



Our **Service**

A 'quick' summary of our service for new clients; including main options and prices



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INTRODUCTION

Hello!

My name is Kevin Depledge. I founded English Language Coaching in London, UK in 2009.

We specialize in helping ambitious learners communicate at a truly advanced level of English.

If you...

1. Feel 'stuck' and unsure how to achieve real progress
2. Have a genuine need/desire to advance

We can help you because...

We have a clear, practical and effective strategy to take you from your current level to a genuinely advanced level.

We do not think in terms of 'lessons' and we do not aim for minor progress or maintenance.

We specialize in helping you achieve, in spoken and/or written form, genuine, noticeable advancement.

We get results with our clients because before even founding the service we deeply considered the following question:

What do you practically have to do, step-by-step, day in and day out, to really reach an advanced level of English?

Simply by 'daring' to face that question, the ideas and insights arrived to develop a truly effective system.

An ambitious pro-active plan-of-action, not a 'method', based on the practical reality, not theory, of advancement.

I have channelled over 18 years of time and energy into English Language Coaching, which, if you are truly committed, I would be honoured to direct towards you and the advancement of your English ability.

I look forward to working with you!

Kevin Depledge

A Basic Guide To Our Services

1. Who are we?

English Language Coaching is headed by Kevin Depledge (founder) who resides between the UK and Japan. Kevin generally works online, taking care of our main *one-to-one* clients whilst we have other coaches that deliver 'Group Coaching' and other more specific services.

2. What Do We Do?

We help you advance your English in the following four main ways:

a. Upgrade your technical ability e.g.

- Increase grammatical accuracy and eliminate persistent bad language habits
- Speak concisely and precisely i.e. get to the point and make yourself understood.
- Reduce pronunciation issues/naturalize melody so you speak with a clear accent
- Show you how to express complex concepts clearly; in both spoken and written form
- Get you using more sophisticated and advanced language intuitively and authentically
- Organize ideas so people don't struggle to understand you; you make them understand.

b. Inform you how to practically learn English e.g.

- Reveal what is required, in terms of attitude/lifestyle to reach an advanced level of fluency
- Show you how to keep learning effectively and enjoyably, after you stop working with us
- Provide a practical strategy for getting you from your current to an advanced level

c. Show you how to get inside the culture and mentality of native speakers e.g.

- Learn how to 'tune in' to native mentality and sense of humour and feel less 'alienated'
- Introduce inspiring, enjoyable and 'real' aspects of culture from English-speaking countries
- Strengthen comprehension of cultural nuances and subtleties of native English

d. Keep you motivated, on track and ensure you do not give up e.g.

- We organize how, when and what you study; so, you can just get on with improving
- Provide you with a sense of accountability; we set clear targets, goals and to do lists.
- Empower you with strategies for maintaining willpower even during busy and hectic period
- Show you clever ways to fit the coaching work around your schedule and commitments.

3. Who is our service for?

We mainly work with ambitious professionals with a real need for results (i.e. people that either live in English-speaking countries or interact regularly in English-speaking contexts within their lives and/or jobs).

We currently coach/have coached groups and individuals from:



We also work with many entrepreneurs and creative people. People with ideas to express that need to influence or inspire in English.

However, our service is not really aimed at any profession.

Ultimately, we are interested in working with absolutely anyone who is prepared to take responsibility for their progress, get actively involved and has a real ambition to improve.

4. How Do We Work?

We work to a carefully-structured plan with the clear objective of taking you from your current level towards an advanced level of English proficiency.

This plan is delivered through a combination of coaching sessions supplemented with extra training, guidance and information between sessions.

So, we work together in and between sessions.

Throughout your whole arrangement you will receive feedback and support regularly in the form of videos, MP3 audio, PDF documents/reports and e-mails.

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'My job demanded a much better level of English but even after 9 years in the UK I struggled to express myself clearly. To be honest, I was unsure whether this organization could help me because I had tried so many services. But, I was so surprised by their new approach and finally, I now feel my English has started to genuinely improve'

Dr. Yuu Kimata - Geneticist - University of Cambridge, UK.

5. Do We Work with groups?

Most of our clients are individuals (either self-funded or sponsored by a company) but, we also coach groups based in London or Tokyo.

6. Do We Only Work With Clients Online?

No. We also offer 'physically present' face-to-face coaching to individuals/groups residing in London or Tokyo.

