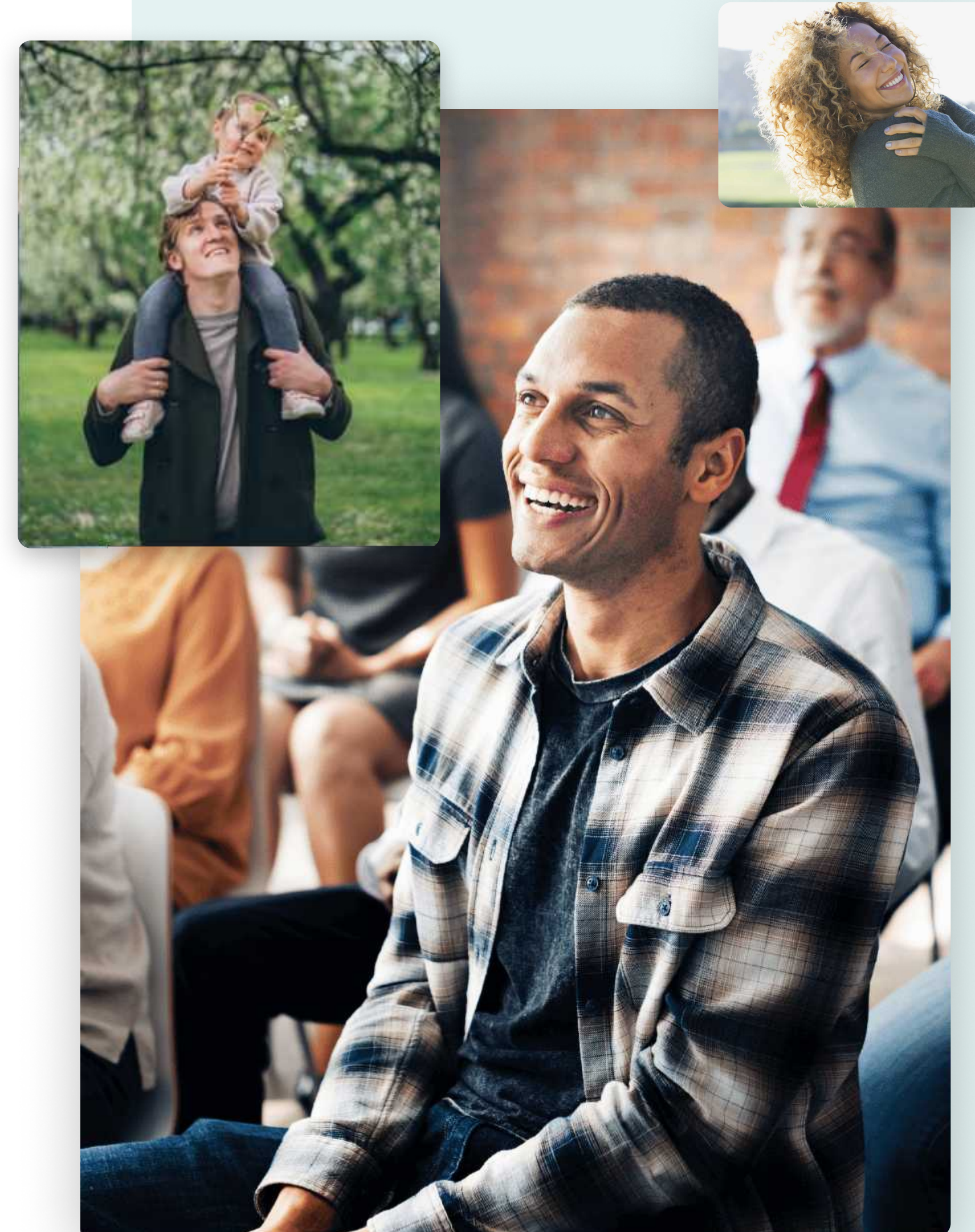


Would you like to be an Allen Carr's Easyway therapist?

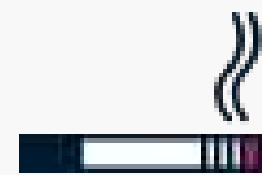


From the desk of John Dicey
Global CEO, Allen Carr's Easyway



We're excited to have you!

