



Build a business that changes children's lives.

The No.1 franchise for those who truly want to make an impact — without the risk, stress and headache of starting a business from scratch.

Purpose-led

Flexible & family-friendly

Award-winning

Full training

Exclusive territory

Uncapped income



WELCOME

An invitation to do work that matters.

MiniMe Mindfulness® is proud to give you the opportunity to join our award-winning team — to run a flexible, lifestyle-friendly business while making a real difference to children's lives.

In today's fast-paced world of technology, distraction and comparison, helping children build a healthy mind has never mattered more. We're a rapidly growing network of heart-led leaders helping children build confidence, understand their emotions, self-regulate their responses and find calm — giving them a toolkit for life, one superpower at a time.

When you partner with us, you receive full training, ongoing support and the freedom to build a business you love. And the best part? The more children you reach, the more your business grows.

**A toolkit for life**

One superpower at a time

"Our mission is to bring together heart-led leaders to positively impact the mental health of children all over the world."

Tessa Hawes — Founder & CEO

WHY NOW

Around **1 in 5 children aged 8–16** now has a probable mental health condition (NHS, 2023). Demand for support is rising faster than it can be met — and MiniMe Mindfulness® is a proven solution schools, nurseries and families are actively looking for.

YOUR JOURNEY IN FOUR STEPS

- | | | | |
|------------|----------------|---------------------|-------------------|
| 1 | 2 | 3 | 4 |
| Prospectus | Discovery call | Legals & financials | Training & launch |

IS THIS YOU?

This could be your dream opportunity.

Our franchisees come from all walks of life — teachers, parents, career-changers. No prior expertise is required; we teach you everything. What matters is heart, drive and a passion for children.



This is perfect for you if...

- ✓ You're a teacher, parent or educator who wants more freedom, income and impact.
 - ✓ You care deeply about children's mental health and emotional wellbeing.
 - ✓ You're ready to leave the 9–5 or classroom and build a business on your terms.
 - ✓ You want work that's purpose-driven, flexible and family-friendly.
 - ✓ You'd love to be part of a supportive community of like-minded, heart-led leaders.
 - ✓ You're excited about helping children discover their calm confidence and inner strength.
 - ✓ You want a proven model with ready-made lesson plans, digital tools and CPD-accredited programmes.
 - ✓ You believe that little eyes are always watching — and want to be a powerful role model.
- ♥ You've got a big heart, a passion for positive change and a spark of ambition. **If you said "yes" to even a few of these — this is the opportunity for you. Let's talk.**

A WORD ON OUR COMMUNITY

We take our team dynamic and our energy very seriously — it's the reason our network works. We only invite people to join us who we feel will complement our supportive, collaborative ethos. The discovery call is how we both find out.

THE MODEL

A business in a box.

Deciding to build your own business is exciting — and can feel daunting. The beauty of a franchise is that all the thinking has been done for you. You plug into a tried-and-tested system, with an exclusive territory that's yours to grow.

Low-risk, lifestyle business

Flexible, term-time hours that fit around family life — with uncapped potential as you grow.

Award-winning brand

Trade under a trusted, national, CPD-accredited brand that schools and families already know.

Exclusive territory

Your own protected area to build in — no internal competition, just a collaborative network beside you.

Full training & accreditation

Accredited Kids Mindfulness Teacher Training plus complete business coaching — expertise not required.

A must-have, not a nice-to-have

Every session maps to statutory RSHE and Ofsted's personal development judgement — so schools fund it from budgets that already exist, rather than from what's left over.

Weekly 1:1 support

A heart-led HQ team linking arms with you at every step — including weekly one-to-one calls with Tessa — plus monthly training and an annual conference.



You plug into a tried-and-tested system with an exclusive territory that's yours to grow — **all the thinking has been done for you.**

OUR STORY

From a mum's mission to a national movement.

After a 20+ year career as a Corporate Financial Adviser in the City of London, Tessa became a mum in 2012 and wanted more flexibility than the 9–5 allowed. Coaching others to succeed, she realised how much of her work was really about changing mindsets — and her own MiniMe's, Oscar and Annie, were watching, absorbing and applying it all.

In 2020, as the pandemic hit children's wellbeing hard, Tessa and her children began supporting families online. Within weeks, thousands were tuning in daily to MiniMe Mindfulness® LIVE — soon recognised nationally as the best live lesson for mental wellbeing during lockdown.

As children returned to classrooms, demand for support soared. Tessa established the flagship franchise in Chelmsford, and in 2021 the franchise network launched — so heart-led leaders across the UK could bring these life-changing skills to thousands more children.



