

*For Trainers and Speakers who Want to Run
Excessively Lucrative Businesses of Their Own*

Cracking the Corporate Training Code

With 
JUDITH
WILSON

**“The World’s Most Highly Sought after Business
Growth Mentor for Trainers”**

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About the Author

**Judeth Wilson, Managing Director and Lead Trainer,
Upfront Communications Pty Ltd and Founder of The Trainers Ultimate
Toolkit.**

Judeth Wilson is a recognised and respected international authority in the corporate training industry.

She has nearly 20 years experience in creating and designing proven, successful, soft-skills training courses using the science of ‘Accelerated Learning’.

She leads and trains an international network of specialized industry trainers through her company, Upfront Communications.

Her super-power of identifying trends means that the magnates of the corporate world turn to her for advice—advice on how to keep ahead of the game and how to maximize progress within their industry.

The organisers of major business awards approach her for advice, seeking to give their finalists the opportunity to benefit from her expertise—which she is honored to impart.

Judeth is the acclaimed author of three books, *The Inside Secrets of Powerful Presenters: How to get enthusiastic applause, even a standing ovation, every time you speak*; *Become A Millionaire Working Just Two Days A Week*; and, most recently, *Training Works: Better People, Better Bottom Line*, which was co-authored with a select few of her leading specialist trainers.

In 1997, Judeth founded Upfront Communications, and it has become Australia’s largest training organization for the full range of soft skills. Upfront Communications’ innovatory approach lies in its network of highly specialized trainers who design and customize training to meet individual client needs.

Through the advanced tailoring of ‘Accelerated Learning’ principles, the company creates multi-media training that is interactive, productive and fun. Results are measurably at least 60% greater than the very best lecture-style training.

Satisfied clients include companies such as Sanofi Aventis, Grant Thornton, DHL, Hewlett-Packard, NCAA, Enigma Health, BT, 3M, USAID, Johnson and Johnson, De La Roux Currencies, Tate and Lyle, Novartis and Thomas Cook.

Judeth also founded and created a top-of-the-game, unique training course and business: the Trainers Ultimate Toolkit. In this course, Judeth shares with trainers the remarkable depth and breadth of her expertise. It also provides trainers with step-by-step information on how to establish and grow their own training business, how to market themselves effectively, and how to price themselves correctly in the market—the complete blueprint for a prosperous training business.

She considers the Trainers Ultimate Toolkit as the best work she has created to date. With the Trainers Ultimate Toolkit, she demonstrates her true passion for helping trainers to run a lucrative training business and achieve the lifestyle of their dreams.

For more information, go to:

<http://trainersultimatetoolkit.com>

www.upfrontcommunications.com.au

www.judethwilson.com

www.secretsofpowerfulpresenters.com

www.thetrainingworksbook.com

Chapter One

Founder of the Trainers Ultimate Toolkit

I am very proud to have created a top-of-the-game, unique training course and business: The Trainers Ultimate Toolkit. In this course, I share with trainers the remarkable depth and breadth of my expertise. The course also provides trainers with step-by-step information on how to establish and grow their own training business, how to market themselves effectively, and how to price themselves correctly in the market—the complete blueprint for a prosperous training business.

My true passion is for helping trainers to run a lucrative training business and achieve the lifestyle of their dreams.

For the past twenty years, I've been able to work as and when I choose for very good money because I'm a corporate trainer. I go into companies and work with small groups of staff and develop their people skills: anything from exceptional customer service, selling skills, presentation skills, time management and others. I up-skill businesses. This allows me to wake up each and every morning and do exactly what I love. I have to pinch myself whenever I think back to how lucky I have been to have fallen into this career so easily. I will explain how I got into this business, what it entails and the life it enables me to have....so keep reading....here we go!

