

# Welcome!

Dear Advisory Client and Certifying Expert,

Congratulations! You made a great decision. Welcome to the Replicate Peer-Certification Program—your journey to becoming a leading authority in your industry and a leading certification program for people who want to learn what you know . . . and do what you do.

To help you get started, we've put together this handy document filled with information about the activities, guidance, and live training we have planned for you. We're here to support you every step of the way, and we'd love for you to understand what we hope to achieve together as you embark on this journey of developing your own certification program over the coming months.

## The Replicate Program includes numerous activities to help you succeed.

### A Custom Strategy for Your Certification Business

During a highly focused strategic planning session that includes you and your team (if you wish), we'll create a customized blueprint for your certification business. We'll help you identify a robust curriculum, plot an initial marketing formula, and recommend resources we think you'll need.

We'll even research and prepare our plans in advance via the extensive *New Client Profile* you'll find in Module 1 of the Replicate Resources Portal: it will help you identify your marketable methods, teaching topics, selling opportunities, and so much more.

**Completion of the *New Client Profile* (online form) is a mandatory first step to scheduling your time with Janet and Paul.** Please complete it at your earliest possible convenience.

### Private Implementation Guidance with a Seasoned Professional

Once you've met privately with us, we'll connect you with a seasoned certification professional who will meet with you to keep you on track and provide guidance while you're deploying your launch plan. We've identified some of the most seasoned hands-on tacticians (most of whom have worked on brands you know) to guide you in making critical decisions and navigating unexpected challenges. These private monthly sessions—with personalized advice and expert insight—will be beyond valuable, giving you peace of mind and greater confidence as you build your certification business. Once you've completed your strategic planning session with us, we'll send an email introduction to your advisory consultant.

### Archive of Certification Program Documents & Campaigns

Next, we've compiled one of the only field-tested archives of sample materials *specific to the certification industry*, including lead-generation campaigns, reputation-building campaigns, program marketing campaigns, practitioner curricula materials, end-user sample modules—plus so much more—which we know will make launching your certification business much, much easier.

Included in this comprehensive archive are: website copy, landing pages, email drip sequences, special reports and other lead magnets, display ads for print publications, book-a-call campaigns, plus

much, much more. You'll find these marketing campaign throughout the *Replicate Resource Portal*, but especially in *Modules 6 and 7*.

### Twice-Monthly Advisory Calls with Janet and Paul

Twice a month, you'll join us and your fellow subject-matter experts in the Replicate Program for a comprehensive curriculum that will prepare you to launch, manage and grow your certification business. From automating delivery of your curriculum to recruiting your team to managing the sales process to adding new revenue streams, this curriculum is designed to help you master the business of certification. These are not free-form coaching sessions, but intensive trainings on specific topics that we know will help you thrive.

### Masterclasses: Industry Experts at Your Service

Throughout the program, you'll meet (via single-topic webinars) industry and technical experts who are on the cutting edge of what's working (and critical) in the certifying space. From intellectual property law to TED talk secrets, sales scripting, AI, media training and more, these masterclasses will introduce you to important business-building information that will help you grow your career, your influence, and your network of certified graduates.

We'll email dates, times and reminders about these webinars. Additionally, you can always find the current schedule in the Resources Portal—click the link at the top for “Leading Expert Masterclasses.”

### Live Networking & Investor Event

Imagine an exclusive event where top-tier experts like you can network, share ideas, mastermind, and even meet potential investors to help accelerate your business growth. It's been our experience that the most important breakthroughs happen via rare introductions and back-of-the-room deals. That's why we want to connect you to a network of like-minded fellows who are working on their own certification programs—as well as introduce you to potential investors who can accelerate your growth.

We'll email dates, location and details on how to prepare as we get closer to that event.

### Get Ready: Here's a snapshot of your client journey through the program.

**Step One:** By now, you've already logged in to our comprehensive Replicate Resources Portal—organized into easy-to-navigate modules—containing business-building tutorials, information on how to grow your leading expert persona in your industry, ways to start an interest list for your certification program . . . plus proven campaigns, website copy, landing pages, email drip sequences, special reports and other lead magnets, and more.

\*\*\* Your immediate priority should be to complete the *New Client Profile* found in Module 1. \*\*\*

**For help at any time accessing these materials or finding the schedule of twice-monthly advisory calls with Paul and Janet, please email us at [success@replicateprogram.com](mailto:success@replicateprogram.com).**

**Step Two:** Next, when you've finished completing the *New Client Profile* (and while you're waiting for us to prepare for your private strategic planning call), please find Module 2 in the Resources Portal and **watch the *Purpose, Vision, Goals* training program**. We want to help you think deeply about your future as a certifying expert. And, through this program, you'll discover there's a profound synergy between Purpose, Vision, and Goals—the natural trinity that guides every meaningful life transformation. You'll discover just how these three elements flow together: Purpose as your unwavering center, Vision as your expanding awareness, and Goals as your pathway to becoming.

