



TRAIN2HIRE



Care Business Launchpad

Launch and grow your own
care business with our proven system.
No franchise fees, just your success.



JOSEPH WILLIS

Founder / Group CEO

Meet the CEO: Building Your Care Business Without the Franchise Fees

With 15 years in the industry, Joseph Willis is the driving force behind Train2Hire, offering a personal touch and deep-seated expertise to every client.

His career is built on a foundation of success in the recruitment and care sector, where he also specialised as a dementia specialist, trainer, and expert in business startup.

Joseph has been heavily involved in multiple national franchise operations throughout his career. He has successfully utilised this extensive knowledge to create and support a robust system that has empowered over 200 individual startups across the UK.

This system is an alternative to the traditional franchise model, designed to give you the proven structure of a large operation without the restrictive costs. Our philosophy is simple: Your Success is Our Success.

YOUR SUCCESS IS OUR SUCCESS





We are the only organisation of it's kind to train, develop and deliver clients centrally to our care business owners, ensuring a business strategy with a larger client base and a more targeted approach. We derive income from the following client types :

- Large Multi-site Nursing Providers
- Independent Homes
- Mental Health Hospitals
- Learning Disability Services
- Community Clients
- Local Authorities
- NHS Services
- PCT Commissioners
- Case Management Companies
- Direct Payments
- Private Paying Clients
- Specialist Autistic Services
- Mental Health Hospitals



Train2Hire offers a **unique opportunity** to launch and grow your own care business with our proven system, becoming part of a community of successful entrepreneurs!

The Train 2 Hire Ecosystem

Train 2 Hire is not a franchise and not just an online course. It is a supported business-building ecosystem designed to guide you from initial interest through to launch, growth, and long-term success within the health and social care sector.

Our focus is simple. You are never left to figure things out alone. From your first conversation through to trading, scaling, and overcoming future challenges, ongoing support remains at the centre of everything we do. The ecosystem evolves with you, providing training, strategy, accountability, and real human guidance whenever you need it.

Step 1 Discover, Decide and Join the Community

Your journey begins by exploring whether the Train 2 Hire ecosystem genuinely fits your goals, ambitions, and lifestyle. Once you decide to move forward, you join a growing community of business owners and learners all working toward launching and growing successful care and recruitment businesses.

From day one you gain access to the private community environment where members collaborate, share experiences, ask questions, and support each other. You are no longer researching alone or guessing your next move. You become part of a structured pathway supported by people walking the same journey.

Step 2 Learn the Sector and Build Your Strategy

You will complete our comprehensive 130+ lesson training programme, designed to teach not only how the sector works but how to practically build and operate a sustainable business within it. The training covers real-world delivery, compliance awareness, sales, marketing, operations, and growth strategy.

Once your learning foundation is in place, you engage directly with founder Joseph Willis for a dedicated face-to-face planning and strategy session via Teams or Google Meet. Together, you translate knowledge into action, defining where to start, setting realistic targets, addressing concerns or barriers, and shaping a business aligned with your strengths, passions, and long-term vision.

Step 3

Launch With Ongoing Support at Your Side

When you launch, you do not leave the ecosystem. This is where ongoing support truly begins.

Members benefit from continuous guidance through community discussion groups, regular live monthly masterclass training sessions, and evolving Q&A video content created specifically in response to community needs and real business challenges. Whenever support is required, members simply submit a support request and receive practical guidance, explanation, and direction from experienced operators who understand the journey.

Train 2 Hire exists for the long run. As your business grows, new challenges emerge, decisions become more complex, and opportunities expand, the ecosystem remains alongside you, providing reassurance, accountability, and expert support every step of the way.

We provide comprehensive training and resources to help you identify, attract, and secure your first clients, ensuring you build the essential momentum for long-term success in your care business.

Train 2 Hire Investment & Support Overview

Train 2 Hire vs Traditional Care Franchise Models

Traditional care franchises often require significant upfront investment, long-term contractual commitments, territory restrictions, and ongoing percentage-based royalties linked directly to turnover. Train to Hire provides a modern alternative through a supported business-building ecosystem, allowing you to launch and grow your own independent business with continuous guidance and predictable costs.

