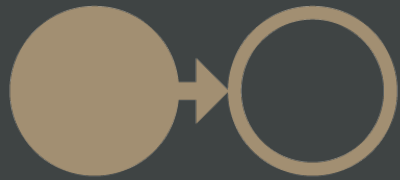




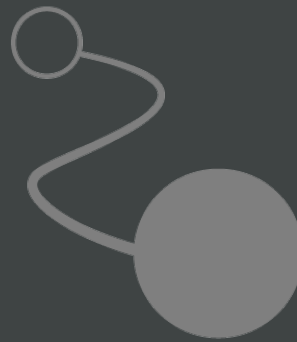
MAKE YOUR TRAINING MARKETABLE



Choose Your Destiny



One-by-One

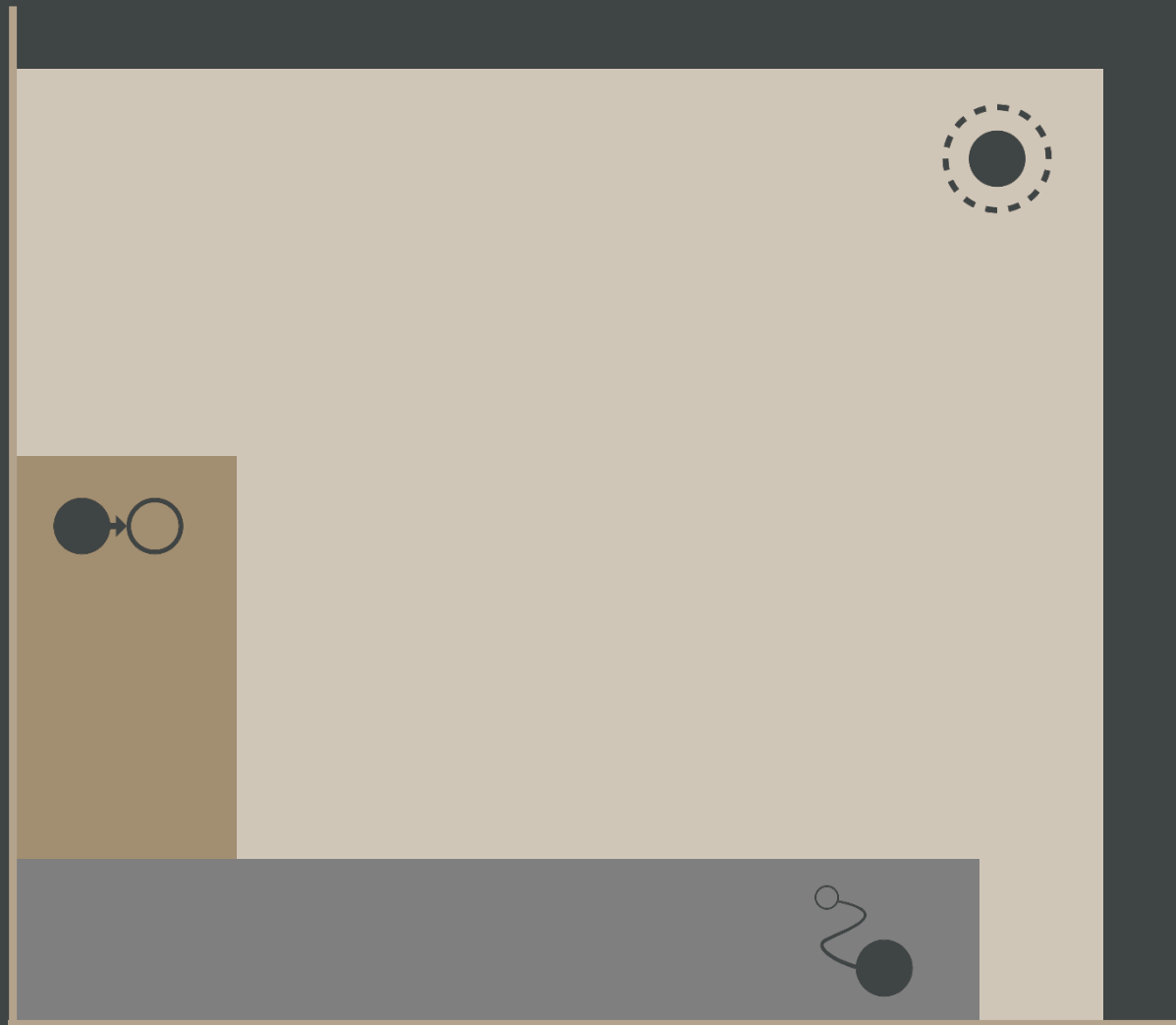


Let it Go




Let it Grow

Value



Reach

 One-by-One

 Let it Go

 Let it Grow



1

**What to
Market**

2

**How to
Communicate**

3

**How to
Distribute**

4

**How to
Promote**