Tessa with Oscar & Annie

Where it all began

A JOURNEY OF RECOGNITION

2020 Best Online Lesson — mental wellbeing

2021 Franchise network launched

2023 Franchise of the Year

2024 All courses CPD Accredited

2025 Cyber Essentials Certified

2026 British Franchise Association member

YOUR FRANCHISE PACKAGE

Everything you need to launch and grow.

We've spent years developing and perfecting our lessons and training — so you can step into a complete, ready-to-run system from day one.

Training & accreditation

- ✓ c.150 hours of online training
- ✓ Kids Mindfulness Teacher Training — accredited by CPD & IMMA
- ✓ **Foundations to Flourish** — 30 weeks of weekly 1:1 calls with Tessa
- ✓ **Focus to Flourish** — a further 20 weeks of 1:1 sessions
- ✓ Business planning & ongoing coaching
- ✓ Marketing & sales training for schools & nurseries
- ✓ Safeguarding L2, Health & Safety, Data Protection & First Aid
- ✓ Enhanced DBS & referencing
- ✓ Monthly group team training online + annual September face-to-face conference

Curriculum & resources

- ✓ Lesson plans teaching the 25 Superpowers Framework™ (60 sessions — 2 years, no repetition)
- ✓ **Curriculum mapping pack** — showing schools how every session aligns to statutory RSHE, the PSHE Association programme of study and Ofsted's personal development judgement (EYFS PSED for nurseries)
- ✓ **Evaluation & impact tools** — pre- and post-programme measures and reports you can hand straight to a head teacher
- ✓ Guided meditations from Oscar & Annie
- ✓ Story boards, music, audio games & visuals
- ✓ Mats, spots, props & core equipment
- ✓ Parent, Carer & Teacher Hub access
- ✓ Video tutorials for every lesson

Systems & marketing

- ✓ Your own branded local website
- ✓ **Your own bespoke business platform** — one login, everything in one place (see next page)
- ✓ Central marketing & done-for-you social content
- ✓ Social Media Mastery course included
- ✓ Branded uniform, leaflets, banner & business cards
- ✓ Google Workspace & branded email
- ✓ Reviews collection to build your reputation

YOUR BUSINESS PLATFORM

One login. One system. Everything you need to run your business.

We spent years building a bespoke platform for our network — and every part of it is included in your franchise fee. No stitching six different tools together, no separate subscriptions to juggle, no wondering which system holds what. It's all here, and we train you on every part of it.

✓ All-in-one inbox

Email, SMS and social messages land in one place — never miss a parent or a head teacher.

✓ Email marketing

Campaigns, newsletters and automations that nurture your list while you teach.

✓ Social content planner

Schedule across every channel, with done-for-you content from our central marketing team.

✓ Contracts, invoicing & payments

Send a contract, raise an invoice, take the payment — without leaving the system.

✓ Bookings & CRM

Every class, camp, club and contact tracked in one pipeline.

✓ Training platform

All your training, resources and CPD in one hub, available whenever you need it.

✓ Private community

The whole network in one room — questions answered, wins shared, always on.

✓ Our tech team behind you

We build it, we maintain it, we fix it. You'll never be your own IT department.



Plus our **Social Media Mastery course** — and full training on every part of the system, so you use it with confidence from day one.

THE LIFESTYLE & INCOME

Flexible hours. Multiple income streams. Uncapped potential.

Build your business around your life — term-time hours, your territory, your ambition. And because we have a whole ecosystem of products, you have several ways to earn.



● In-person sessions

School & nursery contracts, curriculum courses, assemblies and workshops.

● Community classes & clubs

After-school, breakfast and community classes that parents pay for directly.

● Holiday camps

Fun, mindful camps that boost income during school holidays.

● Digital product sales

Calm Kits and online courses — residual income beyond the classroom.

● Funded & CIC projects

Publicly funded and community-interest projects reaching more children.

● Build a team

Recruit and train your own Mindset Mentors to scale beyond your own hours.

A SAMPLE FULL-TIME WEEK

c.20 teaching hours, term-time: breakfast clubs · nursery & pre-school sessions · a community class · an in-school curriculum course · after-school clubs — with room to add camps and a team as you grow.

Uncapped

Income potential, depending on your time, commitment and ambition. We'll share illustrative earnings and the full financial picture with you at your discovery call.

THE INVESTMENT

A range of territory packages to suit your goals.

Full-time and part-time territories are available, with packages to match your ambition, location and demographics.

TERRITORY PACKAGES FROM

£10,000

Plus an ongoing management fee of 10% of turnover.

FULL-TIME & PART-TIME

Territories available to match your ambition & location.