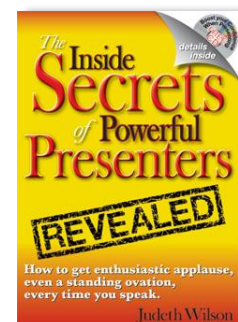
How it all happened

I had a pretty average childhood on a cotton farm and I was lucky enough to go off to University to study journalism as I had grand ideas of being a broadcast journalist. Once I qualified I took the very first job that I could get and it happened to be with The Farmer Magazine. Now, that proved to be a bad idea—I lasted exactly three weeks! The final straw came when they sent me to write an article comparing four types of fencing wire. I thought: "I am simply not going to be able to do this for the rest of my life."

So I started to think about what else I would be able to do while I looked for a job. I had been a member of Toastmasters International for a few years by then and I thought, what I could do is write a little workbook and go into schools with this little manual that I've typed up and teach children public speaking. I could go and do presentation skills in these private schools with the kids as an after-class activity.

So I went in, advertised my services and got a great response from these kids. I'd go in every Wednesday afternoon and run sessions on public speaking. This had been going well for a couple of weeks, when one evening I got a telephone call and this gentleman introduced himself as one of the dad's of the kids that I was teaching.

He said: "My son's been telling me what you've gone through and he showed me the little manual that you've put together. Will you come in and teach my board?"



So I picked myself up off the floor and agreed. This day I was on the phone with explained that he was the CEO of Johnson and Johnson! I thought I had nothing to lose. All I did was change the title on my workbook for presentation skills and off I went. It was an awesome opportunity for me and pretty much I treated the mature gentlemen that were in the boardroom exactly the same as I would have taught my little kids. I knew NO different! I set-to getting them in ship-shape immediately and had them presenting at the front of the room and I gave them feedback—and they loved it!

Once I had run that course, I thought, “Well, there are other organisations that I can do exactly the same thing for”, so for the next few months, I ran just “Presentation Skills” and the response I was getting was brilliant. Then, by chance, I met a gentleman by the name of Nigel Turner and he had the franchise for the Video Arts training in Zimbabwe – those of the humorous training videos that often had John Cleese in them. Nigel asked me why I only offered presentation skills when he had a video library of hundreds of tapes on a variety of topics. He gave me the idea to start researching and offering different people-skills courses and generally take a deeper look into the whole area of corporate training. After all, there was clearly a big demand from my clients and I sensed that there was a huge opportunity. I took the next few months off and studied and absorbed everything I possibly could from his library and after a long search I found a number of high quality training resources that I could learn from and create my own training programs. I needed to spend some time figuring out what worked and what didn't and then slowly I started presenting courses in a number of different areas such as Exceptional Customer Service and then Managing Difficult and Demanding Customers and eventually, over the years more of the courses took shape. From the start they were a big success and I became recognised and respected as a corporate trainer. My services were in great demand. I found myself booked up months in advance and I could command high fees once my confidence grew.

At this stage, I must admit that I did not know even 1% of what I now know about marketing. I was just very fortunate that word of mouth worked in my favour – in a much bigger market such as a First World environment it is simply not effective to only rely on referrals. We have to be smart about using other techniques as well.

I am embarrassed to say that one of the marketing techniques I used in Zimbabwe, when I was oh so young... and just setting out in business. I would go to bars on a Friday night – the reputable ones, of course, where the well-to-do business men hung out having extra long Friday lunches and after work drinks. I would make pleasant conversation and find out what line of work they did. Now remember, 90% of these gents would have had quite a few drinks by this stage and would be very happy to part with their business cards if I asked. I would then collect as many cards as I could and, bright and early on the Monday morning, I would ring them up to continue to speak about training that we had discussed on the Friday night. Well, most of them couldn't remember anything at all about Friday night so they would agree to meet with me! I would then further research their organisation before going to the meeting and be able to close the sale to run a number of training courses for their staff. I am pleased to say I no longer have to resort to that tactic. I now have learnt marketing techniques that are far more dignified and get an even better result!

Starting up all over again!

