



# Learn German Online with Nicole

...anywhere in the world!



## About Nicole & GermanWithNicole.com:

*Hallo, ich bin Nicole!* **My mission is to teach excellent German lessons at the client's pace.** Lessons are personalized, one-on-one or small group lessons or small group classes and they all take place in a state-of-the-art online classroom.

I lived in Germany from 2003-2008 and [became fluent within 6 months](#). In 2010 I began teaching German at an Institute in St. Paul. In 2013 I started this business with one client online, which has now grown to a full-time venture. Currently I am completing a distance-learning program from the Goethe-Institut to become certified to teach German as a Foreign Language.

On the website there are weekly blog posts and monthly newsletters that reach hundreds of people all over the world. Every week there are dozens of lessons, emails, and text contacts between my clients and myself. This is a very personal and personable online business.

## About My Clients:

Clients come from all over the US & Canada from Hawaii to Boston and range in age from 9 to 70.

- 60% are female, 40% male
- 80% are adults and they all have a college degree or more.
- Moms are heavily involved in 25% of lessons, either participating in lessons with their kids or are listening while lessons take place.
- 25% are learning for business advancement, 100% are personally motivated.

My clients are: dedicated, hard-working, and invested. They travel and the majority of them speak English as their native language, they speak a second language, and are learning German as their third language. Most have tried learning German elsewhere and were dissatisfied and sought out a new way to learn.

Approximately 50% of clients stay for longer than one year; some clients keep up with lessons longer than 3 years, so there are many long-term elements to the customer relationships.

## What My Clients Say:

"Nicole is a fantastic teacher! She is organized, knowledgeable, supportive and patient. ... I have found that Nicole has tailored each lesson to achieve the goals that I have. Nicole provides the grammar lesson with the add-on's of culture, music, the do's and don't's in the German culture and makes the language and lessons relevant! She also incorporates different methods of learning styles and different learning tools, adjusting to my learning style. And to add to it all, she makes it FUN! I am excited and inspired after every lesson, despite the challenges of learning a second language."

Jessica T, Calgary, Canada

Read more testimonials by clicking [here](#).

## About My Readers:



1000 monthly newsletter  
30% open rate



1535 followers  
54,300 monthly viewers



185 unique daily visitors  
8,826 monthly visits  
53,000 monthly page views

More Online Presence:  
YouTube 235 subscribers  
LinkedIn

## Let's Collaborate!

### Sidebar ad on Blog:

This option gives you a sidebar on the blog page above the fold.

- The maximum size is 200 w x 300 h.
- Cost is \$2 CPM.

### Email Ad:

This option gives you an ad in the regular, monthly newsletter between my regular greeting and the blog post summaries. (I can send you a sample email.)

- The maximum size is 450 w x 200 h.
- Cost is \$75 per occurrence.
- Email newsletters are sent 1-2 times per month.

### Unique Email Blasts:

If you've got something *genau richtig* for my readers, this is the option for you! I'll send an email that's just about you and your product/service to my readers; no other ads, only a short intro from me.

- Includes your information and up to two visuals.
- This option is limited to a maximum of 4 blasts per year (1 per quarter).
- Cost is \$250.

### Policies:

Purchasing advertising space constitutes agreement to [the advertising guidelines](#). Banner ad must be in .jpg form and must be received a minimum of 3 days prior to start-date with the destination URL. Email advertising/blast fees must be paid in advance and are non-refundable; banner advertising fees are billed monthly and are due within 14 days of issuance; a \$25 late fee will be applied to any payments received after 14 days. Payments may be made through TransferWise or check drawn on US funds.

## Los geht's!

To get your product or service in front of these discerning eyes, contact:

Nicole Warner

[nicole@germanwithnicole.com](mailto:nicole@germanwithnicole.com)

+1 715-602-0339

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