it JUST makes SENSE!

for A Level Students
it JUST makes SENSE! for GCSE Students
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Introduction
Welcome to It Just Makes Sense for Continuous Development. A brand new and exciting opportunity for a select number of teachers to generate a substantial extra income on top of their current salary.

It is totally unique and will, without a doubt, help tens of thousands of GCSE and A level students nationally to attain better grades through continuous development through online tutoring.

Would you like to earn a significant extra income facilitating that kind of success? With your skills and our concept we really can increase the likelihood of success for so many people.

There are 2 different forms of It Just Makes Sense.

- For GCSE students
- For A Level students.

The Book
For each course we have a written a very clever book. It is a very clever book because it only has the title of the subject and lots of pictures.
The Media Channel
We also have our very own on demand media channels. The GCSE channel will be populated with approximately 100 short modules on each of the 30 GCSE subjects, hence over 2,000 modules will be available on demand for students.

Likewise the A Level channel will be populated with 200 modules on the 36 A Level topics providing over 4,000 modules.

So you can see that this is a massive project. All made possible by our unique business model.

To give you an idea, you can view a sample Chemistry module on naming organic molecules at: http://www.newzpoint.com/ijmsdemochannel The password is “Chemistry”.

The APP
We have our very own It Just Makes Sense App.

A student would use their smart phone or tablet, point the App at any picture in the book and a video relative to that subject matter would play. A slideshow can be shown next to the video and attachments uploaded too.

So when a module has been created a student can be guided to download an attachment and completing a task, such as an exam question for example.

Naturally the student can go directly to the channel without using the App to locate any other modules they wish to revise.

The Compound Effect
The idea behind this concept is that we encourage enrolled students to engage in small seemingly insignificant learning on a continuous basis, in a manner they like.

The compound effect of students just watching one or two short modules, 5-10 minutes long, will have a massive impact on the amount of learning they do.

As an added bonus material they will also be able to access personal development, wealth management and other out of curriculum material to better equip them during their growth years.
The Cost
During our research a common question was “what is the cost to the student?” thinking that it will be really expensive but I am delighted to say that it is very affordable indeed.

The cost just £55 plus VAT per month.

In fact each enrolled student will get full access to ALL the content even though it is highly likely they will have signed up for tuition on only one subject.

Becoming an Ambassador
There are around 216 Local Education Authorities (LEA) throughout the UK. So we are looking to appoint 2 ambassadors per area: one for GCSE and one for A level.

Once appointed the Ambassador will introduce a teacher for every subject in the GCSE and A level curriculum. With 30 GCSE subjects and 36 A Level subjects so ideally there will be a tutor appointed for each subject.

You were selected to participate as an Ambassador because you use LinkedIn. As an Ambassador you could introduce colleagues within your own school or network of teacher friends.

Once you have shown the proposition to colleagues at your school we will help you to fill any gaps for subjects with our extensive network and marketing techniques.

An Ambassador can be the Ambassador for both A Level and GCSE as well as being a tutor for both GCSE and A Level. We believe however that the ideal scenario would be for an ambassador to focus on either GCSE or A level. In the same light a teacher could tutor both GCSE and A Level.

For the purposes of this remuneration scenario we will just assume that the Ambassador only looks after GCSE and is not enrolled as a tutor.
Remuneration
On the left side we have the amount of tutors you enrol and from left to right are the amount of students who enrol into the programme.