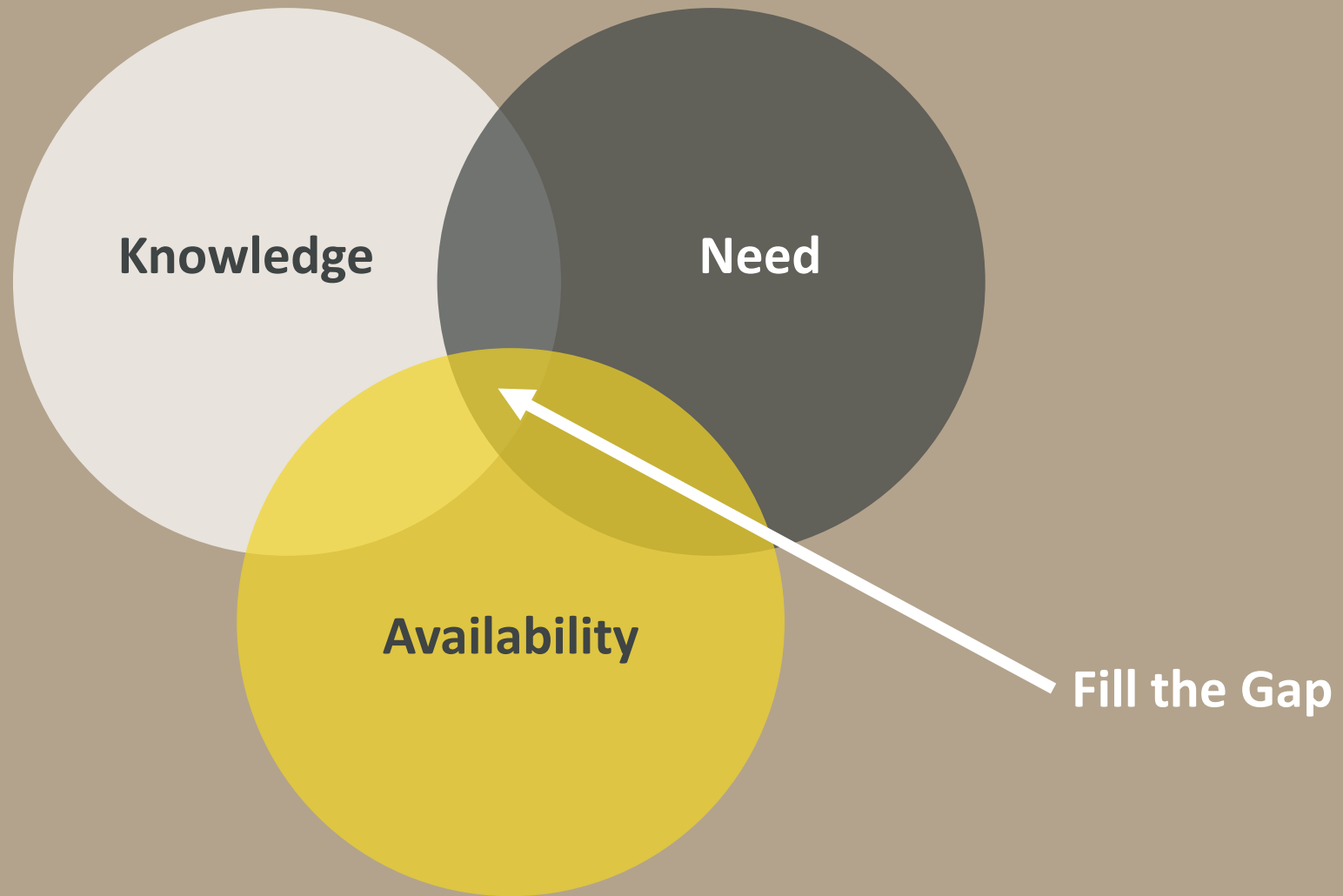
5

**How to
Stand Out**

WHAT TO MARKET

1

Find Your Niche



HOW TO COMMUNICATE

2

Knowledge Principles

Focus Time

**Concentrate for
10-15 minutes.**

**Break your training up so
it is not too long.**

Retention

**Deliver your training
when it is needed most.**

**Repeat important
information 7 times.**

What Type of Course?



