

The Original Sign Language Program for Babies

# BABY SIGNS®

## Independent Certified Instructor Information Packet



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## Letter from the Founders

Hello!

First of all, we want to thank you for expressing interest in our Baby Signs® Independent Certified Instructor Program, known more informally as our “ICI” Program.

For years, we tried to do this work on our own, speaking to as many parents and professionals as we could about the myriad benefits of encouraging babies and toddlers to use signs before they can speak, benefits revealed by our decades of research at the University of California. With the growth of the Baby Signs® ICI network, we have been able to turn our attention in other directions, including the development of the wide variety of quality programs our ICIs are able to offer to the families and institutions they serve.

We know that you have been drawn to the ICI Program in part because of the opportunity it provides to add to your income. As you’ll see described in more detail in the following pages, we are committed to helping you reach this goal.

We also know, however, that your motivation doesn’t stop there. As is true of all our instructors, your interest in the Baby Signs® Program is also fueled by your desire to be part of an enterprise with the power to transform the lives of babies and their families.

Well, you’ve come to the right place! In the following pages, you’ll learn more about the programs our instructors offer, how our instructors earn money, and what you can do to become part of the Baby Signs® team.

We look forward to hearing from you! Sincerely,

*Linda Acredolo, Ph.D.*

*Susan Goodwyn, Ph.D.*



### **About Baby Signs Too, LLC**

Based in the United States, Baby Signs Too, LLC is a licensed distributor of the Baby Signs® Program. Baby Signs Too, LLC has been authorized to manage the training and certification of new Baby Signs® Independent Certified Instructors in the US and internationally.

Baby Signs Too, LLC is operated by Michelle Cromeenes. Michelle has been an Independent Certified Instructor, District Manager and Recruiter for the Baby Signs® Program since 2004. Michelle’s goal as an advocate for the Baby Signs® Program is to spread the benefits of the research-based program to families and professionals around the world. Her passion for the program began in 2003 when she experienced the benefits of communicating with her twins using the Baby Signs® Program. Michelle’s professional career includes over 25 years of facilitating workshops and training programs for staff, entrepreneurs, parents and child development professionals. Her background includes over 20 years of management, franchise support and business operations for an international network of instructors and franchisees.

## WELCOME TO A GREAT OPPORTUNITY!

Thank you for your interest in the Baby Signs® Independent Certified Instructor (ICI) Program. We hope the information below, presented as answers to the questions we are most frequently asked, will help you appreciate how easy it is to launch your own business as a Baby Signs® Independent Certified Instructor.

### What is a Baby Signs® ICI?

ICIs are individuals, at least 21 years of age, who are trained and certified to offer a variety of Baby Signs® classes in their communities. Baby Signs® ICIs are parents, educators, speech and language pathologists, child development professionals and those who simply enjoy working with children and families. They may also be individuals who work for children's health, educational or family service agencies/organizations who offer Baby Signs® workshops and classes to the families and child service professionals their agency serves.

### Is the ICI opportunity right for me?

If you answer "yes" to any of the following questions, becoming a Baby Signs® ICI may be just the opportunity you are looking for! Would you like to:

- make a difference in the lives of babies?
- help spread the good news about signing with babies?
- set your own work hours?
- launch a fun and rewarding business of your own?
- offer families a research-based program that is fun and exciting?



### What Makes the Baby Signs® Program Unique?

For over 25 years, the *Original* Baby Signs® Program has brought the joys and benefits of signing with babies to millions of families around the world. The Baby Signs® Program is the world's leading sign language program for hearing babies because it is the only program:

- created by child development experts
- developed specifically for hearing babies
- created by child development experts
- with proven benefits backed by scientific research
- with a flexible approach to ensure success for all families

### Does the Baby Signs® Program use American Sign Language (ASL)?

The Baby Signs® Program is ASL based. About 90% of the recommended signs are ASL, a few of which have been slightly modified to make them easier for babies. The remaining 10% are not ASL; they are signs that are recommended because they more closely match babies' experiences (e.g., picking up Cheerios rather than eating cereal with a spoon).

