



Overview of KinderJam®

Becoming a KinderJam Instructor



What is KinderJam?

KinderJam® is a fun, new, exciting, and high-energy Music and Movement program that emphasizes the kinesthetic and tactile learning of preschool skills and concepts. KinderJam® uses contemporary, upbeat children's music to expose parents and little ones to fundamental skills that will assist in preparing our little ones for future success in school. We focus on introducing and reinforcing basic preschool skills and concepts in a spirited manner that captures and holds a little one's attention from beginning to end.

Mission Statement

KinderJam® recognizes that each little one is an individual; that all young children are creative and need to succeed. Therefore, KinderJam works with parents to create an environment that allows our little ones to experience success and respects their individual learning styles. KinderJam® believes that it is essential to reach children early and instill an enthusiasm for learning in an effort to develop a future of lifelong learners.

Our History

KinderJam® was inspired by and developed for my son. 2008, When he was about 18-months-old, I realized he wasn't making any attempts to speak. I took him to the doctor repeatedly over the course of four months just to be told he would develop at his own rate. I knew something wasn't right, and I felt helpless. My husband was away in Iraq, and my baby's success rested squarely on my shoulders, and I wasn't going to let him down. I began to research everything I could find on language development. I stumbled upon an article

about learning styles and realized I had been going about this the wrong way. Because my son was so physically active, I decided to try some kinesthetic activities to introduce vocabulary words. We started with animals. First, we would act them out. Then, we would make their sounds. And finally, we would practice the word. It worked, and I was over the moon. My son had experienced success, and my heart swelled with pride. I decided to take it one step further. My son loves music, and I decided if I put the activities to music, I could hold his attention longer. I began to search for the best in children's music to help me teach vocabulary and preschool concepts to my son. Within weeks, he was identifying animals, shapes, numbers, letters, and understanding spatial concepts.

I had found the key to creating successful experiences for my child. Most importantly, I knew his learning style and what he was capable of, as well as what came difficult to him. Therefore, I was able to take my son back to the doctor and speak confidently about his needs, resulting in his referral to a speech therapist.

A parent is a child's first teacher and greatest advocate; I want to help create experiences where parents will learn to teach their little ones, become familiar with how their little ones learn so they can better aid in their success and build lasting bonds. I believe KinderJam® will empower parents as it has empowered me. I am passionate about KinderJam® and its effects on parents and little ones. As an elementary teacher by trade and a mom by heart, I developed this program with the love and enthusiasm that only a mother wanting the absolute best for her child knows.

Who are KinderJam® Business Owners?

KinderJam® Business Owners (KJBOs) are moms, educators, and Early Childhood Professionals who have a strong desire to work with young children and their families; while establishing a fun and exciting career that offers complete flexibility. All of our KJBOs and instructors are committed to enriching and enhancing the Early Childhood learning experience for the little ones and parents in their community.



**Ms. Wendy
Singapore, Singapore**

KinderJam® is Designed to Meet Today Families Needs.

The need for supplemental educational programming is growing tremendously. Parents and Early Childhood Professionals are constantly searching for quality and affordable programs to enrich their little ones. KinderJam was designed to give young learners the maximum pre-academic enrichment experience at a minimum cost. KinderJam® offers a quality Music and Movement enrichment program for toddlers and preschool-aged children plus we focus on introducing and reinforcing basic pre-academic skills and concepts at a price that won't break the bank. With the budget cuts in the education system, enrichment programs are being lost. KinderJam seeks to provide an accessible alternative to empower parents and Early Childhood Professionals by providing them with exposure to additional tools that can assist in preparing their little ones for future academic and social success at a value that can fit neatly into any budget.

Why KinderJam®?

KinderJam® offers all the advantages of a great business opportunity:

- Completely Mobile (no storefront required)
- Flexible Hours
- Low Start-up and Overhead Cost
- Strong Training
- Ongoing Support and Consultation
- Rapid Growth Market
- Job Placement Assistance
- Proven Business Model



**Ms. Margaret
Misawa AFB, Japan**

How It Works

Ways you can add KinderJam® to your community include:

Parent and Me Classes

KinderJam instructors offer a weekly 45-minute parent participation classes offered in a rented space.

