

Deliver the method with fidelity.

A five-page brief covering the three licensing tiers, licence inclusions, framework list, attribution requirements and next steps — for teachers, training centres and institutional partners considering the Deen Cox IELTS method.

THE THREE LICENSING TIERS

I	Individual Teacher	One named teacher, one classroom
II	Training Centre	Multiple named teachers, small-group teaching
III	Institutional Partner	Full deployment, multi-year agreement

Deen Cox

IELTS Specialist and Author · Beijing, China

Read in manuscript by Mike Wattie, a former IELTS Examiner

deencoxielts.com

info@deencoxielts.com

Buying the Guide gives you the text. A licence gives you the right to teach.

Two different things — and they carry different responsibilities.

The Teacher's Guide is the delivery manual for the Deen Cox IELTS Speaking method. It contains the four assessment criteria as they are actually marked, the three proprietary frameworks in teachable form, twelve ready-to-run 60-minute lesson plans, marking templates, and the L1-Transfer teaching toolkit built specifically for Mandarin and Cantonese speakers.

Because the Guide includes the delivery method behind the proprietary frameworks — A-R-E™, P.P.F.E.™ and F-E-E-L™ — access goes through a licensing review rather than a shop button. The purpose is straightforward: to keep the method delivered the way the books teach it, and to make sure teachers using the frameworks are recognised as doing so with proper permission.

SPEAKING — 3, TAUGHT ONLY UNDER TEACHER'S GUIDE LICENCE

A-R-E • Part 1

P.P.F.E. • Part 2

F-E-E-L • Part 3

WRITING — 11, DELIVERED THROUGH THE ACADEMIC WRITING GUIDE AS A SELF-STUDY TITLE

SCORE

OPAL

QSCAN

BLUEPRINT

PEEC

LINK

SWAP

MIX

PRIME

TREND

COMPARE

“This kind of structured guidance is especially useful for candidates who have the language ability to perform well but remain stuck around Band 6 or 6.5 because their answers lack organisation, precision, or sufficient development.”

MIKE WATTIE — FORMER IELTS EXAMINER & PUBLISHED IELTS AUTHOR

Choose the tier that fits your setting.

Every tier includes the same Teacher's Guide, lesson plans, marking templates and L1-transfer toolkit. Tiers differ by teacher headcount and permitted use of the proprietary frameworks.

I

Individual Teacher

- One named teacher, one classroom
- Full Teacher's Guide + 12 lesson plans
- Right to teach the frameworks in your own lessons
- Personal watermarked EPUB + PDF
- Renewable annually

BEST FOR

Freelance IELTS tutors, one-to-one specialists, small private tutoring practices.

II

Training Centre

- Multiple named teachers under one licence
- Small-group teaching rights (up to a defined class size)
- Framework attribution requirements included
- Optional teacher onboarding session
- Renewable annually per headcount

BEST FOR

Language schools, private training centres, online academies with roughly two to twelve teachers.

III

Institutional Partner

- Full institutional deployment rights
- Larger cohorts & multiple locations
- Custom onboarding & teacher certification
- Optional co-branding & adapted materials
- Multi-year agreement

BEST FOR

Universities, larger private-education groups, corporate training programmes.

WHAT EVERY LICENCE INCLUDES

Materials

Teacher's Guide (EPUB + PDF, watermarked) · 12 ready-to-run 60-minute lesson plans · Marking templates & feedback pro-formas · L1-Transfer teaching toolkit

Rights

Right to deliver A-R-E, P.P.F.E. and F-E-E-L in defined teaching settings, with correct attribution.

Support

48-hour reply commitment on all licence enquiries. Onboarding call included at every tier.

Renewals

Individual: annual per named teacher. Training centre: annual per headcount. Institutional: multi-year.

Indicative pricing is discussed privately after an enquiry, once the setting is understood. Every enquiry receives a tier fit and costed proposal within 48 hours.

Four steps, roughly two weeks.

From first enquiry to signed licence — how licensing typically runs.

1 Enquiry Email or complete the form on deencoxielts.com . Describe the setting, teacher headcount, and intended use.	2 Reply & call Within 48 hours, a personal reply with tier recommendation and a link to book a 30-minute call to discuss the fit.	3 Proposal A costed proposal covering tier, headcount, materials, onboarding and any adapted-materials terms specific to your case.	4 Licence & onboarding Signature, invoice, materials delivery, and onboarding session. Individual licences complete within a week; institutional agreements take two to four weeks.
--	---	---	---

Attribution and copyright — the essentials

The framework names, structures and worked examples are the copyrighted work of Deen Cox, first published in the Deen Cox IELTS Series. Licensees agree to use them with correct attribution and not to rebrand them as their own creations. In practice: teach the frameworks freely, credit them clearly. This is the standard of the field — no licensee has ever found the attribution requirement burdensome.

Adapted materials — institution-branded versions of lesson plans and handouts — are permitted at the institutional tier as part of the agreement, provided the framework credit remains visible.

COMMON QUESTIONS IN ONE LINE

Can students buy the student books directly?	Yes — from the Deen Cox IELTS shop, Amazon, or Taobao.
Is teacher training available?	Yes — from a one-hour orientation to multi-day workshops, depending on tier.
Is there a trial period?	Not for the Teacher's Guide directly. Every enquiry begins with a call where samples and depth can be seen before signing.
Can we pay via 对公转账?	Yes — Deen Cox IELTS operates through Innovate Consulting Pty Ltd (Beijing Office).
What language is the material in?	English, with Chinese Learner Insight panels and L1-transfer material bilingual.

Full FAQ available at deencoxielts.com/licensing.html

Talk to me.

FOR	Teacher’s Guide licensing enquiries
EMAIL	info@deencoielts.com
WEB	deencoielts.com/licensing.html
REPLY COMMITMENT	Within 48 hours, personal reply
AUTHOR	Deen Cox — IELTS Specialist and Author, Beijing
ENTITY	Innovate Consulting Pty Ltd (Beijing Office)