Because my father-in-law is Deaf, all his grandchildren were taught to sign. I was the first one, though, that had heard about the Baby Signs® Program and could try it with my own daughter. My father-in-law was so impressed with how easily she learned the signs at such a young age that he's now a *super* big fan and recommends the program to every parent he meets.

—Bonita, Virginia ICI

Flexibility is the hallmark of the Baby Signs® Program. We believe that parents should feel free to use whatever signs work for them, including their baby's own creations. After all, the signing research cited most frequently by those in the infant signing movement is Drs. Acredolo and Goodwyn's NIH study conducted at the University of California—a study in which parents and babies depended *entirely* on their own signs.

## **How will I learn to teach Baby Signs® classes?**

It's very easy! Drs. Acredolo and Goodwyn have developed very clear and complete lesson plans for all Baby Signs® workshops and classes so that even inexperienced teachers will feel confident because they will have all the tools they need to deliver exciting and informative classes.



As a new ICI, you will receive a self-paced training program consisting of both written and video materials. Once you complete this training program and submit the ICI Training Completion form, you will receive your Baby Signs® Independent Certified Instructor certificate.

## **How do ICIs make money?<sup>1,2</sup>**

By offering ongoing, valuable trainings and classes created by child development experts, Drs. Acredolo and Goodwyn, ICIs can earn income from the collection of registration fees.

## **Registration Fees**

ICIs are certified to teach the following Baby Signs® Programs. Brief descriptions and examples of earning potential for each program appear below. ICIs are free to charge more or less than the suggested fee as they feel appropriate.

### **Baby Signs® Parent Workshop**

#### **Program Description**

This 90-minute workshop provides parents with an overview of the Baby Signs® Program including the many benefits of signing, basic “How Tos” for teaching babies to sign, and many of the most useful signs through games, songs, and entertaining activities.

#### **Instructor Package** *Included in your ICI Business Kit!*

- Curriculum and Handouts
- Curricula Video
- Workshop Presentation Video



**Workshop Fees**      The suggested Parent Workshop fee is \$50–\$60 per participant.

### **Sign, Say & Play® Classes**

#### **Program Description**

Consisting of a series of six, theme-based classes generally offered over a 6-week period, these 45-minute series are designed for parents and babies to attend together. A total of 37 useful signs are taught through fun songs, books, and activities. In addition, parents learn simple ways to support their baby's **intellectual development**—tips drawn from Drs. Acredolo and Goodwyn's second parenting book, *Baby Minds: Brain Building Games Your Baby Will Love*.

#### **Instructor Package** *Included in the ICI Business Kit!*

- Curriculum and Handouts
- Curricula Video
- Concept Cards
- Circle Time Book Collection
- Instructional Music



**Class Fees**      The suggested fee for a 6-week Sign, Say & Play® class series is \$120–\$150.

<sup>1</sup> All fees and pricing are in USD. Prices of programs and products are subject to change.

<sup>2</sup> Prior to January 2014 the Baby Signs® Program developed and manufactured products for ICI to sell to families and organizations.



## MORE Sign, Say & Play® Classes

### Program Description

These classes represent an extension of our Sign, Say & Play® classes and follow the familiar Sign, Say & Play® format with fun songs, games, and activities that introduce 36 additional signs. In addition, parents learn simple ways to support their baby's **emotional development**, tips drawn from Drs. Acredolo and Goodwyn's third parenting book, *Baby Hearts: A Guide to Giving Your Child an Emotional Head Start*.

### Instructor Package Now included in the ICI Business Kit! **\$99 value**

- Curriculum and Handouts
- Concept Cards
- Circle Time Book Collection Set 2
- Instructional Music



Class Fees The suggested fee for a 6-week MORE Sign, Say & Play® class series is \$120–\$150.

