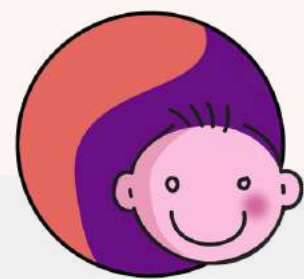
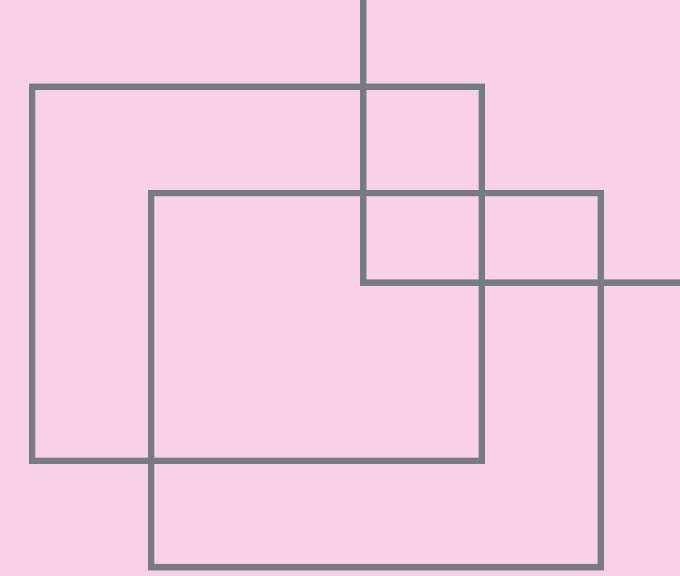


All About Antenatal Franchising



Allaboutantenatal

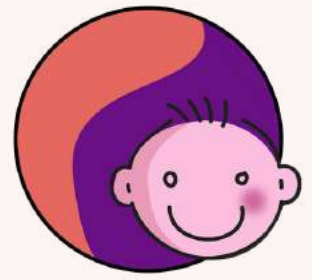




**WHAT IS
ALLABOUTANTENATAL
ALL ABOUT?**



We believe in the importance of allowing parents to make informed decision regarding their birth and early parenting. As Antenatal Educators it is our responsibility to ensure that clients receive up-to-date, non-biased, practical information. We believe passionately that all parents regardless of age, race, sex, sexual orientation or class are entitled to positive antenatal and postnatal experiences.



Allaboutantenatal

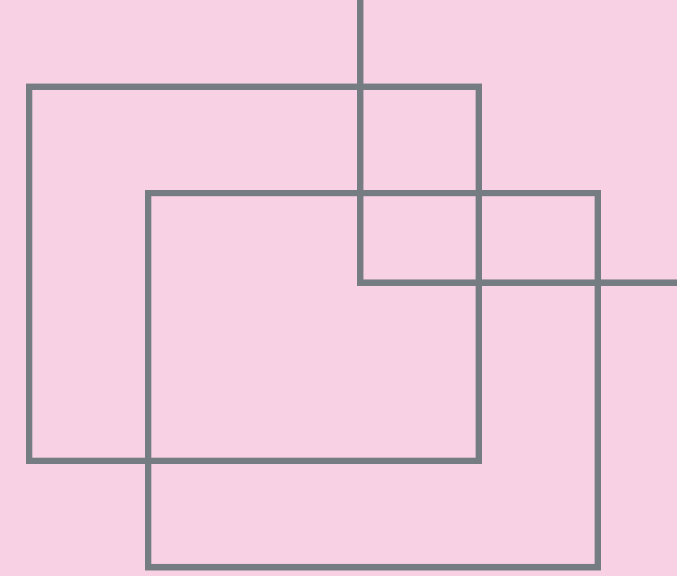
OUR STORY SO FAR...

- All About Antenatal was established in 2015 by Victoria Rose & Dani Diosi.
- We started with just one course every couple of months in Borehamwood, Herts.
- In 2018 due to increased demand we began running 2 courses a week
- In 2019 we set up an additional course in North West London.
- In Jan 2020 we took on our first Franchisee, Shreena, who runs All About Antenatal in Pinner & Stanmore
- In September of 2022 we will also be launching in new areas across the UK
- Since the 2015 we have taught over 1500 expectant parents.





HOW DOES THE FRANCHISE WORK?



As a franchisee, we want you to feel part of the All About Antenatal Family. We are extremely supportive and collaborative in our work and have found that this approach is key to our franchisee's success. As a franchisee you will teach under the All About Antenatal branding, meaning you are joining an established organisation with a great reputation. You will choose the area you wish to teach in and we guarantee to never sell your area to another franchisee.

