



The Happiness Club Franchise Opportunity

Hello! Thank you so much for your interest in becoming a member of The Happiness Club team.

Imagine waking up every day knowing that you are doing work that genuinely helps other people, of all ages, to feel calmer and happier in their own lives, able to understand, allow and embrace all of their emotions.

Imagine standing in front of a classroom of children and teaching them tools and skills that will help them throughout the rest of their lives.

Imagine standing in front of a room full of working adults who are stressed out, busy and overwhelmed, and teaching them tools and skills that will make their every day lives easier and easier to cope with.

Imagine the feeling of satisfaction and fulfilment you will receive from doing that kind of work.

If you can imagine all of that then I promise you that becoming a Happiness Club Trainer will be the most rewarding thing you have ever done.

In this pack is all the information you need to know about our franchise opportunity. We will teach you everything you need to know to deliver the workshops and schools programmes that we created, and then we will support you throughout your journey to build your own business doing this work.

I'm Jo Robinson-Howarth, the founder of The Happiness Club, and I built my business in a way that worked for me, around my family and other responsibilities in my life. I needed to create something that worked for me, not someone else's view of how my working days should be spent. The Happiness Club's journey began in 2011 and the business has grown and evolved as my life has changed.



I want you to be able to experience the same kind of flexibility that I have. I'm not here to tell you what your business should or shouldn't look like. I want to support you to build a business that works for YOU, not for me or anyone else.

And that's why this opportunity isn't a bog standard franchise opportunity. It's also why it isn't simply a licensing agreement where you take our material and walk off into the sunset with it. I am here to genuinely support you in any way I can, to make your business whatever you want it to be.

So, how does this whole thing work?

We start with a six month, part time, CPD accredited group training course, or a 3 month part time, CPD accredited one to one training, whichever you prefer.

Ove the course of that six months I will personally teach you the background to, the theory behind, and the exact components that make up The Happiness Club's resilience workshops for businesses and our emotional management programme for schools. I will teach you how to deliver our programmes and how to start marketing and promoting your business.

We deliver that training by way of short pre-recorded sessions and full live training days, which you can attend live in person or online. At the end of the 6 months I will assess you on your delivery of the material and then the journey really begins...

Once you have passed the training assessment then we begin working together to help you create a business you love.

You may already be a coach, a trainer, a therapist and The Happiness Club's material may slot nicely into your existing services.



You may have never done anything like this before, you may be wanting to leave your corporate career or your teaching position, you may be a mum wanting to branch out.

Whatever your current situation is we will work together to mould, create and build a business that works for you. You may decide to do this work part time around whatever else you already do. You may decide to go full steam ahead and do this work full time. It's totally up to you.

The process of the initial training programme could bring your own limiting beliefs and blocks to the surface. I will be there to help you through those, I will expect you to work on your own personal development consistently but I will help you to do that. You will receive membership of The Happiness Club itself throughout your training and beyond. And as a certified Happiness Club Trainer you will have the opportunity to contribute to the content for The Happiness Club membership.

You will come out the other side trained and confident in delivering our programmes and workshops. I promise.

You will be self-employed and will need to organise your own insurances and your own DBS certificate. We can help you to do all of that.

We will provide you with all the marketing resources and templates that you need but you will also have the freedom to create your own.

We will work with you to set targets and you will attend a monthly one to one with me or a senior member of my team, to talk through promotional activities and business development.

You will then be invited to take part in our quarterly top up training days, in which we cover new workshop content, business development brainstorming, confidence building, sales and marketing information and more, whatever you need to build your business.



If you find the clients yourself then there is no % fee taken.

If we find a client for you then we will charge you a 15% commission and admin fee.
And we charge a 5% overall fee on your annual turnover.

Once you have passed the training assessment then you enter into a 3 year agreement with us. The current annual license fee to be counted as a Happiness Club Trainer is £1200, payable in one payment or in monthly instalments of £100. We review this fee annually so this may change during your initial 3 years and beyond. Once the 3 year contract is up then the agreement continues on a rolling basis provided both parties are still happy.

We will also encourage you to sell memberships to The Happiness Club, to individuals and to the organisations that you run workshops for, as part of my affiliate programme. We pay our affiliate partners 20% of the monthly membership fees for each member who joins on their recommendation for the life of their membership. As a Happiness Club Trainer we will pay you 40% of the monthly membership fees for each individual member who joins on your recommendation for the life of their membership. The affiliate fee for corporate memberships is 10% of the final profit amount.

I know all of that is a lot to take in. So take a pause here, breathe, allow yourself to digest it all.

To summarise:

- 6 month group training programme or 3 month one to one
- 3 year franchise agreement on completion of CPD accredited training
- Annual license fee of £1200
- 5% annual turnover fee
- Monthly one to one to set targets and evaluate activity etc
- Marketing resources and templates supplied



- 4 x ongoing training days per year
- Opportunity to create content for The Happiness Club membership
- Opportunity to become an affiliate for the membership

These are the questions I think you might have right now:

So, how much does it cost Jo?

The franchise fee for group training investment is £5555 inc VAT

The franchise fee for one to one training investment is £8888 inc VAT

There are a variety of ways in which you can make that investment:

1. In one full payment prior to the training course beginning
2. With a deposit payment and then a monthly payment plan between when you sign up and the end of the 6 month training course
3. With a deposit payment prior to training and then a larger monthly license fee for 12-24 months after training has been completed

And how do I MAKE money Jo?

I will be teaching you to deliver a 1 hour resilience workshop which has a price range of £300 - £500.

I will be teaching you to deliver a 2 hour resilience workshop which has a price range of £500 - £750.

I will be teaching you to deliver a half day resilience workshop which has a price range of £750 - £1250.



The 4 Week Emotional Management Programme in schools costs £1500 with the optional extra of a parents workshop at £300.

All prices are correct as of November 2025, you will be notified of any changes in advance.

It is up to you to negotiate the actual cost with each client and complete the contract accordingly but we will support you at every point. We have template terms and conditions that you can use.

Training dates

The one to one programme can be done at a pace to suit you and at mutually convenient days and times.

If you are interested in the September intake then provisional dates are:

30th September, 21st October, 18th November 2026

27th January, 24th February, 24th March 2027

You can attend all of the training dates live in person, live online or a mix of the two as well as being able to catch up with the recordings of each session:

Still reading? Ace! Then let's do this thing!



The Happiness Club Franchise Application Form

Please complete and return this form to

jo@thehappinessclub.co.uk in order to be considered as a
Happiness Club Franchisee.

Name:

Address:

Phone number:

Date of Birth:

Please give brief details of your career to date.

Please give details of any particular achievements, in life and in your career.



Why are you interested in becoming a Happiness Club Franchisee?

Please give details of any relevant experience in running workshops, in working with children, speaking in public and/or in working with diverse groups of people:

Are you qualified in any type of therapy? For instance, Mindfulness, Hypnotherapy, NLP, CBT, Counselling and so on. Please note this is not essential in order to be considered. Please give full details of any relevant qualifications.



Are there any particular issues or blocks in your own life that you would like to work on?

Have you ever received any type of therapy? If so please give details below, I don't need your life history but a brief overview of any experience you have had.