By this stage, my business was going well but Zimbabwe wasn't. I realised that if I didn't make a break fairly soon it was going to be more and more difficult to leave the country. I had heard so much about Australia and it was my first choice of all of the countries I could move to. So I used an immigration lawyer and he said I had the skill points to get into Australia and paid him my money and waited... and waited... and nothing happened. I waited two years and eventually I found out he had been de-barred and was not allowed to practice anymore so I figured I'd lost my money. I quickly made a plan 'B' and decided another place I could move was England. So off I went, packed up my business and started from scratch in London.

Thinking back now, I wonder how on earth I started from scratch in London when I was so young and relatively inexperienced but I now realise that I had two things going for me: the first was that I had been a big fish in a small pond in Zimbabwe, so I had an attitude of "I can do this, I have done this before, how hard can it be?" The second thing that really helped me was that I didn't even realise that all the research I had been doing was English. Video Arts were British and I had also done my research at the British Council, so I was completely up-to-speed with the training courses that they were currently running in London, so that helped me a great deal.

I simply did exactly what I had done to set up the business in Africa and I formed my training company in the UK and within a matter of months it was going nicely and I was getting such valuable first world experience.

When I was in Zimbabwe, setting up my first business as I did, I should not have been a success. I really shouldn't have. I was too white during a time of affirmative action, I was too much of a female for the male dominated business world in Africa and I was certainly too young for the culture and environment there. I knew that. I knew that those three things were really against me. I knew that I couldn't do anything about any of those things but what I could do was make a difference with the two aspects of training that I knew I could control: one of those things was to make my content really, really good. You see, if I did my research, if I made sure that my content was cutting-edge, world class, best practice, then the organisations that ran my courses couldn't pick holes in the content. They had to be blown away with the course.

The second thing I knew is that training tends to have a bad reputation. Staff sometimes look at training courses as dull and boring, they think they will get to sleep or sit in the back row and pass notes to their friends. I realised if I made my courses interactive, if I encouraged people to take responsibility for the learning, make them want to be part of it, they would have a great experience and, as a result, learn more.

So those were the two things I did. I made my content really good and I made it a fun, interactive experience rather than a dull, dry, boring mission. That, I believe, is what really helped me to succeed. Now I still run these training courses and over the past 20 years, I'm continuously perfecting and improving and finding new and innovative ways to do things.

Building yet another business and a new life

While I was still living in England, I married my wonderful husband, Douglas. We flew back to Africa for a few weeks and had a wonderful wedding with family and friends that were still there. This is where the story gets interesting, because I'd been in London, bought a house, my business was now fully established and going extremely well, when completely by accident, a message got to us that our migration agent to Australia had actually put our papers in for processing before he got de-barred and we had permanent residency for Australia waiting for us and nobody had collected it. So it had actually been processed and available for more than four years and we found out that we had less than six months left to take up this opportunity. What a decision we had to make because my business was going well in the UK, but I really believe that you regret things that you don't do. You don't regret the things that you do do. So we had this fantastic opportunity to take up permanent residency and within six months we had moved to Sydney.

Setting up Upfront Communications Pty Ltd has been the easiest of them all. By now the system was fool-proof and it was simple to get all aspects of the business up and running simultaneously. I knew no-one in business in Australia and was still able to secure my first training sessions within six weeks of being here. I treaded carefully in the first few courses I ran because I wanted to be sensitive to any cultural difference there might have been between the English and the Australian markets and learning environments. Yes, there are a few things that I have adapted and tailored to be more appropriate for each country but the bottom line is – people are people are people! Human beings tend to like the same things, enjoy humour, want a relaxed and friendly environment. Those things don't tend to change. If trainers respect individuals, cater for differing learning styles and encourage interaction it is very hard to get it wrong!

My training companies (on all three of the continents) have always been set up as training organisations with a passionate belief in people and potential. As lead trainer I have personally been responsible for the training and development of over 36,000 professionals across Europe, Africa and Australia. It is so important to create a positive learning environment and get individuals excited about the subject being trained and how it relates to their business. The bottom line is that bespoke training events turbo-charge your people so that they are doing “work that matters.”

