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Teaching English in Brazil

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I used to teach ESL in Brazil before going into translations. I found that the best way to go is to become a freelancer after a period in a language school, specializing in technical and business English, and preparing students for international exams.

I was able to survive comfortably, teaching four private classes per day during the workweek, and sometimes on Saturdays.

These were classes at the clients' homes or offices, and I concentrated on a clientele of students prepping for GMAT, international post-graduate programs, and medical and international trade professionals.

These are people who need constant support and advice from teachers, and usually pay better, unlike students who just want to obtain a certificate from a language school to add to their resume.

Students who really need to learn, prefer a good private teacher who will help them sit for one of many international exams, the most renowned being

Cambridge, Michigan or IELTS, if they need recognized language certification.

But where can one find these students? You would have to teach at a language school to start with, invest in networking, advertise on the Internet, and even write a blog on interesting subjects related to ESL in order to attract students.

I would teach up to two free classes and students would always give me a check in advance for the month's lessons at the end of the second class. My model was "Just let me give you my first class". This way, students get a feel of who you are and the quality of your classes.

It is also important to limit the regions in which you teach so that you can always reach your students in time. If needed, move into a part of town from where you can have easier access to most students or prospects. This is key to keeping as many students as possible!


Native versus Non-native Teachers

I advise both natives and non-natives to pursue certifications in teaching English as a second language, to take courses in business, legal and medical English, and even take some exams such as the Cambridge or Michigan proficiency, because

these serve as undeniable proof of the quality of your English.

Being a native speaker of English does not mean that you can teach it properly, or that you have knowledge of the language at the academic level sought by students.

And if you are a non-native, do take the proficiency exams, as I have already pointed out, because good results in such exams will show prospective students that you are living proof of the successful ESL student they wish to become.

 Linguistics, Teaching English As A Foreign Language,
English Teaching



Written by
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