Instructor-Led



Online



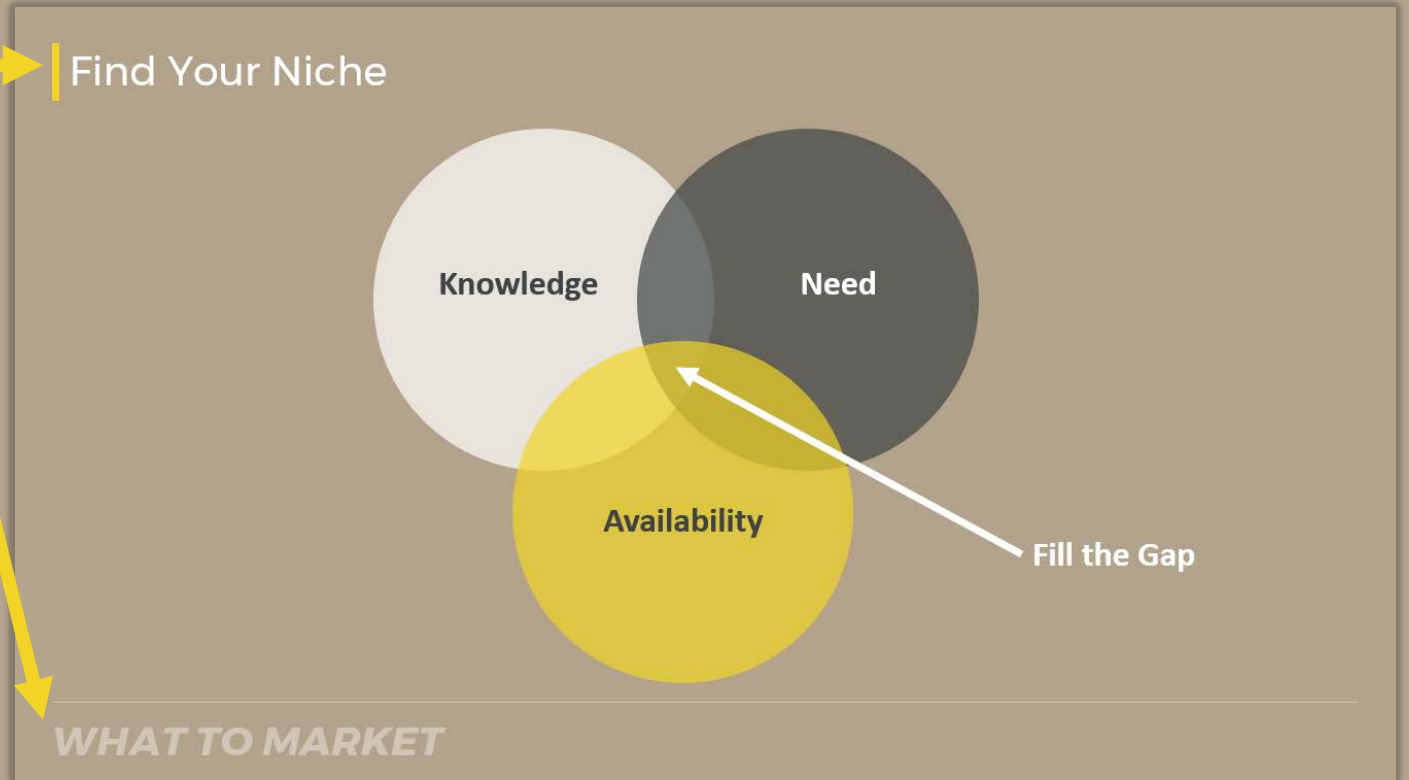
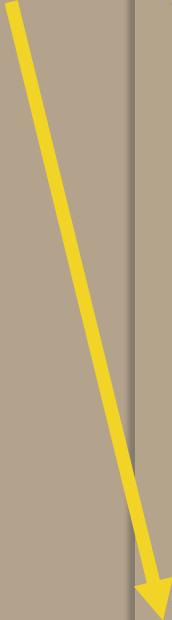
Blended

