

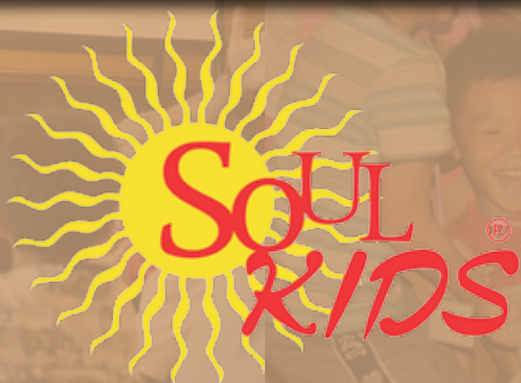
Asia Franchise & Business Opportunities

亚洲特许经营
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Essential Life-Skills for Children™



ASIAWIDE TRENDS PTE LTD



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SOULKIDS grows up... and goes global



Over the last few years in Singapore, SoulKids has quietly transformed thousands of children into confident happy youngsters. It grew mostly through words of praise, spoken from the mouths of enthusiastic parents and transformed children. Now it's expanding its reach worldwide by the opening of SoulKids Academy in San Francisco (USA) and Kuala Lumpur (Malaysia) in 2012.

There's no greater gift you can give your child than to teach them how to be happy, by himself or herself. Because let's face it, there are ups and downs in life, twists and turns all around, blind spots...

Now what if you could teach your child how to navigate the map of life, face obstacles and overcome them with dignity, live – really live – in joy and positivity, and emerge from adversity wiser? Because if you are responsible for your child's every need, if you've manufactured his every happy moment, how is he going to cope with life when you are gone or when a bad experience hits and you're not with him? SoulKids provides the solution....

SoulKids® is a specially designed program that trains children in the essential life-skills needed for self-esteem, happiness, success and teamwork. It helps children step into the world as complete, confident individuals

SoulKids is extremely interactive, enjoyable, inspirational and transformational at the same time.

The SoulKids program imparts essential life skills for children to help them enhance their strengths and learn to create their own happiness and success.

It all started when Vikas Malkani, its creator, was coaching adults to find happiness, purpose in life, relationships, and passions. He realised that most of the adults' hang-ups developed from their mindset and thinking as children. "They were trying to change the external world, without looking in. That's why it wasn't working" he says.

Enter SoulKids, where problems are sorted from the root. After going through the SoulKids program, Vikas says, children are able "to create their own happiness and success".

SoulKids transforms children in a very short period of time. It is simple, powerful and very effective. Children who undergo SoulKids become more positive, self-assured and confident.

The sessions involve storytelling, role-play, games, and exercises that draw out qualities needed for teamwork, communication, and enhancement of the child's inner strengths.

"We teach children that they have the ability to create their own life, we teach them the power of their own mind," Vikas asserts passionately.

SoulKids shows children the importance of correct thinking, the necessity of having a vision, how to develop discipline and persistence, and the ability to remain happy throughout life.

The children are guided to develop a healthy level of self-esteem and a sense of responsibility, which is then channeled to creative pursuits.

Children find SoulKids extremely enjoyable and entertaining. While having fun, they learn valuable life-skills and lessons on how to live a successful, happy & joyful life.

The story behind SoulKids®

SoulKids was created by Vikas Malkani, an international best-selling author, inspirational speaker and mentor on life-skills.

Having worked with many adults to understand their challenges in life, Vikas noticed that many of the issues adults faced often originated from unconscious childhood beliefs.

He dedicated himself to developing a program that would give children a positive mindset and behaviour pattern that they could carry into their adulthood – positive beliefs about themselves, about what was possible and about what they could achieve.

SoulKids was brought to Singapore by SoulCentre Pte Ltd, created by Vikas Malkani and Sally Forrest to inspire the lives of children, individuals and corporations worldwide through personal growth and development training.





Sally Forrest is a medical pharmacist with a business MBA. Sally has extensive experience in leadership and business. Together they worked on SoulKids to create a brand that can cross borders and cultures.

Today SoulKids is known as a leading children's life-skills program in Asia. The content and format has been developed and continually improved to be one which is highly effective and needed in today's world.

SoulKids is supported by a range of bestselling books under the same brand.

