



Franchising

Your Way to Success



## The concept for your success

With more than 280 Franchise Partners Mortimer – English Club belongs to the leading suppliers in the field of English language courses for children and adults. Nowadays a good command of English is essential for the private as well as business life and there is a constant growing demand for English tuition. You have the wish for success – we have the know-how. Our concept guarantees the maximum amount of independence with simultaneous maximum support of the head office.

### **There are a lot of reasons to decide to go with Mortimer. Here are only some of those:**

- ★ over 20 years teaching experience
- ★ classrooms can be used to full capacity through the manifold teaching range
- ★ franchising since 1999
- ★ several 10,000 eager students – big and small – young and old
- ★ application of the worldwide approved method of mother tongue learning
- ★ wonderful high quality teaching materials – developed for multiple levels and for many years of structured lessons

Get to know Mortimer and profit from our successful concept.

**By the way:  
many of our satisfied Franchise Partners  
have been with us since the beginning!**



## Philosophy

Mortimer – English Club was founded in order to give children and adults alike an opportunity to learn English through fun and games and without any pressure to perform – as all of us have once acquired our mother tongue. For many years now, we have been able to record tremendous improvements of our small and big students who have learnt English by this method – the Mortimer method. Therefore, we pass on our experience and knowledge worldwide with pleasure.

### Every child is a linguistic genius

The speed and ease with which children take up, store and try out words in the first years is virtually breathtaking. The little language geniuses are able to pick up any language and dialect easily and without an accent.

Studies prove that particularly the first six years are the best time to learn a foreign language as easily and perfectly as the own mother tongue. Therefore, leading linguists recommend beginning learning another language – besides the native tongue – as early as possible.

The younger a child is while learning the second language, the easier it masters this task.

Through an early acquisition of a foreign language the child subconsciously develops a sense for grammar and syntax of different languages. It acquires the ability to learn any further language with ease. This is a remarkable advantage towards children growing up in a monolingual environment.

Learning with Mortimer is great fun and contributes to build self-esteem for the young students. It establishes an ideal basis for the complex learning in secondary schools. Mortimer teaches via the mother tongue method: informal and with all the senses – through games, songs, exercises, drawing and most of all with fun. The priority is put on understanding and free speaking.



### Adults learn much better with fun and games

With our multilevel concept "English for You" we prove that also in adulthood learning a foreign language can be a lot of fun. The students acquire the English language with ease, informally and without pressure to perform. From the beginning, a lot of emphasis is laid on speaking freely.

We offer courses for senior citizens where the language is taught at a slower pace. The common experiences of learning at this age are reflected positively.



## Franchising – your key to success

Franchising is a modern management form and a promising way to self-employment. You are your own boss and take over a turnkey business, which has already proven itself on the market for years. While in many service enterprises and industrial companies the development stands still, franchise companies experience ever-increasing growth.

With our franchise concept, you can make yourselves independent, full-time or part-time. Our extensive range of courses allows flexible working hours: i. e. in the mornings, you can teach adults currently not in employment and toddlers, in the afternoon children and pupils needing extra tuition and / or adults in general in the evenings. Crash courses can be carried out at weekends and during school holidays.



## We offer three opportunities for cooperation:

### 1. Become a Master Franchise Partner

You will be granted the licence and be supported by us to build up your own head office and a network of Mortimer franchise outlets in your area. You will sell franchises and support and guide your franchisees with the set up of their Mortimer – English Clubs.

#### Your profile

- ★ you possess extensive business administration skills, preferably a degree in business management
- ★ you have good knowledge of the local market and education systems
- ★ one of your many strengths lies in staff management
- ★ you possess distinctive organisational talent and a will to succeed
- ★ you are sincerely interested in education

#### Your income

- ★ sales of franchise areas / initial fees
- ★ receiving royalties from your franchisees
- ★ sales of teaching materials
- ★ implementation of teacher training workshops

#### Our service

- ★ conveyance of the master franchise licence
- ★ use of the protected brand name
- ★ area protection is guaranteed
- ★ you will be receiving comprehensive training
- ★ we will provide you with your master franchise manual including a detailed business plan
- ★ you will be constantly supported by the head office
- ★ you will be supplied with appealing and approved advertising material
- ★ you will benefit from our established Internet presence

#### Conditions

- ★ initial fee: depending on size and position of the area
- ★ investment: depending on the size and position of the area
- ★ monthly master franchise fee: depending on the country / area



## 2. Become a Franchise Partner – as manager and owner of a language school

You will establish your own language school with support from the head office: a Mortimer – English Club. Of course, you will be granted area protection. As an independent entrepreneur and owner of a language school, you are responsible for student acquisition and management. You do not teach yourself or only on a small scale. You delegate the teaching to employees and freelance staff that can be trained by Mortimer.