KinderJam® instructors offer KinderJam® parent participation classes. They typically arrange to use an existing community center, dance studio or martial arts dojo to offer this class. The location's owner is happy to have additional traffic and generate a little extra income in a typical "down time" for his/her operation, while KinderJam® enjoys a cost effective classroom.

Preschool, Daycare, Community Center

KinderJam instructors offer a weekly 30-minute session added to existing preschool or daycare programs.

Preschool program providers can finance KinderJam® so it adds value to their program or make it optional and let parents pay KinderJam® directly to participate. Whatever your preference, KinderJam® handles all the details, providing the music, equipment and an exceptionally trained instructor.

Play Dates, Parties, and Special Events

Individual KinderJam sessions are offered in host settings or for special events.

Parents, teachers, librarians and event promoters often host KinderJam® sessions where an instructor travels to a location and provides services. The host provides the location and the participants while the instructor offers a custom session designed to fit the host's needs. KinderJam is particularly popular as birthday party edutainment and is also used for play dates, other parties and special events. These individual sessions serve as a great way to attract new students to your KinderJam® classes and sessions as well.

The Process of Becoming a KinderJam® Instructor

The road to becoming a business owner has already been paved for you. Now you just have to follow a few simple steps!

1. Initial Inquiry and Consideration

Submit the Initial Inquiry so we can learn a bit about your interests and basic qualifications to be a KinderJam® licensee. The Initial Inquiry also gives you the opportunity to ask your specific questions about a new career as a KinderJam Instructor. The Initial Inquiry starts a dialogue between you and KinderJam.

2. Personal Profile and Payment

After you have learned more about our program and decided that KinderJam is the career for you, you can submit a Personal Profile and Payment form and begin your training to become a KinderJam Instructor immediately!

3. Training and Instructor Placement Support

The KinderJam Instructor Training course has been designed to fit comfortably into your busy schedule. Our on-line course work will prepare you for a successful career as a KinderJam Instructor and business owner. During your three week training you will be taken step by step through the KinderJam music, curriculum and lesson plans. You will also receive guidance through our interactive KinderJam Business Manual. Best of all, you can study at your own pace, in the comfort of your home. KinderJam has a team of professionals available to offer you continued support and guidance as you prepare for a rewarding career as a KinderJam instructor. After the successful completion of the KinderJam Instructor Training course, you will become a licensed KinderJam Instructor, ready to launch your KinderJam business in your community. KinderJam even has an Instructor Placement Program (IPP) to assist you in finding a space that is: Drive-time friendly, conducive to your busy schedule, and that will afford you opportunities for class growth.

4. Ongoing Support and Consultation

The KinderJam® staff is here to support you at all times, answering questions, offering advice, providing recommendations, and assisting with job and career placement. Support is available via KinderJam® Central, our comprehensive web based training and support network.