MEET YOUR TUTORS



Victoria is a highly qualified and experienced post-natal practitioner. She was inspired to set up Allaboutbabies following her own experience as a first time mum. She is a registered Baby Rocks Mentor, accredited Sleep Consultant and Level 3 trained Maternity Nurse.



Dani is a highly qualified & experienced Antenatal & Childbirth Educator, Hypnotherapist, Author and Doula. She originally taught for the National Childbirth Trust (NCT) and utilized her own experience as a mother to twins to specialize in multiple birth classes. She is a qualified hypnotherapist, teaches hypnobirthing both privately and in groups and is a hypnobirthing practitioner trainer. As a Doula, Dani regularly supports labouring couples at a variety of different hospitals.

WHAT WE PROVIDE



Training:

- Birth physiology via manual & on-line course.
- reading list
- 5 days training, a mix of in-person and Zoom.
- Face-to-face training will take place over one working week during which we will explore teaching techniques, course content and prepare you fully to teach the course.
- FREE place on Hypnobirthing Practitioner Training Course of your choice (worth £1.5k) should you wish to expand what you are offering your clients.

Course operations manual:

- This will include copies of GDPR, Terms and Conditions, booking forms, standard emails, course procedures etc. Full training will also be given in this.

Course teaching manual:

- Including detailed lesson plans for all 6 antenatal sessions. This manual is updated and reviewed every 3 years (sooner if necessary) in line with any new research/publication or updated guidelines. This would then be sent back over to you to use.

WHAT WE PROVIDE



Full Client Course Manual (to be printed as and when you need).

Resources for teaching including:

- Pelvis, doll and placenta set, 6 plastic dolls for bathing and nappy changing, laminates for teaching resources, baby baths, a starter set of nappies, cotton wool, nappy sacks and wipes (you will need to add to this as your course grows), 6 sets of baby clothes, 1 sleeping bag, 1 swaddle, umbilical cord clip, surgery gown and pack of surgery face masks.

WHAT WE PROVIDE



Mentoring & Support:

- Dani and Vikki will each be available for phone calls and email support.
- We will provide one piece of CPD per year either at headquarters or online.
- We will provide strategy days once a quarter to get together and feed-back as well as network with your fellow teachers.

Marketing & Social Media Support

- Marketing materials
- Social Media Posts
- Social Media support/training
- Email templates
- Website & Email address
- Facebook & Instagram pages/handles
- Contacts and introductions with local companies



SHREENA: FRANCHISE PINNER

Shreena began teaching for Allaboutantenatal in February of 2020. Since then she has taught 80 couples and opened up a second franchise.

Franchisees can expect to earn over £20,000 per year* but the potential to increase this is always there – simply put, the more you put in the more you will reap the rewards.

"I bought an All About Antenatal Franchise 2 years ago and already my business is thriving. Dani & Vikki provide the most amazing support and it's been invaluable to be part of their team. The materials, training and resources all thoroughly prepared me"

*based on 6 couples per course at £285, and 12 course per year.

WHAT OUR CLIENTS SAY



“ I absolutely loved the All About Antenatal course. I thought it was so useful to learn not only about the birth, but post natal, how to care for the baby and what to expect. This course managed ALL my expectations and helped my husband and I to feel prepared for any scenario ”

“ We went in knowing nothing and came out feeling as prepared as one could be for such a life changing event. I really would recommend this to any of my friends who are expecting. ”



WHAT WE EXPECT FROM OUR TEAM



You will be expected to;

- Complete the training assignments and assessments within one year of completing the training.
- Uphold the integrity, reputation and good name of the brand at all times using our logo on all marketing materials and course handouts. This can be alongside your own branding/logo.
- Provide your clients with knowledge and information in-line with the NHS, Lullaby Trust, NICE Guidelines and World Health Organisation.
- Teach a maximum of 6 client units per course and a minimum 4 client units per course with the expectation of a new course starting at least every 2 months.
- Continue to develop your professional knowledge through reading, training course etc. at least one/year provided by you.

COSTS



- One off franchising fee of £5,500 or £5,000 for those already holding a birth professional qualification. (Franchising term is two years).
- After two years renewal fee will be £500/year
- 12.5% of every booking made – this covers the cost of website maintenance, booking systems etc. You will be given a 6 month pause on this as you start the business.
- £250 holding fee (non-refundable but can be off-set against the franchise fee) if you would like to go ahead, to cover admin costs.

Franchising fees can be paid in instalments if necessary of £218.75 per month for 24 months (2 years.)



THANK YOU

ANY QUESTIONS PLEASE JUST GET
IN TOUCH



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