## Early Childhood Educator (ECE) Training

### Program Description

The goal of this program is to help child care programs and family service agencies (such as non-profit organizations, hospitals, nanny agencies, child care resource and referral services, etc.) learn how to easily incorporate the Baby Signs® Program into their existing early childhood and parenting programs and their community outreach efforts. The ECE Training is a 3-hour staff training program that upon completion certifies the center or organization to become a Baby Signs® Certified Center. The ECE Training is delivered using the Center Certification Program (CCP), a video-based training that enables centers and organizations to train their staff with or without a Baby Signs® Instructor conducting the training.

### ECE Instructor Training Package \$125 (purchased separately)

#### Center Certification Program (CCP)

*Staff Training Guide*

*Center Certification Training Video*

*Center Certification Training Resources*

*Baby Signs® Program Introduction Video*

*Classroom Resources*

*Video Dictionary*

#### *ECE Training Instructor* file that includes:

Letter to the Instructor

Training Completion Form

ECE Training Transcript

All files from *Classroom Resources*



The CCP provides everything needed to deliver a successful training, so no previous experience is required. Experienced ICIs, on the other hand, may choose to rely less heavily on the video presentation and deliver the information themselves.

Offering the ECE Training: ICIs can offer the ECE Training in two ways. Both options are described below.

*Option 1*

The first option is to sell the CCP directly to centers or organizations so that they may self-train and become certified. ICIs can purchase the CCP for \$125 and then resell it to the center at the retail price of \$250. The instructor's profit would then be \$125.

*Option 2*

The second option is for an ICI to deliver a live, face-to-face ECE Training, the method most often requested by organizations. To offer a live training, ICIs must complete the ECE Training certification requirements.

The Center Certification Program (CCP) can be left with the center so that they may train future staff or use the materials as review tools.

Steps to ECE Training Certification

- 1) Purchase the ECE Training Instructor Package (\$125)
- 2) Review the CCP materials including the Handbook, files and videos.
- 3) Submit Training Completion Form.

Suggested Facilitator Training Fee                      \$250.00-\$300.00

I feel so passionate about the Baby Signs® Program that I swear I would be willing to teach the classes for nothing! I haven't had to, however. In fact, the income I've earned as an instructor has definitely helped our family meet expenses. It's wonderful to be compensated for work I love.

—Erin, California Instructor

## On the Grow™

Once you are a *Certified* Baby Signs® Instructor, you'll be eligible to grow your Baby Signs® business by offering On the Grow™ classes. This program allows you to offer fun and exciting classes for parents and children (from birth to age 5) to enjoy together. In addition to introducing simple signs, On the Grow™ classes include parenting topics from Drs. Acredolo and Goodwyn's two other best-selling parenting books, *Baby Hearts* and *Baby Minds*. These interactive classes are based around fun, child-friendly themes while incorporating wonderful child development topics such as self-control and cooperation. Each class is designed to last approximately 45 minutes and is structured similarly to the Sign, Say & Play® classes with simple songs, activities, and books. In addition, many of them include simple craft projects. Curriculum includes parent handouts and marketing flyers and is delivered via email or downloadable links.



## BIRTH TO 6 MONTHS

### Rumble Tumble Tummy Time™

#### Program Description

The goal of the Rumble Tumble Tummy Time™ class is to bring parents and babies together with other families to learn ways to make tummy time fun for babies and easier for parents. Using engaging songs and activities, parents will not only enjoy the classes, but will also get lots of ideas for extending the experience to home. The curriculum provides enough materials to offer **4 classes**, each designed to be delivered in a 45-minute session.

***Ideal for babies: 2 to 6 months.***



#### Developmental focus

#### **Importance of Tummy Time**

#### Instructor Package

\$99

#### Workshop Fee

The suggested fee is \$10 - \$15 per family per class or \$40 - \$60 per series.