Your franchise fee includes:



Rights to trade under the MiniMe Mindfulness® brand



Your exclusive, protected territory



A central website + your own branded local site



Complete training & the operations manual



All business systems (booking, payments, CRM)



Lesson plans, equipment, props & resources



Ongoing support, mentoring & regular updates



Access to the wider Mindset Mentors ecosystem

Full investment, package options and earning potential are confirmed and tailored to you at your discovery call.

PEACE OF MIND

A franchise you can trust.

Choosing a franchise is one of the biggest decisions you'll make. Here's why you can feel confident with us.

Ethical & expanding

We're proud members of the British Franchise Association (bfa) — the voice of ethical franchising in the UK. BFA members are independently assessed against a strict Code of Ethics, so you can be confident you're partnering with an ethical and financially sound franchise.

Accredited & secure

Our Franchisee & Mindset Mentor training and our children's programmes are accredited by CPD, and our systems are Cyber Essentials certified for secure, professional delivery.

AWARD-WINNING · ACCREDITED · ETHICAL · EXPANDING



**Proud Expanding
Members of the British
Franchise Association!**



THE CPD STANDARDS OFFICE
CPD PROVIDER: 22840
2024-2026
www.cpdstandards.co.uk



Franchise of the Year

Children's Wellbeing Business of the Year

CPD Accredited

Award-winning. Accredited. Ethical. Expanding.

A safe pair of hands for your investment and your future.

A NOTE FROM OUR FOUNDER

"Teaching children positive mindfulness and mindset techniques is as important as teaching them how to read and write."

Tessa Hawes — Founder & CEO, Mindset Mentors Ltd | MiniMe Mindfulness®

I've combined decades of experience, knowledge and expertise to build fun, creative mental health and wellbeing solutions — and a business model that genuinely works. Our programmes are unique, and our franchise gives you everything you need to succeed.

My goal is for every child to leave a session with a practical tool they can use straight away, and to build the confidence, calm and resilience to flourish. But to create lasting change, we support the adults around them too. As a proud wife and mother of two, I'm dedicated to empowering heart-led leaders to reshape how we support children, schools and families.

If you bring the passion and energy, we'll link arms and help you build an impactful, profitable business. I can't wait to meet you.

Empowering healthy mindsets, for life.

Tessa x



A JOURNEY OF RECOGNITION

2020 — Best Online Lesson, mental wellbeing
2021 — Franchise network launched
2023 — Franchise of the Year
2024 — All courses CPD Accredited
2025 — Cyber Essentials Certified
2026 — British Franchise Association member



part of the mindset mentors family

If you bring the passion and energy, we'll link arms and help you build an impactful, profitable business.

FROM OUR FRANCHISEES

Building businesses they love.

168

schools & nurseries reached

20,859

children supported

Growing

national network of franchisees & mentors

*Cumulative face-to-face delivery to December 2025.



"Tessa has thought of everything — she made the transition from employee to self-employed seem easy. The quality of the resources, lesson plans and equipment is all excellent. I love what MiniMe Mindfulness stands for, and I'm proud to be part of the spread."

Claire Rushton-Plant · Franchise Owner, Staffordshire



"Investing in MiniMe Mindfulness® has not just been a fantastic business decision — it's an incredible experience that continues to inspire me every day. Every step of the journey I've felt totally supported and an integral part of the family."

Kim Mallows · Franchise Owner, Northamptonshire



"I was blown away seeing children's confidence and self-belief grow — becoming a Franchise owner was the natural next step. I feel driven and proud to be part of this family. Trust and communication are key, and both are offered with MiniMe Mindfulness."

Nicola Tookey · Franchise Owner, Essex



Hear their stories in their own words

Scan to watch our franchisee **"fireside chats"** — real journeys, real families, on YouTube.



THE MINDSET MENTORS FAMILY

One methodology, every stage of life.

MiniMe Mindfulness® is the flagship of the wider Mindset Mentors family — a shared approach to wellbeing that grows with a child from their earliest years into adulthood. As a franchisee, you deliver **Mindset for Kids** — but you're backed by a whole ecosystem, giving you more ways to serve your community and more streams of income.

mindset for **early years**

Nurseries & EYFS — emotional literacy woven into everyday play.

● Available now

mindset for **kids** YOU DELIVER THIS

Primary schools — the heart of MiniMe Mindfulness®, delivered class by class.

● Available now

mindset for **teens**

Secondary-age young people — extending the methodology through the teenage years.

● In development

mindset for **adults**

Staff & parent wellbeing — supporting the grown-ups around every child.

● Available now

 part of the mindset mentors family

Join us, and you're not building alone —
**you're part of a movement creating a
positive ripple through families and
communities across the UK.**

THE PROCESS FROM HERE

Ready to find out more?

