

# Mortimer

English Club

Language School for  
Children and Adults

Mortimer – Your way to success





## Learning English with a German system

### On the road to success with language courses

The headquarters of Mortimer Franchise GmbH are located in Herscheid, a small German town dating from the 11th century which nestles in the densely wooded hills of the Sauerland. It was here that company founder Karola Scheer launched the first teaching classes in 1990. Today she continues to run the company with managing director Jürgen Nauditt. The friendly team based at the Mortimer franchise system headquarters coordinate and support our franchise partners worldwide.

### A young knight conquers the world

The young knight Morty regularly features in the Mortimer English Club language courses. Children share the excitement when Morty, Betty the bat, Malcolm the dragon and Uncle Godfrey the magician experience thrilling adventures. Our language courses for adults are also lively and entertaining thanks to the appropriately designed teaching materials. In this way, empathy, understanding and the joy of learning combine to make our unmistakable, successful Mortimer learning system.



### The Mortimer concept for success

Learn English with fun and games – that is our principle. With training and advanced training courses we guarantee quality and support our international language schools. The Mortimer franchise system provides a stable commercial basis to many newly founded schools worldwide. Today more than 300 partners in 20 countries help spread the success of the Mortimer English Clubs beyond Germany and Europe – from Colombia and Morocco to Russia and China.

### Become part of Mortimer English Club

High-quality language courses are in great demand – in your region too! Get involved with us, organise language courses, set up your own language school or invest in a dynamic master franchise headquarters in your country. We offer you the appropriate franchise concept which has proven to be successful time and time again – worldwide. Find out about our four ways of forming a partnership with Mortimer Franchise GmbH – or give us a call.

**We look forward to hearing from you!**



## Mission statement

### Learn English simply and effectively

Being able to speak English opens the door to a whole new world, to our neighbours, friends and business partners, to new books, films and travel. Learning English can be so easy – with a bit of motivation, the joy of learning and good teaching. This is precisely what motivates us at Mortimer English Club.



We love the English language and we believe in the quality of our teaching methods. We want to gain many new, competent partners in order to establish the best possible language schools worldwide – with a great deal of fun, a pleasant atmosphere and an individual, highly effective and well-established teaching concept.

### Children are linguistic geniuses

It is simply enviable how quickly and easily our young ones learn English. Many studies and even more satisfied parents confirm that in the first six years of a child's life a foreign language can be learned in a surprisingly effortless manner and without an accent. Through an early acquisition of a foreign language, the children subconsciously develop a sense of grammar and syntax of different languages. They acquire the ability to learn any further language with ease. In the courses for children offered by Mortimer English Club we combine this precious ability with a great deal of fun and positive experiences. The children grow up bilingual, meet new friends, are able to join in conversations and gain an early advantage for later life.

### Encourage school pupils

The Mortimer English Club courses for school pupils aim to encourage, support and prepare our kids for the coming years at school. The English lessons at Mortimer are encouraging and stressfree, while the teaching materials are particularly attractive and of high quality. Our methodology is based on the system of native speaker language acquisition, learning with all the senses – through playing, singing, movement, painting and laughing. We attach particular importance to understanding English and speaking the language without any restraints.

### Educate and connect adults

People who speak English get much more from life. The love for this vivid language is what drives us at Mortimer English Club. We individually tailor our language courses to the different needs of their participants, it is a meeting of like-minded souls: English for work (Business English), English with fun for everyday life and travel and English courses at a leisurely pace for people who aren't in a hurry. With a Mortimer English course you can employ your valuable time as meaningfully and pleasantly as possible.

**This is what Mortimer English Club stands for.**

*The leading world language is English.  
Let us use the inimitable talent of children  
to learn this language effortlessly.*



## Get off to the perfect start with Mortimer

### Together we promote the learning of English

Personal contact with people is important to Mortimer English Club. In order to achieve this we require committed and reliable franchise partners in various locations. If you like working with pleasant people, feel at home speaking English, like to teach or are active in the business world – then we have exactly the same interests.



### Get involved with us

Come and join Mortimer English Club! Together we can discover new markets and inspire people in your area to learn English. With us you can create your dream job as you become self-employed and work independently, whatever is most suitable for you: with flexible working hours and pleasant, highly-motivated children, young people or adults, at home or in classrooms. You can be your own boss and at the same time part of a successful company.