Thank you for your enquiry about joining Allen Carr's Easyway organisation as a therapist. There are three therapist positions:



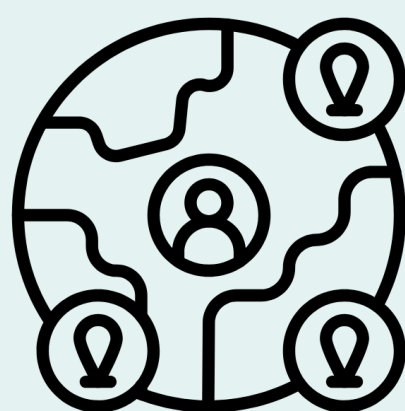
Allen Carr's Easyway to
**Stop Smoking & Vaping Live
Seminars**



Allen Carr's Easyway to
**Stop Drinking Live Group
Seminars**



Allen Carr's Easyway to
**Lose Weight/Quit Sugar Live
Group Seminars**



Join our global network in over 50+ countries

Featured in

itv

The
Guardian

BBC
NEWS

The Telegraph


THE
Sun

We receive hundreds of enquiries a month from people across the globe wanting to become Allen Carr's Easyway therapist.

This document gives a basic description of what happens at our clinics, what the application process involves, how to go about applying, and what the conditions for employment/contracting might be (where it's possible to do so).

IMPORTANT NOTE: Please make only one application for one type of therapist position.

Opportunities only exist in areas where clinics already operate – if no clinic is operating at your location then you may wish to consider applying as a franchisee – if so request a franchise information pack. Alternatively you can proceed through the application process and we will keep your application on file until an opportunity arises.



**Would you like to help
cure the world of nicotine
addiction?**

What happens at our seminars?

Most smokers require just one 5-6 hour group seminar (with up to 25 smokers per group). There is also a 2nd and a 3rd seminar, both lasting about 3 hours, for the minority of clients who subsequently require them.

These 2nd and 3rd back-up seminars are included in the initial fee paid by the client and are therefore provided free of charge. All the seminars are interactive but well over 90% of the content involves the therapist/facilitator delivering the method verbally with the minimal use of notes.



The Money Back Guarantee

Group Seminars have proved to be so successful that we are able to offer clients a unique money-back guarantee. If they do not quit their fee is refunded in full.

The terms of the money-back guarantee are very simple. To qualify for a refund the client has to attend 3 seminars within 3 months without cancelling, postponing, failing to attend or arriving more than 15 minutes late for an appointment that they have booked. **If, having done this, they fail to quit – their fee is refunded in full.**

Scientific studies published in peer-reviewed journals indicate that even after 12 months the success rate is over 50%; and randomised controlled trials published in peer-reviewed journals indicate that Allen Carr's Easyway to Stop Smoking Seminars are as good as, if not better than, established government programmes in the UK & Republic of Ireland.

10%

Or less claim a refund worldwide

Trusted by



NICE National Institute for Health and Care Excellence



A background image showing the backs of two women with long hair, looking out at a calm ocean under a soft sky. The text is overlaid on the left side of the image.

Would you like to guide
people to freedom from
alcohol?

What happens at our seminars?

Most clients require just one 6-7 hour group seminar (with up to 25 people per group). There is also a 2nd and a 3rd seminar, both lasting about 4 hours, for the minority of clients who subsequently require them.

These 2nd and 3rd back-up seminars are included in the initial fee paid by the client and are therefore provided free of charge. The therapist/facilitator does not need to be medically qualified, as full training and certification are provided.



🏆 The Money Back Guarantee

The Money Back Guarantee: Allen Carr's Easyway to Stop Drinking Live Group Seminars have proved so successful that we are able to offer clients a unique money-back guarantee. If they do not quit, their fee is refunded in full.

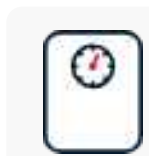
The terms of the money-back guarantee are very simple. To qualify for a refund the client has to attend 3 seminars within 3 months without cancelling, postponing, failing to attend or arriving more than 15 minutes late for an appointment that they have booked. If, having done this, they fail to quit – their fee is refunded in full.

Independent scientific studies published in peer-reviewed journals indicate that even after 12 months the success rate for Allen Carr's Easyway is over 50%.

10%

Or less claim a refund worldwide





Would you like to lead people to a
healthier, happier relationship
with food?



What happens at our seminars?

