



# Teach English Online Intensive 2021

## Curriculum & Program

---

*Your Pathway to Profitable Teaching*

## Our Unique Guiding Mission

*Make online education  
profitable for every teacher*

### 1. Foundations

of teaching competency

### 2. Computer Literacy

to thrive in 2021

### 3. Dedication

to customers

### 4. Business Skills

for well-rounded educators

# Welcome to Brandteach

Brandteach was started by Austin Moyers in 2019 to help English teachers leverage the growth of online education.

After years of teaching in China, he teamed up with marketing experts to help schools in the country find more students through web design, SEO and social me-

dia. He soon realized that many of these marketing techniques and business strategies could be used by individual educators to teach English online more profitably.

Brandteach combines traditional ESL training with online classroom best practices, expert mar-

keting training and web-based business skills.

Besides paid programs, Brandteach regularly publishes free resources, tips and content for language teachers through its website, newsletter and social media channels.

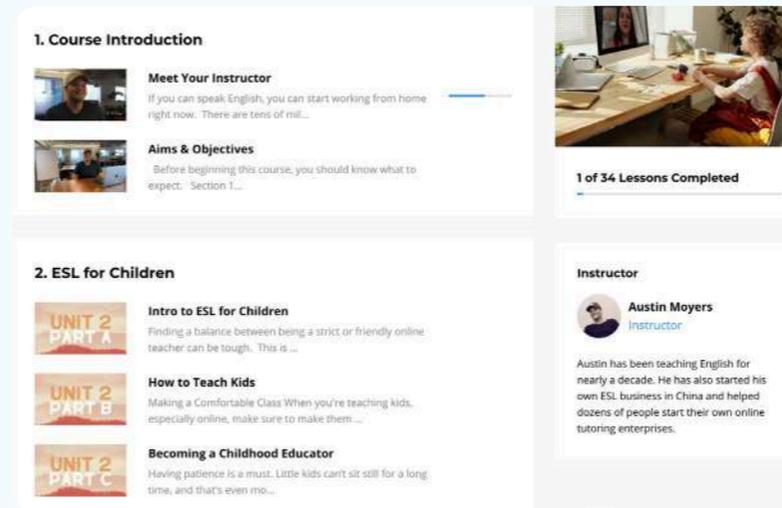


**Austin T. Moyers**

Founder &  
Teaching Director

# English Teaching Program

*The most comprehensive training available for making profit teaching English online.*



Members get access to a dynamic, easy-to-use course interface powered by Kajabi, a leading platform for online education delivery.

By the end of this program, members will:

- Know how to teach adults and children online, and be able to command a teaching rate upwards of \$20 per hour
- Find customers eagerly seeking English teachers, no matter their background, nationality or experience
- Have all the resources necessary to quickly plan lessons, assign homework and ask for feedback
- Be proficient at using online platforms and tools needed to run an online ESL business

While the course lectures are over 4

hours, the program also includes:

1. Hours of additional recorded online lessons from real teachers we have trained
2. A huge trove of resources (e.g. ESL games, lesson plan templates, etc.)
3. A free copy of “Get More Students: 28 Places to Find Customers for Your Online ESL Business”
4. 1-on-1 coaching session with head instructor over Zoom or Skype

Members get two personalized feedback assignments, where they can discuss their progress on the homework provided with the course team through a special email available only for participants.

Besides these assignments, members

also get unlimited access to our support team, whose job it is to provide assistance with the course, answer any questions they might have about ESL, and provide advice about starting an online business.



80%

of students recoup their investment within 2 months

Over

\$150k

generated by former students

10+

hours of teaching materials

Taught by alumni of



# Core Curriculum

*Learn to build your teaching business through a combination of lectures, supplemental reading materials, graded assignments, 1-on-1 coaching sessions, and 24/7 support.*

The Teach English Online Program is designed and taught by real teachers with over a decade of combined teaching experience and marketing experts who have successfully helped dozens of schools and individual teachers grow their education businesses.

## Supplemental Readings



*Conversation Starters: 36 Topics for Young & Adult Students*

Having great conversations in class is crucial. This guide gives you the best classroom-tested ways to get students talking.



*ESL Certifications: A Short Guide for Online Teachers*

Do you really need to get certified? It depends. This guide will tell you who needs which type of accreditation, and how to get certified.



*ESL Games for Online Class: 29 Games for English Teachers*

Games and activities are the best ways to let students have a fun class. This handbook tells you exactly which games to try—with step-by-step instructions.

## Real Lesson Videos

Part of learning how to teach is observing actual classes and lessons.

Our program contains over 3 hours of lessons conducted by Brandteach program alumni with real students.

They can serve as inspiration for your own classes, and also put all the things you will learn into a real-world context.