<table>
<thead>
<tr>
<th>MONTHLY INCOME</th>
<th>5 Students</th>
<th>10 Students</th>
<th>15 Students</th>
<th>20 Students</th>
<th>25 Students</th>
<th>30 Students</th>
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<tbody>
<tr>
<td>5 Teachers</td>
<td>£125</td>
<td>£250</td>
<td>£375</td>
<td>£500</td>
<td>£625</td>
<td>£750</td>
</tr>
<tr>
<td>10 Teachers</td>
<td>£250</td>
<td><strong>£500</strong></td>
<td>£750</td>
<td>£1,000</td>
<td>£1,250</td>
<td>£1,500</td>
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<tr>
<td>15 Teachers</td>
<td>£375</td>
<td>£750</td>
<td><strong>£1,125</strong></td>
<td>£1,500</td>
<td>£1,875</td>
<td>£2,250</td>
</tr>
<tr>
<td>20 Teachers</td>
<td>£500</td>
<td>£1,000</td>
<td>£1,500</td>
<td><strong>£2,000</strong></td>
<td>£2,500</td>
<td>£3,000</td>
</tr>
<tr>
<td>25 Teachers</td>
<td>£625</td>
<td>£1,250</td>
<td>£1,875</td>
<td>£2,500</td>
<td><strong>£3,125</strong></td>
<td>£3,750</td>
</tr>
<tr>
<td>30 Teachers</td>
<td>£750</td>
<td>£1,500</td>
<td>£2,250</td>
<td>£3,000</td>
<td>£3,750</td>
<td><strong>£4,500</strong></td>
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When 30 tutors have attracted 20 students each this would represent a serious monthly income to the Ambassador of £3000

It will be the role of the Ambassador and the teachers to attract students in to their own subjects by using some of our marketing techniques such as flyers, social media, local press advertising and radio.
Tutors
Remember the student pays just £55 per month to access the content.

- The Ambassador gets £5 for every student enrolled
- The tutor gets £45.

So if the teacher enrols 20 students they would be earning £900 extra income per month.

<table>
<thead>
<tr>
<th>STUDENTS</th>
<th>MONTHLY INCOME</th>
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<tbody>
<tr>
<td>5 Students</td>
<td>£225</td>
</tr>
<tr>
<td>10 Students</td>
<td>£450</td>
</tr>
<tr>
<td>15 Students</td>
<td>£675</td>
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<tr>
<td>20 Students</td>
<td>£900</td>
</tr>
<tr>
<td>25 Students</td>
<td>£1,125</td>
</tr>
<tr>
<td>30 Students</td>
<td>£1,350</td>
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The first role of the tutors is to provide the media content for their subject. To help share best practice we will split the LEA’s into 10 master areas. As a teacher you cannot tutor students from your own school, so if you live in the South East for example the tutoring would come from tutors located in the South West.

For example, we could have 20 chemistry teachers in a master area. There are 100 units in the GCSE course. Therefore each teacher would only need to produce 5 pieces of content. Assuming that each module takes 2 hours to produce and upload, then it’s around 10 hours work to complete over the summer holidays.

During that preparation we will be encouraging you to use the wonderful resources that you already have, without breaking copyright. As the year progresses yes there will be a requirement to upgrade some content, but this would happen naturally as you go through the curriculum yourself in school.

If you had a look at the module on organic chemistry, this was a lesson uploaded with an existing and personally created PowerPoint. The attachments were created to match and the lesson had been taught that very week so it was fresh when videoed and flowed.

By leveraging lots of teachers to provide a little bit of content and promoting the It Just Makes sense programme, then the entire curriculum can be made available for the start of the new academic year.

Likewise with lots of teachers on board, lots of students and their parents will hear about the programme and enrol.
Let’s face it £55 to receive: 100% of the curriculum; in small easy to digest media modules; delivered by a wide range of tutors is not only great value, but also will reduce the monotony of hearing or seeing the same tutor.

The vital point is that when an Ambassador or tutor is in situ they will continue to receive a monthly income, unless there is a breach of the agreement.

**Uploading Content to the Channel**

Tutors will not require any special cameras etc. to record and upload their content. Using smart phones / tablets etc. produces excellent quality media.

A series of media modules on how to create releases onto the channel have been tried and tested so even technophobes will find it easy. The easy to follow instructions will enable teachers to upload the video, files to be downloaded and PowerPoint presentations.

**Timeline**

- **By 30th June**  
  Selected the vast majority of ambassadors and tutors.
- **By 31st August**  
  Tutors will have create the media content.
- **By 1st September**  
  Student enrolment will begin.

**To Join the Programme**

To join as an Ambassador we will ask you to pay a fully refundable deposit of just £200. This would be for becoming an Ambassador for either GCSE or A level.

