

Name: *Sonia Murison*

Location: Gravesend, Kent

Family: Husband and two daughters.



How often do you work?

I feel very lucky that I can pick and choose when I wish to work, my classes and admin work fit perfectly around my family life. I like the routine of my week, which involves 7 x 40 minute classes, plus my admin work and office hours are from 9am till 1pm Monday to Friday.

How does the job fit around your family life?

One of the main reasons I chose to purchase Tiny toes ballet is that I wanted to be able to drop and pick up my daughters from school every day. I also only wanted to work term times, so that I would be able to have every school holiday off with family. I do though like to run at least one workshop in the half term which my two daughters love to join in and help out.

How much time do you commit?

I commit around 5 hours of teaching and 12 hours of admin, but this does vary week to week as when we are close to starting the new term it takes more time to deal with all the booking enquiries.

Where do you carry out your work?

I hire local halls and dance studio in my surrounding area. The admin side of things I do from home whenever it suits me and my family.

Do you need a car?

Yes, I would say you defiantly need a car as you have a lot of props to take to each class and the classes are in different locations.

Do you get support/training?

Yes. When I purchased Tiny toes ballet Gravesend I had 5-day training course and an assessment at the end of the week. The training was fantastic, I got to meet Emma director and she went through the whole process of the company step by step and in-depth. I came away feeling very confident and happy to start my own classes. Also, our Facebook franchise page is a great way to keep in touch with all other franchises. We like to use this page to help each other answer any question or to post any relevant information.

Would you recommend this opportunity to other mums?

I would highly recommend this business to anyone who has a passion for ballet, dance and interacting with children. I adore running my classes, it's the best 'job' in the world!

Do you advertise?

Yes. I advertise on Facebook and social media sites, this has a great response. I also have paid for local leaflet drops, advertised in our local newspapers, printed large A0 poster to be advertised in our local shopping centres. Car Magnets and Signs printed for the halls.

Name: Vikki Langford

Location: Neath, Port Talbot and Swansea Valley

Family: Husband Martin, Children Lenny, Liam and Lucy



How often do you work?

Everyday! The business has expanded so rapidly in the last couple of months – new classes through demand, two members of staff to train and I am planning my first show - so I am having to work hard at the moment to keep on top of everything.

How does the job fit around your family life?

Both my husband and myself work from home, so there is always someone here for the children. This is so important for us as two of my children have special needs and having mum or dad around has made a huge difference to their development. In a good way I hope!

How much time do you commit?

I teach 17 classes a week and I often assist in 3 classes so quite a bit at the moment, but taking on new staff will take this pressure off me. I have put a huge amount of time and effort in training each teacher as this is essential to their progression as well as to the business.

Where do you carry out your work?

I hire various halls and dance studios in my local and surrounding area. The admin side of things I do from home whenever it suits me.

Do you need a car?

A car or a lift – resources, music and merchandise all need to be transported to and from each location/teacher.

Do you get support/training?

Absolutely. I think I have needed that more this year than any year since I started the franchise. Increasing classes and numbers is simply expansion, That said, the larger your client base, the more likely you are to encounter difficult situations – discipline and class management for example. Taking on staff and preparing for the show however, is new territory for me. Having Emma or Head Office to lean on is invaluable in terms of advice, practical support and even just giving you a professional/corporate confidence to take with you into the business. Being able to utilise someone else's actual experience rather than just good advice or theory is such a support to have. I like the way HO are quite happy to learn from us as franchisees too – your contribution is valued. Overall, this approach can only strengthen the company from individual franchisee level to overall brand.

Would you recommend this opportunity to other mums?

Absolutely. It is flexible, fun, keeps you fit and there is always something new to explore and develop – and you get to earn a living! Although I work extremely hard to ensure my clients get the best possible experience of Tiny Toes, I feel very blessed and often wonder how it happened and what on earth life would be like without it. Having been so unhappy and unsatisfied when employed as a teacher to waking up each morning and actually looking forward to going to work (classes) is just fabulous!

Do you advertise?

The website is a phenomenal resource – so well maintained, optimised and easy to use – I simply top up this presence using facebook adverts as and when needed. Once classes are up and running they tend to market themselves.