## Core Video Lectures

Examples:



**Module:** Running an ESL Business  
**Lesson:** Avoiding Common Mistakes

## Extra Tips

- Blogs, webpage, shared bookmark tools like Evernote or Delicious
- Podcasts and audio clips
- Generous when grading or reviewing



**Module:** Getting, Managing Customers  
**Lesson:** Finding Homework

## Additional checklist

- File management (e.g. Google Docs, Google Sheets, Google Slides)
- External hard drive
- Social media management (e.g. Sendible)
- Easy-to-use graphic designs tool (e.g. Canva)



**Module:** Tools & Technology  
**Lesson:** Additional Items



**Module:** Getting, Managing Customers  
**Lesson:** Filming a Perfect Intro Video

# Different paths to teaching success.



## Student Testimonial

Sarah is from America and worked as an English teacher in China for 2 years until the end of 2019, when COVID-19 forced her to return home. She turned to Brandteach to help her teach online so she could continue doing what she loves.

**Sarah**



*I invested in the course because I could teach, but needed the tools to do so online. I didn't like the idea of a company dictating terms since there are so many students out there. It's a seller's market. Brandteach allowed me to connect with that market, and I now run my own tutoring business specializing in group classes for Chinese students.*

*Whether you want to teach English to adults, children, or to specialize in exam or college preparation, the Teach English Online Intensive will give you a clear plan of action.*

## Student Testimonial

Despite his enthusiastic personality, George could not get a job with any online company teaching English since he lacks a university degree. He wanted to bypass this requirement, and began teaching soon after completing his Brandteach course.

**George**



*I was disappointed I could not leverage my personality to do something rewarding—VIPKid and others didn't take me. I thought starting my own tutoring business was too hard, but I'm glad I tried. It worked out in the end, and learning the marketing techniques is something I highly recommend for anyone who wants to make money online.*



In addition to videos and readings, the Brandteach team is there to support you on your journey. Unlike most online programs and courses, the Teach English Online Intensive program incorporates a degree of personal interaction usually found in university distance learning that costs thousands of dollars per semester.

## Personalized Training

### 1 1-on-1 Coaching Session

Upon completing the lectures, you will schedule a 1-hour coaching session with our head instructor to improve, practice or clarify any aspect of the course.

### 2 Personalized Feedback

The course includes two homework assignments with graded feedback, to ensure you understand the material correctly and are on the right track.

### 3 Unlimited 24/7 Support

Whenever something is unclear or you have a question, you can contact the dedicated Brandteach support team.

1



Make Income Teaching ESL Online / Categories / Your First Assignment / Start Practicing Your Teaching

Question 4 of 4

Please upload a recording of your mock class if you would like to receive personalized feedback.

Upload File

2

Submit

3



# 1

## Course Introduction

Understand the course structure, necessary preparation and expectations.

[Meet Your Instructor / Course Objectives](#)

*Supplemental readings: Course handbook*

# 2

## ESL for Children

Learn how to teach English as a Second Language to students up to the age of 16.

[Intro to ESL for Children / How to Teach Kids / Becoming a Childhood Educator / The Ideal Classroom / Running Smoothly & Tips](#)

*Supplemental readings: Total Guide to TPR Theory and Practice, 36 ESL Conversation Starters for Young Students*

# 3

## ESL for Adults

Learn how to teach English as a Second Language to students over the age of 16.

[Intro to Adult ESL / Goals for Adult Learners / What Students Want / How to Teach Adults / After Class](#)

*Supplemental readings: Real ESL Demo Lesson, Ultimate ESL Teaching Certifications Handbook, Sarah's Live Class, Google Forms Tutorial*

# 4

## Lesson Planning

Design professional lesson plans for language lessons that keep your classes organized and engaging.

[Intro to Lesson Planning / Lesson Structure / A Simple Lesson Plan](#)

*Supplemental readings: Lesson Plan Templates,*

# 5

## Tools & Technology

Master the equipment and computer skills necessary to run an online classroom.

[Zoom](#) / [Skype](#) / [WeChat](#) / [Audio & Video](#) / [Additional Items](#) / [Classroom Checklist](#)

# 6

## Getting, Managing Customers

Find your own students and ensure they keep returning as customers.

[How to Find Students Pt. 1](#) / [How to Find Students Pt. 2](#) / [Shoot Your Perfect Intro Video](#) / [Assigning Homework](#) / [Effective Homework](#) / [Finding Homework](#)

*Supplemental readings: [Get More Students](#), [10 Indoor Lighting Secrets for At-Home Video Content](#), [20 Best Free ESL Homework Websites for Online Teachers](#)*

# 7

## Running an ESL Business

Be able to accept payments from students around the world and avoid the most common mistakes in this industry.

[How to Invoice Students](#) / [Global Payment Methods](#) / [Avoiding Common Mistakes](#)

# 8

## Going Forward

Prepare for trends in the online English education industry as you set out to build your own brand.

[Online ESL Trends](#) / [Course Conclusion](#)

# Contact us

[support@brandteach.com](mailto:support@brandteach.com)

This leaflet was printed in November 2020. Although it was up-to-date at the time it was produced, please make sure to check our website ([brandteach.com](http://brandteach.com)) or contact us directly for the very latest information.

 [facebook.com/youreslbusiness](https://facebook.com/youreslbusiness)