### You are perfect for us

Committed, communicative, determined – at Mortimer English Club we offer our high-quality franchise concept to qualified people who are compatible with us. Our successful franchise partners include nursery school teachers, school teachers, translators, interpreters, business people, English studies students and English native speakers. Some of our language school managers began their career as language teachers. At Mortimer English Club you will find all the prerequisites for a first-class career launch.

## We offer you four ways of cooperation:

### ✓ **Become an English trainer in our language schools**

*Start your vocational career with Mortimer English Club.*

### ✓ **Manage language courses as a franchise partner**

*Teach English and work from home.*

### ✓ **Set up your own Mortimer English Club**

*Give lessons yourself or employ English trainers.*

### ✓ **Manage your master franchise headquarters**

*Outstanding partners become master franchise partners.*

### We are there for you when you need us

Your franchise provider Mortimer English Club stands alongside you as a reliable partner. We support you from the creation of your business plan to the launch of your own Mortimer language courses. In addition, we provide you with seminars and training courses, strategic advice, a proven teaching concept, high-quality teaching materials and a great deal of know-how.

We would be delighted to get to know you personally!



## Become an English trainer

### Teach English with Mortimer

#### Get involved with language teaching

There are very good reasons why committed English trainers choose Mortimer English Club. We offer you a lively, innovative working environment, proven teaching concepts and the very best in teaching materials. Our tutors, freelance teachers, language teachers and English trainers find both freedom and guidance with Mortimer English Club – with flexible courses and a polished, professional teaching system.

#### Teaching with a proven concept and passion

English trainers at Mortimer work as freelancers or as full-time or part-time salaried employees. Intensive training provides you with comprehensive



preparation for your work as a tutor. You enter into a contract directly with your local Mortimer language school. Or you can go a step further and choose a self-employed franchise partnership.

#### Pass on your knowledge to others

Are you fully equipped in the English language? If so you should pass on your knowledge to others! Teach English to children and/or adults at different levels of proficiency. You can earn some money alongside your job or study, get straight back into working life, experience a varied working day and a fulfilling job. Become part of our network – we look forward to hearing from you!

#### Your competences

- ✓ *Your English is excellent – written as well as spoken.*
- ✓ *You are friendly, open and are able to inspire children and adults.*
- ✓ *You structure your lessons in a motivated, committed and passionate manner.*
- ✓ *Resourcefulness and motivation are second nature to you.*
- ✓ *The topic of education is important to you and you are familiar with educational institutions.*

#### Your income

- ✓ *Salaried employees arrange their income individually with the management of the language school.*
- ✓ *Everything is possible: a freelance job, working while you study, as a second job or as your main job.*
- ✓ *Freelance English trainers agree terms with their local language school.*

#### Your working hours.

- ✓ *You agree directly with your local language school when, where and how much you teach.*
- ✓ *Give your own language courses which can be well integrated into your everyday life.*

#### Services of your language school. You receive ...

- ✓ *first-class training in the licenced Mortimer teaching methodology,*
- ✓ *proven, licenced teaching materials as part of the training you attend,*
- ✓ *detailed teacher's guides with prepared lessons.*

#### Your advantages. You profit from ...

- ✓ *the rewarding feeling of passing on your knowledge to highly motivated course participants,*
- ✓ *a regular, additional income,*
- ✓ *certificates for each successfully completed training programme,*
- ✓ *a flexible freelance job, also possible for several Mortimer English Clubs at once.*



## Become a franchise partner

### offer language courses independently

#### Manage your own professional English language courses

With Mortimer English Club you can successfully launch your new career as a self-employed tutor, course leader or language teacher. You can work from home, arrange your own working hours and work routines and you are also your own boss. Inspire people in your area to learn English!

#### Language courses in businesses, schools, nursery schools, at home

As our franchise partner you will teach English to young children, school pupils or adults, business English or English in nursery schools. You will offer



courses to small groups or exclusive individual tuition, work in-house for companies or cooperate with schools and day nurseries. You will work from home, in classrooms or at the client's premises, whatever is most suitable for you. Working full-time or part-time you can return to working life or simply create a second professional career for yourself.

#### Step-by-step to success

We offer you a proven teaching concept and high-quality teaching materials. You will be professionally trained by us and can immediately achieve a successful start to your new career. As your competent partner we will stand alongside you and support you whenever you need us.