Becoming a KinderJam® Instructor: Process Walkthrough

1. Submit an Initial Inquiry and Start a Dialogue with KinderJam

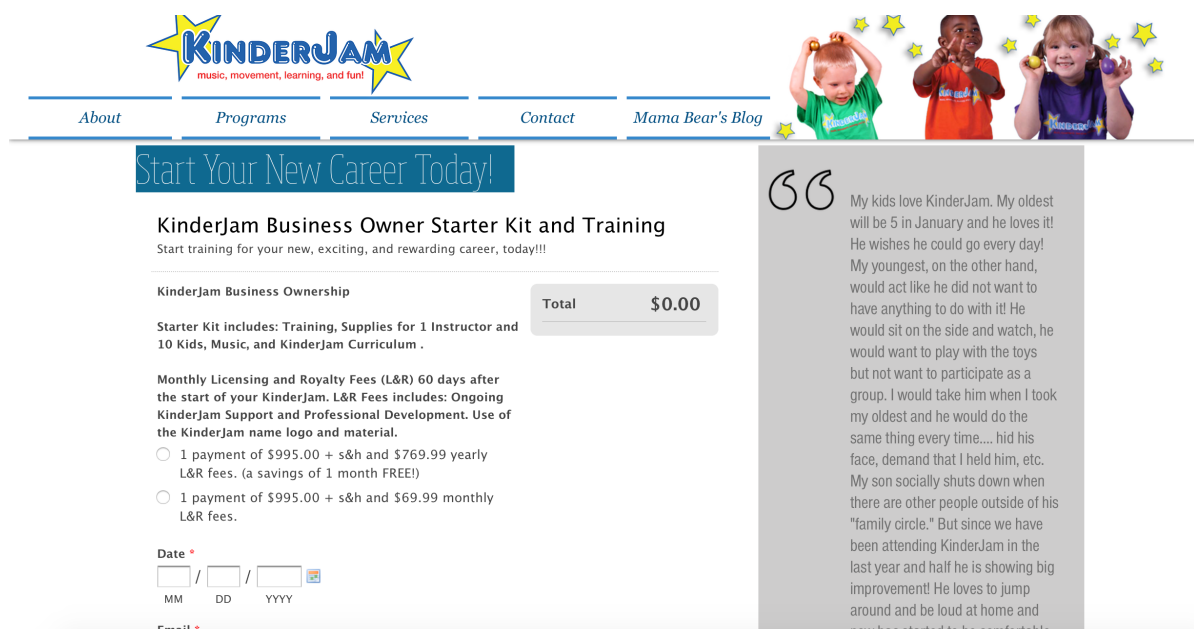
Submitting your initial inquiry gets you started toward becoming a KinderJam Instructor. You will receive an email from KinderJam with an Interest Packet that will give you more detail information KinderJam. You will be contact by a member of the KinderJam Leadership Team who can answer any specific questions you may have about our organization.



The screenshot shows the KinderJam website header with the logo and navigation links: About, Programs, Services, Contact, and Mama Bear's Blog. Below the header is a blue banner with the text "A Meaningful & Engaging Business". The main content area is titled "KinderJam Initial Inquiry" and contains a form with the following fields: Name (First and Last), Email, Address (Street Address, Address Line 2, City, State / Province / Region), and a checkbox for "I am interested in becoming a KinderJam Instructor". To the right of the form is a quote from a parent: "My kids love KinderJam. My oldest will be 5 in January and he loves it! He wishes he could go every day! My youngest, on the other hand, would act like he did not want to have anything to do with it! He would sit on the side and watch, he would want to play with the toys but not want to participate as a group. I would take him when I took my oldest and he would do the same thing every time... hid his face, demand that I held him, etc. My son socially shuts down when there are other people outside of his 'family circle.' But since we have been attending KinderJam in the last year and half he is showing big improvement! He loves to jump around and be loud at home and..."

2. Submit a Personal Profile and Payment Form

After you have learned more about our program and decided that KinderJam is the career for you, you will submit a Personal Profile and Payment form and begin your training to become a KinderJam Instructor immediately!



The screenshot shows the KinderJam website header with the logo and navigation links: About, Programs, Services, Contact, and Mama Bear's Blog. Below the header is a blue banner with the text "Start Your New Career Today!". The main content area is titled "KinderJam Business Owner Starter Kit and Training" and contains a form with the following fields: "KinderJam Business Ownership" (Total \$0.00), "Starter Kit includes: Training, Supplies for 1 Instructor and 10 Kids, Music, and KinderJam Curriculum", "Monthly Licensing and Royalty Fees (L&R) 60 days after the start of your KinderJam. L&R Fees includes: Ongoing KinderJam Support and Professional Development. Use of the KinderJam name logo and material.", "1 payment of \$995.00 + s&h and \$769.99 yearly L&R fees. (a savings of 1 month FREE!)", "1 payment of \$995.00 + s&h and \$69.99 monthly L&R fees.", "Date" (MM / DD / YYYY), and "Email". To the right of the form is a quote from a parent: "My kids love KinderJam. My oldest will be 5 in January and he loves it! He wishes he could go every day! My youngest, on the other hand, would act like he did not want to have anything to do with it! He would sit on the side and watch, he would want to play with the toys but not want to participate as a group. I would take him when I took my oldest and he would do the same thing every time... hid his face, demand that I held him, etc. My son socially shuts down when there are other people outside of his 'family circle.' But since we have been attending KinderJam in the last year and half he is showing big improvement! He loves to jump around and be loud at home and..."