I am constantly measuring my success and get feedback such as “brilliant to work with, fantastic interpersonal skills, relevant material and innovative ideas that make people think in an intellectually stimulating way, full of energy and enthusiasm and the best training session I've ever attended.” For me, comments like that are all in a days work. If I don't receive comments like that, it hasn't been a decent day's work and I take full responsibility to rectify it.

The possibilities are endless...

My experience now opens many exciting doors for me. Not only do I get to train people in some wonderfully exotic places but I get asked to speak at conferences and do keynote addresses all over the world and be on judging panels. How does it get any better than this?

Having been in Australia for a number of years I had built up my client list nicely to such an extent that I didn't need to look for new business. I was happy to keep servicing my loyal clients and existing relationships. If I was to grow my business in the traditional way it would mean me taking on new staff and teaching them the ropes and I didn't fancy having to go into an office each and every day to oversee a team and I thought I would lose a lot of the freedom that I currently had – I like being accountable to only myself.

I knew I could help others learn to do what I do. I then came up with the idea of the Trainers Ultimate Toolkit, which would enable other people to do exactly what I do, by following the same system that works, to get the same incredible results.

I had come across the term "Toolkit" and I thought that is exactly what I can give people who want to become trainers, or those who want to add training courses to a line of business that they already have. I am proud of the training courses that I have put together over the years and I wasn't afraid to share them with others because I had seen just how many businesses are out there and need training. In the years that I have been training in Australia I haven't even touched sides with even 1% of the businesses that need their people developed so I thought "there is certainly enough business to go round – why not allow other people to grow their own businesses as trainers."

I decided the system that I would give people whom I chose to have on my program would be "The Trainers Ultimate Toolkit" and it would be a complete system ready-to-go for "wanna-be" trainers or trainers and coaches who wanted to expand their portfolios and take their businesses to the next level.

The response to The Trainers Ultimate Toolkit has been tremendous and it has been so rewarding for me to see people come forward with a dream to become a trainer or market their own training businesses more successfully. The men and women I get to work with are all so keen to help others. They love the idea of giving employees skills that are going to make a difference in the way they go about doing their jobs. It has been so rewarding for me to see the delegates who come onboard with me and go through the training and excel and I am able to watch their confidence grow and their training skills expand and then guide them further as they fulfil their dreams of delivering dynamic, informative courses across Australia and the world.

I have seen it, over and over again, when a person makes the decision to change their lives – to create the life they really want – getting out of the "rat race" of being employed by someone else – and starts to take control of their future and to live the life that they choose – as long as they make that decision then I am able to hold their hand and walk them through the easy steps of running their own training business. I love being able to see people succeeding. Lots of people talk about wanting to "give back" and it can start to sound like a cliché but I honestly am tremendously happy when I know that I have been able to help someone develop their talents and give them the ability to earn really good money when they had previously been financially scraping through each month.

This is a big market and there are a number of companies providing corporate training services. They have it pretty cushy and want to keep it that way. That's why they don't want a lot of publicity and don't encourage newcomers. That just doesn't seem right to me. There's plenty of business for everyone. I know I have as much business as I want to take on. It makes sense to have good trainers out there giving training a great reputation so that it adds value to the entire industry.

I would honestly like people to know how easy it is to follow a simple and easy system that just copies exactly what I do because it's been successful three times in three different countries. I know the system works because I'm living it!

What clients say...

Here's what just some of my clients say about the way the courses are run:

"Upfront Communications created a training package to suit our needs across multiple topics and learning areas. The delivery approach complimented the staff learning styles and made the engagement fun as well as creating new skills for the attendees. They looked for ways to integrate the principle of the training into the business practises of the organisation and therefore created an immediate improvement in the delegates' results. The range of courses allows us to create a business training package perfect for our organisation."

