



IELTS-Coach

Building Speaking Habits Between Lessons

*A Teacher's Guide to Extending Speaking Practice
Beyond the Classroom*

Guild Atelier

Crafted Communication

Communication is not merely learned – it is crafted.

EXECUTIVE SUMMARY

The Case for Between-Lesson Practice

IELTS-Coach is a teacher-informed speaking practice platform designed to help IELTS students maintain meaningful speaking practice outside of class — while providing teachers with greater visibility into student engagement.

Students often speak English for only one or two hours each week — usually during class, and nowhere else.

Great speaking habits are built during the other 166 hours of the week.

This prospectus is written for language teachers who work with IELTS candidates and are looking for a principled, low-friction way to extend meaningful practice into the hours their students spend outside the classroom.

IELTS-Coach does not replace the teacher. It gives the teacher's instruction somewhere to go.

For students	Low-pressure practice, private repetition, immediate feedback.
For teachers	Visibility into who is practicing — without additional marking.
For programs	Evidence of independent engagement between formal sessions.

Communication is not merely learned — it is crafted.
Purposeful practice • Meaningful feedback • Authentic human connection

OBSERVATION

The Problem

The following observations are gathered from IELTS teachers across a range of teaching contexts. They are not exceptional cases – they are common ones.

Students	Teachers	Parents
Intend to practice, but rarely do. Struggle to maintain independent habits. Lack confidence without a teacher present. Need idea scaffolding to get started. Need encouragement to continue.	Cannot individually chase fifty students. Want visibility into who is practicing. Want to spend more time teaching, not chasing. Do not want additional marking.	Want evidence that practice is happening. Want accountability between sessions. Want to see independent study habits forming.

These are not complaints. They are structural realities of language teaching – and IELTS-Coach is designed with all three stakeholders in mind.

Students often need support maintaining speaking habits between the lessons they already have.

PLATFORM OVERVIEW

What IELTS-Coach Does

IELTS-Coach gives students a private, low-pressure space to practice IELTS speaking at any hour — with feedback available immediately, not at the next lesson.

- Practise IELTS Speaking tasks
- Record spoken responses
- Receive immediate AI feedback
- Review estimated IELTS bands
- Retry responses freely
- Practise privately, without an audience
- Build confidence through repetition

Progress over perfection.

IELTS-Coach is not a scoring machine. It is a habit-building tool. Confidence develops before fluency — and fluency develops through repetition. Students who practice ten minutes daily tend to improve faster than students who study for two hours once a week.

Confidence develops before fluency.

Purposeful practice • Meaningful feedback • Authentic human connection

WORKFLOW

How It Works

A simple six-step process.

01

Teacher purchases codes

Access codes are available in packs of 10, 25, 50, or 100 students.

02

Teacher distributes codes

Codes may be included in tuition, bundled into premium packages, or issued individually.

03

Student activates access

The student enters their code to unlock 90 days of platform access.

04

Student practices

Students record IELTS speaking responses privately, at their own pace, repeatedly.

05

Student receives feedback

Immediate feedback is returned on each response, including estimated band guidance.

06

Teacher monitors engagement

Teachers can see who is practicing — without reviewing individual recordings.

VALUE PROPOSITION

What Each Stakeholder Buys

Or more precisely — what each stakeholder stops worrying about.

FOR TEACHERS

Teachers buy relief.

- *Did my students practice this week?*
- *Who needs encouragement?*
- *Who is building a real habit?*

These three questions occupy a significant amount of a teacher's mental space — without ever appearing on a lesson plan. IELTS-Coach answers them without requiring additional effort from the teacher.

FOR STUDENTS

Students buy confidence.

- *A place to speak without judgement.*
- *The freedom to try — and try again.*
- *Feedback without an audience.*

Most IELTS students are not lacking knowledge. They are lacking practice. IELTS-Coach gives them a private space to build the habit of speaking — repeatedly, without pressure, on their own schedule.

FOR PARENTS

Parents buy progress.

- *Visible evidence of engagement.*
- *Accountability between sessions.*
- *Independent study habits forming.*

Parents investing in IELTS preparation want to know that something is happening between lessons. IELTS-Coach provides that evidence — quietly, and without requiring any involvement from the parent.

PRICING & STRUCTURE

Business Model

IELTS-Coach supports teachers.
It does not compete with teachers.

Teachers purchase access codes and distribute them as they see fit. Codes may be included as part of tuition, bundled into premium packages, resold directly to students, or offered as supplemental speaking support alongside existing programs.

Current Pricing

Individual Student Code

300,000 VND

90-day access

Discounted pricing available for larger packs.

Teacher Packs

- ▣ 10 student codes
- ▣ 25 student codes
- ▣ 50 student codes
- ▣ 100 student codes

The pricing structure is intentionally flexible. A teacher who includes a student code in their monthly tuition package adds immediate value to their offering — while recovering the cost within their existing fee structure.

IELTS-Coach is designed to make good teachers look better — not to replace what they do.

Helping professionals communicate with confidence, clarity, and purpose.

INTEGRATION GUIDE

Suggested Implementation

A gentle, low-disruption introduction.

The following schedule is a suggestion only. Teachers know their students best. IELTS-Coach is designed to fit around existing programs — not to disrupt them.

Week 1	Introduce the platform Spend five minutes in class demonstrating IELTS-Coach. Students activate their codes.
Week 2	Assign the first activity Suggest a specific Part 1 topic. Keep the ask small — one recorded attempt.
Week 3	Review participation Check the teacher dashboard. Note who has practiced. No marking required.
Week 4	Encourage habit formation Acknowledge students who have practiced consistently. Keep the tone light.
Month 2	Integrate into lesson discussions Reference topics students practiced independently. Create continuity between sessions.
Month 3	Observe confidence growth Students who practice regularly tend to speak with greater fluency and less hesitation.



IELTS-Coach

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Students don't necessarily need another lesson.

*They need support maintaining speaking habits
between the lessons they already have.*

□

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during the other 166 hours of the week.

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