### Your profile

- ★ you possess extensive business administration skills
- ★ you can inspire customers and know how to interact with people on all levels
- ★ one of your many strengths lies in staff management
- ★ you possess distinctive organisational talents and a will to succeed
- ★ you are sincerely interested in education



### Our service

- ★ conveyance of the franchise licence
- ★ use of the protected brand name
- ★ area protection is guaranteed
- ★ you will be receiving comprehensive training in teaching methods and marketing
- ★ we will provide you with an extensive franchise manual
- ★ you and your staff will get a comprehensive teacher's guide
- ★ we will guarantee permanent support by the head office
- ★ you will be supplied with appealing and approved teaching and advertising material
- ★ you will benefit from our established Internet presence

### Your income

- ★ the monthly contributions of your students
- ★ the sales of the teaching material

### Conditions

- ★ initial fee: depending on the country / area
- ★ investment: depending on size and position of the area
- ★ franchise fee: at least 9 % of the monthly income



### 3. Become a Franchise Partner – as a teacher

You will establish your own language school with support from the head office: a Mortimer – English Club. As an independent entrepreneur and owner of a language school, you are responsible for student acquisition. You take great pleasure from working with children and / or adults. Furthermore, you possess a good command of written and oral English and teach the proven Mortimer concept. You are able to convey the joy of learning a foreign language to your students and to keep good relations with the parents of the children.

**You have got the choice to work on a full-time or part-time basis.**

#### Your profile

- ★ you possess business administration skills
- ★ you can inspire customers and know how to interact with people on all levels
- ★ you possess distinctive organisational talents and a will to succeed
- ★ you are sincerely interested in education
- ★ your command of written and oral English is excellent
- ★ motivation and initiative come natural for you, just as the fun and enjoyment working with children / adults



#### Our service

- ★ conveyance of the franchise licence
- ★ use of the protected brand name
- ★ you will be receiving comprehensive training in teaching methods and marketing
- ★ we will provide you with your franchise manual
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## Development of the company

- 1990**      Setting up of the first groups by managing director Karola Scheer in Herscheid / Germany: English lessons for adults in small groups
- 1995**      Start of the pilot phase: English lessons for pre-school and school children
- 1999**      Start of the franchise company: Training of the first Franchise Partners
- 2000**      Development of a new teaching form:  
English for You – English for adults and senior citizens
- 2005**      Extension of the teaching concept:  
Supplementary lessons and private tuition for pupils
- 2007**      Acquisition of three Master Partners in Germany
- since 2007**      Internationalisation:  
Acquisition of Master Franchise Partners in Austria and Hungary
- 2008**      More than 280 Franchise Partners

Together with our Franchise Partners, we are working on making the brand name even more popular nationally and internationally. Our aim is to increase the student numbers while at the same time maintaining the high class standard. Every Master Franchise Partner has to at least reach the contractual agreed targets. However, we wish that the partner exceeds the targets.

**Founder and Manager  
Karola Scheer**





## Our teaching range

### For children

Our character Mortimer accompanies the children through the lessons. Mortimer, called Morty, is a boy who lives in the age of chivalry. Due to a magic mistake of his uncle and teacher Godfrey he travels through time to the present day. His teacher and his two best friends, Malcolm the dragon and Betty the bat, are with him and together they discover a lot of new things to learn about.

The children are absolutely enthusiastic about Morty, his friends and their adventures.

**Children learn English in a playful way and with absolutely no effort.**

They learn with all their senses: playing games, speaking, singing and activities are first priority.

**English for Minis:** Beginners' course for 2–4-year-olds

"English for Minis" is a special teaching concept for 2–4-year-olds. At this age children learn English as easily as the mother tongue. In small groups the children are gently introduced to the language. Exciting games, songs and teaching materials turn the lessons into a special experience.

**English for Children:** Beginners' courses and advanced training courses for 4–10-year-olds

"English for Children" is a special teaching concept for 4–10-year-olds. In a playful way and in small, age related groups every child is optimally supported. At the beginning the children learn the understanding and speaking of words and short sentences. Later reading, writing and grammar exercises are introduced. Already after a short time the children can easily sing English songs, have simple conversations and understand short stories. Within only one year the children acquire a vocabulary of approx. 500 words and are able to sing 14 English songs.



**The best way to learn English:  
through games and in small groups.**



### For school pupils

#### Fit for English – English supplementary lessons and private tuition

is a teaching concept for all school forms – from primary school to high school. Specially trained tutors teach in small teams or in one to one settings. The grammar and language skills are trained with specific exercise tasks, educational games and a lot of fun. Communicating in English is another main focus of our lessons.



With fun and games grades can be easily improved!



### For adults

#### English for You

is a teaching concept for adults of any age who want to learn the language or improve their knowledge – without any pressure and with a lot of fun. Mortimer offers courses for beginners and advanced learners, for private use as well as in the business sector. For seniors there are courses where the language is taught with a slower progression. The focus is on free speaking and understanding of the language. Of course the necessary grammar is conveyed too, however, it is not the main focus of our lessons. Role plays, speaking exercises and specifically developed games guarantee varied and interesting lessons.



Fun in English?  
That's only possible  
with Mortimer!



With our attractive teaching materials children and adults can be taught for several years over various levels.



Are you "mortivated"? Then please contact us.

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