



## WHIZard Academy for Mathematics & English

Dear Prospective Franchisee,

**The Whizard Academy for Mathematics and English is one of the dominant up and coming education franchises in the United States. Since 1994 the “Academy” has been developing tutoring centers throughout North America. With over 50 tutoring centers in North America the Whizard Academy for Mathematics and English is synonymous with highly effective, focused and personalized tutoring.**

**You do not need previous education experience to become a Whizard Academy franchise owner. If you have a dream to own your own business and the desire to succeed we will guide you through the next steps towards owning your own business in possibly the most rewarding field of all...education.**

**Throughout this brochure we will discuss the key critical elements of the Whizard Academy success story. • Experience • Teamwork • Turnkey Teaching Systems • Turnkey Marketing and Sales Systems • Turnkey Operating Systems, and the personal satisfaction of truly impacting children’s lives in a positive way.**

**The next step is up to you. After reviewing this information, we hope that you will contact a member of our franchise development team to discuss your options and answer your questions in more detail. We look forward to welcoming you to our team.**

Sincerely,

**The WHIZard Academy for Mathematics and English**

[www.whizardacademy.com](http://www.whizardacademy.com)

**1-800-WHIZkid**



# WHIZard Academy for Mathematics & English

Our Unique System gives you what you need to launch and run your own WHIZard Academy Tutoring Center.

The System is based on our 14 year track record of success at over 50 Tutoring Centers across North America. Faithfully apply our step by step procedures and methods to give yourself every chance to succeed.

**Our Unique Systems is comprised of the following components.**

- **Our turnkey teaching systems**
- **A turnkey marketing and sales system**
- **A turnkey operating system**

Not only do you get everything described above as part of the System (I'll provide details on each in the sections that follow.) but we also provide you with **3 weeks of comprehensive training** to ensure that you understand how to implement all aspects of the System. After your training, we provide you with on-going support. We're always only a phone call away.

The field of education will provide you with the **personal satisfaction** of watching your efforts transform children's lives. You'll watch as your students' grades improve, their self-confidence grows daily and their prospects for academic success achievement blossom.

As a WHIZard Academy franchisee, you'll also benefit by positioning yourself in the **#1 rated franchise category, based on an article in the Wall Street Journal,\* with a projected growth rate of 14% for the child learning category** .

Moreover, as a Math tutoring specialist, you'll have 'niche positioning' working to your advantage to separate you from your 'generalist' competitors.

You'll have a unique, untapped opportunity to become synonymous with math tutoring in your designated area by building the WHIZard Academy's reputation as the MATH TUTORING SPECIALIST.

\*Wall Street Journal Magazine of Personal Business Smart Money Volume IV, #7 "Best Franchises"



# WHIZard Academy for Mathematics & English

## You'll Quickly and Dramatically Improve Your Students' Grades and Self Confidence-Using Our Turnkey Teaching Systems

Our turnkey systems and methods produce unbelievable results for your students.

All you have to do is put our teaching systems to work, using our prescribed, step-by-step guidelines, and your students will achieve remarkable gains!

### Our Turnkey Math Tutoring Systems

Our math tutoring system has been honed and perfected for over 25 years by an international team of math experts.

It has helped **tens of thousands of students** on two continents leave their math difficulties behind. It will do the same for the students at your tutoring center.

Results vary, but on average your students' grades **will improve 1 to 2 grade levels in as little as 6 months**, based on the average improvement seen by our students.

The **several thousand students** who walk through our **50 plus Tutoring Centers across North America** each week cannot be wrong. They receive the tools, the educational techniques and tutoring assistance to utterly transform their math skills. The result: their grades and self confidence soar.



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## WHIZard Academy for Mathematics & English

