



MASTERING THE BRITISH ACCENT

Accent Softening & Confident Speaking Online Course

FAQs

1. The course subtitle is “Accent Softening and Confident Speaking” - what is the split between these two elements?

Our approach to accent softening is really about enabling our clients to speak with confidence. There is no need to have ‘perfect pronunciation’ as a goal. The most important thing is to be a great communicator in English, and feeling and conveying confidence is a big part of that. So we teach you sounds, but also, crucially, we teach you lots of tools for communicating with confidence - so that you can relate well to everyone.

2. What is the format of the course?

The Silver Package and the core of the Gold and Platinum Packages is our Accent Softening methodology which is taught over 10 weeks and delivered through our online learning platform **London Speech Academy**. From early September, once you have signed up you will be sent your login information.

Each week you will focus on a different set of sounds; taught through the Academy in a combination of videos, infographics and quizzes. Then you will practice those sounds and intonation in your own time. You will be given our **200 page manual** to keep forever, plus an album of **recordings of all the sounds** that you can use whilst you’re out and about. Perfect for your commute or whilst on a run! This is also yours to keep.

If you have signed up for the **Gold** or **Platinum** Package you will gain access to much more (see below)

GOLD PACKAGE	PLATINUM PACKAGE
<ul style="list-style-type: none"> ● 10 Week Mastering the British Accent with the London Speech Academy ● The 200 page course manual PDF and audio practice album ● Weekly Practice Drop In ● Daily WhatsApp support ● Bonus webinars ● Lifetime access to the course 	<ul style="list-style-type: none"> ● 10 Week Mastering the British Accent with the London Speech Academy ● The 200 page course manual PDF and audio practice album ● Weekly Practice Drop In ● Daily WhatsApp support ● Bonus webinars ● Initial Sound Assessment & Final Feedback Report ● 2 x 60 minute Coaching Sessions ● 2 x 20 minute Espresso calls ● Exclusive invitation to roundtable with founder ● Lifetime access to the course

3. This course is much cheaper than other courses on your website. Why? What will I not be getting compared to your Signature 1-to-1 course?

In this course you will learn our proven methodology in 10 weeks with the digital version of our acclaimed signature Accent Softening course. As our Silver Package is all self-led with no live coaching, we are able to offer it at a much lower price than our 1:1 courses, which are all delivered through live coaching.

Our Gold and Platinum Courses include 10+ hours of supported live practice with an expert LSW coach and ongoing WhatsApp support. Because we can interact with more than 1 person at a time, these courses are cheaper than others on our website.

4. What if I want some personal feedback and 1-to-1 attention? Do you have an upgrade I can buy?

It's a great idea to get some additional support if you can, so you can experience some of the bespoke support while benefiting from the online course price. So we offer a few options. *Please note - while we think these are a great addition and they can improve the effectiveness of the course they are not a requirement.*

For those on our Silver Package, all Add Ons are available to you, but if you're thinking of adding something to your course, why not think about the Gold Package which includes Weekly and Daily Support from your Coach? ?

20 Minute Espresso Session - £60:

Supercharge your progress with this simple add-on. We will send you a passage to read & record. Then your expert coach will go through this with you in a 15 minute 1:1 private session on Zoom.

Sound Report - £60 (RRP £95):

We will do a complete sound road map for you so you know exactly which sounds you need to work on and what your top priorities are. We send you the test and you simply send the audio files back to us for analysis by an LSW coach. We then send you a detailed report outlining the key areas you need to focus on.

Final Report - £60 (RRP £95):

At the end of the course we create a personalised report outlining your strengths, your progress, and the areas you may still need to work on. Plus a 6 week practice plan so that you can continue your practice after the course.

Report Bundle - £120 (RRP £150):

Sound Report & Final Report together.

2 Private Sessions - £320 (RRP: £350)

To supercharge your success, add on two private sessions with an LSW Coach. To be taken within your 10 week course, this is a chance to dig deeper within the content of the course, and unpick some of the trickier sounds, with some one-on-one coaching.

5. What are the main things I will learn from this course?

- Gently soften and 'take the edge off' your accent in order to communicate in English with increased clarity and effectiveness.
- Build awareness of any sounds that are getting in the way of being clearly understood, and exactly what to do about them.
- Learn tools to recreate the melody of neutral spoken English, to sound clearer, more engaging and show complete ownership over the language.
- Learn vocal techniques to engage listeners and sustain attention using tone, pauses and intonation.
- Increased clarity for complex ideas and technical language.