"SoulKids teaches children what school doesn't"- says Vikas Malkani, creator of SoulKids®

Vikas and Sally now criss-cross the globe to give talks, guide lives, and train mentors to carry on the work of SoulKids. Their passion is reflected in that of the participants'. Entire families have changed: the child attends a SoulKids session, the mother is amazed and attends an adult session, the father sees the mother's transformation and is amazed; he signs up for a session, and ends up training to become a SoulKids mentor.

Possibly the biggest clue that all this works, is the heartfelt tribute that parents and children who have experienced it give. Vikas tells the story of an eight-year-old boy who refused to step foot into the centre on the first day of the course. His mother had signed him up and he was sure that he would not like it.

Vikas told the boy that it was okay to just sit outside and look in through the glass doors. Ten minutes later, the boy was watching the proceedings with interest. Twenty minutes later, he wanted to be part of it. The next day, he was at the centre half an hour before time. And as he left, the boy proclaimed, **"SoulKids scores a million out of a million"**.

Now that says something about the positive power of this program! SoulKids has also been featured on TV, Radio and Print Media around the world for its amazing results.

Why SoulKids is expanding?

SoulKids is expanding as a result of customer and market demands. The SoulKids brand has been very successful over the

past 5 years, and has received widespread interest and positive feedback from many sources.

The best selling SoulKids books are being sold in many different outlets and the message of SoulKids is spreading fast. The company has received many requests to take the brand to different countries and to reach out to many more children.

The SoulKids Opportunity

- A proven way of setting up a tried and tested, profitable business in a short period of time.
- To become part of a growing brand-name
- To set up a profitable business that makes a difference in the lives of children

SoulKids offers its partners many competitive advantages including:

- Strong Brand Equity and a Proven Track Record in the Self-Enrichment & Personal Development business
- Excellent past reputation of the SoulKids Brand
- Extensive Media coverage to propel expansion
- Effective Mentor Recruitment strategies combined with In-depth Technical Knowledge of the Curriculum content, Brand Management and Quality Control
- Innovative Business and SoulKids Academy Concept
- Proven and Effective Training Systems, Teaching Methods & Systems of Implementation
- Strong Management Know-How for Effective Operations
- Effective Marketing Know-How
- SoulKids Books that are already travelling the world act as marketing tools. Readers picking up the book automatically know of the SoulKids classes and website.



What has helped SoulKids expand?

Sally says "Working with excellent franchise consultants played a vital role in our expansion preparation. Clarence and Christine from **Asiawide Franchise Consultants** were always with us and helped steer our path to success."

At SoulKids, our Top Tips to any business thinking of expansion are;

- Have PASSION and truly believe in your brand. Walk the talk; do not simply talk the talk!
- Know your core competencies and approach experts to seek advice on other areas.
- Keep your focus on your customer at all times.
- Work in partnership with your Licensees/Franchisees; combine your strengths to bring excellence to the brand.
- Have an open mind to all new opportunities and possibilities.
- Have fun along the way! Any obstacles can be solved more easily with a positive and happy mind.

For more details on how to become a part of SoulKids, contact

SoulCentre Pte Ltd
Tel: (65) 98752372 / (65) 81287418
SoulCentre - www.soulcentre.org
SoulKids - www.soulkids.org



The SoulKids training has helped me to strengthen my strengths. The frequency of my positivity and self-confidence has increased.

My can-do spirit is stronger than ever before. The SoulKids program is a great program demonstrating confidence and other life skills to children through easy-to-remember stories. The lessons are an essential part of living.

Angel Zheng, Singapore

The SoulKids Mentor training has been an extraordinary personal journey for me. I now dare to believe and dream big. I feel privileged that I was part of an extraordinary, like-spirited team of people. The training process has indeed been transformational and as a result, I feel free-er and happier.

Kabita Roy, Malaysia

The SoulKids Mentor training course has been truly transformational for me.

I now live a life of awareness and focus, with passion and true purpose. I am happier and calmer. I have developed much strength during the training such as knowing that I can do anything I set my mind to with my positive attitude and desire to succeed.

The SoulKids program is far too beautiful not to share with others. I am truly grateful.

Arlene Wiggin, Canada

At SoulKids we learnt many meaningful lessons like; be patient, open your mind and think, if we all get together we can make impossible possible, and that I am special.

SoulKids had a great effect on me. I have started to think positively and have no fear.

Devika Monga (9 years) India