Understanding the Train to Hire Support Licence

The Train to Hire Support Licence is designed to provide ongoing operational guidance long after launch. Rather than charging percentage-based royalties linked to turnover, Train 2 Hire maintains a fixed and predictable support structure of £100 per week. This ensures members retain full control of their profits while continuing to benefit from expert guidance, community collaboration, and evolving training resources throughout the lifetime of their business.

What Your £100 Per Week Support Licence Includes

- Unlimited access to the Train to Hire training ecosystem containing over 130 structured lessons covering business setup, growth strategy, recruitment, operations, marketing, and sector understanding.
- Direct strategy and planning sessions with founder Joseph Willis.
- Access to the private Train to Hire community group for collaboration and peer support.
- Monthly live masterclass training sessions exclusive to community members.
- Ongoing Q&A training videos created in response to real member challenges.
- A structured support request system ensuring guidance whenever required.
- Continuous updates, improvements, and new resources as the sector evolves.

Predictable Costs. Unlimited Support

Unlike franchise royalty models that increase as your success grows, Train to Hire maintains a simple fixed support cost. As your business revenue increases, the relative cost of support naturally reduces while access to expertise remains constant.

Train 2 Hire is designed so you build your business independently, while never having to build it alone.

Train 2 Hire vs UK Care Franchise Cost Comparison

The comparison below highlights the cost and operational differences between Train2Hire and some of the leading UK care franchise systems. The data is based on publicly available information from franchise websites and franchise opportunity listings. Figures represent typical entry costs and first-year royalty payments based on an example turnover of £300,000.

Franchise Investment Overview

Franchise Brand / Model	Initial Joining Fee	Ongoing Support License	Total Year 1 Cost (on £300k turnover)
Train 2 Hire	£10,000 Licence Fee (or £5,000 for first 100 learners)	Fixed £100/Week Licence Fee (or £50/Week for first 100 learners)	£5,000 (Joining Fee) + £2,600 (£50 x 52 weeks) = £7,600
Competitor 1	£118,000	5.5% Royalty	£134,500
Competitor 2	£140,000	8% Royalty	£164,000
Competitor 3	£98,000	5% Royalty	£113,000

Key Notes and Observations

- Typical UK care franchises charge between £35,000-£41,000 franchise fee and require £70,000-£90,000 working capital.
- Total start-up cost for major brands typically ranges from £95,000 to £150,000.
- Royalties are usually between 5% and 8% of gross turnover plus VAT.
- Additional marketing contributions (1-2%) may also apply.
- Franchisees are restricted to defined territories and must operate under the franchisor's brand, policies, and systems.

Train 2 Hire Advantage

- Simple, Transparent Pricing – No Hidden Costs.
- Train 2 Hire gives you everything a traditional franchise offers—without the high start-up fees or ongoing royalties.
- No territory restrictions - grow anywhere in the UK.
- Operate under your own brand name and identity.
- No pricing restrictions / full autonomy.

- Initial Joining Fee: £10,000
- Ongoing Support Licence: £100/Week
- First 100 learners get a 50% discount on the license fee and ongoing support fee.
- That's it. No percentage-based royalties, no turnover sharing, no marketing fund deductions.

- Lifetime access to the full Train 2 Hire training system.
- Over 150 modules covering every aspect of launching and running your own recruitment and/or care business.
- Access to our T2H community for networking and ongoing support.
- Continuous system updates and new weekly content releases.
- The right to operate one business using the Train 2 Hire system and methods.
- One day 1 to 1 consultation with me Joseph Willis to help you plan the launch of your business once you complete the course.

Summary

In Year 1 alone, the total cost difference between Train2Hire and a leading care franchise can exceed £120,000, before accounting for ongoing royalty payments and regional restrictions. Train 2 Hire delivers all the core training, systems, and structure of a franchise - without the cost, limitations, or ongoing obligations.