### You'll offer your students the following benefits:

- First, you'll offer them a **free (\$150.00 value) Math Skill Level Evaluation** to determine their age and grade equivalent (what their real math competency level is and what chronological age this corresponds to). For example, a grade 6, 11 year old student might actually be operating at a grade 4 math level with an age equivalent of a 9 year old. This evaluation will pinpoint their strengths and their problem areas in mathematics very precisely.
- Next, you'll use the results from their evaluation to create a "custom tailored", individualized program. This will allow our math tutoring system to target their **"skill gaps"** with laser precision, thereby ensuring rapid improvement.
- Next, your students will benefit from the "progressive mastery facilitated by the **Building Blocks learning structure** of our tutoring system. As math is a subject in which one topic builds upon another, our system requires students to master each topic learned before continuing. This ensures students understand 100% of each concept taught. And by focusing on their skill gaps first, students quickly fill in the topics and concepts they've historically misunderstood. Using our program's **self-paced, modular and systemic structure**, students quickly return to their grade level (or accelerate their enrichment, if they're advanced students). Unless a student first revisits and correctly builds the "blocks" they originally missed, they will never grasp material at a higher level. It is literally impossible for them to do so. Our unique structure creates an immediate learning path for students to follow to overcome the learning barriers which have historically held them back. Consequently their grades and self confidence soar!
- Your students will learn at a faster pace than ever before and retain information and skills for longer because our program engages their **audio, visual and tactile Senses** Simultaneously. Your students will move through each prepared lesson (the order and difficulty level of which is dictated by their custom tailored program) by listening to short, concise (5-7 min.) pre-recorded audio segments which are synched with corresponding written text and visual aids in our **unique learning modules**. Students can stop and replay the audio segments and re-read the material in our learning modules as many times as needed to facilitate understanding.
- Following each audio/visual lesson, your students will complete a series of worksheets (with tutor assistance) to ensure that they have 100% understanding of the lesson material. Your tutors will work on a tutor-student ratio of 1 to 5 or less. They'll interact with each student individually, in their private learning booths and provide assistance and positive motivation.

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# WHIZard Academy for Mathematics & English

## Beyond Mathematics...

- Although we focus on mathematics tutoring, we offer a comprehensive English language arts program for grades K-12. Our program is designed to bolster the key elements of grammar, vocabulary, reading comprehension, spelling and creative writing.
- As an initial step, you'll offer students a **FREE (\$150.00 Value)** Skill level evaluation to determine their English competency level.
- Next based on the results of the students' evaluation, you will design a custom tailored individualized program for the student.
- The program focuses on the fundamentals of English grammar, which includes parts of speech, sentence structure, punctuation and spelling.
- The program also focuses on comprehension reading skills and word study thereby helping the student to expand his vocabulary and have a better grasp of what they are reading.
- Special attention is given to creative writing skills at all age levels. Students are taught the four stages of the writing process: prewriting, drafting, revision, and editing or proofreading. They learn to apply composition and essay types to assignments.
- Using this program the students will have the tools and the confidence not only to write clearly using the correct grammar and vocabulary but also to comprehend and analyze the written word.
- We also offer a unique customized approach to SAT preparation. Our program is multi-sensory and includes a blend of audio/visual lessons, individualized proprietary materials and College Board practice tests giving students the best opportunity to improve scores.
- We also have proprietary materials for tutoring of High School Physics and Chemistry and can provide tutoring assistance for State standardized testing. You'll truly be able to help virtually any student that needs assistance.



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# WHIZard Academy for Mathematics & English

## Sales and Marketing...

- As you know, sales and marketing are the life blood of any business. So we've created a toolkit of resources and marketing materials.
- This toolkit is comprised of a unique blend of display advertising, yellow page ads, mobile sign placement, in-mall promotions, flyers, information packages and much more! All you have to do is follow our simple step-by-step system.
- We'll also supply you with a systematic A-B-C type sales conversion system that will help you convert your prospects into paying customers.
- It includes how to hire and train your promoters and the exact sales script they must use to generate student and parent leads. How to structure their compensation to motivate them to perform.
- How to follow up sales leads generated from promotions, including the optimal time parameters for when you should place your follow-up calls along with the exact phone script to use.
- How to handle in-bound parent/student 'information calls, including a list of frequently asked questions and how to respond to each as well as the method used to convert phone inquiries into appointments for our **FREE (\$150.00 Value)** Student Evaluation.
- A script and procedure for 'confirming' your appointment booking prior to the date you set.
- How to conduct in-person presentations to parents and students including the words and phrases that will facilitate the growth of your business.
- The exact word-for-word scripting for your sales presentation, designed to build rapport with your prospects and convert them into paying customers.
- All of the supporting demonstration material you'll need to show parents and students exactly how our teaching system and tutoring practices work. You'll wow them with our unique product and operating principals.
- How to use our 'referrals' tactic to turn each new student into a source of new referrals for you. Referrals are a valuable source of new business.
- How to retain each new student you enroll. We have different tactics for new, current and historical students and all the tools, creative materials, procedures and scripts you need to 'retain' students year after year.



