

THE PROACTIVE EDUCATION GROUP

STUDY SKILLS PROGRAMME

The Proactive Education Group was founded by CEO John Buswell in 1999 together with a group of concerned Health Care Professionals. During the past 8 years we have accumulated a database of over 27 000 schools in South Africa. Of these we currently have over 8 000 active school clients attending our workshops, purchasing educational related products from some of our other brands, as well as having our professional team present to their learners, educators and parents on a range of relevant, current topics throughout the year.

We have been presenting our Study Skills Programme to Gr 4 to Gr 12 learners throughout South Africa for the past 5 years. These schools include St Stithians, Trinityhouse, Hibberdene School, St Dominic's Welkom, St Georges Preparatory, CrawfordSchools™ (nationally), Pecanwood College, Uplands College, Abbots College (nationally), Curro Schools (nationally), Thomas Moore College, Bedfordview Remedial Centre and Mokapane Combined School.

We currently have 8 Educational Psychologists who travel throughout South Africa on a weekly basis presenting the Study Skills Programme to learners. The aim is to teach learners how to use different study methods, understand how to work effectively, set goals, manage time and much more to help them cope and work effectively when studying, writing exams and generally doing homework.

Unfortunately there is just too great a demand for our Educational Psychologists and we need to expand by recruiting enthusiastic go-getters. To this end we have created an opportunity model for you, our Ambassadors, to use these tried and tested workshops to earn an extra part time income and run your own business, but with all of the support from an experienced team.

For more information: ambassadors@rapewise.co.za

www.rapewise.co.za | Tel: 031 572 6690



**The Proactive
Education Group**



HOW IT WORKS

To overcome the difficulties of reaching everyone and fulfilling the demand, we have decided to train a team of professional Proactive Ambassadors to present the Study Skills Programme, and potentially many of our other workshops, in their local areas at an affordable price to parents and large profit's to you, the Ambassador.

You will buy the rights to present the Study Skills Programme for a once off cost of R2 500. This includes the cost of the in-depth training you will receive as well as the marketing support that we will provide. We will use our extensive marketing expertise and database to market to the schools in your area, all referrals in your immediate area will be directed to you. You are then encouraged to contact the school, set up the Study Skills Programme session and present it, it's that simple! We will limit the number of Ambassadors in the area to 1 to every 20 000 learners, so don't worry about your toes being stepped on!

As an Ambassador, you will receive the following in your Business Starter Pack:

- A full audio visual presentation for learners from Gr 4 to Gr 12 on PowerPoint including educational video clips relevant to the various sections in the Programme
- A certificate confirming your Ambassadorship and the rights to present the Programme
- All written material to present the Programme

Your Marketing Pack includes:

- Standard email template to schools
- Marketing email and word templates for parents
- Standard Study Skills Booking Form for Parents
- Generic/general media advertisement that you can run in your local papers whenever you choose to*

* Booking, placement and payment thereof is at the expense of the Ambassador

HOW DO YOU MAKE MONEY?

Each learner is required to pay R125 each for the workshop. R100 from each learner will be your return on investment and the remaining R25 will be paid to The Proactive Education Group to cover the costs of the full colour Study Skills Programme training booklet, a planning page and a full colour certificate issued to each learner following completion of the programme. The Proactive Education Group will invoice you monthly with R25 for each learner recruited by you to cover the cost of the study material and final official certificate. You will be invoiced when you place your order for your Learning Study Skills Packs. You will also be invoiced for courier costs.

Your aim should be to train a minimum of 50 learners per Saturday or afternoon workshop (3.5 hours per session). Your R100 share of the fee per learner, assuming 50 learners attend, would generate a return of R5 000 per session (and you would have already doubled your investment), if you do this 4 times a month your income would be R20 000. If you have 100 learners for each session your return would be R10 000 per session, 4 times in a month, you will have earned an additional R40 000 for that month. Another plus is that your potential earnings will be greatly enhanced if you provide workshops during the school holidays!

WHAT MARKETING WILL WE DO FOR YOU?

Our current team of Educational Psychologists train over 100 000 learners throughout South Africa on an annual basis. These learners will become your clients. Our Educational Psychologist Team will now take control of the development, training and evaluation of you, the Ambassador.

Head Office will send out constant reminders as to what services are available from you, our Ambassadors. This will be over a million emails per year! We will also provide ongoing web support, advertising in the Education media on a monthly basis, ongoing Social Media support and Head Office lead generation (although your own lead generation will grow your business even faster).



WHAT ARE THE NEXT STEPS?

Now that you have decided that you want to be a Proactive Education Group Ambassador, you just have a few basic steps to follow:

- Complete the attached request for information form and send it to us at: ambassadors@rapewise.co.za we will then screen you for eligibility
- Read the Terms & Condition's (T's & C's) document, if you have any queries, don't worry, you just need to email us and we will provide the clarification you require
- Once your application has been approved, we will notify you of your acceptance via email
- You then simply sign your T'S & C's Contract and email it back to us
- We will issue you with an invoice and you must then pay your Ambassadors fee R2 500 directly into The Proactive Education Group bank account indicated on the invoice and email us your proof of payment. The application process will then be complete
- On completion of your application we will be in contact with you to book your orientation and training workshop with our Educational Psychologist. These training sessions will be done at the discretion of and in agreement of both parties involved
- And finally, go out and **MAKE LOTS OF MONEY!**

