school' in rural Zimbabwe when I was only 10. Yes, I have always been passionate about teaching!

I have taught in government and private schools, home-schooled my own primary school children for a year, and have tutored privately for years. I began writing and selling the **ANT BOOKS** in 1999 and it is still one of my education businesses. I ran (another) education franchise, before developing all the necessary material to start and run my own, which I have been doing since 2014. By 2019 I had a thriving education centre with 6 tutors under me. Then COVID hit...and we closed for nearly two years. During that time, one of my tutors moved to Johannesburg and contacted me regarding starting her own **Ant Books Education Centre** there...and the 'franchise' concept was born.

Please check out my website, www.antbooks.co.za, and feel free to contact the existing Agency owners listed there to verify the credibility of the **Ant Books Education Agencies**.



I'M INTERESTED...WHAT IS THE NEXT STEP?

Now we *talk!* I want to “meet” you, even if it is via the phone. I need to know your education background and also the area in which you live and wish to operate your new business. Contact me on 0724565541 to set up a time to talk (allow 45 minutes for this).

I will then send a sample Contract for you to peruse so that you know exactly where you will stand legally.

I look forward to hearing from you, and having you join our dynamic enterprise.



SUSAN TERBLANCHE

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