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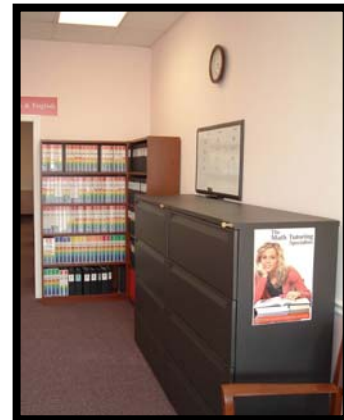
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# WHIZard Academy for Mathematics & English

## Set-up and Organization...

- Our operating system includes everything you need to launch, operate and manage your tutoring center. The vast majority of this information is captured in our detailed Training Manual. You'll receive a copy and be able to reference it at any time. The manual essentially outlines your operating standards.
- It includes guidelines on your interior décor, including precise colors for your walls and carpeting.
- A furniture shopping list which includes all the furniture essentials you must have to properly configure your Tutoring Center.
- A stationary list that includes every stationery item you'll need to operate your center and run your tutoring business.
- The essential steps you must take prior to launching your Tutoring Center. Simply check-off each item on this list and you're ready to start.
- How to administer, score and analyze each prospective student's Skill Level Evaluation to determine their strengths and problem areas.
- How to enroll each student and process their payments.
- How to introduce your centers operating hours, how to expand them as your center grows, and how to optimize your enrollment hours to maximize your revenue and profitability.
- How to recruit, interview, train and manage your tutors. You'll work on a ratio of 1 tutor for 5 students or less. In our manual you'll find the ad you'll need to recruit quality tutors and detailed scripts on how to screen tutors by phone and interview them in person.
- And best of all you're proprietary learning materials are all taken care of for your center by us. We handle all your library of materials from start to finish including loading your bookshelves and filing cabinets.



This list is by no means exhaustive. However, it is sufficiently thorough for you to appreciate that we really do provide all the tools you'll need to operate your center with mastery, confidence and success. Plus your three weeks of comprehensive training will empower you with an immense sense of confidence.

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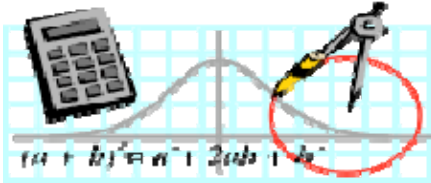
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## Student Testimonials...

A+

“We say thank you so much WHIZard Academy for Mathematics & English. Toni has gone from a D- to a C+ in just 3 weeks. Her quizzes and math scores have gone up dramatically. She made an “A” on her first geometry test and a “B+” on her unit math test. Toni’s teacher said that she is now more confident and that she is asking more questions in class. We wish we had found out about WHIZard Academy for Mathematics & English sooner ☺

Parent of Toni (Grade 3)



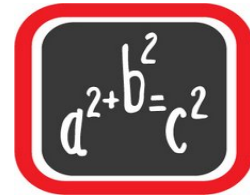
“My math grade has improved a great deal. Being able to do my homework and to have it checked by a tutor has helped me learn the material better.”

Kira - Grade

11

“I feel better about being prepared for the math portion of the SAT. I know a lot more about geometry and other portions of the SAT that I had a lot of problems with before. I really liked all of my tutors. All of them were very patient which helped a lot. They also explained things that made it easier for me to understand.”

Jamie - Grade 11



“My grade has improved from a 37% to a 70% since I began tutoring. Reviewing and guided work helped clarify what I hadn’t understood in class. Karl is very knowledgeable and efficient. He always is thinking and relates book problems to real life statistics and situations.”

Scott - Grade 10



## WHIZard Academy for Mathematics & English



### A Brief Summary...

Now that I've informed you of all the key benefits of owning a Whizard Academy Franchise, such as:

- Our 15 year old track record.
- Our turnkey teaching systems which delivers remarkable academic results for your students.
- Our Sales and Marketing system which will attract students to your tutoring center and convert them into paying customers.
- Our systematic, time tested opening and operating system which literally gives you a paint by numbers way to open and run your own well organized tutoring center.
- Our three week training course and on-going support – available as quickly and easily as placing a phone call.

### Here's What You Need To Do Next

We would like you to visit us to take advantage of our **FREE Discovery Day!** We will provide extensive additional information on your franchise license opportunity. We'll also introduce you to the key people in our organization.

Moreover we'll take you on a tour of our Tutoring Center so you can directly experience and get intimately familiar with our Tutoring Center environment and operating concept. There is no risk or obligation.

Simply complete and submit the enclosed application and we will call to set a time for your visit.

Best Regards,

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