### Baby Mind Time™

#### Program Description

Parents are often unaware of the surprising things their baby can already do and how to foster these early abilities. The Baby Mind Time™ class is designed to help parents recognize and enjoy these hidden talents. While interacting with their babies and other families, parents will be introduced to insights and tips from Drs. Acredolo and Goodwyn's best-selling parenting book, *Baby Minds*, to help them make the most of these amazing early months. ***Ideal for babies: 2 to 6 months.***



#### Developmental focus

#### **Understanding Infant Abilities**

#### Instructor Package

\$49

#### Workshop Fees

The suggested fee is \$10 - \$15 per family.

## Look at Me Look at You!™

### Program Description

Did you know that vision is, in part, a learned behavior that benefits from practice and not the automatic ability that most of us always assumed it to be? This class is designed to introduce parents and babies to fun activities which promote healthy vision development.

***Ideal for babies: Birth to 6 months.***



### Developmental Focus

### **Vision Development**

### Instructor Package

\$49

### Workshop Fees

The suggested fee is \$10 - \$15 per family.

## 1 TO 6 YEARS

### Under the Sea

### Program Description

This class is designed to provide parents with information to help teach their children self-control. Many parents are not aware that this is a skill that needs to be taught; rather they try to impose control by using words like “Stop” and “Don’t.” This class will show parents how to teach the concept of self-control through fun songs, games and activities. ***Ideal for ages: 2 to 5 years.***



### Developmental Focus

### **Impulse Control**

### Instructor Package

\$49

### Workshop Fees

The suggested fee is \$10 - \$15 per family.

### It's Potty Time!

### Program Description

This class provides a fun way to introduce the concept of potty training within an entertaining and interactive class. Children will learn potty time signs, sing songs and hear stories about using the potty. ***Ideal for ages: 1 to 4 years.***



### Suggested Length

45 Minutes to 1 Hour

### Developmental Focus

### **Potty Training**

### Instructor Package

\$49

### Workshop Fees

The suggested fee is \$10 - \$15 per family.



## Vroom and Zoom

### Program Description

This class is designed to teach children about cooperation through the theme of transportation. The songs and activities that you will be leading are included to reinforce the skill of working with others. ***Ideal for ages: 2 to 5 years.***



#### Developmental Focus

#### **Cooperation**



#### Instructor Package

\$49

#### Workshop Fees

The suggested fee is \$10 - \$15 per family.

## Our Rainbow World

### Program Description

This class is designed to provide parents with information to help them teach their children about the important skill of “classification” by focusing on one of the most common features differentiating objects—colors. Many parents are not aware of how easily this skill can be taught during routine activities, especially those involving color. Colors were also chosen as the focus because color names are often requested by families who have taken other signing classes. ***Ideal for ages: 18 months to 4 years.***



#### Developmental Focus

#### **Beginning Classification**

#### Instructor Package

\$49

#### Workshop Fees

The suggested fee is \$10 - \$15 per family.

## A B C Sign with Me!

### Program Description

This class is designed to promote skills that are fundamental to learning to read by introducing parents and children to the ASL signs for the letters of the alphabet through fun songs, games, and craft projects. By providing children with a physical way to represent letters, parents will be helping their children remember the letter names, be able to identify the letters visually, and understand the function of letters to represent the separate sounds within words. ***Ideal for ages: 3 to 6 years.***



#### Developmental Focus

#### **Early Literacy**

#### Instructor Package

\$49

#### Workshop Fees

The suggested fee is \$10 - \$15 per family.

## Manners, Mealtime, & More!

### Program Description

Good manners do more than impress people. They also express gratitude and promote harmonious interactions. Helping children learn these social skills is important because kids who feel grateful and treat others well are more empathic, get along better with peers and adults, and feel more satisfied with life than those who don't. Manners are best taught through example, and mealtime provides many opportunities. Because manners are abstract ideas, including simple signs can make the concepts more concrete for young children. That's the purpose of this class. Additionally, increasing a child's mealtime vocabulary reduces frustration by enabling him/her to be more precise in expressing likes and dislikes—resulting in more harmonious mealtimes!