This programme is different to the stop smoking and quit drinking ones in a number of ways. Firstly, it consists of a single 6-hour seminar designed to inspire and inform clients on how to change their relationship with food.

There are no points to count or difficult recipes to follow. There are no prescribed meal plans to stick to – just a 6-hour seminar that can inspire clients to really enjoy a healthier way of eating.

This programme is different to the stop smoking and quit drinking ones in a number of ways. Firstly, it consists of a single 6-hour seminar designed to inspire and inform clients on how to change their relationship with food.

There are no points to count or difficult recipes to follow. There are no prescribed meal plans to stick to – just a 6-hour seminar that can inspire clients to really enjoy a healthier way of eating.

We **do not** offer clients a money-back guarantee for this programme as the issue of weight loss targets, ideal weight, and body shape are so subjective. Therefore it has not been impossible to structure a guarantee that works for all clients.



The details

The Fee charged to session attendees:

The fee charged to clients attending any of our Live Group Seminars varies from country to country. As a guide in the UK the fee is £379 to attend a group seminar or £1,749 for a 1-1 seminar.

What qualifications are needed?

A key qualification for our therapists is that they have successfully used Allen Carr's Easyway method themselves. Previous counselling/therapist experience is not required – we provide full training. We are looking for enthusiastic well-rounded individuals who have demonstrated the ability and willingness to learn, to work hard, and who are enthusiastic about setting people free from addiction using Allen Carr's Easyway method.

The Remuneration

It very much depends on which country and region you work in but, for example, in the UK once trained, a freelance Allen Carr's Easyway therapist is paid £150-£220 per day.

We can never guarantee a minimum number of days work per week, but we take care to ensure we do our best to recruit a variety of part-time and full-time therapists. Having said that – sometimes even full-time therapists may only expect one or two days' work per week.



The details

The training

There is no charge for training but it requires dedication and commitment in your own time (we do not pay therapists during their training).



Training can take anything from 6 months to a year and can be carried out anywhere in the world. You work through our manual in your own time and at your own location, at home for example. The training consists mainly of learning the three sessions that make up Allen Carr's Easyway method.

This is done on your own, using our training manual. It is effectively a script for the three sessions..

You would have the opportunity to observe sessions at existing Allen Carr's Easyway Clinics and you would be able to discuss questions or queries with an experienced Allen Carr's Easyway therapist who would act as a mentor/coach for the duration of your training and on an ongoing basis throughout your time as an Allen Carr's Easyway Therapist.

The emphasis for training though is mainly on you learning and understanding the manual, so that you can present it confidently to groups requiring our help.

The training requires dedication, patience and hard work but the rewards can be great. Once you have completed the training you will be able to deliver Allen Carr's Easyway method, live and in person, contracted to ourselves or to one of our franchisees.

How to Apply

Send items 1-8 attached to a covering email with "THERAPIST APPLICATION [insert city and country]" marked in the subject box to: **mail@allencarr.com**

01

Your CV

Add a brief summary

02

A copy of your driving license

Photo of your ID

03

Photo page of your passport

To help verify who you are

04

Three different photos of yourself

Simple snaps are fine

05

Why you want to get involved

A few paragraphs

06

Details of your history

Overview of your smoking, drinking or weight history

07

Details of any criminal convictions

Brief overview with dates

08

Confirmation of the position

Confirmation of which therapist position you want to be considered for



Next steps

Assessment of Application

Once those items are received we will be happy to assess your suitability. At that stage we will inform you whether you have been selected for further consideration.

If you are selected we will introduce you to the person responsible for recruitment in the area in which you want to work. They will assess your application in more detail and establish:

- a) if you are a suitable candidate**
- b) whether they have an immediate vacancy for which you might be considered**
- c) whether your application should be held for use in the event that a vacancy arises in the future.**

At that time they will also be able to confirm the basis on which you might be employed/contracted (local pay rates etc)



Thank you

Thank you for your interest in an Allen Carr's Easyway therapist.

Being recruited to the Allen Carr's Easyway worldwide team of franchisees is one of the toughest challenges that you are likely to face in your life - equalled only by the challenge of successfully completing the training.

If you succeed in those challenges, the most satisfying vocation lays ahead, one which involves you personally saving more lives than any specialist surgeon or doctor in the world.

I look forward to receiving your application.

John. D

John Dicey

Global CEO, Allen Carr's Easyway