

A minimalist line art illustration of two people shaking hands. The person on the right is shown in profile, wearing a suit and tie. The person on the left is shown from the side, also in a suit. Their hands are clasped in a firm handshake. A dark gray horizontal bar is positioned across the middle of the image, containing the title text.

MAKE YOUR TRAINING MARKETABLE

*What to
Market*

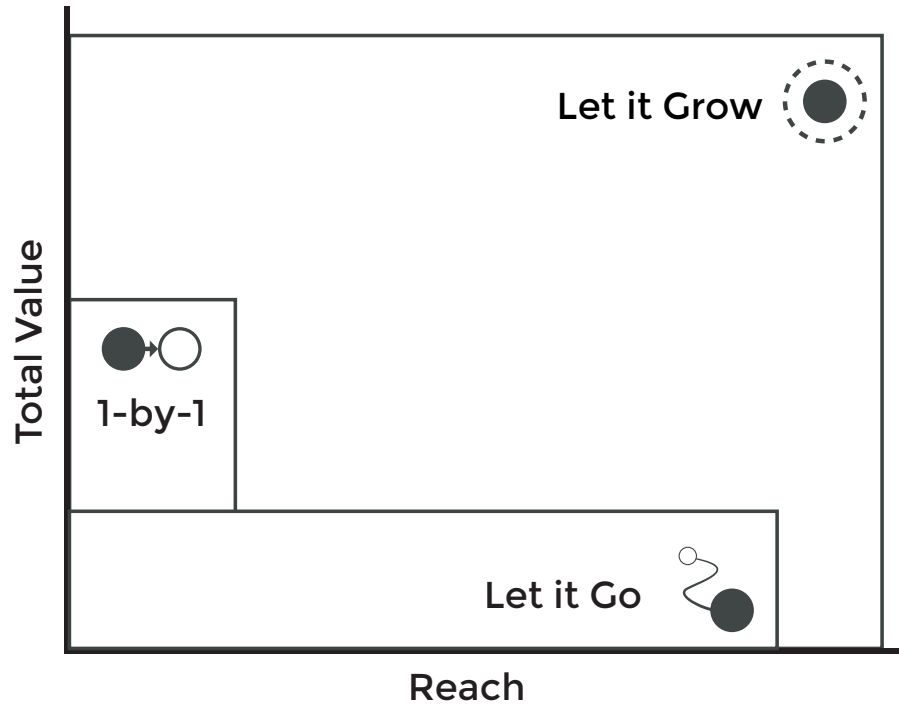
*How to
Communicate*

*How to
Distribute*

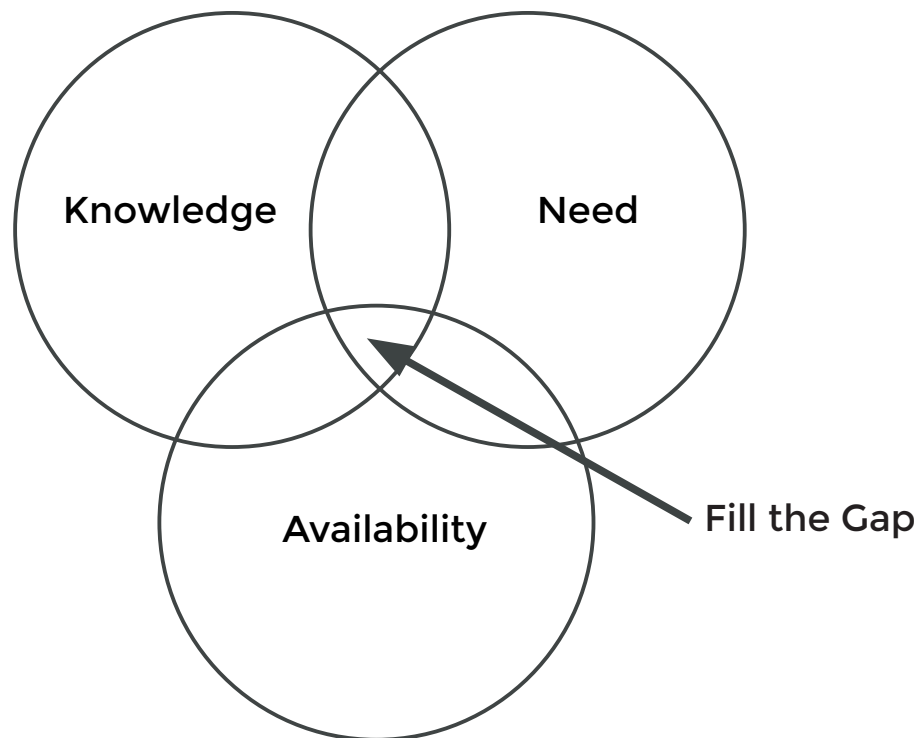
*How to
Promote*

*How to
Stand Out*

Choose Your Destiny



Find Your Niche



Continuum of Learning



Student

Provider

Write Your Value Proposition



For _____
(target customers)

who _____
(statement of need or opportunity)

our product/service is _____
(product category)

that _____
(statement of benefit)

Retitle Your Course



1

Review how your knowledge fills a gap

2

Refine your value proposition

3

Edit your title, imagery, and description

4

Choose a distribution platform

Checklist

- ☐ Determine what you want to teach
- ☐ Build a world-class course
- ☐ Consider using a portion of your material as a trailer
- ☐ Launch your training program
- ☐ Certify your course(s) for national reach
- ☐ Measure effectiveness of marketing and training
- ☐ Improve your course(s) and marketing

Visit info.firstforward.com/resources for these helpful resources and to download a copy of the presentation.

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[Kerry Avery's \(Odin Training\) Blog](#)

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