Creating Your Presentation

Tell your audience
where they are

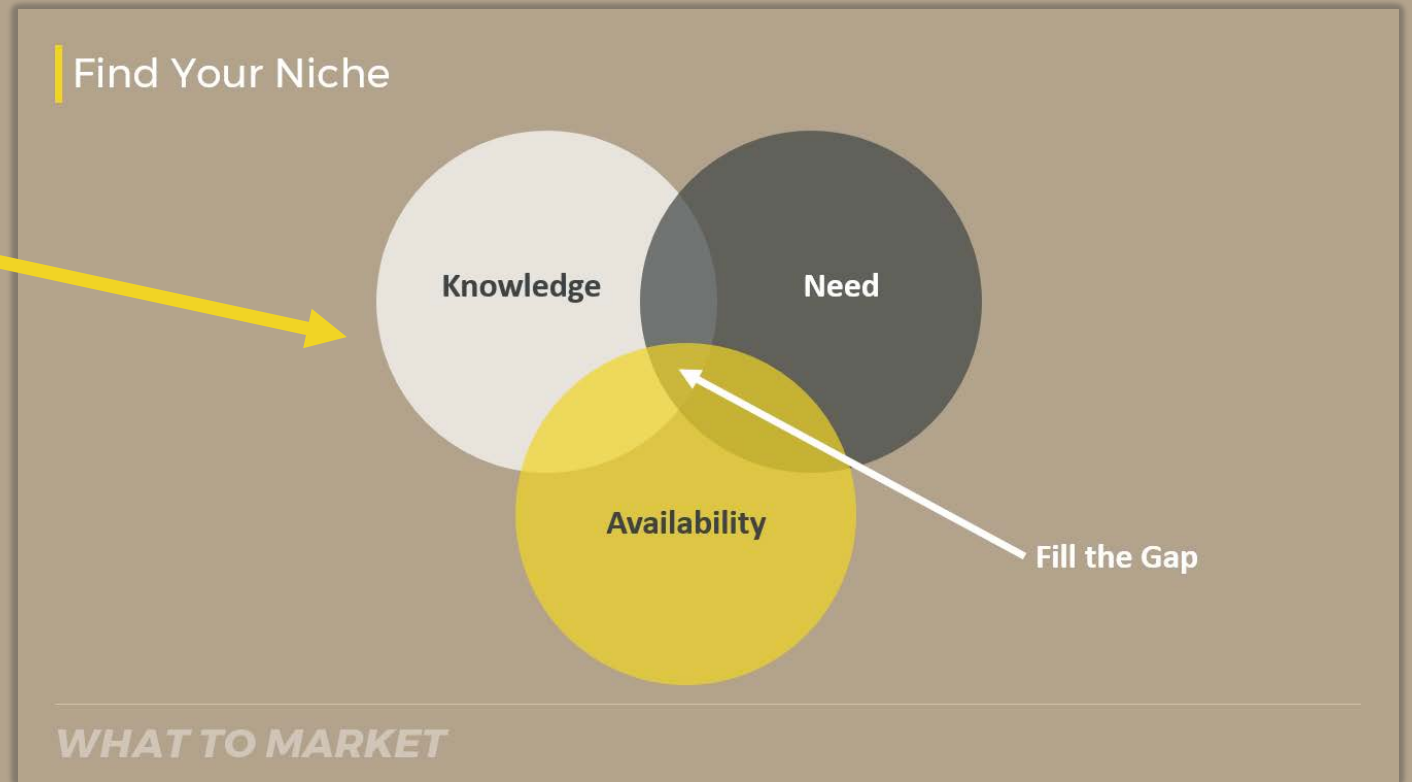


Find Your Niche



Creating Your Presentation

Tell your audience
where they are
Visual tells the story

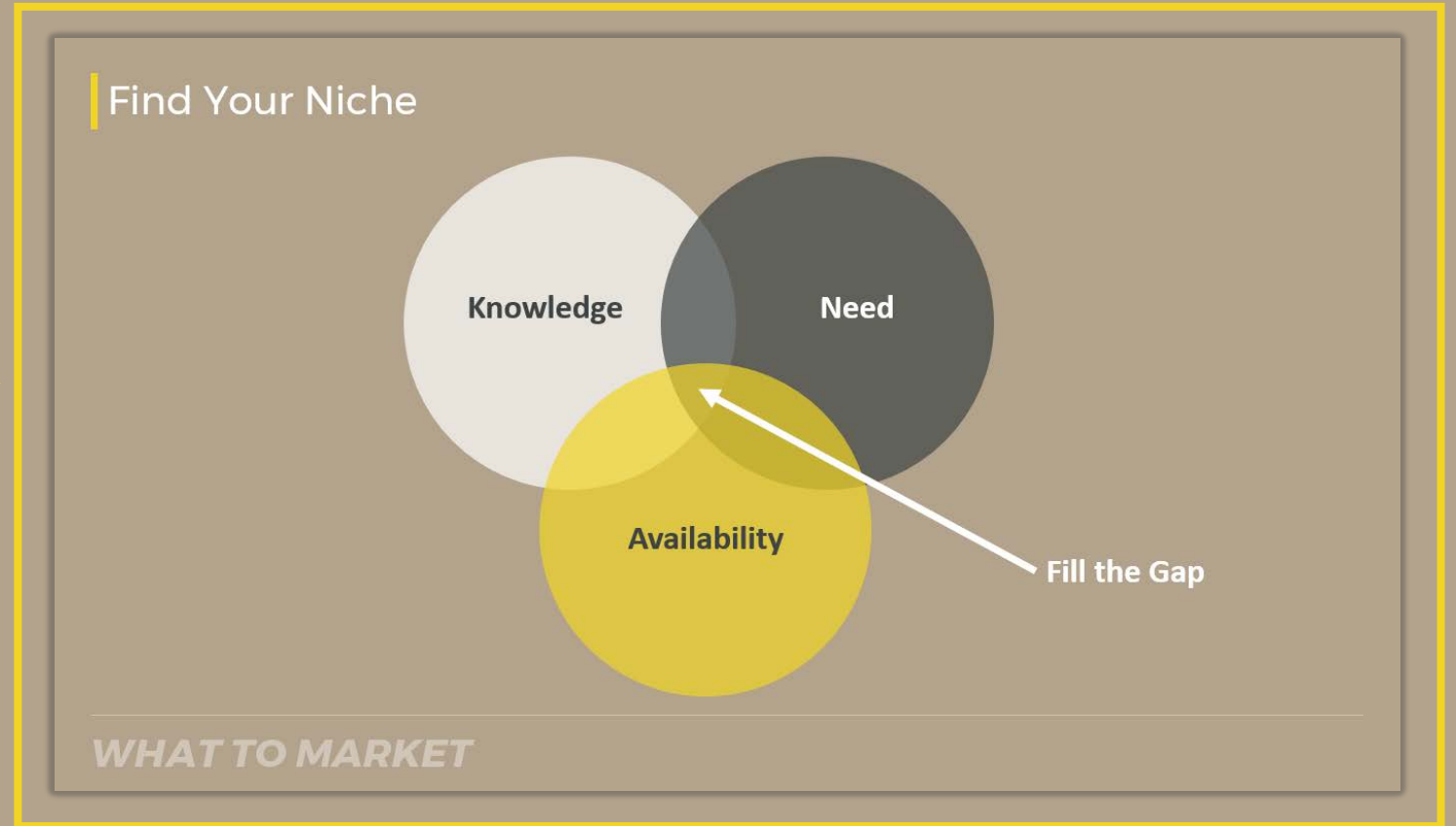


Creating Your Presentation

Tell your audience
where they are

