

Don't Grow Your Career — Build a Business

Rita Risser, JD, CSP

Career Model vs. Business Model

Benefits & Disadvantages of Business Model

Getting Started

Be so busy your clients demand it

Get good in your presentation and materials

Write Leader's Guide

Transcript of class keyed to slides

Answers to quizzes and exercises

FAQs

Background reading

Pre- and post-class checklist

Teaching philosophy

Information about clients, facilities, contacts

Tape your class for trainers

Hiring Trainers

Write the ad

Where to place ad

Telephone interview – 15% pass

Meet in person

Tape audition – 15% (of the 15%) pass

Training Trainers

Trainers observe class

Trainers tape section 1

Trainers co-teach section by section (6 out of 7 passed)

Trainers send me all course evaluations

Contracting with Trainers

Ensuring legal independent contractor status

Compensation

Confidentiality

Non-compete

Selling the Client

Money back guarantee

Overcoming emotional attachment to you

Licensing Your Clients for In-house Training

Franchising Opportunities

Having a Chief Operating Officer

Compensation

***Rita Risser – lawyer, author and speaker
helping speakers build their own businesses***

www.RitaRisser.com

P. O. Box 1835 Kailua, HI 96734

808-263-3973