

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 spoke to as many parents and professionals as we could about the many 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 expand our efforts to develop the wide variety of quality programs our ICIs now offer to families and organizations around the world.

We know that many of you are drawn to the ICI Program not only because of the opportunity to earn income but also because of your passion for helping families and supporting early communication. The Baby Signs® Program allows you to make a meaningful difference in the lives of babies and their families while running a fun and flexible business that fits your lifestyle.

Welcome to the Baby Signs® family—you've come to the right place!

Warmly,

Linda Acredolo, Ph.D.

Susan Goodwyn, Ph.D.



About Baby Signs Too, LLC

Baby Signs Too, LLC, based in the United States, is a licensed distributor of the Baby Signs® Program, managing the training and certification of new instructors both domestically and internationally. Operated by Michelle Cromeenes, who has been with the program since 2004, the company aims to spread the benefits of this research-based program globally. Michelle's passion began in 2003 when she saw the benefits firsthand with her twins. With over 25 years of experience in workshops and training, and 20 years in management and franchise support, she brings extensive expertise to the role.

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Capability Statement: babysigns.com/capability-statement



WELCOME TO A GREAT OPPORTUNITY!

Thank you for your interest in becoming a Baby Signs® Independent Certified Instructor (ICI). This packet answers the most common questions about how to get started and how easy it is to launch your own business as a Certified Baby Signs® Instructor.

What Is a Baby Signs® ICI?

ICIs are trained and certified professionals, at least 21 years of age, who teach Baby Signs® classes in their communities. They come from a variety of backgrounds — parents, educators, speech-language pathologists, early interventionists, and others who 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 workshops and classes to the families and child service professionals their agency serves.

Is the ICI opportunity right for me?

Becoming an instructor might be perfect for you if you want to:

- Make a difference in the lives of babies
- Share the proven benefits of signing with families
- Set your own hours and be your own boss
- Offer a fun, research-based program with global recognition

What Makes the Baby Signs® Program Unique?

For over 25 years, the Original Baby Signs® Program has helped millions of families around the world. It remains 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
- Backed by **scientific research**
- Designed with flexibility to ensure success for every family

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

Yes! 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).

Flexibility is one of the hallmarks of the Baby Signs® Program. Families are encouraged 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.



Because my father-in-law is Deaf, all his grandchildren were taught to sign. I was the first one, though, who 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.

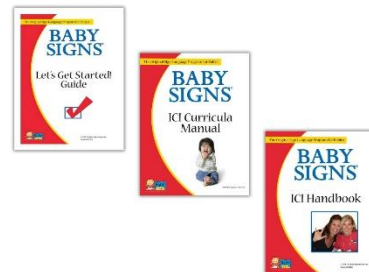
—Bonita, Virginia ICI



How will I learn to teach Baby Signs® classes?

Drs. Acredolo and Goodwyn have developed complete, easy-to-follow lesson plans for every Baby Signs® workshop and class. Even new instructors will feel confident with the comprehensive materials provided. Most instructors complete their training within a few weeks, depending on their background and available time.

As a new ICI, you'll receive access to our self-paced training program that includes both written and video materials. Once you complete your training and submit the Training Completion Form, you will receive your Baby Signs® Instructor Certificate.



Introducing the Baby Signs® Online Training Portal

We're excited to offer all new instructors access to the **Baby Signs® Online Training Portal** — your one-stop hub for everything you need to complete your certification and start teaching.

The portal provides:

- **Instant access** to all training manuals, curricula, videos, music, and digital materials
- **Self-paced learning** so you can complete your training on your own schedule
- **Downloadable files** including manuals, curricula, parent handouts, and marketing tools
- **Streamlined organization** with everything in one convenient location

You'll also receive a **USB flash drive** with all training files for backup or offline use, and printed copies of the *Let's Get Started! Guide*, *ICI Handbook*, and *ICI Curricula Manual*.

Login details for the Online Training Portal will be emailed after registration.

How do ICIs make money?

Baby Signs® ICIs earn income by offering engaging, research-based classes and workshops to families, caregivers, and early childhood professionals. Below are the primary programs you'll be certified to teach, along with sample pricing and materials included.

