

# Replicate

TRAINING BLUEPRINT

REPLICATE

YOUR

EXPERTISE



### Why replicate your expertise by training others in your methods?

Whether you call them train-the-trainer programs, certification trainings, facilitation trainings, in-service trainings for teachers, or system training for bringing on a new program, they all mean the same thing: You train others to deliver your content to groups and individuals they work with as part of their own business, classroom, company or agency.

It's one way to spread your message faster and further than you could ever do alone. Of course, there's also the ultimate bonus: Your trainees can easily become distribution points for your materials—buying your workbooks, courses, new client kits, survey questionnaires, consumer products and other consumables for their clients and workshop attendees month after month after month...potentially forever.

I once developed an affiliate program in the alternative healthcare field that was worth more than \$50,000 a month in product sales to participants who were reselling audio recordings, books and new-patient kits to their patients and clients. Eventually the company sold private-label vitamin supplements and other products, too.

For years, Jack Canfield conducted a year-long “Transforming the Trainer” program where he trained others to deliver Success Principles-style workshops and incorporate the principles into their counseling and teaching work.

Laurie Beth Jones, bestselling Christian author of *The Path* and *Jesus CEO*, was doing so much work counseling corporations in value-centered management that she launched the Pathfinders consulting training program to teach others how to counsel those companies that Laurie could never get to, given her busy schedule.

When you train others to use your expertise, you become the Leading Expert virtually overnight. Why?

**Because you literally become the expert who teaches other experts.**

In the case of the alternative healthcare client I mentioned earlier, it took just 90 days to turn a relatively successful consultant into the worldwide leader in his field. Suddenly, there was an entire network of affiliated practitioners utilizing this consultant's system. He was the author of a book and new client kit distributed to thousands of students and consumers worldwide.

A buzz started circulating at national trade conferences that this expert's system was actually putting other local practitioners out of business. He got more press. He eventually franchised his system into worldwide counseling centers. And, incredibly, the total universe of practitioners that I initially marketed to was just 8,000 professionals.

I sent a simple direct mail package to all 8,000 names on February 1st of that year, and by May 5th—the date of the first training weekend—this expert owned the marketplace.

**It can happen that quickly.**

## Train-the-Trainer Programs

Typically sold to individual trainers or others who can incorporate your materials into their training repertoire or consulting business, there are many ways to market these programs. We've found the best way to market these programs is by using:

- Email marketing, including emails sent by affiliates who endorse your program
- Social media, specifically LinkedIn campaigns to your contacts and searched contacts
- Magazines and trade journals dedicated to specific industries
- Trade association newsletters
- Trade shows & conventions (by being a speaker and by exhibiting in your own trade show booth)
- Webinars
- Communications with your existing clientele, book buyers, subscribers, house list

## Corporate Training Programs

Today, corporate training budgets are getting smaller and smaller. Often times, corporations cut their permanent training staff completely in order to make revenue goals. Outside consultants and trainers are also being eliminated. But video-based “off the shelf” training programs and other formats designed to help companies prosper in tough times are still selling.

If you have a topic that companies are interested in incorporating into their employee training programs or even mandated by law to incorporate—such as diversity training, safety training, CPR training, succession facilitation, how to deal with difficult people, etc.—you can produce and profit from these programs.

One of the best ideas I ever heard was a nurse-practitioner I once advised who was developing an emergency CPR and first aid video. She taught CPR classes and had developed a 4-minute video that would walk anyone through saving a cardiac victim’s life in an emergency. Though she originally approached me about selling the video for \$19.95, I told her to package it along with a small television, an overhead directional sign, an easy-to-follow poster and a first aid kit for large companies who could establish CPR stations on every floor of their office building. In case of emergency, virtually any employee could save a fellow employee’s life by popping in the DVD and following the instructions for reviving their stricken co-worker. I argued that no company would take the trouble to buy all those extra components separately, but by bundling everything together, she could sell the whole package as a convenient solution at \$795 (for a hard cost of about \$100).

In another example, Jack Canfield produced a corporate training program for newly-hired employees at New England Telephone/NYNEX. The program not only helped boost their self-esteem, it helped these new employees learn to be more successful at the actual job they were hired to do.

The program was so popular at New England Telephone, Jack re-packaged it into a program called STAR: Success Through Action and Responsibility and licensed it to other companies in the general corporate market. Human Resources personnel at companies all over the country were authorized to facilitate the STAR video-based training (or Jack's authorized presenters would travel to present the material) and each participant in the one-day workshop received their own workbook—which means participating companies purchased workbooks year after year from Jack, as they brought on new employees.