Visual tells the story

Cohesive design →



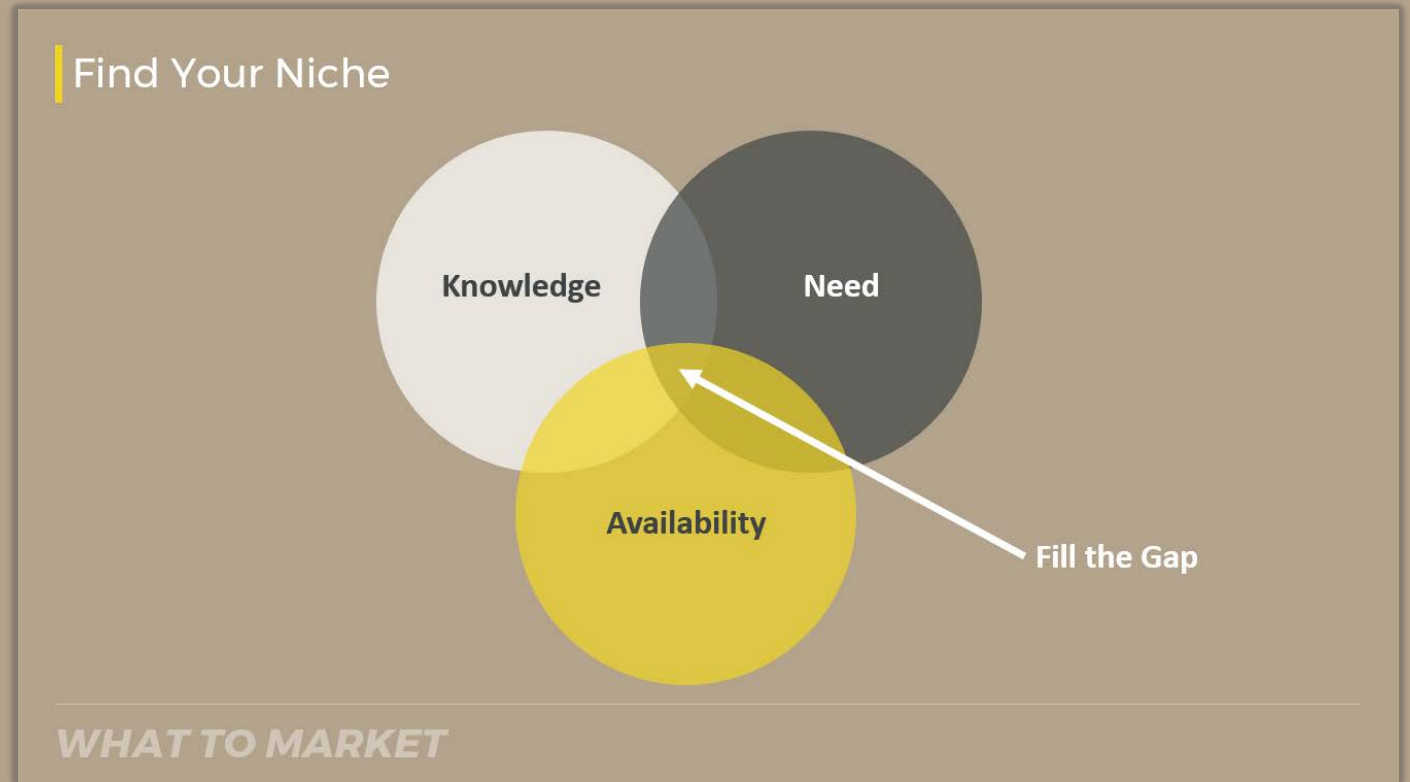
Creating Your Presentation

Tell your audience
where they are

Visual tells the story

Cohesive design

One conclusion per slide



Creating Your Presentation

Long title



The best Training will be Aligned
with a need.