Todd Eagles ActewAGL and
TransACT, Canberra, ACT

"Judeth brought to the assignment a wealth of experience and knowledge about the topic and her style was very well received by all who attended the workshops. The workshops were very interactive and participants had fun while they learned."

In the evaluation of the workshops, Judeth was rated 4.8 (out a possible 5) for the following factors:

- *The knowledge of the presenter/s in relation to the material presented*
- *The skills of the presenter/s in relation to the material presented*

Additional comments included "The facilitator was excellent" and "We want Judeth to run all our training".

Kathryn Leaney Australian Catholic
University (ACU National)

"I would be very happy to recommend you without reservation to other potential clients. Thank you once again for giving us the benefit of your very professional communications expertise."

Dr Russel Cooper PhD
CHI-Research

Why Training is so Important in Business

Training is about up-skilling individuals to do the roles they do better, more effectively! Empowering employees so they become valuable contributors – not confused and frustrated hangers on. It improves staff retention... organisations that train their staff keep the best team members and show them that they care about their development. This has a huge impact on staff morale.

In the marketing I do, I talk about the key benefits businesses will receive from putting their people through good training:

1. People that are professionally trained learn practical tips and techniques for effectively communicating with customers and other team members.

Dealing with customers can be challenging at the best of times. In fact, it's one of the biggest daily frustrations most businesses face. Training shows you how to meet the challenge and be more effective with the people you interact with. You'll be able to build stronger relationships with your work colleagues and more profitable relationships with your customers.

2. Trained staff project a more professional, confident and polished image to your customer base.

Nothing says more about your competence, confidence and professionalism than your human relations skills. Your ability to communicate with people in a variety of settings is the most important business skill of all. Those who are recognised as both technically skilled and skilled at dealing with people are the most valuable assets a business can have.

3. Delegates attending training will get cutting edge tools, strategies and techniques to become 'attitude champions'...and effectively manage even the most difficult situations.

The question I ask prospective clients is "Are you going to take advantage of the latest information, strategies and techniques to empower and up skill your delegates to handle any situation?"

4. Why have my training courses been so successful across so many countries for so many years?

I make sure the courses are packed with techniques and strategies the delegates can immediately apply in the workplace.

Courses must be stimulating and thought provoking. They must be instructive workshops that will delight and entertain, as well as educate!

My course material is the most relevant, up to date and informative information that is customised to the client's industry and business goals. Delegates will leave the training with skills, strategies and techniques they can immediately apply in their workplace.

I guarantee results from the very first day after training. Value for money!

What Makes Me Tick?

My purpose in life, my main mission, is to develop people. This often also means developing organisations from the individual employee, outward. With this approach, I ignite passion in people, their enthusiasm for their work and the result is a simple, tangible behaviour changes that improves business.

I have now developed more than 20 courses that cover a range of topics including: Communications, Business Effectiveness, Customer Service, Telephone Techniques and Sales.

Over the years I have re-invented the training experience and make learning exciting. Crucial to my success is the ability to listen. I have had the benefit of hearing over 19 years of feedback and suggestions from clients worldwide. Upfront Communications has worked with companies from all industries, of all sizes and at various stages in their development.

My sessions are tailored to provide exactly what suits our clients' requirements. Each course is evaluated and follow-up after the program is important to cement the learning. It has always been crucial for me constantly improve and update all of the courses and provide outstanding, professional service.

As a leading training provider, I want Upfront Communications to be the first choice as partner for all companies developing their greatest asset – their people.

As an entrepreneur, I want the business opportunity I offer to individuals to lead them to a life of fulfilment, wealth and freedom.

My Approach to Training

There are three elements to the delivery of professional and effective training solutions: development, delivery and evaluation.

- **Development**

In order for a training session to be truly customised, it is good to start by conducting a training needs analysis. This process involves spending time with the client and gaining a thorough understanding of the business and the training challenges being faced. Delegates then complete a pre-course analysis to establish personal objectives for each course.

