

Love Cake Decorating? Love Your Job.

Paul Bradford Accredited Tutor Information Pack

What is a Paul Bradford Accredited Tutor?

There are many cake decorating tutors out there and becoming a Paul Bradford Accredited Tutor (AT) will give you the stamp of approval from a respected brand within the industry, as well as the marketing reach of our school's website, mailing list and social media channels.

You will be taught how to run cake decorating courses using Paul's teaching methodologies, through both online tutorials and by attending the five day [AT Assessment Event](#) which will involve three days of training followed by a two day assessment. On successful completion of the AT Assessment, you will become a licensed tutor, which will give you access to a range of support items and the marketing reach of our brand, giving you a great platform to become a successful tutor and actualise your dream career. It will very much be your business, but with the backing and support of the Paul Bradford Sugarcraft School brand.

Paul first started teaching cake decorating when he was running several designer cake outlets, and there was a need to fill the quieter winter months. He quickly realised that he loved it. Teaching cake decorating can be hugely rewarding both emotionally and financially, leaving you in total control of your diary, and with increasing demand for cake decorating courses throughout the world, the market is huge and growing. It is a perfect way to increase cash flow during quieter months or have as a full-time career.

The Paul Bradford Accredited Tutor Scheme

There are four stages to the Paul Bradford Accredited Tutor Scheme, each of which are covered in this information pack:

- 1 Self-Selection Questionnaire
- 2 Pre Course Work
- 3 Five Day AT Assessment Event
- 4 Licensing Approval and Digital Marketing Support

Do I Need Cake Decorating Experience?

To be eligible to apply for the Paul Bradford AT Scheme, you need to be able to competently demonstrate all of the skills and techniques in the videos in the [Free Beginners Section](#) of our website, to the level shown in the videos. Before enrolling for the AT Assessment Event, you will be required to complete a [Self-Selection Questionnaire](#) which includes questions about your level of skills in all of the areas shown in the videos. All of these skills will be tested during the last two days of the AT Assessment Event - you will be required to decorate cakes so that your skills can be assessed and each attendee will also be involved in role-playing and you will teach a cake decorating class.

The AT Assessment Event

The five day AT Assessment Event will involve three days of training followed by a two day assessment of your skills. The AT Assessment Event tutors will be Paul Bradford and David Brice.

Before the event, you will be set pre-course work in the form of watching online video tutorials which will provide plenty of guidance on setting up your business, marketing strategy and running your cake decorating classes. Watching these videos will enable you to get the most out of the Assessment Event. On successful completion of the AT Assessment you will become a licensed Paul Bradford Accredited Tutor. You will then be able to run Paul Bradford courses for a variety of skill levels, from your own premises and be provided with optional marketing support, primarily via listings on the PBSS website, email and social media.

2015 AT Assessment Event Dates

The five-day AT Assessment Events scheduled for 2015 are:

Australia	13 th to 17 th September 2015	Central Coast, New South Wales
UK	26 th to 30 th October 2015	Linlithgow, Scotland

There are no further Assessment Events scheduled for 2015 as there is a ceiling to how many ATs we will have on the scheme at any one time. Places will be allocated on a first come basis.

Licensing & Digital Marketing Support

Once you successfully complete the Assessment Event and become licensed, you will have the option to list your classes on the PBSS website and will be provided with marketing exposure via email and social media channels as well. There will be a **Licensing Fee** for all bookings for courses listed on the PBSS website. As a licensed tutor, you are eligible to the following benefits:

- a. License to market yourself as a Paul Bradford Accredited Tutor.
- b. Use of the PBSS Accredited Tutor logo to promote your courses and association with PBSS.
- c. Bio page where you can showcase yourself and your business which attracts over 150k monthly visits on average.
- d. Optional listing of courses on the PBSS website (subject to a 10% commission on all bookings generated)
- e. Announcement of the launch of your PBSS courses to our 150k + mailing list in a dedicated newsletter.
- f. PBSS will provide a range of online marketing initiatives to promote your courses advertised on the PBSS site, via email and social media channels.
- g. Access to the AT Portal where you will find all the lesson demo videos, course images, tool and ingredient lists, supplier lists, as well as help guides for managing course listings on the PBSS website.
- h. Support by way of email and phone from the PBSS team.

The Attended Courses

We currently have ten different Paul Bradford courses you can run and will be adding to these on an on-going basis to provide you with more options to offer your students. You will be provided with video tutorials on how to run these courses, along with step-by-step instructions which break down the creation of each cake in to manageable lessons. The courses cover a great variety of skills and techniques, allowing you to cater to students of all levels:

- Introduction to Cake Decorating
- Five-Day Intensive Course
- 3D Dragon Cake
- 3D Teddy Bear Cake
- Chocolate Wrap Cake
- Designer Satchel Handbag Cake
- Quilted Designer Handbag Cake
- Designer Shoe Cake
- Ruffle Rose Wedding Cake
- Vintage Car Cake

Earning Potential

The earning potential is huge and will of course be dependent on the hours and effort you are able to allocate to your business along with your ability to grow your fan base through referrals, returning customers and continual self-promotion. Our Pro video lessons will help you with this and if you have what it takes, you will be motivated to learn more.

Here is an example of earning potential:

42 x One-Day courses @ £150 per student with 8 per class = £50,400
6 x Five-Day courses @ £660 per student with 8 per class = £31,680

GROSS revenue of £82,080 – and that's for 72 teaching days a year!

Please note that you still have your costs to consider – assume around 20% for ingredients and the rest will be personal to how you are set up and where you run the courses, still leaving a lot of profit for only 72 teaching days a year!

Disclaimer - [see license agreement paragraph 3.6](#)

Investment Required

a. Accredited Tutor Assessment Event

Our AT Assessment Events are currently held in the UK and there is one date scheduled for Australia. Prices for each location are:


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UK £7495 + VAT* – there is an early bird discount rate of £4995 + VAT* for 2015!

Australia This is a one-off event and we are offering a special rate of A\$8995!

*Non EU residents and EU Ltd companies can reclaim the VAT. Sole traders can be set up in a way that they do not have to charge VAT on courses, so there is a potential saving there. All of this will be fully explained in the Pro video lessons or you can contact us on the details provided below with any further questions.

b. Licensing Fee

For all courses listed on the PBSS website, there will be a **10% commission charged on bookings**. For any courses listed on the website, there will also be a 10% commission on any bookings that are taken offline or paid in cash. You can choose not to list courses on the PBSS website and no commission will be charged on bookings for these courses.

What's Next?

- You need to complete the [Self-Selection Questionnaire](#) where you assess your own ability against the competencies required to become an AT
- Confirm that you have read and accept the AT Scheme Terms and Conditions
- Confirm that you have read and accept the License Agreement which you will enter into on successful completion of the Assessment Event
- Pay your 50% deposit for the AT Assessment Event of your choice
- Confirmation of your place will be processed within two days of receipt of payment
- 14 days prior to the AT Assessment Event start date, you will be required to pay the final balance
- You will receive pre-course work via online tutorials
- On successful completion of the AT Assessment, you will become a fully licensed Accredited Tutor making you eligible to run Paul Bradford courses at your own cake decorating school and list them on the PBSS website!

Ready to roll?

Are you ready to transform your life with a career you love?

Begin the process by clicking [here](#).

Still have some questions?

Get in touch on tutor@designer-cakes.com or +44 (0)1506 844600 and he will be happy to answer questions via e-mail or discuss your needs further over the phone.


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