#### Your competences

- ✓ *Your English is excellent – written as well as spoken.*
- ✓ *You are friendly, open and are able to inspire children and adults.*
- ✓ *You structure your teaching in a motivated, committed and passionate manner.*
- ✓ *You have organisational talent and a strong will to succeed.*
- ✓ *The topic of education is important to you and you are familiar with educational institutions.*

#### Your income

- ✓ *You will receive the monthly fees of your language students.*
- ✓ *You will receive income from the teaching materials which you offer to students.*

#### Your expenditure

- ✓ *A low initial franchise fee.*
- ✓ *A comparatively low investment.*
- ✓ *A fixed franchise fee starting from 9 percent of the monthly fees.*

#### Our services. You receive ...

- ✓ *first-class seminars and workshops in teaching methodology and marketing,*
- ✓ *proven, licenced teaching materials,*
- ✓ *the Mortimer logo and advertising materials,*
- ✓ *detailed teacher's guides with all prepared lessons,*
- ✓ *the comprehensive franchise handbook containing all important information,*
- ✓ *our help in your application for subsidies and for your business plan,*
- ✓ *our personal, committed advice and support from the word go,*
- ✓ *your individual Mortimer franchise licence.*

#### Your advantages.

##### You profit from ...

- ✓ *the established, renowned and protected brand of Mortimer English Club,*
- ✓ *free, individual organisation of your work on a full-time or part-time basis,*
- ✓ *tax advantages for certain expenditure,*
- ✓ *a modern, effective and informative website,*
- ✓ *the strong network of one of the Top 500 franchise systems in Europe,*
- ✓ *the effective support of the friendly, professional Mortimer team – presented with the F&C Award Gold for "above-average satisfaction of its Franchise Partners".*

It's up to you if you rather work part- or full-time, with Mortimer both options are possible.

## Become a franchise partner

### Set up your own language school

#### Manage and organise language courses

Learning English is in trend, there is enormous demand for high-quality, effective language courses – all over the world. This is why we need committed, reliable and in particular qualified franchise partners in each area – partners like you. Your professional experience and your entrepreneurial spirit combined with our proven brand expertise will form a sustainable partnership.

#### You set up your own language school and we support you

Our team will put together a comprehensive knowledge and marketing package especially for you. With a proven business concept we will support you in the establishment and management of the business. You will receive tips for advertising, planning and accounting as well as the practical



organisation of your language school. Everything is exclusive: We guarantee you a protected territory and help you to establish yourself in the regional market.

#### Establish your own business

In your language school you will be the manager, an independent entrepreneur, the boss. You deal with advertising, acquiring students and organise regular language courses with salaried employees or freelance teachers. Your tutors will be trained in the Mortimer teaching concept so you can offer consistent high quality in all your courses, which everyone will soon be talking about. If you prefer, you can start off small and take on new employees gradually. In this way your language school can grow step by step.

#### Your competences

- ✓ *Your business management skills are both sound and up-to-date.*
- ✓ *Your English or that of your employees is excellent – both written and spoken.*
- ✓ *You are friendly and are able to inspire and influence people.*
- ✓ *The prudent management of employees is one of your core competences.*
- ✓ *You have organisational talent and a strong will to succeed.*

#### Your income

- ✓ *You will receive the monthly fees of your language students.*
- ✓ *You will receive income from the teaching materials which you offer to students.*

#### Your expenditure

- ✓ *The initial franchise fee, according to the size of your territory.*
- ✓ *Your individual investment in the language school.*
- ✓ *A fixed franchise fee starting from 9 percent of the monthly fees.*

#### Our services. You receive ...

- ✓ *first-class seminars and workshops in teaching methodology and marketing,*
- ✓ *proven, licenced teaching materials,*
- ✓ *the Mortimer logo and advertising materials,*
- ✓ *detailed teacher's guides with all prepared lessons,*
- ✓ *the comprehensive franchise handbook containing all important information,*
- ✓ *our help in your application for subsidies and for your business plan,*

- ✓ *our personal, committed advice and support from the word go,*
- ✓ *your individual Mortimer franchise licence.*

#### Your advantages. You profit from ...

- ✓ *the established, renowned and protected brand of Mortimer English Club,*
- ✓ *free, individual organisation of your work on a full-time or part-time basis,*
- ✓ *guaranteed territory protection,*
- ✓ *a modern, effective and informative website,*
- ✓ *the strong network of one of the Top 500 franchise systems in Europe,*
- ✓ *the effective support of the friendly, professional Mortimer team – presented with the F&C Award Gold for “above-average satisfaction of its Franchise Partners”.*

## Manage your master franchise headquarters

### Outstanding partners become master franchise partners

#### Success and profitability with the master franchise partner licence

Mortimer English Club is an internationally renowned quality brand for English courses. Our committed master franchise partners advance the umbrella brand and constantly develop the business activities. You will establish your own franchise system headquarters in your country or region, sell licences, set up Mortimer franchise outlets, train tutors and franchise partners, and acquire and strengthen the network for the formation of further language schools.