- Take the knowledge that you have and group it into sections
 - Research your market and identify a need within it
- Align your knowledge with the needs you have identified
- Create your training with the above stuff to fill a gap



Creating Your Presentation

Long title

Hard to read/lots of text

The best Training will be Aligned
with a need.

- Take the knowledge that you have and group it into sections
- Research your market and identify a need within it
- Align your knowledge with the needs you have identified
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Fill the
Gap!

Creating Your Presentation

Long title

Hard to read/lots of text

Don't know where to look first →

The best Training will be Aligned
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- Take the knowledge that you have and group it into sections
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Creating Your Presentation

Long title
Hard to read/lots of text
Don't know where to look first
Lots of styles

The best Training will be Aligned with a need.

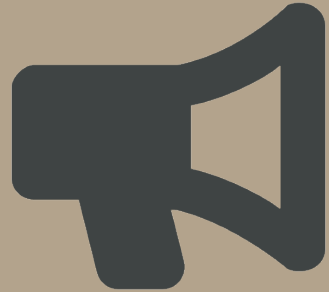
- Take the knowledge that you have and group it into sections
- Research your market and identify a need within it
- Align your knowledge with the needs you have identified
- Create your training with the above stuff to fill a gap

Fill the Gap!

Choose the Right Medium



Video



Audio



Text



Graphic



Interactive



Continuum of Learning

Student Benefits

Overview of topic

Knowledge of Topic

Reminders of Knowledge

Reminders of Knowledge

Knowledge of Topic

Pre Course

5 minute video

Intro Course

Main Content

Graphic

Step by step List

Video Shorts

Refresher courses

Adv. Course

Main Content

Brand recognition

Spread knowledge

Increase revenue

Brand recognition

Positioned as a thought leader

Increase revenue

Spread knowledge

Increase revenue

Instructor Benefits

HOW TO COMMUNICATE



Continuum of Learning

HOW TO DISTRIBUTE

3



amazon



Distribution Models



DIY



Existing Framework



Online

HOW TO PROMOTE

4

Do I have to spend money to make money?

Developing Trust Through Value

Know Your Basics

What are you selling?

Who are you selling to?

What do you do well?

Customer-focused goal?

Problem Solving

Define audience's problem?

How does your training solve it?

Differentiators

What makes you different?

Your Promise

What can you promise your audience?



Write your own value proposition

Example:

For non-technical marketers
who struggle to find return on investment in social media,
our product is a web-based analytics software
that translates engagement metrics into revenue metrics.

The “Free” Marketing Strategy

- Work with distribution
- Social media
- Word of mouth
- Email
- Referral bonus
- Conference teaching