There's no obligation — just a friendly, no-pressure chat to explore whether it's the right fit for you. Here's how it works:

1 Prospectus & discovery call

Explore this prospectus, then book a relaxed online chat with Tessa (evenings and weekends available) to ask questions and get to know each other.

2 Behind the scenes

If we're a good fit, you're invited to a "behind the scenes" tour of the business, training, resources and support.

3 Join the team

Speak to live franchisees, and if all aligns, complete the legals & financials and lock in your exclusive territory.

4 Strategy, training & launch

We map your business and training plan, then link arms and support you every step of the way to launch.



Top tip: if you're unsure — book the chat. If you're excited — book the chat! Tessa will never try to convince you if it's not the right fit; the Discovery Call is simply two people finding out more about each other.

We take our team dynamic and our energy very seriously. We only invite people to join us who we feel will complement our supportive, collaborative ethos — which is exactly what the discovery call is for, on both sides.

BEFORE YOU BOOK

Frequently asked questions.

Do I need any experience or qualifications?

No. Our franchisees come from all walks of life — teachers, parents, career-changers. We teach you everything through our accredited Kids Mindfulness Teacher Training Programme and full business coaching. What matters is heart, drive and a passion for children.

What training is provided?

Around 150 hours of online training, covering everything you need to run your business and teach with confidence — including our Kids Mindfulness Teacher Training Programme, accredited by both CPD and IMMA (the International Mindfulness and Meditation Alliance), alongside Safeguarding L2, Health & Safety, Data Protection, First Aid, an Enhanced DBS, and full business, marketing and sales training. On top of that, **Foundations to Flourish** gives you 30 weeks of weekly 1:1 online calls with Tessa, and **Focus to Flourish** a further 20 weeks. You'll also join monthly group training and our annual September conference — face-to-face training and team building.

What ongoing 1:1 support will I get?

A weekly 1:1 call with Tessa for your first 30 weeks through Foundations to Flourish, then a further 20 weeks of 1:1 sessions through Focus to Flourish as you grow into new areas. You're never handed a manual and left to it — we link arms with you, every step of the way.

How do I convince a school this isn't a "nice to have"?

You don't have to argue the case from scratch — we give you the evidence. Your **curriculum mapping pack** shows a head teacher precisely how every session aligns to statutory RSHE, the PSHE Association programme of study and Ofsted's personal development judgement. For nurseries, it maps to the EYFS Personal, Social and Emotional Development prime area.

That reframes the conversation. You're not selling an enrichment activity out of a discretionary pot; you're helping a school deliver something it is *already required* to deliver, and evidence it to Ofsted.

Our **evaluation and impact tools** then close the loop — pre- and post-programme measures give the school a report showing what changed for their children, which is what secures the following year's contract.

How much lesson planning will I have to do?

None — it's all done for you. You receive hard-copy and online lesson plans and resources spanning 60 sessions, plus the full equipment to bring lessons to life and video tutorials for every one. That's everything to teach a cohort for two academic years without repetition — we'll show you it all on your "behind the scenes" tour.

How much do I need to invest?

Territory packages start from £10,000, plus an ongoing management fee of 10% of turnover. Full-time and part-time territories are available, and the right package depends on your ambition, location and local demographics. We'll walk you through the complete financial picture, including illustrative earnings, on your discovery call.

Will I be competing with other franchisees?

Never. Every franchisee has an exclusive, protected territory that is theirs alone. The MiniMe Mindfulness® team is more like a family — we share our successes, challenges and wins in our online hubs, team meetings, meet-ups and annual conference. Zero competition, endless support.

What systems and technology do I get?

Your own bespoke business platform, built for our network and included in your franchise fee. One login gives you an all-in-one inbox (email, SMS and social in one place), email marketing, a social content planner with done-for-you content, bookings and CRM, contracts, invoicing and payments, our training platform, and the private community where the whole network shares wins and answers each other's questions.

Our Social Media Mastery course is included too, along with full training on every part of the system. Our tech team sits behind all of it — we build it, maintain it and fix it, so you're never your own IT department and there are no separate subscriptions to stitch together.

How do I book a call with Tessa?

Use the calendar link on the next page and choose any available date and time. If you need an evening or weekend call, email tessa@minimemindfulness.co.uk and she'll arrange it with you.

GET IN TOUCH

Let's build something that matters.

Take the first step today — request your discovery call and let's explore your future with MiniMe Mindfulness®.

NO OBLIGATION

Book your free Discovery Call



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WEBSITE

www.mindsetmentors.co.uk

Evening and weekend calls are available — just email Tessa and she'll arrange one with you.



part of the mindset mentors family

Empowering healthy mindsets, for life.

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