**Step Three:** Your private strategic planning call with us will take place shortly. You'll receive an email from [megan@replicateprogram.com](mailto:megan@replicateprogram.com) to find a time that works for you. The planning call will be illuminating and inspiring! There's nothing to prepare, except completing the *New Client Profile*.

**Step Four:** Your Advisory Consultant will be introduced to you shortly. **Once you speak privately with us**, your Consultant will take over—advising and guiding you once a month in private, one-on-one Zoom calls as you implement your unique strategic plan.

**Step Five:** You'll receive shortly a schedule of group live trainings on developing and growing your certification program. As well, a separate schedule of *masterclasses with industry experts* will be forthcoming. You can always find the latest information about these upcoming classes—including dates, times, expert biographies, and a link to submit questions—in the Replicate Resources Portal (click the links at the top of the home page).

**Step Six:** Finally, we'll provide full details about the weekend *Replicate Networking and Investor* event where you'll meet other leading authorities, get additional training from us, and even pitch your certification or licensing program (if desired) to venture capitalists who'll be there to find—and fund—the next hot idea.

## The Next Six Months: Regular progress calls with your Advisory Consultant.

Your Advisory Consultant is dedicated to helping you achieve the maximum advantage and long-term benefit from your Replicate Program experience. Your 6 monthly sessions are designed not only to provide advice and guidance as you implement the custom strategic plan we'll give you, but also to help you learn new ways of doing business as you navigate the certification industry.

### **You'll meet your Consultant shortly after your private strategic planning call with us.**

To ensure you receive the full benefit of each advisory call:

- Complete the advance information form (provided by your Consultant) and email it back at least 24 hours prior to your private Zoom session. That way, your consultant will know what you're working on and how he should prepare to properly guide you.
- Arrive promptly at your private Zoom call each month at the scheduled time. You will schedule these times directly with your Consultant.

NOTE: Monthly advisory calls—if cancelled, missed or rescheduled within 24 hours of its previously-scheduled time—will only be rescheduled at the Company's sole discretion.

- Plan to spend 30 minutes on Zoom following this informal call format:
  1. Discuss your progress since the last session—including what worked and what didn't. Your Consultant will ask questions to determine how you can move more easily and rapidly toward your goals. Together, you'll review challenges met and progress made in executing your strategic plan.
  2. Discuss your implementation plans over the next month. Ask for help, information or referrals. This is an ideal time to pose questions to your Consultant about any marketing materials, systems, scripts, deal points, or other work product you produced as you are implementing. While your consultant won't edit or write these materials for you, feel free to use this time to explore with your Consultant different or better approaches, headlines, compensation plans, joint ventures pitches, and so on.
  3. Finish the Zoom call by briefly determining your action commitment for next month. What will you implement in order to move your certification business forward? What goal will you set for yourself? What will you want your Consultant to hold you accountable for at the beginning of next month's consulting call?
- Within 24 hours of each call, email your Consultant a follow-up form (provided by Consultant).
- Email your Consultant immediately whenever you have a breakthrough to report. As entrepreneurs, we don't always find our friends, family and colleagues to be as excited as we are about our accomplishments. But your Consultant—who has full knowledge of where you are in your journey—is the ideal cheerleader to applaud you and keep you motivated to achieve even more. Plus, writing down your accomplishments while your excitement is still high actually serves to “anchor” the positive emotions of that victory in your mind—keeping your subconscious focused on accomplishing even more.

### Finally, here's how to make the most of this opportunity to work with us.

You'll be dedicating time, resources and energy over the next 180 days. To be sure your investment in the Replicate Program delivers a return for you, we make the following three recommendations:

1. Commit to yourself that you'll participate fully, even when you might seem overwhelmed by other concerns of your day. Always weigh these challenges against the benefits of implementing your plan—which will produce a long-term pay-off of a robust certification business.
2. Prepare for each monthly call with your Consultant—jotting down questions to discuss fully.
3. Take action on what you learn in the twice-monthly group calls with us and the masterclasses with our experts. You will learn entirely new information about the certifying process and about becoming a leading expert. But you'll never fully benefit from this advice, unless you take action.

Sincerely,

*Paul Martinelli*

PAUL MARTINELLI

*Janet Switzer*

JANET SWITZER