

**Name:** Bianca Summers

**Location:** Staffordshire

**Family:** Single mum, 2 children.

Opened the business in 2018



### How often do you work?

On opening my business I kept my previous job working 16 hours a week and I also worked five hours teaching classes for Tiny Toes Ballet. After three months of working my own business, I was able to leave my other job and commit financially with Tiny Toes Ballet. I could have done this straight away in all honesty as I opened with fully booked classes but I wanted to see my retention across two further ballet terms which was 12 weeks. After 12 weeks of trading I was expanding and opening a further 6 classes, with my first teacher on board too. With around 130 children with an approx. turnover of £40,000.

### How does the job fit around your family life?

I have two children age 6 and 2 years. Running my own business means I'm in charge of my own time. I selected the days I wanted to teach my classes, the hours I worked, my travelling time to venues. I schedule my admin time around my boys going to bed which has worked incredibly well for me and my business. Because we are reaching out to parents too they are also more contactable in the evenings when their children are in bed too. I've never had as much free time with my family as I do now since being on maternity leave first time round. Best decision I made for my own family life.

### How much time do you commit?

I now work 9 hours teaching and my admin time varies. I tend to spend more time on admin when our parents are re-booking the next ballet term so this happens every 6-7 weeks and my admin will increase to around 14 hours. However the admin time is when my little ones are in bed so its just one busier week than usual. But once re-booking finishes I am back down to around 7 hours of admin per week.

### Do you get support/training?

The training program is outstanding. I spent 5 days in Swansea learning teaching plans, training assessments, class delivery. Then further to this you receive full training on our management system and how to access all information for day to day running of your business. I left Swansea with my entire business up and running, extremely organised and overly excited to start my business. I also built relationships with Head Office which was very approachable and friendly which also gave me the additional support if I needed any further help once back home. There has never been a day since opening my business where I have felt lost, confused or worried. Our management system where we can obtain all information is such a fantastic tool. I also know Head Office are a phone call away or email and the support is outstanding and dealt with extremely quickly. I have also attended a couple of AGM's and away days which have been again most rewarding and helpful.

### Would you recommend this opportunity to other mums?

Without a shadow of a doubt. This is by far the best job I have ever had and its my own business. From the very first time I met Emma the Founder I knew I was in fantastic hands. I feel honoured to have been given this opportunity, Emma's hard work of running her very own Tiny Toes Ballet business has now been franchised and I feel privileged to offer these award winning classes in my home town. I love teaching ballet, but I am not creative. Emma however certainly is. All her school teaching along with her ballet teaching creates a 40 minute class which is a ballet adventure which not only the children enjoy but also their families. Something to this day I still know I couldn't achieve, but privileged to have these class plans in the tips of my hands along with class videos so I can deliver my classes. Without this I wouldn't have a successful business with 95% retention, allowing me to expand and grow my business in to more areas.

### Do you advertise?

Head Office have a marketing manual, which I followed step by step on opening my business and still today when I open new classes I return back to this wonderful bible to make sure I don't miss anything. 84% of my start up business came from Facebook, which is FREE. I have seen over 12 months Facebook still remains very powerful but word of mouth and personal recommendation is proving to be a very successful marketing tool too.

**Name:** *Sonia Murison*

**Location:** Pembrokeshire

**Family:** Husband and two daughters.

Opened business in 2016.



I love my job! I actually purchased a tiny toes franchise in May 2016 in Gravesend, Kent. In 2018 my husband was relocated to Pembrokeshire. I couldn't give up tiny toes and so I decided to purchase another franchise in Pembrokeshire. During 2018 I ran two franchises and in 2019 I sold the Gravesend franchise. Let me tell you why being part of the tiny toes brand and family is so important and rewarding for me.

### **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 definitely 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 Pembrokeshire 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.