**Ideal for ages: 18 months to 5 years.**



### Developmental Focus

### **Manners**

### Instructor Package

\$49

### Workshop Fees

The suggested fee is \$10 - \$15 per family.

## Move & Groove

### Program Description

Toddlers learn through being actively engaged in an activity. What better way to engage them than through music. If you have children of your own or have been around toddlers, then you will know that it doesn't take much encouragement to get them moving when music is playing. This class will help parents and children make the most of this fun stage of development by encouraging exploratory movement through fun games and songs. Parents will also learn how to use music to set a mood and discover how music promotes language, cognitive, social and physical development.

**Ideal for ages: 18 months to 3 years.**



### Developmental Focus

### **Music and Movement**

### Instructor Package

\$49

### Workshop Fees

The suggested fee is \$10 - \$15 per family.

## 3, 2, 1 Count on Fun

### Program Description

The focus on numbers is of particular interest to parents as they begin to think about preschool. Additionally, this class may be of interest to childcare centers as an enrichment program. Children and parents will enjoy a class filled with games, stories, dancing, and activities based around the theme of numbers! **Ideal for ages: 2 1/2 to 5 years.**



### Developmental Focus

### **Number Recognition and Counting**

### Instructor Package

\$49

### Workshop Fees

The suggested fee is \$10 - \$15 per family.

## My Favorite Signs

### Program Description

This class was designed to introduce parents to the Baby Signs® Program through an example of a signing play class. Fun songs, stories and activities highlight important developmental skills. Additionally, the class provides some wonderful tips and examples of how using sign language with babies and toddlers helps to foster a love of books and early literacy skills. Signs have been included in the class to encourage those families who have not previously enrolled in your classes to consider signing up and to provide an additional option for those families who have completed all the classes you offer. ***Ideal for ages: 6 to 24 months.***



### Developmental Focus

### **Signing and Communication**

### Instructor Package

\$49

### Workshop Fees

The suggested fee is \$10 - \$15 per family.

## My Outside Adventure

### Program Description

This class is designed to teach the parents about fostering pride of accomplishment through encouraging independence during play. The songs and activities that you will be leading are designed to encourage both independence and exploration as children learn about the world around them.

***Ideal for ages: 2 to 5 years***



### Developmental Focus

### **Fostering Independence**

### Instructor Package

\$49

### Workshop Fees

The suggested fee is \$10 - \$15 per family.

## ADDITIONAL CLASSES

### My Baby and Me

#### Program Description

Parents often worry about how to help their child adjust to the idea and reality of a new baby in the home. This class is designed to give children fun, developmentally appropriate activities that they can do with the new baby at home. During the class itself, children will play games, sing songs, learn a few signs, read a story, and make a special craft. In addition, parents will receive simple tips to help them promote positive sibling relations when they return home.



**Ideal for ages: Siblings (2 to 5 years old) and babies (expected to 6 months)**



#### Developmental Focus

#### **Sibling Relations**

#### Instructor Package

\$49

#### Workshop Fees

The suggested fee is \$10 - \$15 per family.

### Babysitter Basics

#### Program Description

This 2–3-hour informational workshop is geared toward babysitters/childcare providers 11 years old and up. The class is divided into general developmental groups (infants, toddlers, preschoolers, and school age children). Fun learning activities and take-home projects are included for each group. When participants complete the workshop, they will have at least 2 activities per developmental grouping which they can use when babysitting. Additionally, participants will learn signs that will be helpful to them when babysitting and will be introduced to show how the use of signs supports the development of children.