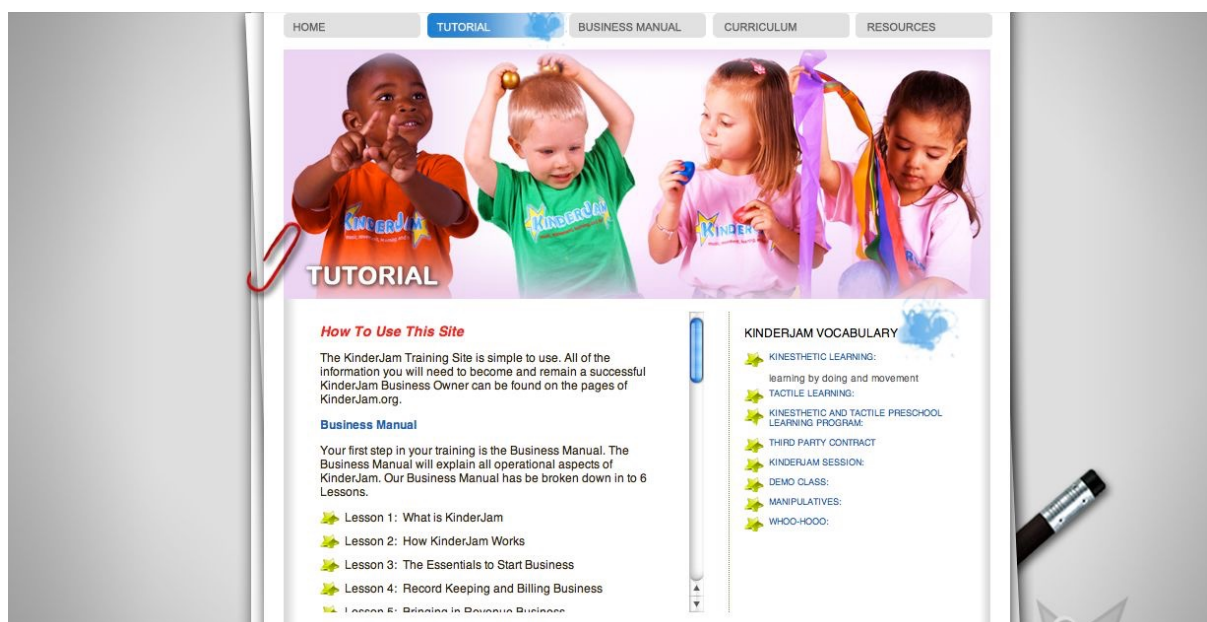
3. Receive Log-in Information for KinderJam.org/Supplies Mailed

Once we have received your KinderJam Instructor Starter Kit payment, KinderJam will mail you your KinderJam Instructor Basic Supply Kit. We will also electronically send you your KinderJam Training log-in information. Here is where you begin your KinderJam Instructor Training.



4. Visit Training Tutorial Page

After successfully logging-in to the KinderJam Training site, visit the Tutorial Page to learn how to navigate the site. The Tutorial Page gives you a step-by-step explanation of how to use the KinderJam Training site.