6. What do I get for my money?

Great question. You will get:

SILVER PACKAGE

- **London Speech Academy** - our online learning platform, hosted on Thinkific. It contains the entire course material including videos on each sound. You can watch and re-watch the videos in your own time to really get to grips with different sounds. You will retain access for 6 months after the end of your Silver Package course, or forever if you're a Gold or Platinum Package purchaser.
- **200 Page Manual & Audio Files** - use this manual to supplement your work on the Academy, and your daily practice. There are hundreds of exercises in there that you can turn back to again and again. The Audio Files are also yours to keep, and can be used as a speaking guide whilst you're out and about to practice the sounds.

GOLD PACKAGE

- **The Silver Package**
- **Weekly Practice Drop In** - Weekly hour long practice sessions with a small number of other students, to get instant feedback from an LSW Coach and go over the week's sounds. We keep these groups limited to 10 people to insure you get personalised feedback from your coach.
- **Daily WhatsApp support** - Access to an exclusive WhatsApp Group monitored by the LSW Coaches and Staff, where they can answer your questions about specific sounds, and post regular bonus content. Ask for help at any time and someone will get back to you directly and quickly. Plus, learn from other people's questions and answers.
- **Bonus webinars** - two bonus webinars from our Principal Coaches, to hone in on some of our key ideas and values.
- **Lifetime access to the course** - the best part of all! Lifetime access to life-changing material

PLATINUM PACKAGE

- **The Silver Package**
- **The Gold Package**
- **Initial Sound Assessment & Final Feedback Report** - Submit a voice recording and we will complete a detailed assessment of your accent and communication. One at the beginning, and one at the end, with a 6 week practice plan.
- **2 x 60 minute Coaching Sessions** - Two hours of private coaching, that are valid for one year. Often taken near the beginning and after the 10th week, but it's up to you.
- **2 x 20 minute Espresso calls** - These are two chances to have quick, focussed feedback on a recording, or a 20 minute masterclass on one sound. To be used at anytime in the 10 weeks.
- **Exclusive invitation to roundtable with founder** - Join Emma Serlin, the founder of London Speech Workshop, for a communication roundtable discussion, where she will take questions about anything to do with speech & communication.
- **Lifetime access to the course** - and of course, a lifetime of learning.

7. Who is this course aimed at?

The course is aimed at non-native English speakers who are fluent or near fluent. The aim of the course is to help you communicate more clearly and confidently, improving not only the sounds and pronunciation, but also your intonation and delivery. Meaning you can be a more powerful and effective communicator in English. It's also aimed at people who are looking for a lower price point than our signature 1-to-1 coaching. You will learn the same methodology and tools but within an online learning environment.

8. What if I start the course then realise it's not for me, or that my circumstances change? Do you offer any kind of money back guarantee?

We truly believe in what we do. If for some reason after the first session of your Gold or Platinum Package you feel it is not for you, then we will give a part refund minus our admin charges. However, if you continue with the course past the second week, there are no refunds. Like most work of this nature, there are no guarantees and the process works better the more effort you put in. Therefore we ask you to turn up to live elements of the course, do the assignments and contribute to the community of learning. The Silver Package is part-refundable within the first 14 days of purchase.

9. Why should I choose LSW, and not another provider, for this course? What makes you different or better?

Our method for accent softening and reduction is completely unique. Over 12 years we have had incredible feedback and results with thousands of clients. What sets us apart is that we get that it is so much more than perfect English pronunciation. This is about confident communication that makes people want to listen. Our approach is sensitive, intelligent and adjusted to different learning styles. It is built around our passion: to give our clients tools so they can be confident and fully themselves when they communicate in English. That's what we do, and that is why our coaching is so powerful.

10. Which coach/trainer will I get? Will this change as the course progresses?

Each course is assigned a team of expert LSW coaches who will run your practice sessions, and provide support via the WhatsApp Group.

11. How do I know which Weekly Practice Drop In to attend.

There will be three groups each week (exact times TBC), but one in the evening, one in the afternoon, and one in the morning so all time zones are catered for. **The groups are capped at 10 per group and you will need to sign up for these in advance to secure your spot each week.**

There will be enough groups for everyone, and if there is a high demand for a time, say, Mondays at 7pm, we can open up a second group.

12. Do I get an accreditation of any kind?

You will receive a digital certificate for completing the course. This will be emailed to you at the end of the course. The course is also **CPD Certified.**

If you have any further questions about the course please contact matilda@londonspeechworkshop.com

For more information on all of our courses please visit www.londonspeechworkshop.com