You can of course select to be the Ambassador for both GCSE and A Level in which case we will offer a discount and only require a deposit of £300. This is will be refunded in full when you have introduced 20 teachers with an average of 8 students each (160 students in your area).

We need to do this to qualify the seriousness of the ambassador and to set up the area in terms of administration costs, graphics, marketing and producing the books.

Each tutor will also pay a fully refundable deposit. This will be of just £100 again refunded when they have managed to enrol 15 students.

This will create some goal directed action, with Ambassadors and Tutors working together to develop and generating their repeating monthly income.

The deposits will also initially fund the marketing campaign, so together we can reach out to many thousands of parents and students to enrol into the It Just Makes Sense programme.
How the Administration Works
We have a comprehensive administration system that will automate everything so there is very little admin.

As an Ambassador you complete the online form to register with your details, where once submitted, this automatically populates our CRM. Your status will be “Ambassador Interested”.

This will also create your unique reference number which will then be used in all transactions. This will facilitate the assigning of teachers and students to your account for remuneration purposes.

Our admin team will review your application and if successful they will move your status (a drop down box) from “Ambassador Interested” to “Ambassador Confirmed”.

This will trigger an email to be sent out to you with your electronic agreement and the invoice for the deposit. You will have 5-7 days to sign the agreement and pay the deposit. If you take longer your area may be offered to another Ambassador so please act swiftly.

Once funds have been received into the account the administration system is alerted and it will move your status to “Ambassador Live”

At that point you will then receive the information that will be used to introduce Teachers / Tutors in your area.

Essentially Tutors who wish to participate will follow the same process as the Ambassador. Students will also be enrolled in a similar way, with everyone being assigned their own unique reference number.

Refunding the Deposits
Once the Ambassador has introduced 20 tutors, who have on average introduced 8 students, the deposit will be fully refunded on the next pay date. This will be triggered by the acquisition and payment of the 160th student in that area.

Likewise Once the Tutor has introduced 15 students again their deposit will be refunded on the next pay date triggered by the acquisition and payment of the 15th student in the area.
Payment Process
Both Ambassadors and Tutors will be paid monthly in arrears on or before the 10th of each month.

For example:
If during September 100 students in the Local Education Authority have been introduced, the Ambassador will receive £500 on or before the 10th October.

If during September 20 students are introduced by the Tutor. The Tutor would receive £900 on or before 10th October.

During the first few days of the month we will produce a report that will identify how many students have made a payment. You will then receive a communication to highlight how much you will receive on the 10th of the month. You will be required to submit an invoice for that amount.

Ambassador Meetings
During June and July a series of meetings will be organised to discuss best practice, how to help the tutors and how the marketing for students will unfold. This will be followed by a series of Tutors meetings.

The Partnership
We have the technology and you, and your prospective Tutors, have the knowledge and skills. Using some basic leveraging skills every single part of the curriculum can be created within a month.

Remember in each Master Area there will be around 20 Tutors and each Tutor will be responsible for just a small amount of content, taking approximately 10 hours to create and upload.

By setting up closed Tutor groups on social media for each subject, the allocation of responsibility will be easy and straightforward. This will minimise duplication and ensure the entire syllabus will be shared out and covered.

The first year will be the most difficult, however with our strategy and innovative tools we believe that there will be a significant uptake from the parents of the students.

The effectiveness of the marketing camping hinges on all parties fulfilling a role.
Marketing
Social media will make a significant contribution to the distribution and dissemination of the It Just Makes Sense programme.

In total we are looking for 432 ambassadors to cover all the areas for GCSE and A Level. For illustrative purposes let’s just assume that initially there are 50 Ambassadors, each with the full allocation of 30 teachers. If they all have Facebook accounts with the average 200 friends each then that is a whopping reach of 300,000.

If we base it on the 432 areas, then that’s an impressive reach of 2,592,000.
Alongside the social media, there will also be 1 million flyers disseminated throughout the Ambassadors and Tutors so you can be assured that the 500,000+ GCSE students and the 400,000+ A Level students will find out about the concept.

The flyer will be simple but the call to action is to download the APP and point it at the flyer. At this point the promotional video will play stimulating interest and the enquiry. The APP is so clever you can even have the flyer on your social media page and when someone downloads the APP and points at the screen the video will still play.