Baby Signs® Parent Workshop



This 90-minute workshop provides parents with an overview of the Baby Signs® Program, the benefits of signing, and practical “how-to” techniques.

- **Suggested Fee:** \$50–\$60 per participant
- **Included in Business Kit:** Curriculum, handouts, presentation video, training video



Sign, Say & Play™ Classes



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 from Drs. Acredolo and Goodwyn's second parenting book, *Baby Minds: Brain Building Games Your Baby Will Love*.

- **Suggested Fee:** \$120–\$150 per 6-week series
- **Included:** Curriculum, handouts, concept cards, circle time book collection, instructional music

MORE Sign, Say & Play™ Classes

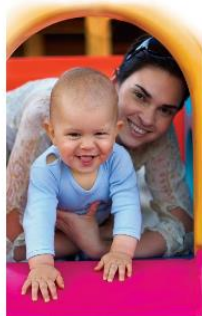


These classes represent an extension of our Sign, Say & Play™ classes and follow the familiar Sign, Say & Play® format with fun songs, games, and activities that introduce 36 additional signs. In addition, parents learn simple ways to support their baby's **emotional development**, tips drawn from Drs.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

- **Suggested Fee:** \$120–\$150 per 6-week series
- **Included:** Curriculum, concept cards, circle time book collection, instructional music

Early Childhood Educator (ECE) Training

BABY SIGNS® ECE Training Program



The **Early Childhood Educator (ECE) Training** helps child care programs and family service agencies—such as non-profit organizations and child care resource and referral services—easily incorporate the Baby Signs® Program into their early childhood classrooms, parenting programs, and community outreach efforts.

This 3-hour, video-based staff training program certifies participating centers and organizations, as **Baby Signs® Certified Centers** upon completion. The ECE Training uses the **Center Certification Program (CCP)**—a comprehensive, self-contained training package that enables agencies to train their staff with or without an instructor present.

- **ECE Instructor Training:** \$125 (optional, purchased separately)
- **Suggested Facilitator Fee:** \$250+
- **Includes:** Center Certification Program (CCP) videos, training resources, Staff Training Guide, digital classroom resources, and Video Dictionary



Offering the ECE Training:

Certified Instructors can offer the ECE Training in two ways:

Option 1 – Sell the CCP directly to centers or organizations

ICIs may purchase the CCP for \$125 and resell it to the center at the retail price of \$250, earning a profit of \$125 per sale. The center can then use the CCP to train its staff independently.

Option 2 – Deliver a live, in-person ECE Training

ICIs may conduct an on-site ECE Training for staff groups. To offer this option, instructors must first complete the ECE Training certification requirements. The CCP may be left with the center for future training or ongoing staff development.



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™ Classes



As a **Certified Baby Signs® Instructor**, you can expand your business with **On the Grow™** classes — a series of fun, interactive parent–child sessions designed for families with children from birth to age 5. These engaging classes introduce simple signs and highlight parenting topics from Drs. Acredolo and Goodwyn’s best-selling books *Baby Hearts* and *Baby Minds*.

Each 45-minute class features songs, activities, books, and simple crafts centered around developmental themes such as self-control, cooperation, and communication. The curriculum includes ready-to-use parent handouts and marketing flyers, provided digitally for easy access.

Class Name	Focus	Age Range	Instructor Package	Suggested Fee
Rumble Tumble Tummy Time™	Tummy Time	2–6 months	\$99	\$10–15 per class / \$40–60 per series
Baby Mind Time™	Infant Abilities	2–6 months	\$49	\$10–15 per family
Look at Me Look at You!™	Vision Development	0–6 months	\$49	\$10–15 per family
Under the Sea	Self-Control	2–5 years	\$49	\$10–15 per family
It’s Potty Time!	Potty Training	1–4 years	\$49	\$10–15 per family
Vroom and Zoom	Cooperation	2–5 years	\$49	\$10–15 per family
Our Rainbow World	Colors/Classification	18 months–4 years	\$49	\$10–15 per family
A B C Sign with Me!	Early Literacy	3–6 years	\$49	\$10–15 per family
Manners, Mealtime & More!	Manners	18 months–5 years	\$49	\$10–15 per family
Move & Groove	Music/Movement	18 months–3 years	\$49	\$10–15 per family
3, 2, 1 Count on Fun	Numbers	2.5–5 years	\$49	\$10–15 per family
My Favorite Signs	Signing Basics	6–24 months	\$49	\$10–15 per family
My Outside Adventure	Independence	2–5 years	\$49	\$10–15 per family
My Baby & Me	Sibling Relations	Siblings (2–5 years) + babies	\$49	\$10–15 per family

All fees are suggested amounts. Instructors may adjust pricing based on their local market.



