



Starting as a Professional Trainer

Unlike doctors, lawyers, and several other professions, for most countries, there are no government-mandated requirements, credentials, or licensing for a person to start a training business and work as a business / corporate trainer.

This does not mean that you don't need any credentials to succeed. You will be competing with other trainers so you will need to impress your clients with as much credentials as you can muster. These include your education, past accomplishments in the business or learning fields, and other credentials such as your association with a credible training company that licenses you to deliver their reputable materials.

Who Is Best Positioned to Succeed as a Trainer?

People who work in fields related to training, learning, education, coaching, communication, and similar fields will find. It is easy to enter the training field using many of the skills they already possess. This includes:

- Corporate trainers
- Human Resource Practitioners
- Teachers, lecturers, professors and educators
- Life and business coaches
- Consultants, authors and speakers
- Line Managers
- Communicators
- Entrepreneurs
- Preachers and religious leaders

Since barriers to entrance into the training business are so low, you will find successful trainers coming from all kinds of other fields, from teaching, public speaking, and social work, to computer technology, management, and sales.

How Much Money Do I Need to Start a Training Business as a Trainer?

This varies by a number of factors.

According to Entrepreneur, a US based magazine, it costs between USD\$10,000 and USD\$50,000 to start a corporate training business in the United States. The great thing about the corporate training business in particular, however, is that you can operate it from your own home, saving the high costs of renting and furnishing a training facility or office.

Since your services – delivering training workshops – will be delivered at clients' facility, or in a conference room in a hotel, you do not need to have a "store-front" for your training business.

The other aspect that may require significant amounts of money is the content (materials or programs) that you will need to deliver the training. Most training companies demand several thousands, even tens of thousands, of dollars for each training workshop they will license to you to deliver, and many require you to send them a portion of your revenue as well.

With MiniWorkshopSeries it is possible for you to start a training business with a much lower investment that can be between USD\$ 2,000 to USD\$3,000. You will also be receiving intensive training in running your business and enhancing your platform skills as a trainer.

MiniWorkshopSeries offers you a model that makes much easier for you to start your training business, and does not take any portions of your revenue. You can get licensed by MiniWorkshopSeries to deliver two or more training workshops for as little under USD\$2000.

Who should get Licensed and why?

- Internal training / HRD/ and HR professionals in all types of organizations who want to be trained to deliver our workshops to leaders, managers, and staff in their organizations.
- External consultants, trainers, and coaches who want to get certified to deliver our workshops to their clients. This opportunity is great for both seasoned and new consultants who are starting their business.
- Leaders, managers, and key staff who want to learn emotional intelligence, creativity, communication, diversity and cross cultural skills for their own professional and personal development.
- Those who want to enter the lucrative training field, and enjoy the flexible hours and independence.

How can MWS accelerate your career?

1. **Extensive Trainings:** You will receive extensive trainings in accelerated learning methodologies, platform skills and NLP certifications programs to equip you with the latest techniques.
2. **Ready to deliver content:** Saves you time and cost. You now have a wide choice of training titles to choose from. You will get complete, ready-to-deliver training workshops that you can start delivering the next day after you complete your trainer's training. With the MWS Trainers Kit, all the work is done for you. You will receive presentation slides, trainer's notes, learning journals, recommended readings, and much more.
3. **MWS Showcase:** specially designed to launch the MWS Licensed Trainers [Pro], you will immediately have the opportunity to showcase your skills to participants from a variety of corporate clients.
4. **Credentials:** you will be associated with a reputable and global brand, and to establish your credentials.

As an MWS Licensed Trainer [Professional], you will be able to offer your services to any clients. You are not subjected to any royalty or license fee for each program you run. Once you have established yourself as a Preferred Trainer, you will also be able to offer your clients at a higher price and make an even better margin.

How Do I Get Clients for My Training Business?