(Please note: Although we mainly work online, our strategy is to help you communicate well in your 'off-line' life. So, our instruction is designed to be applied in the 'real' world)

7. What are First Steps For Working With Us?

Before working with anyone, we firstly arrange a free 10-15 minute online consultation.

During the consultation:

- We listen to your English situation (i.e. needs, goals, issues and circumstances)
- We provide brief feedback on your English and outline how we might help you.
- We answer any questions you may have about our service or your situation

After the consultation we send you:

- Full details of range of short/long-term plans
- A range of different price options which suit your budget

To arrange a consultation simply **e-mail us**. After the consultation you simply contact us at a later date if or when you feel interested.

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'Forget English classes or what you learnt at school! This is much deeper and organized. They have created a very common-sense, effective and 'believable' plan. I noticed quite a shift in my ability; even within the first month. My inability to express details effectively was affecting my confidence at work but, I can now express myself in a clearer and more logical manner. In fact, in some recent 'high-pressure' meetings colleagues complemented me on how well I explained and navigated through different points.'

Ms. Elena Volodina - Project Manager - Barclay's Bank, London, UK



8. What happens after the Consultation?

If after the consultation, you feel inspired to 'try' our service and we have availability; we suggest you go through a **trial process** which consists of two steps:

STEP 1 TRIAL SESSION £50*

Our 75-minute trial session give you a 'taster' of how we will work with you to advance your English. This trial also includes an 'After-Session Report' (ASR) containing detailed and very personalized feedback and assessment, in PDF and MP3 audio form, on all key areas of your English

MONEY-BACK GUARANTEE: If you are not 100% satisfied with 'Trial Session' we will give you a full-refund (if you contact us within 24 hrs of your ASR being sent).

STEP 2 TRIAL PROGRAM Starting from £399

3 week program, including 5 one-to-one coaching sessions and extensive training, material and support between sessions.

The main benefits of the 'Trial Program':

- Get used to our methodology/approach and understand our plan
- Help you work out how to fit the work around your schedule.
- Begin in-depth analysis of your English; identifying main issues
- Start getting to work on your English and pushing for progress

By the end of this short program you will be very clear about how we work and clearly understand our longer-term advancement plan.

***Note: Trial session is £85. But, if you contact us within 24 hours of a consultation to book a Trial Session (for a date within 7 days of contacting us) we offer a £35 discount (i.e. 'Trial' session is £50).**

9. Can You 'Skip' The Trial Program?

Technically, 'yes'. But, the work we do in the Trial Program is the start of the process for any new client doing any arrangement. We only call it a 'trial' because afterwards you can stop or continue. But, for us it is the necessary start of the process for improving your English.

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'Strongly recommended for anyone wishing to speak English at an advanced level. The feedback my coach sent after each session was great! I could clearly see where improvement was necessary and more importantly, exactly 'how' to advance my English in these areas. My coach worked as hard as I did not only during but between sessions'

Dr. Baoyu Wang - International Service Manager - Janet, UK

10. What Happens After The Trial Program?

There are two main coaching 'paths' you can take after the 'Trial Process'. Our first option is for people looking for a flexible, but still impactful, arrangement:

Option 1	Refinement Sessions	Duration: Ongoing, but, usually 3 -12 months
<p>This is our regular service. It is pay-as-you-go. You book a set number of one-to-one training sessions (which include training, material and support between sessions) personalized to your needs.</p> <p>The minimum amount of sessions you book in one go is five sessions (between 60- 75 mins) and most people go on to do between 10-30 sessions.</p> <ul style="list-style-type: none"> • Prices for this option start at around £375 for 5 sessions (+ training, material and support between sessions) 		

Our second option is for very ambitious learners looking to make serious progress:

Option 2	Advancement Program	Duration: 4-5 months
<p>Our most complete, intensive and attentive package; a 4-5-month program divided into three sub-programs or stages.</p> <p>Each stage consists of a set number of one-to-one sessions and includes an exceptional amount of support, material and training between sessions.</p> <p>You pay for the program in stages (i.e. one stage at a time) or book multiple stages at a reduced rate.</p> <ul style="list-style-type: none"> • The total cost for this entire 4-5 month program starts at approx. £3000 		

Note: We offer different versions of these programs with different content and prices. We will send you full-details of these options above and their different versions (including prices) separately.