What Support Will I Receive?

All ICIs have access to comprehensive Baby Signs® Support Services designed to help you succeed as both an educator and a business owner.

The Baby Signs® Program maintains an Instructor Directory on www.babysigns.com, so that families can easily find and contact their local instructor for class information. New ICIs receive detailed guidance on starting and growing a successful Baby Signs® business, including how to create a marketing plan, set class fees, and deliver engaging workshops.

Instructors are never alone—support and encouragement are provided through instructor chats, emails, and discussion boards, fostering a true sense of community.

Through the Instructor Support Site and Online Training Portal, ICIs can access and download:

- Marketing materials, logos, and templates
- Downloadable forms, flyers, and business tools
- Social media resources and banners
- Instructor networking and discussion groups
- Listing in the Instructor Directory on babysigns.com

In short, Baby Signs® offers every instructor the tools, training, and community support needed to grow a rewarding and sustainable business.

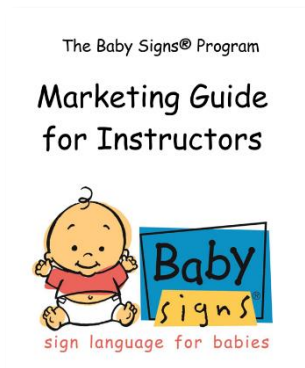
Marketing Resources and Promotional Tools

Every Baby Signs® Instructor receives access to comprehensive marketing tools, included with the Instructor Business Kit and available for download through the Online Training Portal. These tools provide everything you need to promote your Baby Signs® classes, workshops, and community partnerships.

Your marketing tools include:

- Sample classes and promotional events with lesson plans, flyers, and parent handouts
- A Marketing Guide to help you develop outreach strategies and pricing plans
- Social Media graphics designed with Baby Signs® logos and colors
- Templates for business cards, flyers, brochures, and letterhead
- Professionally designed signing posters
- Access to research articles and media materials to support your marketing presentations

With these resources and the support of the Baby Signs® team, you'll be ready to confidently launch and grow your business.



Program Investment

Baby Signs® Independent Certified Instructor Program: \$349 USD

Includes the Instructor Business Kit, featuring everything you need to complete your training and start teaching:

- Let's Get Started! Guide (printed + digital)
- ICI Curricula Manual (printed + digital)
- ICI Handbook (printed + digital)
- Parent Workshop, Sign, Say & Play™, and MORE Sign, Say & Play™ Curricula
- Handouts, games, and teaching aids
- Instructor training and presentation videos
- Sign, Say & Play™ and MORE Sign, Say & Play™ music
- Concept Cards Set 1 & 2, Circle Time Book Collections 1 & 2
- Video Dictionary
- Marketing Tools and Resources
- 5 Quick Reference Guides featuring the most popular Baby Signs® and their illustrations
- USB Flash Drive + Access to Online Training Portal



All fees and prices are listed in USD. Prices of programs and products are subject to change without notice.

Certified Instructors receive up to a 50% discount on additional Baby Signs® products.

One-time fee. No annual renewal required.

Ready to Get Started?

Order your **Baby Signs® Instructor Business Kit** today and begin your certification training:

👉 babysigns.com/product-category/instructor-program

To learn more about teaching opportunities, visit babysigns.com/teach

If your agency or organization is interested in hosting an in-person Baby Signs® Instructor Training for groups of 25 or more attendees, you can request a custom proposal here:

👉 babysigns.com/in-person-baby-signs-training

For support, email training@babysigns.com or call **916-606-6676**.