**Why buy a territory when you can
grow anywhere? Our system is
designed for unlimited ambition,
offering total freedom from royalties
and boundary restrictions.**

The Sector

Ok, so why should you jump into the care industry, maybe you don't have a background in this sector...

Well that doesn't matter, what matters is that you have the desire to succeed, the work ethic to become successful and the tenacity to push forward and develop a unique business that you can be proud of!

We deal with the rest, we can teach you everything you need to know about running a profitable company, we can show you all that is to be known about the care industry, if you have the desire, enthusiasm and ability then we will support you every step of the way!

The industry is growing rapidly, with more organisations turning to Agency Supply to manage their staffing needs across the Health & Social Care sector.

A growing trend...

We operate in the largest employment sector in the UK, a buoyant and recession proof sector too! It is the perfect combination with a system like ours that breeds success amongst its operators!

Our model is unique, and with our support is relatively simple to follow! Our systems, procedures, policies, experience and our tailor made training & support package is what makes all the difference to your success in the future...

**The journey of a
thousand care businesses
begins with a **single step**.
Take yours and build towards
meaningful success.**



We hold your hand and show you from the start. That's our philosophy on support, to show you what to do instead of telling you how to do it.

Train 2 Hire - Complete Training Module Outline

Module 1: Company Formation & Legal Setup

1. Choosing a Business Structure (Ltd vs Sole Trader)
2. Registering with Companies House
3. Setting up your Government Gateway account
4. HMRC Registrations (PAYE, Corporation Tax, VAT)
5. Choosing SIC Codes
6. Articles of Association & Memorandum of Incorporation
7. Opening a Business Bank Account
8. Selecting Accounting Software & Bookkeeping Basics
9. Understanding Company Directors' Legal Responsibilities
10. Registering with the Information Commissioner's Office (ICO)

Module 2: Advanced Marketing Strategies for Recruitment Businesses

11. Understanding Your Target Market
12. Crafting a Powerful Value Proposition
13. Building Your Brand Identity
14. Creating a Simple but Effective Website
15. Using Social Media to Build Awareness
16. Content Marketing That Converts
17. Building Trust Through Testimonials & Case Studies
18. Paid Advertising (Google, Meta, LinkedIn)
19. Creating a Referral & Networking Strategy
20. Building Long-Term Marketing Consistency

Module 3: Sales, Conversion & Client Acquisition

21. Understanding the Sales Funnel
22. How to Build and Nurture Leads
23. The Discovery Call Process
24. Crafting Compelling Proposals
25. Handling Objections with Confidence
26. Closing Techniques that Build Trust
27. Managing Follow-Ups Professionally
28. Setting Up CRM Tools & Sales Automation

29. Tracking Sales Performance
30. Maintaining Relationships Post-Sale

Module 4: Recruitment Operations & Candidate Management

31. Understanding Recruitment Models
32. Writing Effective Job Descriptions
33. Advertising Vacancies & Sourcing Candidates
34. Pre-Screening & Interview Techniques
35. Reference Checks & Background Verification
36. Candidate Onboarding & Induction
37. Maintaining Candidate Databases
38. Communication & Retention Strategies
39. Managing Bookings & Shift Allocations
40. Handling Cancellations & No-Shows

Module 5: Compliance, Policies & Best Practice

41. Understanding UK Employment Law
42. Data Protection & GDPR Compliance
43. Health & Safety Responsibilities
44. Equality, Diversity & Inclusion in Recruitment
45. Creating a Staff Handbook
46. Writing Effective Policies & Procedures
47. Risk Assessment & Management
48. Record Keeping & Document Storage
49. Handling Complaints & Investigations
50. Continuous Quality Improvement

Module 6: Finance, Forecasting & Profit Management

51. Understanding Business Finance Basics
52. Budgeting for a Startup
53. Cash Flow Management
54. Reading a Profit & Loss Account
55. Understanding Balance Sheets
56. Invoicing & Credit Control
57. Dealing with Late Payments
58. Working with an Accountant
59. Business Forecasting & Planning for Growth
60. Using KPIs to Monitor Financial Health