#### Invest in franchising and education

An effective, successful franchise system headquarters requires a reliable, strong manager for sales and the recruitment of franchisees. Your extensive networks and effective business strategies will provide fresh impetus and create new partnerships. The formation of a Mortimer English Club franchise system headquarters is also of interest to investors who want to build a long-term, sustainable business.

#### Your competences

- ✓ You have entrepreneurial experience, possess sound business know-how and have a degree in business management or similar.
- ✓ One of your many strengths is the successful management of employees.
- ✓ You are organised, motivated and have the will to succeed.
- ✓ You are interested in the topic of education and the education industry.

#### Your income

- ✓ Proceeds from the sale of franchise territories.
- ✓ Initial franchise fees.
- ✓ A percentage share of the income of the franchise holders.
- ✓ Proceeds from the sale of teaching materials.
- ✓ Income from the implementation of teacher training.

#### Your expenditure

- ✓ The initial franchise fee according to the size of your territory.
- ✓ Your individual investment in the language school.
- ✓ A monthly franchise fee for each country or region.

#### Our services. You receive ...

- ✓ your own master franchise licence,
- ✓ comprehensive individual training and qualifications,
- ✓ the comprehensive master franchise handbook containing all information,
- ✓ our help in your application for subsidies and for your business plan,
- ✓ our continual personal, committed advice, support and care from the word go,
- ✓ exclusive, proven advertising materials in corporate design.

#### Your advantages.

##### You profit from ...

- ✓ the established, renowned and protected brand of Mortimer English Club,
- ✓ free, individual organisation of your work on a full-time or part-time basis,
- ✓ guaranteed territory protection,
- ✓ a modern, effective and informative website,
- ✓ the strong network of one of the Top 500 franchise systems in Europe,
- ✓ the effective support of the friendly, professional Mortimer team – presented with the F&C Award Gold for “above-average satisfaction of its Franchise Partners”.





## Development of the company



### 1990

- ✓ Setting up of the first groups by managing director Karola Scheer in Herscheid/Germany: **English lessons for adults in small groups**

### 1995 – 1999

- ✓ Start of the pilot phase: **English lessons for children from 4 to 10 years**
- ✓ Start of the franchise company in Germany: **Training of the first franchise partners**

### 2000 – 2004

- ✓ New teaching concepts: **English for You, English for adults and senior citizens** and **English for Minis, for 2 to 4 year-olds**

### 2005 – 2009

- ✓ New teaching concept: **Fit for English, for teenagers**
- ✓ Construction of the new Mortimer Franchise Headquarters in Herscheid
- ✓ Associated Member of the German Franchise Association
- ✓ Mortimer goes international: New franchisees in Austria, Hungary, Slovakia, Czech Republic, Poland, Egypt, Saudi Arabia, United Arab Emirates, Qatar, Kuwait, Bahrain, Oman, Yemen

### 2010 – 2014

- ✓ F&C Silver Award 2010 for Above Average in Franchise Partner Satisfaction
- ✓ F&C Gold Award 2013 for Above Average in Franchise Partner Satisfaction
- ✓ Full Member of the German Franchise Association
- ✓ New teaching concept: **Fit for Business English** and **English for Little Ones, for 1 to 2 year-olds**
- ✓ New franchisees: Ukraine, France, the Philippines, Romania, Spain, Bulgaria, Sri Lanka, Colombia, Russia, Poland, Turkey, Malaysia, Morocco, China and Belgium

### 2015 – 2019

- ✓ New teaching concept: **English for Cool Kids, for 8 to 11 year-olds**
- ✓ Jubilee: 20 years Mortimer English Club Franchising
- ✓ Rating as top franchisor for education (top 5 in the study of the institute „Deutschlandtest“, for the magazine „Focus“)
- ✓ New franchisees: Mexico, Kazakhstan, Lithuania, Spain, Switzerland, Thailand, Ecuador, Liechtenstein, Serbia, Latvia, France, Germany, Sri Lanka, Tunisia, Montenegro, Georgia and Turkey

### 2020 – 2024

- ✓ Development of online teaching concepts for children from the age of 3 up
- ✓ Achieved „2+“ in Franchise Partner Satisfaction (on a 6-point scale, with 1 being the best) in the system check of the German Franchise Association
- ✓ Further expansion of online teaching concepts and further material updates
- ✓ New franchisees: Germany, Morocco, Switzerland, Thailand, Israel, Slovakia and Romania



Founder and Manager  
Karola Scheer

Together with our franchise partners, we are working on making the brand name even more popular. Our aim is to increase the student numbers while at the same time maintaining the high quality standard.

