

3 IMPORTANT FACTS **YOU MUST KNOW** BEFORE YOU BECOMING **A KNOWLEDGE BASED TRAINER**



BEFORE WE GET TO THE “IMPORTANT” FACTS, LET'S DEFINE WHO THIS MANIFESTO IS FOR AND WHY IT WAS MADE:

This is written for someone who is considering becoming a trainer or has recently become a trainer. Your reasons for becoming a trainer may be due to government support for knowledge development, the desire to make a difference in people's lives, the freedom to work for only a few days a month and make as much as your current job or more, or you just want make good money from the knowledge you have acquired.

There are different industries in the “training” sphere, and each is quite different as a business model, so what type of trainer do you want to be?

1 Corporate Trainer:

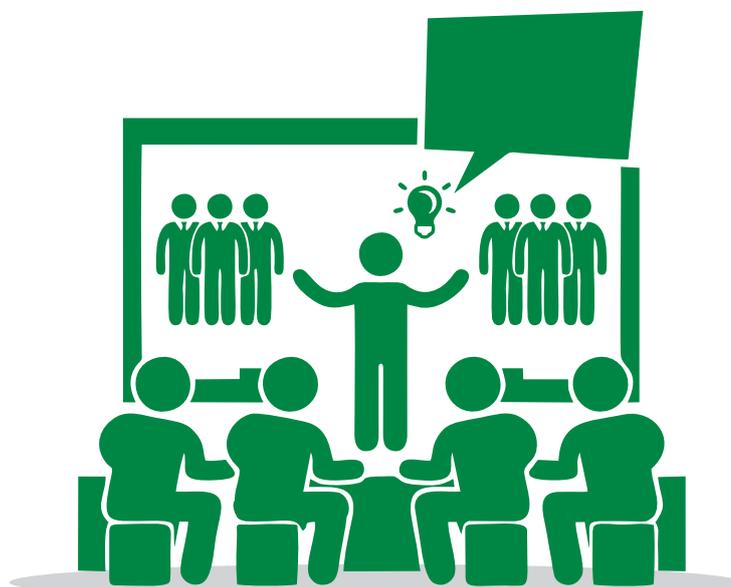
These are specific soft of hard skill trainers who do workshops that companies pay for.

Topics may include:

- Project Management
- Customer Service
- Leadership
- Strategic Planning
- Problem Solving

Pricing gage:

- UNSUCCESSFUL - \$200-\$800/day
- AVERAGE - \$900-\$1,500/day
- SUCCESSFUL - \$1,600-8,000/day



Advantages of being a Corporate Trainer:

- Work more frequently
- There are many government subsidies for companies to train their staff
- Easier to provide multiple programs to the same client
- Usually have return business (if you get a visible result)
- If you have the skill and content, you can also be contracted as a corporate speaker and get paid even more
- If you have interest in doing your own events, you can multiply your earnings
- You can get annual contracts
- Once agreements are made, there will usually be a deposit to guarantee commitment

Disadvantages of being a Corporate Trainer

- You need to stand out over heavy competition
- You need to meet larger clients and show them why you are better
- Greater success depends on the branding behind you and your reputation



2

Personal Development Trainer:

These are trainers who support personal of family success.

They will usually do and market public programs which people pay for themselves.

Topics include:

- Various ways to make money like Forex, Internet Marketing, property buying and selling...
- Personal success and mind-set, motivation
- Entrepreneurship
- Health
- Relationships
- Parenting

Pricing gage:

- UNSUCCESSFUL - \$0 to \$12,000 per program
- AVERAGE - \$12,500 to \$22,000 per program
- SUCCESSFUL - \$22,500 to \$70,000
- SUPERSTAR - \$70,500 to \$5,000,000



Advantages of being a Personal Development Trainer:

- If you are successful, this avenue can be very lucrative
- You get to make a bigger impact on people's lives
- You have more free time since engagements are usually further apart

Disadvantages of being a Personal Development Trainer:

- Public workshops require marketing and therefore an investment of time and money
- Average time between workshops varies between 40 days and 100 days depending on the industry and the team
- There is no guarantee that your public programs will be successful after making an investment
- Your success depends on the branding behind you



3

Hybrid Trainer

These are trainers who have corporate related specialties which can also be applied to personal development. The topics and training style supports both corporate and personal development

Topics include:

- Psychology based Leadership
- Psychology based Communication
- Personal effectiveness
- Motivation
- Psychology based Performance



Pricing gage:

- UNSUCCESSFUL - \$500 to \$6,000 per month
- AVERAGE - \$6,500 to \$22,000 per month
- SUCCESSFUL - \$22,500 to \$50,000 per month
- SUPERSTAR - \$50,500 to \$4,000,000 per month

Advantages of being a Hybrid Trainer:

- Regular income from corporate to support public branding and marketing
- Can be very lucrative without much risk
- You get to make a bigger impact on people's lives because corporate participants also benefit from topics they can apply in their personal lives
- You have more consistency in work and more opportunities for others to support your branding
- If you have products related to your topic, it is easier to generate extra income
- You have a wider range of customers for your books and workshops

Disadvantages of being a Hybrid Trainer

- To be really successful, you need to coordinate both corporate and personal development to leverage branding and market positioning
- Your success depends on the branding behind you

WITHIN EACH OF THESE TRAINER CATEGORIES, THERE ARE 3 MORE:

1 Copy Paste Trainers (Usually fall into the UNSUCCESSFUL category)

They read books or searched the internet and cut and paste concepts into workshop outlines and content. The result is nothing original and /or no system that supports Trainee ROI and implementation. They have no specific methodology for delivering a high impact training. While they may play games, often the games are not relevant to the outcome and learning process and the results show it.

Results/Consequence of the Copy Paste Trainer

- Content - nothing new, copy paste, regurgitate
- Little or no repeat business
- Compete on price
- Apply an ad-hok business model and marketing strategy (no system)
- Sometimes blacklisted

2 Content Slanted Trainers (Usually in the Average and Unsuccessful categories)

These trainers are usually smart people with real and valuable experience. They will study and think of ways to apply their experience to concepts and make it unique and valuable. They tend to have a lot to say and have lots of content to convey to their students

Results/Consequence of the Content Slanted Trainer

- Content overload for participants becomes counterproductive
- Trainings are usually boring
- Too much information leaves participants with less implementable solutions and content retention
- Not much return business
- Even though the trainer is knowledgeable, will usually get average or poor evaluations

3 Edutainment Trainer (Usually in the Average to Superstar categories)

The content and entertainment are combined to yield a perfect mix of “Relevant” games and exercises that support key implementable factors that will help participants get visible results. The key to success with this type of trainer is the relevance of the games, some trainers will have lots of games with no substance: This is NOT the Edutainment Trainer. The successful Edutainment Trainers apply a systematic process that combines experience, knowledge, personality, and fun and games, and methodology into an effective learning and implementation experience.

Results/Consequence of the Edutainment Trainer

- High ROI on training objectives
- Excellent reviews across multiple expectations
- Usually recommended and get more return plus extra business
- Higher retention and implementation
- Systematic approach supports companywide implementation or large scale events with other trainers who use the same system



SO, NOW TO THE 3 FACTS YOU NEED TO KNOW

Identifying the type of trainer you want to be is the first step. Now, these 3 facts will determine whether you fall into the successful and potentially Superstar range, or into the average or even the unsuccessful range.

Fact #1

If you are a Commodity, you will not likely be successful

Your branding is everything. Being a commodity means you are selling training, training that anybody can do. But if you are special, if you have something others do not, then you are a brand! Superstars are usually branded based on thought leadership and original ideas and processes... and how good they are at simply conveying them to help people get results. Highly successful trainers apply the same processes as the superstars and use brand association with established brands but with their own unique experience added into the mix to make them stand out. Accredited certifications also support branding, too many “certifications” have no basis. Do you match your credentials with your style, or do you blend in with other trainers?

Key factors to having a system of training

- You have a tangible set of tools that, when combined, can achieve specific behavior change or results.
- You have written processes or infographics that illustrate how your outcomes are achieved
- You have pre and post assessments so you can provide your clients with tangible results attained through your training.
- You have specific training practices that few others can do that make your training provide a higher ROI.
- Behavior change requires applied psychology, but it needs to be simple to use and achieve... so your training and system must be simple, yet effective.
- Your system must be supported by a study or research

Fact #2**If you do not have a system, it is difficult to have a strong brand**

The whole point of branding is consistency, and it is difficult to maintain consistency or at least prove that you have it, unless you can show a specific methodology or system. A system also helps you to sell the results. Creating or using a unique system can help you show how you, above others, can achieve specific outcomes that a client is trying to attain. The system provides the additional credibility required to get hired. For example the DC Psychology system has a full set of tools to support superior training results, this system makes it easier for even a new trainer to get Pro-like outcomes.

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Fact #3**If you are a Commodity, you will not likely be successful**

The idea of an “International” trainers assumes you will travel to faraway lands to deliver training and or speak and you will be paid well for it. One clear advantage that many people overlook is that many governments support organizations through training and development subsidies. However, these are only available if you have the appropriate credentials. Rather than getting credentials in each country, it is usually easier to have one international credential that most will accept. For example all DC Psychology trainers who get certified through us are accredited by the American Institute of Business Psychology which provides more diverse opportunities throughout the world.

Key factors to getting international credentials

- You get certified by internationally accredited institutions
- Certifications must be backed by a recognised accrediting body
- Because these certifications are accredited, there are always tests, so you will need to study and know the required material

If you would like to know more about the becoming an internationally accredited trainer using Directive Communication Psychology system and with branding support. Please contact us at: support@directivecommunication.com