You will need to market your training business in order to get clients. You can do this in many ways:

- You might have to start offering training and speaking engagements at no fees in the beginning of your business to get yourself known before starting to charge for your services.
- You need to print your business cards with the name of your business and contact information.
- You need to produce a small brochure or at least a well designed flyer you can give to people to learn about your training business.
- You can join local business and social communities and groups and offer them your services, perhaps free in the beginning.
- Contact all businesses within 100 miles and make them aware of your new business and what you offer.
- Internet Presence: MiniWorkshopSeries website will allow you to post your profile. You don't really need to have a separate web site to start your training business. But if you want to do that it is one more way to show your professionalism. However, you don't have to worry about a web site the first day you are in business.
- Promotional Videos: You may want to consider having promotional DVD to establish yourself and your services.

- You can join the local chapters of professional organizations like Malaysian Association of Professional Speakers [MAPS] and other training and learning associations to network with others who might pass on assignments to you.
- You may use direct marketing to reach local businesses with a letter and a brochure. This might be costly and you will need to follow up to be effective.
- You can use online advertisement by Google and others. But this can be costly unless you limit it to your geographical area, which is possible with Google.
- You should take advantage of the free marketing potential offered by new web 2:0 technologies, particularly social network platforms such as LinkedIn, Facebook, Twitter, and others. LinkedIn is the most respected professional network used by many business people. Add your profile there and start connecting to people, join groups, and keep updating them on what you do so they can hire you for similar work.
- Join us at MWS Partner Network Meet, and promote yourself with all of the MWS Partners.

How Much Should I Charge for My Training Services?

The going rates for training vary wildly from one region to another, with higher rates in large metropolitan centres. Also, small businesses and non-profit clients usually pay less than corporate clients. Most trainers set a flexible fee structure that takes account of such varieties. Pricing yourself too low is as bad as pricing yourself too high. Some clients will not consider trainers who charge “below” certain level, figuring that they will not deliver high quality service.

MiniWorkshopSeries operates on minimum chargeable professional fees. And it may vary from region to region, so please check with your MWS Country Representative.

However, once you are established, you may want to increase your rates appropriately. The key thing is to know your market and your clients. It’s better to start at the recommended fee and then raise your fees gradually as you become busy.

How does becoming an MWS Licensed Trainer Help Me Start or Expand My Training Business?

Being an MWS Licensed Trainer gives you the following advantages:

- You will gain the advantage of associating with a reputable global training company that offers the most innovative training programs needed by organizations today. Just take a look at our web sites to get an idea of the wide range of our capabilities, products, and services.
- You will be entitled to use your MWS Licensed Trainer designation and logo to promote yourself and your training workshops.
- You will be able to purchase the MWS Trainers Kit. Choose from any of the 72 complete ready-to-deliver training workshops on today’s most needed skills and competencies. You will get the Trainer’s Guide, PowerPoint slides, Trainers Notes and reproducible Learning Journal for any of the Trainers Kit you select.
- You may charge any amount of fees you determine and you don’t pay us any royalties, commission, or other fees.
- You will be able to reproduce the Learning Journals for hundreds of participants in your workshops at no additional charge, unlike many other certification providers who charge you for each workbook and/or royalty for each participant. For your convenience, you may also order the Learning Sets from us at a minimal cost.
- You will also receive 10days of intensive trainer’s training and coaching to use Accelerated Learning methodology and Neuro Linguistic Programming for the preparation and delivery of exciting, transformational training.

What You Cannot Do with your MWS Licensing Status and MWS Trainers Kit

- You cannot sell our MWS Trainers Kit to others as off-the-shelf programs.
- You cannot broadcast our materials by any electronic or otherwise means to your clients. You cannot deliver our workshops using webinars, streaming video, Podcasts, or other media.
- Your MWS Licensed Trainer rights are non-transferable. You cannot certify other persons to deliver our materials. You cannot assign, offer, transfer, or give your MWS Licensed status and/or MWS Trainers Kit to other individuals or organizations.

So if you think you have a way with people, have a skill you want to share and fancy life on the other side of the classroom, life as a trainer could be just what you are looking for. Call us now to get started.