## Learning English with Mortimer and friends

Our character Mortimer accompanies the children through the lessons. Mortimer, called “Morty”, is a boy who lives in the age of chivalry. Due to a magic mistake of his uncle and teacher Godfrey, he travels through time to the present day. His teacher and his two best friends, Malcolm the dragon and Betty the bat, are with him and together they discover a lot of new things to learn about. The children are absolutely enthusiastic about Morty, his friends and their adventures.



## our teaching range

For infants learning a language is literally child’s play: they have an innate talent and an intuitive understanding of language. It is a constant source of astonishment to observe the speed with which our young ones learn their native language. Take advantage of this innate potential and open the door to another language world for your child at an early age.

## Courses for infants and children

### English for Little Ones: Beginners’ course for 1 to 2-year-olds

This is the age where the child’s brain is hardwired for multiple languages! With simple dialogues, activities, songs and beautiful pictures we amaze the little ones. The children will learn over 300 words and many songs and rhymes.



### English for Minis: Beginners’ course for 2 to 4-year-olds

“English for Minis” is a special teaching concept for 2 to 4-year-olds. The children are gently introduced to the language in small groups. Exciting games, songs and teaching materials turn the lessons into a special experience.

### English for Children: Beginners’ course and advanced training course for 4 to 10-year-olds

Every child will be encouraged in the best possible way, playfully and in small, age-related groups. After just a short time, the children can easily sing English songs, have simple conversations and understand short stories.



Further teaching range:  
Courses for students, young  
people and adults of all ages



## Courses for students and young people

### For us it is important that our students have fun learning!

We achieve this with our specially developed teaching methods. Grammar is very clearly explained and consolidated with many games and exercises. Short stories about Morty and his friends provide additional vocabulary. In our lessons we also focus on actively communicating in English. Our specially trained teachers give lessons in small groups or as individual tuition.

Children learn English in a playful and effortless way. They learn with all their senses: playing games, speaking, singing and activities are first priority.

### English for Cool Kids: Courses for 8 to 11 year-olds

For students who have already acquired basic knowledge of the English language – either at primary school or with Mortimer – English for Cool Kids is the perfect course. We focus specifically on preparing your child for the transition to secondary school. Fantastic stories, games and lots of reading and writing exercises turn learning English into a positive experience. Basic grammar is taught effectively through games and lots of exercises. Your child will become confident when using the English language, speaking freely in English will become the most natural thing in the world.



### Fit for English: English supplementary lessons and private tuition

“Fit for English” is a teaching concept for all school forms – from primary school to high school. Specially-trained tutors teach in small teams or in one to one settings. The grammar and language skills are trained with specific exercise tasks, educational games and a lot of fun. Communicating in English is another main focus of our lessons.



## Courses for adults



### **Fit for Business English:** **For international communication**

"Our employees know English but they cannot speak it!" This phrase could come from many leaders of national and international companies. In fact, the level of spoken English in the lower and middle management levels is usually not satisfactory. Today's business world demands just the opposite. Now, more than ever, increased opportunities that go hand-in-hand with globalisation require good English skills. Whether it is to answer customer inquiries or to negotiate new contracts with foreign distributors, spoken English is an important key to success – both professionally and personally.

What companies are missing today: "Fit for Business English" courses by Mortimer English Club! The focus in the course "Fit for Business English" lies on the communication. In addition to providing our students with a comprehensive business vocabulary, we work to strengthen general English vocabulary and reinforce grammar. Being fluent in English is now a prerequisite for successful business and attractive career perspectives for personal growth.



### **English for You**

"English for You" is a teaching concept for adults of any age who want to learn the language or improve their knowledge – without any pressure and with a lot of fun. Mortimer offers courses for beginners and advanced learners, for private use as well as in the business sector. For seniors there are courses where the language is taught with a slower progression. The focus is on free speaking and understanding the language. Of course the necessary grammar is conveyed too. However, it is not the main focus of our lessons. Role plays, speaking exercises and specifically developed games guarantee varied and interesting lessons.



with our attractive teaching materials children and adults can be taught for several years over various levels.



Are you „mortivated“? Then please contact us!

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