This is a mock sample of a flyer:

After the second year it will become normal for students to enrol so the active marketing campaign may be reduce although still undertaken.
The Diamond Club (Tutors)

Our objective is to get as many students as we can onto the It Just Makes Sense program because we truly believe that more of them will attain better grades, by applying this slight edge system to their learning.

We also want to remunerate our partners as well as we can too and with that in mind we have a Diamond Club.

Any tutor who introduces 30 students to the program (where the 30+ subscribers remain above 30 for a minimum of 3 months) they shall qualify to share the Diamond pot.

Quite simply for every single student that subscribes to the program nationally 50p of the £55 will be deposited into the pot. This will accumulate until Tutors qualify to receive it.

Scenario 1

Let us say that in 200 areas x 30 Tutors each introduces 5 students there would by 30,000 students nationwide x 50p = £15,000

So if 1 Tutor qualified for the Diamond pot they would have a Diamond bonus of £15,000. Naturally if 2, 3 or 4 qualified it would be divided equally amongst the qualifiers.

After the first diamond pot has been won the monthly deposit of the 50p for each student would be shared amongst the qualifying Tutors.

As It Just Makes Sense gains momentum this will still be a very significant extra bonus.

Scenario 2

Let us say that in 200 areas x 30 Tutors each introduces 20 students there would by 120,000 students nationwide x 50p = £60,000

So in the latter scenario there would be a £60,000 Diamond pot to be shared amongst the qualifiers and of course if 1, 2 or 3 won it how fabulous would that be……..especially if it was you.
Teaching Profession: A Unique Advantage
The teaching profession is being hit hard, just like many other Public Sector sectors. Stress at work is on the up, OFSTED requirements restrict creativity and of course pensions are being eroded.

It Just Makes Sense for Continuous Development really can alter much of that.

As an Ambassador or a Tutor if you were earning an extra £500, £1000, £3000 or month each and every month how would that benefit your lifestyle?

In reality It Just Makes Sense couldn’t work in the Police Service, Fire Service, Nursing professions could it?

Their core skills (and I should know because I was a Police Officer for 9 years) cannot be utilised like the teachers who have an abundance of knowledge on the curriculum that can easily be disseminated using the It Just Makes Sense technologies.

So you really do have a unique opportunity and, by your association, so does every other teacher that you know.

Of you have a friend who could be an Ambassador show them what we are doing and of course when you become an Ambassador help as many teachers that you know benefit too.

You may even want to partner up with someone to become joint Ambassadors for GCSE and A Level in your area and also be Tutors in your chosen subject.

It is an Exciting Opportunity
In a book about the top regrets of the dying “Not taking a risk” was right up there.

Far too many people go through life playing it safe and then when their time is due to pass they regret that they didn’t push their boundaries a bit more.

Everything different can be construed as a risk.

But in this scenario what is the worst that could happen?

You come on board and fail to attract sufficient numbers to get a return of your deposit? So in the worst case scenario £200 is your biggest risk.

What is the best scenario?

You become an Ambassador and a Tutor. There are many different combinations such as a dual Ambassador for GCSE and A Level for example.

In your area 30 Tutors each introduce 30 students = £4500 per month plus your own Tutor area (yes you effectively get paid twice) = 30 students x £45 = £1350
Making this scenario a monthly income of £5850 and what makes this really exciting is that it will compound up each month. In the near future you could be well on your way to this income by October 2016 and leading up to an awesome Christmas break.

**Your Call to Action**

Please return to the website, click on the red “Register” button on the top right hand side and fill in the application form to secure your area. Within a few days you will receive a request for an informal telephone call and if you are successful we will let you know within 3 days.

Unfortunately not all applications will be accepted and that’s why we need you to act quickly, so we can move on to the tutor enrolment phase.

So don’t delay, join us on this incredible journey and help make a difference to thousands of students nationwide and help your teacher friends to generate an extra income, whilst you do too.

If you don’t do this someone will, so please don’t let this opportunity pass you by.

Thank you.

*It Just Makes Sense Continuous Development Team*