## Corporate Training Program Materials

Nearly every format imaginable is sold to corporations these days. Video-based training—where employees watch you on video and a company employee is trained to facilitate the discussion and workbook part of the workshop—is a popular format. Also popular is weekly video coaching with small regional divisions all calling in at the same time for that week’s national call with you.

Other formats include: Weekly online courses where worksheets and homework assignments are emailed weekly and combined with online training via your website; live monthly or quarterly presentations to large groups of employees—presented either by you or by a junior trainer under your direction; small group management retreats once a quarter... and so many more.

### Popular Topics Include:

Sales training; general success training; training specific to a particular job function such as manufacturing, quality control and other positions; customer service training; training for companies in transition or for employees facing lay-offs (redundancies); presentation skills; management skills; succession challenges for family-owned businesses, and more.

## Business-Building or Practice-Building Systems

One of the most lucrative knowledge products you can create is a “system” that helps business owners and professional practitioners build their business or grow their practice. By this, I mean a system that helps them earn more money. [Here’s a reality in the knowledge-products industry:](#) Business owners will more readily spend money on their business than they will on themselves. They spend money on their business all day long. They write big checks, they make payroll, they experience problems and challenges that require money to solve. Their business income is a matter of constant stress to them—so they’re accustomed to writing checks to run their business and invest in its future income-earning capacity.

This is why a business-building training program, or alternatively a training program that helps doctors, lawyers, accountants, insurance agents and other independent professionals grow their practice—is often sold for thousands of dollars or several hundred dollars a month on a subscription basis. In fact, business-building programs are so lucrative, there are countless marketing consultants, personal coaches, and other trainers who are “specializing” in growing specific kinds of businesses, even though they’ve never even run that type of business before.

They simply take generic marketing and success strategies and, through interviewing actual practitioners, slant them towards the particular market they are targeting. This is not necessarily a bad thing, since many of these businesses and professional practices aren’t doing anything in the way of business development—so even if they get generic material and apply it, they are better off. And hundreds of niche markets are underserved with this type of content.

That said, however, it's always better if you have experience in the industry which you are packaging a program for. One way to get expertise is to conduct a national search for 3-5 companies who are willing to have you work on growing their business as part of a marketing test.

It should be understood that they will be test sites for whom you will create material (or hone your existing material). In this way, you can deliver business-building assistance that's already been tested.

Of course, the benefits of advertising to find these 3-5 "beta test" companies is that you'll get dozens more companies who won't qualify to be a test case, but who will be perfect buyers when you do get your program going a few months later.

## What Kinds of Materials Does a Business-Building Program Deliver?

At the very least, a business-building program delivers a system for bringing in new customers and selling more products and services to them. And if you have ads, sales letters, telemarketing scripts, workshop outlines, flyers or other materials that you've personally used—but that can help other business owners get new customers—you should include that material even if it's just “for example only.”

You might also talk about how you work with clients, customers or patients—including how your receptionist greets them, how you conduct initial consultations, when you upsell them to new products and services, and more.

Of course, what you deliver will depend upon the price you are charging. For example, a \$195 business-building program delivers a lot less than a \$12,000 year-long mentoring program specific to that industry.

## How to Market Business-Building Programs

Marketing these programs is a breeze, mainly because it's so easy to identify the business owners. Dun and Bradstreet and other list-rental companies have millions of business names categorized by industry, size, number of employees and more. You can rent these names, mailing them an introductory sales letter and encouraging them to call for more information. You can advertise in the magazines read by people in your specific industry. You can more readily seek out endorsements from joint-venture partners who already operate in this industry and whose existing customers would make perfect prospects for your program.

## Subscription Consulting

One of my favorite business-building programs is a subscription consulting program where business owners pay an ongoing monthly fee for continuing advice, materials, marketing tools and support.

Often times, these programs deliver a combination of sample ads; group coaching or private consultations; one-on-one time with you; sales letters and other templates the business owner can customize for their own use; administrative forms and scripts; and more.

Many subscription consulting programs are quite elaborate and charge up to \$2,000 per month. Others offer virtually no access to the expert conducting them for just \$99 a month, with virtually everything delivered in digital files via email or via a website.

### 10 Steps to Replicating Your Work in the Market

1. Determine your ideal program buyer
2. Create a leading-expert persona
3. Build a list of likely candidates
4. Generate sales leads for your program
5. Develop a sales process for turning leads into buyers
6. Develop your certification or licensing program curriculum and deliverables
7. Protect your intellectual property
8. Help your certified practitioners be successful in the field
9. Create additional revenue streams from your network of certified practitioners
10. Staff and organize your certification or licensing business unit

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