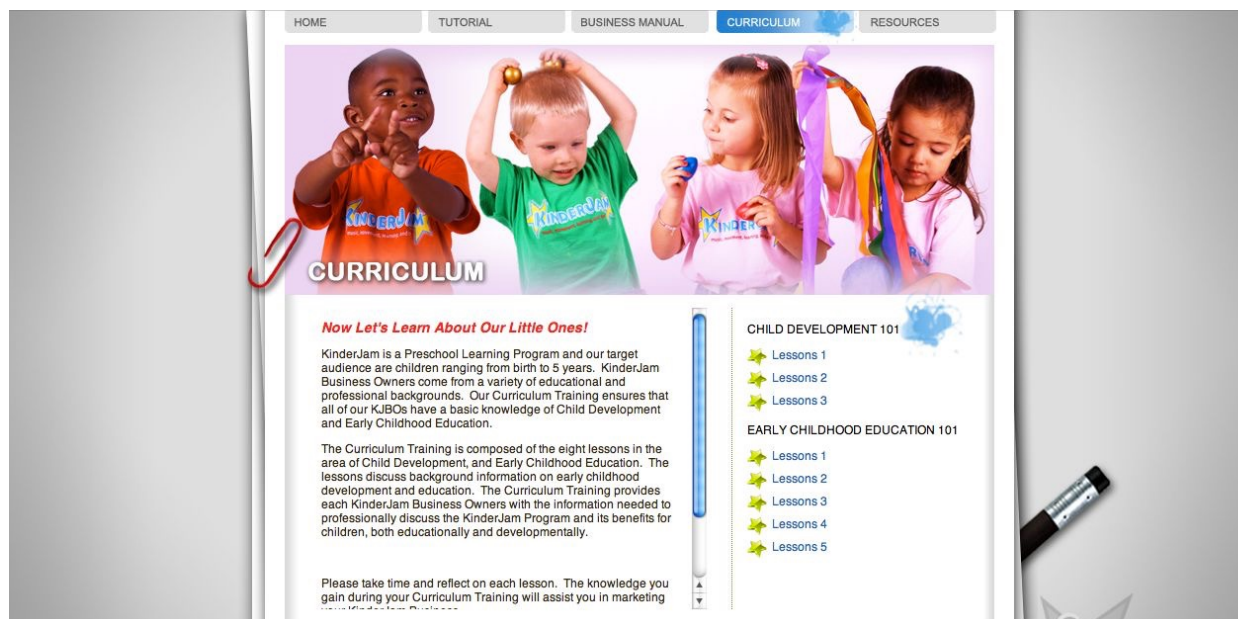
5. Complete Business Manual Training

Complete the six lessons that make up the Business Manual (1) What is KinderJam? (2) How KinderJam Works, (3) The Essentials to Start, (4) Record Keeping and Billing, (5) Bringing in Revenue, (6) Marketing and Tips for Success. Each lesson comes with an assessment to ensure that you understand each component of the Business Manual. Your assessment will be reviewed by a KinderJam Trainer who will provide relevant feedback.



6. Complete Curriculum Training

Next, you will need to complete the Curriculum Training. It is composed of the eight lessons broken into two main topic areas: Child Development and Early Childhood Education. Here you will gain access to the information and resources needed to professionally discuss the KinderJam Program and its benefits for children. Just like the Business Manual Training, each lesson in the Curriculum Training portion comes with an assessment that you need to complete.



7. Receive Invitation to Join KinderJam Central

Once you have completed all of the Business Manual and Curriculum Trainings, you will receive an invitation to join KinderJam Central! Our training and support network for all of our KinderJam Instructors. Here we provide training and professional development for new and existing instructors alike! KinderJam Central also serves as KinderJam’s “back office”. You can use this site to take care of any administrative needs, or to interact with and learn from other instructors around the world.



8. Watch KinderJam Lesson 1

After joining KinderJam Central, you will start your practical training by watching the KinderJam Lesson 1 Video. This video features a KinderJam lesson taught by a seasoned KinderJam instructor! This will get you familiar with the look and feel of a KinderJam Class.