Maximize Word of Mouth



Testimonial



Case Studies



Social Media

Measuring Performance



Measure the effectiveness of your training



Describe the long-term changes that your training will produce

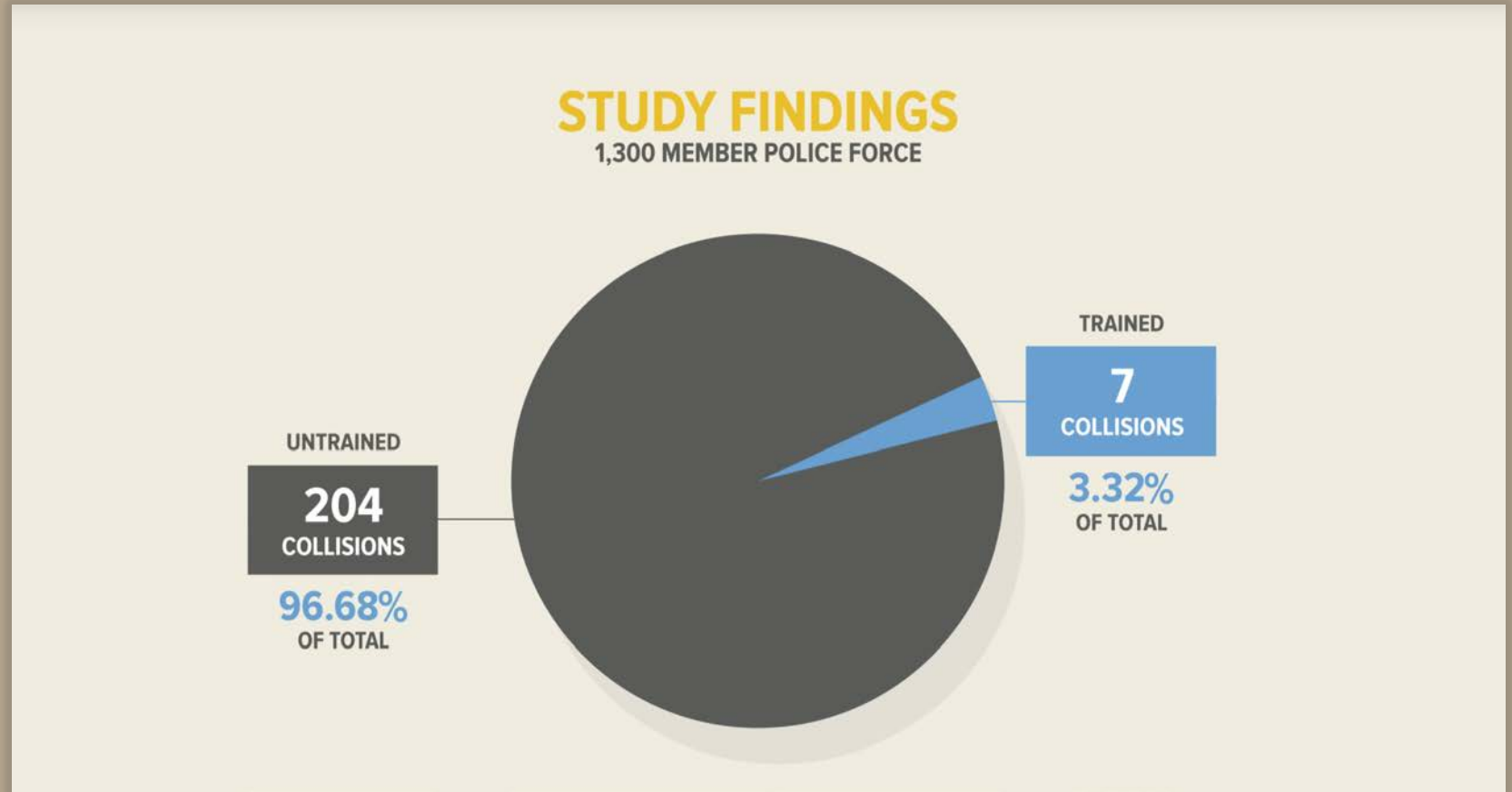


Describe the short or medium-term changes that your training will produce



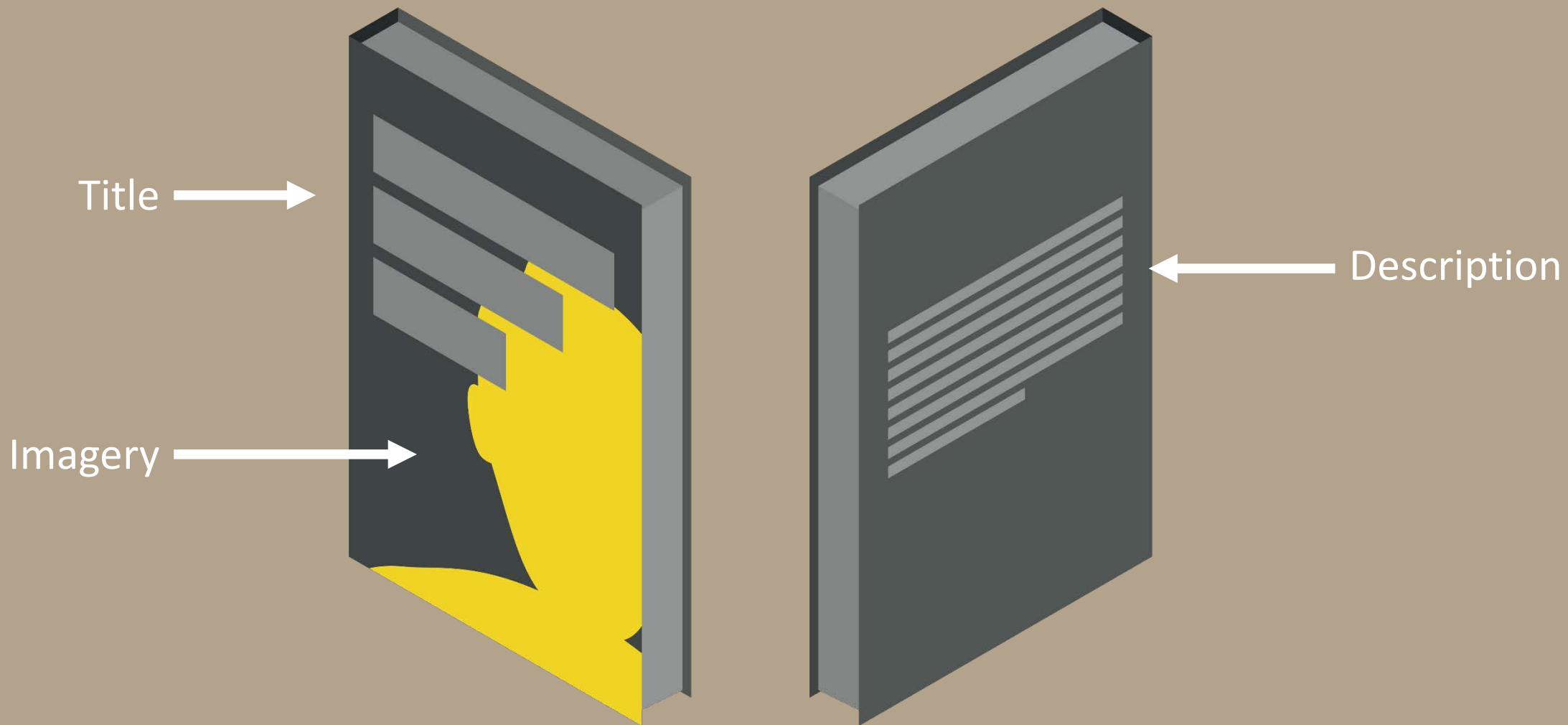
Identify key performance indicators

Measuring Performance



HOW TO PROMOTE

Judge a Book By Its Cover



HOW TO PROMOTE



Retitle your course

HOW TO STAND OUT

5

Continue your Education

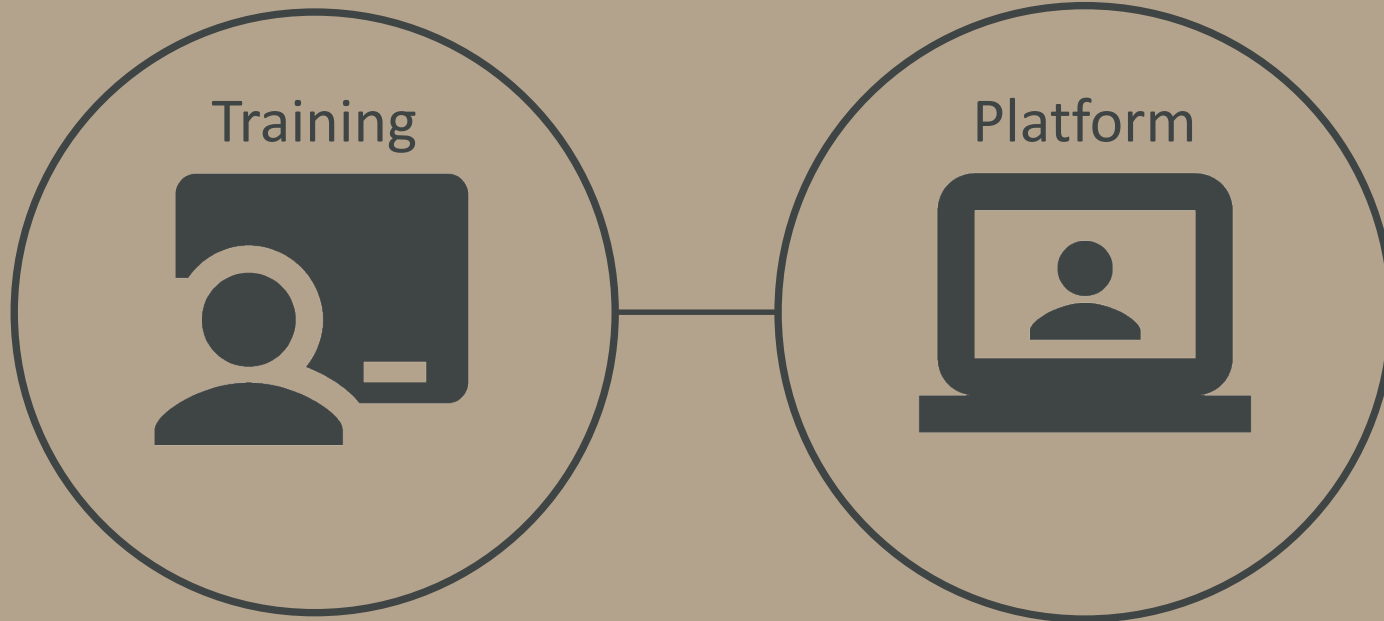


Public Speaking

Instructional Design

Growth Mindset

Focus on Your Strengths



- Registration
- Messaging
- Diplomas
- Payment Processing
- Records Management
- Marketing
- IP Protection

HOW TO STAND OUT



POST Acceptance

Allows you to teach in state for credit



HOW TO STAND OUT



IADLEST Certification

Greater than any one state | Do it once for 35 states | Dive deep into the quality of your content



HOW TO STAND OUT



WHAT TO DO NOW?



Actions to Take Now

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**



- 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

WHAT TO DO NOW



ILEETA 2018 Presentation

ILEETA 2018 Presentation Handout

Joe Wolf Webinar on Creating Quality Training

Kerry Avery's (Odin Training) Blog

Toastmasters site

Instructional Design Webinar

Assessments Webinar

FLETC instructional systems
design training program

FLETC law enforcement
instructor training program

FBI Law Enforcement Bulletin
Guidelines for Public Speaking

FirstForward.com

info.firstforward.com/resources

WHAT TO DO NOW