Module 7: Systems, Software & Automation

61. Identifying Business Processes
62. Choosing a CRM System
63. Automating Recruitment Workflows
64. Scheduling & Shift Management Tools
65. Payroll Systems & Integrations
66. Communication Tools for Teams
67. Using AI for Admin Efficiency
68. Data Backup & Cybersecurity Essentials
69. Paperless Office Setup
70. Measuring Efficiency & Performance

Module 8: Branding, PR & Reputation Management

71. Understanding Brand Positioning
72. Creating a Consistent Visual Identity
73. Managing Online Reviews & Feedback
74. Public Relations for Recruitment Businesses
75. Building Community Reputation
76. Crisis Management & Response Planning
77. Aligning Brand Values with Business Goals
78. Collaborating with Industry Partners
79. Personal Branding as a Business Owner
80. Storytelling for Growth & Impact

Module 9: Staffing, Leadership & Team Development

81. Leadership Styles in Recruitment
82. Building Your Internal Team
83. Setting Clear Goals & KPIs
84. Communication & Motivation Techniques
85. Managing Remote & Hybrid Teams
86. Conducting Effective Team Meetings
87. Staff Training & Development Plans
88. Handling Conflict & Performance Issues
89. Promoting Accountability
90. Creating a Strong Company Culture

Module 10: Client Contracts, Frameworks & Legal Agreements

91. Understanding Client Contracts
92. Writing Terms of Business
93. Negotiating Rates & Margins
94. Understanding Framework Agreements
95. Compliance in NHS & Local Authority Contracts
96. Tendering & Bidding for Work
97. Building Trust through Transparency
98. Contract Review & Renewal Processes
99. Handling Contract Disputes
100. Legal Resources & Support Options

Module 11: Growth, Scaling & Expansion Strategies

101. Recognising When You're Ready to Scale
102. Building Scalable Infrastructure
103. Hiring & Outsourcing for Growth
104. Expanding to New Regions
105. Diversifying Services & Sectors
106. Managing Growth Risks
107. Financial Planning for Expansion
108. Leadership During Scale-Up
109. Maintaining Culture While Growing
110. Long-Term Sustainability Strategies

Module 12: Care Sector Deep Dive (For Agencies Entering Care Delivery)

111. Understanding CQC Registration
112. Defining Personal Care vs Non-Regulated Services
113. Creating a Statement of Purpose
114. Understanding the Fundamental Standards of Care
115. Developing Care Plans & Risk Assessments
116. Staff Training & Supervision in Care
117. Quality Assurance Systems
118. Reporting, Auditing & Spot Checks
119. Managing Service Users & Families
120. Preparing for CQC Inspection

Module 13: Troubleshooting, Resilience & Crisis Management

- 121. Common Startup Mistakes
- 122. Managing Stress & Burnout
- 123. Financial Rescue Strategies
- 124. Legal & HR Disputes
- 125. Maintaining Morale Under Pressure
- 126. Crisis Communication
- 127. Damage Control & Recovery
- 128. Learning from Mistakes
- 129. Rebuilding After Setbacks
- 130. Turning Challenges into Growth

Module 14: Long-Term Strategy, Exit Planning & Legacy Building

- 131. Building a Self-Sufficient Business
- 132. Delegating for Freedom
- 133. Creating a 5-Year Vision
- 134. Structuring Management Succession
- 135. Preparing for Sale or Investment
- 136. Protecting Your Brand & IP
- 137. Diversifying Income Streams
- 138. Measuring Business Value
- 139. Building a Legacy
- 140. Continuing Growth Beyond Train 2 Hire

**Quality is the
non-negotiable foundation
of every successful care business.
Our system ensures you meet and
exceed every standard
from day one.**

The Decision

This is your opportunity to take control and build a successful care business with the Train2Hire system. Benefit from our comprehensive training, resources, and ongoing support to launch and grow your business with confidence. To learn more and take the next step, contact us via the details below to discuss how our system can empower your success. We're here to help you turn your vision into reality, so please reach out with any questions!

www.train2hire.com



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