



Linguaphone Group present

Direct English

English Language Training Centers for Adults

Seeking Master Licences Globally

Introducing The Linguaphone Group

- * The Linguaphone brand name is very well known and respected around the globe – which is not surprising as we've been successfully teaching languages to people for over 100 years.
- * Based in the UK, Linguaphone operates in over 60 markets – primarily through a network of partners and distributors.

Visit www.linguaphonegroup.com for more information

Linguaphone's core businesses are:

Pingu's English

A unique and effective English language learning course for ages 3-8+ years. Based on the world famous and much loved character Pingu.





Direct English

One of the most effective English language programs in the world. The unique methodology helps thousands of people learn the vital international language of business and communication.



Linguaphone self study language materials

Our self-study foreign languages are available in 15 languages and a wide range of formats, all based on the strength of our pioneering learning methodology - Listen, Understand and Speak.

The Linguaphone logo, consisting of a red square followed by the word "Linguaphone" in a bold, black, sans-serif font.

The Opportunity

- * English is recognised as the international language of communication, with the global English language teaching market currently believed to be worth \$15 billion and growing...
- * English is not just a useful business tool – it's a fundamental skill for life and demand for English language training has never been higher.

You could be part of a multi billion dollar market that is growing year on year...





So, what is Direct English?

Created in 1997, Direct English is based on a unique learning system, developed by the world-famous English language learning expert, Louis Alexander.

- * It's a nine level course which delivers English language training to adult learners – from beginner to advanced.
- * It teaches English through highly interactive bilingual materials – combining self study with centre based tutorials and conversation classes.
- * It can also be delivered as part of a bespoke in-company training programme.
- * It's flexible and caters for the needs of the learner– there are no fixed timetables, it can be adapted to suit different work commitments and lifestyles

Most importantly, it focuses on building learners' confidence and is inspiring and fun

You should also know that ...

Direct English helps people to learn Business English

- * Business English is an integral part of Direct English – we teach effective listening, speaking, reading and writing in a business context
- * There are also additional materials specifically aimed at teaching English for real life business scenarios



Direct English offers BULATS testing via Cambridge English Language Assessment

- * Linguaphone Group and Cambridge English Language Assessment have a global agreement, which means that Direct English students can take the renowned BULATS test and receive certification
- * The test is recognised by employers, education institutions and training providers worldwide
- * Direct English Master Licencees also have the opportunity to act as BULATS agents, and test students in their centers



Why is Direct English different?

- * We offer more choice to learners than any other language provider because we cater for all learning styles and levels
- * We provide excellent customer service combined with a flexibility of offering which is very hard for our competitors to match
- * Our learning system was created by a leading expert in English language learning, Louis Alexander, and was developed exclusively for Direct English – no competitor can match us for learning materials

Direct English customers need to learn English for many reasons, but they are all highly motivated and want to see results . We deliver where other learning programmes can't because we:

- * Educate
- * Motivate

...and quickly build confidence in speaking and writing English



The Business Opportunity

We are seeking Master Licensees for Direct English to become part of our ever growing global network. As a Master Licensee you have exclusive rights to a given market and the opportunity to develop a profitable network of Unit Licensees.

Could you be our next success story? If you are any of the following we would like to hear from you:

- * Language schools or training networks for adults, currently providing training, with an established network of centers, and or a strong network of contacts within the corporate training sector in your market
- * Owners of IT training or Business and Management training centers currently providing training with an established network of centers, and / or a strong network of contacts with the corporate training sector in your market
- * Entrepreneurs or private investor groups looking for a new and rewarding opportunity
- * Established nationwide distributors of English language training materials

It is not essential to have any prior experience in the English language training market to succeed as a Direct English Master Licensee – but you do need drive, passion and energy!

The Support We Provide

We support all our partners from start up to success because we believe in creating successful long term relationships

From day one you receive:

- * A tailored training programme delivered in-country
- * Ongoing business development consultancy to help you plan strategically
- * Teaching resources – including Teacher's Manuals and study plans for all levels
- * First class marketing and PR support to assist you in promoting the business
- * Access to the Linguaphone Group Extranet and our Learning and Management Software

This means that you can benefit from:

- * Quick set up times – start earning sooner
- * Flexible business models to suit your goals
- * High demand, high growth and potentially high profits

Together we can create a strong partnership that combines your business skills with our experience in the global market of English Language training





Interested? Want to know more?

Contact us today and let's start talking. There's lots more we'd like to tell you about our unique business opportunity and we'd like to know more about you too... Please contact Kit Brinkley for details

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