

Cracking The CEU Code

Continuing Education (CE) programs are one of the best-kept secrets in the speaking, training and consulting business. They're a lucrative income stream and a readymade market. In this interactive and information-packed program, you'll learn the "soup to nuts" system for developing, marketing and delivering CE programs for trade and professional organizations, including:

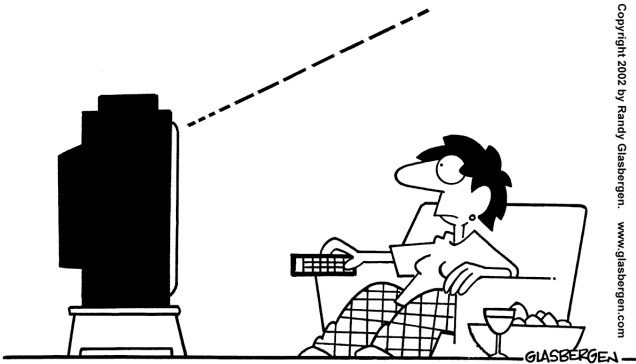
- What they are and why they're required
- How to double your current income with CE programs
- How to match your expertise to a niche market
- The topics that lend themselves to a CE program
- How to find trade and professional organizations that require CEU's
- How to choose the most lucrative markets
- When to offer programs at the local, state and national level
- The 5 key factors in developing your program
- The ideal length for CE programs
- The ideal size for CE programs
- How much to charge
- How far ahead you need to plan (the program timeline)

- How to approach trade and professional organizations to offer CEU's
- The steps to get your program accredited
- What learning materials work best for CE programs
- How to choose a hotel and negotiate the contract
- What types of marketing work best for CE programs
- 3 ways to maximize your Return on Investment
- How to use your programs to create product

Jeff's program titles:

1. "Managing Stress With Humor" for Court Reporters
2. "Balancing Life With Humor" for Court Reporters
3. "Harmonizing Your Life With Humor" for Court Reporters
4. "Home Alone With Humor" for Court Reporters
5. "Humor Stress, Stress Humor" for Court Reporters
6. "Stopping Stress Before it Stops You" for Court Reporters

Jeff's Cartoons



"Our regular program will not be seen tonight because you're probably preoccupied with stressful thoughts about work and not paying attention anyway."

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Avoiding the Pitfalls and Reaping the Rewards of the CEU Unit Market

Jeff Justice, CSP

Notes: _____

More Notes: _____