9. Practice Your KinderJam Scripted Lesson Plan

Each KinderJam Class is completely scripted. You've watched the video to learn the look and feel of a KinderJam class, now it's time to get prepared to effectively teach KinderJam Lesson 1. First, you need to upload and study the KinderJam Scripted Lesson Plan. Our lesson plans highlight the skills/concepts focused on in each activity, the manipulatives needed for each activity, and even the words you will say to make your KinderJam lessons fun and effective for each of your little ones and their families.

For Licensed KinderJam Instructor Use Instructor Only		
KinderJam Lesson Plan Unit 1		
Activity	Skill/Concept	Manipulative
Welcome and Stretch <ul style="list-style-type: none"> Welcome students and parents to class...and begin stretches <i>"Good Morning, Guys!!! Let's start this day with a stretch!!!!"</i> Play Track 1. Call out the directions of the song as the children and parents follow the directions in the song...have students give themselves a big hug as they sway...continue following the directions of the song. <i>"Give yourselves a big hand clap and an even bigger WHOO-HOOO!!!"</i> Move directly into Track 2 	Following directions, Spatial Awareness, Identifying body parts, Self awareness	Your Body
Warm-up <ul style="list-style-type: none"> "Let's get ready for one of Miss. _____ favorite songs the Hip Hop Tooty Ta Ta...If you are ready for the Hip Hop Tooty Ta, give Ms. _____ a big hand clap and an even bigger WHOO-HOOO!!!" Start out with a rock from side to side. Call out the directions of the song as the children and parents follow the directions in the song <i>"Give yourselves a big hand clap and an even bigger WHOO-HOOO!!!"</i> Pause Music. 	Following directions, Spatial Awareness, Identifying body parts	Your Body
Alphabet Cheer <ul style="list-style-type: none"> <i>"Great Job, guys!!! Now let's get this alphabet party started with pompoms, pompoms for everyone!!!!"</i> Dump the pompoms in the middle of the floor and let the children come and chose their pompoms. Once the children have selected their pompoms say, <i>"If you are ready to celebrate your Alphabets, give Miss _____ a huge pompom shake and an even bigger WHOO-HOOO!! Now we are going to use our pompoms to help us celebrate the alphabet. ...There's no right or wrong way to celebrate...Just have lots of fun and give a big thumbs up!!"</i> 	Recall of Alphabet, Following Directions	Pompoms

10. Submit Your Assessment Video for Evaluation

Now that you have finished all of the training necessary to become a KinderJam Instructor, you are ready to prepare and submit your KinderJam Instructor Assessment Video. You will receive instructions how to make and upload this video, so no need to worry, you will be ready! Your video will be assessed by a Certified KinderJam Trainer who will use the KinderJam Instruction Rubric to conduct the evaluation of your Assessment Video. You must score a least 50/55 to become a KinderJam Instructor. If you receive less than 50 points, we will assign a KinderJam Personal Training to help you hone your instructional techniques. Our responsibility is to make sure you are ready to stand before your valued little ones, families, and clients.

Instructor Performance Evaluation

KinderJam Instructor	
KinderJam Evaluator	Suzanna Vik
Date	Monday, October 1, 2012
Knew the playlist order	Excellent
Used the proper KinderJam transition between activities	Excellent
Knew lesson plan dialogue	Excellent
Spoke loudly and clearly	Very Good
Smiled while executing lessons	Excellent
Used teaching aids properly	Excellent
Retrieved and passed out manipulatives with ease	Excellent
Delivered the lesson with confidence	Excellent
Offered praise, recognition, and encouragement to students	Excellent
Was comfortable with the students	Excellent
Used the proper KinderJam closing statements	Good
Total out of 55 points	52
Give the instructor's performance two compliments and two suggestions for improvement. Compliments:	Great work! You really knew the playlist order and had confidence in the playlist! I feel confident you could go into a class and execute it well. I love your comment about being great monkey keepers, super cute! I actually used that and "everyone wiggle your ten fingers" in my class. Worked great and the kids had fun wiggling them. Thanks! Love the way you did the ABC cheer. It is very easy to jumble to letters; you said each letter clearly and concisely. A lot of kids combine the l,m,n,o part and you kept them nice and spaced. Good work!
Suggestions:	
I really like to critique everything I see because I find the critiquing to be much more valuable than just complimenting you. You did wonderful but here are a few things you could work on! I pretty much have to say this at every	