**Target Audience: Baby Sitters and Nannies**



#### Suggested Length

2-3 hours

#### Developmental Focus

#### **Babysitter Skills**

#### Instructor Package

\$49

#### Workshop Fees

The suggested fee is \$20 - \$40.

### Infant Development Workshop

#### Program Description

Looking for a dynamic workshop designed for infant teachers and early intervention professionals? The Infant Development Workshop is designed to provide teachers concrete activities to use with babies in their care along with the developmental basis for each of the activities. Teachers will explore vision, physical, cognitive and communication development in babies. **Target Audience: Infant Teachers/Aides/Specialists**



#### Suggested Length

1 to 1 ½ hours

#### Developmental Focus

#### **Infant Development**

#### Instructor Package

\$49

#### Workshop Fees

The suggested fee is free to \$25 per person.

## **How does the Baby Signs® Program support ICIs?**

All ICIs have access to Baby Signs® Support Services. The Baby Signs® Program maintains an Instructor Directory on [www.babysignstoo.com](http://www.babysignstoo.com) so that families can contact their local Instructor for class information. New ICIs are provided with information about starting a business, creating a marketing plan and giving exciting classes and workshops. Instructors provide support and encouragement for each other through chats, emails and daily discussion boards. In addition, ICIs can easily access the Instructor Support Site and download forms, fliers, marketing materials and other important documents.

## **What marketing resources are available?**

With the purchase of your Instructor Business Kit, you will receive a Marketing Toolbox file with many wonderful resources to help you start marketing your Baby Signs® business right away. You will receive:

- Sample classes and promotional events you can use to promote your program with families, agencies, parent support groups, and more. You will receive the lesson plan for these classes as well as fliers and parent handouts.
- Social media banners specially designed with signs, logos, and more.
- Marketing Guide
- Research articles
- Templates for business cards, letterhead, brochures and flyers
- Professionally designed Signing Posters that can be personalized with your contact information.
- Logo note card template

## **How much does it cost to become an ICI?**

When you sign on as an ICI, you will receive the ICI Business Kit which includes everything you need to complete your training, to become certified, and to teach the Parent Workshop and Sign, Say & Play® classes. See the flyer included in this Information Packet for pricing and contents of the ICI Business Kit. The sign-on fee is a one-time cost; there are no annual renewal fees. Once you complete your training and become certified, you will gain access to all of the many ICI support services.



"Infant sign language really does deliver on its promise of improved communication.... It's easy to see why so many parents swear by it, why child care centers include it in their infant and toddler classrooms, and why it has become so commonplace as an activity of daily learning."  
(AAP's Heading Home with your Newborn, 2011, pp. 173-174).



# Baby Signs® Independent Certified Instructor Program

## \$349

Includes the ICI Business Kit--everything you need to complete your training to become certified and to teach classes.



- **Let's Get Started! Guide**
- **ICI Curricula Manual**
  - Parent Workshop Curriculum
  - Sign, Say & Play™ Curriculum
  - Handouts and Games
- **ICI Handbook**
  - Program Overview
  - Teaching Babies and Adults
  - Policies and Procedures
  - Instructional Resources and Business Aids
- **Workshop Presentation Video**
- **Curricula Training Videos**
- **MORE Sign, Say & Play™ Curriculum**

### Teaching Tools

- Sign, Say & Play® and MORE Sign, Say & Play™ Instructional Music
- Concept Cards Set 1 and 2
- Circle Time Book Collection Set 1 and 2
- Video Dictionary

### Marketing Resources

- Baby Signs® Program Introduction Video
- Marketing Toolbox – includes two promotional classes, handouts, social media marketing resources, posters and more!

### 5 Quick Reference Guides

Some materials are in digital format. ICI Handbook, Let's Get Started! Guide and ICI Curricula Manual are printed and in digital format.

**. USB flash drive with all files is included.**

Beebo™, the Baby Signs® Bear Puppet, is no longer included.



**The Original Sign Language Program for Babies**