11. Do we have any other options?

We also offer other 'short-term' programs which focus on specific aspects of your ability e.g.

- **Writing Proficiency**
- **Pronunciation & delivery**
- **Communicative Proficiency**

And we also have an option called the:

- **Self-Advancement Program**

This option consists of 10 x Refinement Sessions (option 1) however, we include extra training/material to show you how to practically reach an advanced level as an autonomous learner (i.e. by yourself).

12. How Long Do We Need To Work Together?

Depends on the option you choose (see above) and each individual case. It is your choice. But, most people work with us for a minimum of 2-3 months and a maximum period of 12-16 months.

13. Can We Help With Specific English Needs?

Yes. We have arrangements for clients that only want to work on their written English or need to prepare for a conference, job interview etc.

14. What Do You Do Now?

If, you would like to take things further then, you can either arrange a free consultation or (if you have already arranged or had a consultation) arrange a Trial Session.

Simply, [e-mail us](#) we will set either of those options up for you.

Trial Process Discount Offers

Feel free to take advantage of the following offers:

[OFFER A: £35 discount off Trial Session](#)

The Trial session is £85. But, if you contact us within 24 hours of the time when you did consultation to book a Trial Session (for a date within 7 days of contacting us) you receive a £35 discount (i.e. 'Trial' session is only £50).

[OFFER B: £85 discount off Trial Program](#)

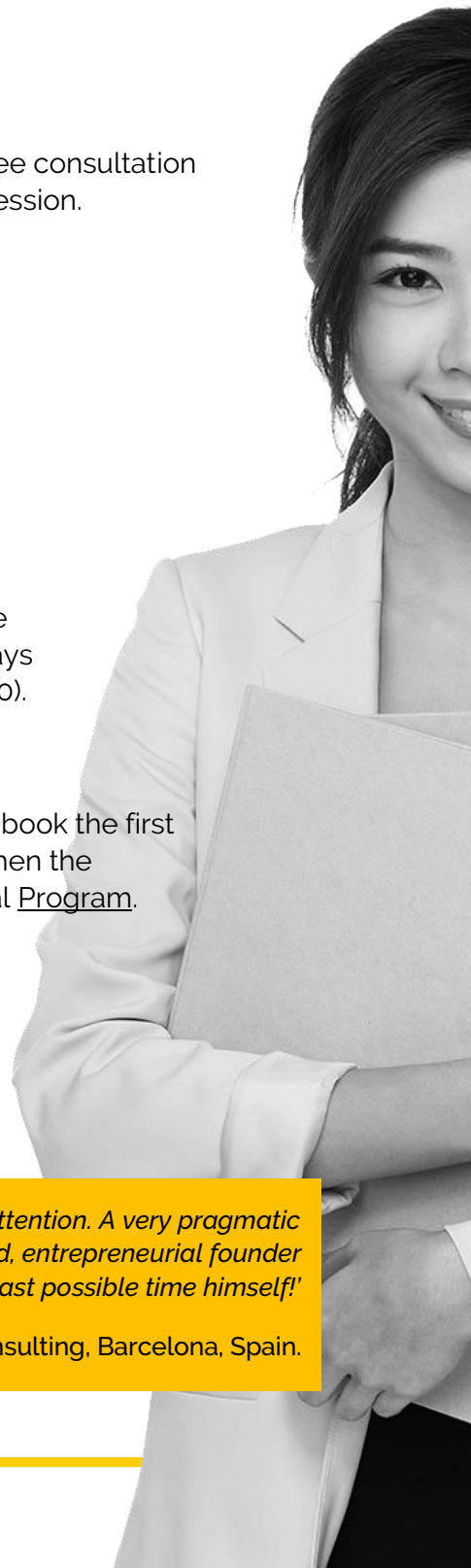
If, you contact us within 3 days of receiving your Trial Session report, to book the first session of the Trial Program (for a date within 7 days of contacting us) then the full fee (£85) of the Trial Session is discounted from the cost of your Trial Program.

Hopefully, this guide has given you a basic idea of our service and how we can help you. If you wish to discuss your English situation face-to-face, we will be happy to speak to you!

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"I was guided through every step of the process with a great deal of attention. A very pragmatic and results-based approach; coming from their business-minded, entrepreneurial founder who understands the need of getting things done in the least possible time himself!"

Mr. Xavier Farres – Senior Consultant - Miebach consulting, Barcelona, Spain.





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