10. Receive KinderJam Teaching Certificate

You've successfully completed the Initial Inquiry, Personal Profile, Business and Curriculum Trainings and Assessments, joined KinderJam Central, undergone Practical Trainings, submitted your KinderJam Instructor Assessment Video, and received at least 50/55 points on your Instructional Evaluation! We will issue you a KinderJam Teaching Certificate an you are now ready to begin your **New, Exciting, and Rewarding** career as a KinderJam Instructor!!



Frequently Asked Questions

How much does it cost to become a KinderJam® Licensee?

You can expect to invest under \$2,000 to become a KinderJam® Instructor. Your fees and payments cover training, licensing and royalty fees as well as music, curriculum, lesson plans, your first set of class manipulatives and marketing materials. For your convenience, we have an option of easy monthly installment payments that allow you to start your business with a minimal initial investment.

Beyond the training, licensing and royalty fee what expenses are typically incurred to start a location?

Since this is a home-based business and classes will be offered at other locations, the start-up business expenses are very modest, typically about \$1,000. These costs include items such as insurance, additional class supplies, office material and rent.

What does the training, licensing, and royalty fee cover?

The training, licensing and royalty fees cover all of the tools, music, training and support you will need to fully learn and begin to implement the exclusive KinderJam® business model. We even provide brochures and direct mail tools to help you establish relationships with daycares, preschools, other potential host sites, and parents.

Do I need a physical location or storefront to become a KinderJam® licensee?

No, KinderJam® licensees make relationships with existing daycares, preschools, community centers and other host locations to offer classes at their site to the existing student population. Also, KinderJam® Parent and Me classes are offered at an existing venue suitable for small children such as a community centers, dance studios, or martial arts dojos providing KinderJam® with a cost effective classroom. This is why KinderJam® is such a low-cost and low overhead business model.

What kind of experience do I need?

KinderJam® instructors teach essential and fundamental preschool skills in a kinesthetic and tactile learning environment. It is important that each KinderJam® instructor has some experience working with children and a genuine desire to enhance the learning experience of young children and their families. If you have a strong desire to enrich children through KinderJam® but have limited teaching experience, KinderJam® will work closely with you to ensure your continued development of the skills and techniques necessary to be a successful KinderJam® Instructor.

Is KinderJam® a full or part-time career?

The beauty of KinderJam® is that it works with your schedule. You can teach as many or a few classes as you choose. KinderJam® was started by a busy mom of a toddler who understands the dance between the various duties of life; therefore KinderJam® is designed to fit comfortably into any schedule. When you become a KinderJam® licensee, most of the work has been done for you. Just follow our successful business model and teach only the classes that your schedule allows.



How much can I expect to make?

There are many variables, from the size and frequency of classes offered to your own personal ambition that will influence the profitability of your business. KinderJam® can be a successful and profitable business, but we can make no promises about your potential success. We do, however, promise to support you every step of the way as you work towards building your successful business.

What age groups does KinderJam® serve?

KinderJam® focus is on early childhood (Birth to 8 years old)
Our KinderJam class services toddlers and preschool children ages 1 to 5. We also offer BabyJam (Birth to 18 months).

My spouse is Military and we relocate frequently, can KinderJam® work for us?

Most definitely! KinderJam®'s founder is a proud Military Spouse that designed KinderJam® to fit comfortably into her ever-changing life. KinderJam® is a completely mobile business, and we work

closely with our military spouses to assist them in finding suitable locations for classes at each duty station. We also aid in establishing and maintaining relationships with surrounding daycares and preschool providers. If you are a military spouse with a desire to enhance the learning experience of young children and their families, KinderJam® is the PERFECT business for you!



What is the turnaround time to get started?

From your initial inquiry, you can start generating revenue in as little as two months. This allows time for the application and screening process, training and all other startup functions.