



FREQUENTLY ASKED QUESTIONS ABOUT BECOMING A FRANCHISEE

1. What will I be doing as a franchisee?

There is no typical day for a franchisee, as each Franchise will run independently and it will be up to you to plan your own workload and schedule. We will expect you to commit to running a minimum of three classes per week, but other than that, you will get to decide how a typical week looks

There is no upper limit on the number of sessions you run – you may run as many activities as you wish and these can be fitted around school runs, pre-school pick-ups, school holidays, family commitments etc as you see fit.

And you can decide what activities you do – from public face-to-face classes, to online sessions, Intergenerational sessions, after school clubs, nursery sessions, community events – it really is up to you to pick and choose.

At a typical face to face class, you will arrive and set up the room greet as customers arrive; run the music session; undertake any necessary cleaning and tidy up the room at the end. A typical music session will consist of you singing and performing a selection of songs and nursery rhymes using actions, puppets and props. For example, we use parachutes, we have a variety of puppets, we use musical instruments and we have lots of actions. Your singing voice doesn't need to be perfect, but you will need the confidence to stand up in front of an audience and sing your heart out!

In addition to your regular classes, you'll be able to run Twistin Tots parties, undertake Twistin Tots sessions in play centres, visit pre/playschools, nurseries and groups (within your allocated territory) to perform Twistin Tots music sessions;



undertake Intergenerational sessions; run fundraising sessions, plus any other opportunities that present themselves.

There are some basic administrative tasks that need to be done on a weekly basis and others that are done ad hoc (advertising, planning, finances, email/website/Facebook communications), but how much and how frequently will depend on how many classes you are running and the time you have available. We can provide guidance on these if you need it.

2. What is the process to becoming a franchisee?

While we're keen to get you on board, we're also keen to make sure that you join an operation that is right for you and that we get the right people for our business.

The first thing to do is to read our Franchise Brochure and have a look at our website, YouTube Channel Facebook page and Instagram to see if our Franchises sound like the sort of thing you are looking for.

You can also arrange to come along to watch one of our classes to see how they work, if you have never attended one already. Just call us and we can arrange this for you.*

If you're still keen, then we need you to complete our Franchises Questionnaire and submit a short audition video of you performing one of our most popular songs. There is a list of songs you can choose from on the website at www.twistintots.co.uk/contact-us/franchises

We will be in touch within a couple of days, following the receipt of your Questionnaire to let you know whether we think you will be the right fit for us, and if you are, we will ask you to participate in a short webinar (over Zoom) where you can learn more about the Twistin Tots offer, meet some of our Team and ask any questions you may have.



Then it's up to you to decide whether you want to join us!

**You will be responsible for any travel expenses incurred*

3. What equipment will I need to become a franchisee?

You will need a car – to get from class to class.

You will need your Equipment Starter Pack which is included as part of your Franchisee package. This will include enough equipment to get you going and you can add to this as your business grows.

You will need a current DBS check and we will need to receive this before your franchise is confirmed.

You will need access to a music source, such as Spotify, Apple Music, Amazon Music etc. and some sort of music player to use at class (we can make recommendations if you wish on the best ones for your needs).

4. How will I make money?

There are lots of ways that you can make money as a franchisee

- Weekly face to face classes
- Sessions at pre- or Playschools/Nurseries / Children's Centres
- Sessions at Soft Play Centres
- Fundraising and community events
- Online sessions and subscriptions



- Intergenerational sessions in care homes
- Parties
- Recommend others to become a franchisee – for anyone you recommend that takes up a franchise, you will receive a one-off fee
- Develop new material for classes – any ideas that you suggest that are developed and adopted will also earn you a one-off fee

5. What can I expect to earn?

It's really like asking how long is a piece of string, as there are many income streams and what you earn will be determined by how many of these activities you do each week.

As a guide though (but remember, you will be setting your own pricing structure):

- Face to face classes
 - Assume 10 families at a class with a fee of £7 per family
- Nursery sessions
 - Assume £30 - £60 per session, depending on time spent and number of children
- Parties – prices from £80-£200, depending on they type of party and duration
- Online Sessions – costs would be determined by you
- Intergenerational sessions – you can either charge families to attend, or approach the care home manager to pay for you to attend and bring families with you

So if you did a party a week (let's say it was an hour party, so £90) and ran 6 classes (at £70 per class) and did two nursery sessions

$£90 + (6 \times £70) + (2 \times £40) = £590$ per week. This could be for 3.5 days work (3 classes in a day, 1 day at nursery, 1 morning doing party).



But remember, your earnings could be much higher, or less than this, depending on what activities you schedule.

6. I don't feel confident about running my own business, what help is there?

First of all, don't worry, you can do it!

One of the reasons to buy into a franchise is to benefit from expertise that is already there. We will be here to hold your hand every step of the way and help to resolve any difficulties.

We have a suite of training materials that you will receive on joining the Team, covering marketing and publicity; how to run your classes; how to plan your schedules; class bookings; managing your finances; and a whole host of other useful stuff.

We've done all of the hard work – you are signing up to a tested model that works and there will be lots of help to enable you to get your franchise up and running smoothly.

7. What's included in the franchise fee?

- Two branded Twistin Tots T-shirts / sweat tops
- Twistin Tots/Tinies Training Manual
- Your Lesson Plans and playlists
- Equipment Starter Pack – which enables you to run face to face classes for 10 people
- Twistin Tots/Tinies* Marketing Starter Pack, including flyers, adverts, stickers, posters
- Branded Stationery set - letter templates, press release templates etc



- Permission to use the Twistin Tots name, logo and Trade Marks
- An allocated Territory in which to operate
- Access to our Online Associate Resource Area, which contains a host of information that will help you to get established
- Access for your customers to our Private Members Areas
- Your own Twistin Tots email address page on the Twistin Tots website
- Practical training videos
- Three monthly update/progress meeting (if/ as required)
- Telephone support

8. What sort of person are you looking for as a franchisee?

There is no typical profile – in our Team, we have people with backgrounds in Marketing and PR, teaching and Performing Arts – and your background may be different again! However, there are certain qualities that will be helpful if you want to be a successful franchisee

- You will need to be self-motivated as you will be responsible for planning and scheduling your own work load
- You will need to be enthusiastic – personality sells and if customers (and especially the children) like you, they will keep returning to classes again and again
- You will need bags of energy – most of our Class Leaders jump around a lot at their classes, so it can be quite tiring (if loads of fun)!
- It will be beneficial if you like meeting people – as every day you will meet a diverse range of your local community and you need to be able to chat to them and put them at ease
- You will need to like (if not love!) children as again, you will be working with them on a daily basis
- You will need to be confident, as you will have to stand up in front of an audience and perform



- If you can sing, or are used to performing as a result of a performing arts or teaching background, that will be beneficial, but not essential. You don't have to be Adele, just to be able to hold a tune and sing it in a way that it entertains the children at your classes
- It will help if you have a sense of humour – the children will love you the more silly you are!
- You will be self-employed, so if you have a good constitution, that will be beneficial because if you don't work because you are sick, you won't get paid
- You will need to be flexible – as your workload may change from week to week (depending on how you plan it)
- You will need to enjoy having fun – as that's what classes are and you need to sell that to your customers!

SO, have you decided?

Do you want to join our Team?

If the answer is still, "Yes", please fill in our Franchisee Questionnaire and submit your audition video!