- **Delivery**

When the specific training objectives are established and clear, the training course is developed and delivered specific to the organisation complete with agreed targets. All delegates receive a comprehensive manual / workbook containing all course materials and are presented with a certificate of attendance.

- **Evaluation**

The training is focused on outcomes specific to the targets agreed to in our initial discussions and therefore post training follow up is crucial. Each delegate completes an evaluation form at the end of the training. Within an agreed timeframe, we will conduct a detailed analysis of this feedback and the success of the training including the impact it has had on the business and whether the goals have been achieved. The feedback is tabulated and included in an evaluation report.

Chapter Two

Why I love what I do

There are 101 reasons why I love what I do but, in order to keep this book short, I will just give you 10!

1. I get to work just ten days a month instead of holding down a 9am to 5pm, 5-day-a-week job. I am my own boss and I pick what work I want to do and when I want to do it. I fit work around my life rather than the other way around. For most people, work-life balance just doesn't happen because there's not enough time to get everything done. They're battling and struggling; perhaps they are balancing families at the same time as working full time and it is hard!
2. I find it particularly rewarding—doing the job that I do as a corporate trainer. At the end of the day, when I put my head on the pillow, I realise that I could have changed the way a person sees themselves and their organisation and the skills that they have. They are going to do things differently, perhaps find things easier, from tomorrow, in their organisation. I can have made a difference. That's a fantastic feeling-- that it's so tangible: the improvement, the difference I can make in the way people do their jobs.

Off the top of my head two recent case studies come to mind and they are an example of how developing your staff leads to a happier and far more efficient work force.

Case Study #1: **Fuji Xerox Australia Pty Limited**

The Client Brief:

The Document Supplies Division of Fuji Xerox approached me to develop a telesales program for their team of 30. They had staff with varying levels of experience and sales experience. In the initial meeting I was able to establish that the team were all very knowledgeable about the products and services that they offered, but they did not have a structured sales process to maximise sales. Employees were using their own sales techniques, which amounted to them simply having a chat with customers, to see if they needed to restock their product.

I sat with each of the delegates, in the workplace, before the course and was able to quickly pinpoint deficiencies in their phone sales skills. This also gave me an excellent insight into the individual's strengths and areas that needed immediate improvement.

The Training:

I put together a course outline that took the delegates step by step through the entire sales process. Just some of the key areas covered:

- Qualifying leads and reaching the decision maker
- Understanding the stages in the Sales Process
- Developing rapport with the decision maker
- Effective questioning skills to uncover the client's needs
- Selling in terms of features and benefits
- Putting the objections into perspective and giving compensating factors
- The 6 powerful techniques for closing and cementing the sale

The Results:

The result was a highly motivated team that were now able to refine their sales technique. **The team now use a proven step-by-step approach to selling**, instead of the ad hoc, hit-or-miss selling style they were previously using. Team members are now meeting and exceeding their sales targets... and represent their organisation in a professional and confident manner.

Case Study #2: Corum

The Client Brief:

I met with the manager of the Corum eCommerce team as she wanted to develop her Customer Service team's writing skills. They receive a large number of letters and emails from clients and the team had never had formal training in Business Writing.

There was no consistency to the format or wording that was appropriate for their business. The team were not clear about key rules when using written communication and they were not aware of the correct structure to use. They were using templates that needed a serious revamp.

The Training:

I developed a one-day Business Writing program that covered all of the important aspects of written communication, for both letters and emails. I ran the course with 12 members of the team. The program addressed structure, using appropriate language and tone. Sometimes the team had to convey bad news to the client and we covered the best way to handle this. The delegates were all asked to bring samples of their own writing to the course and they worked on improving these throughout the day as we built up their new skills.

The delegates responded extremely well to the course and each person took away an action plan of specific learning they have now been able to implement into their everyday working lives.

The Results:

The team have now made a few simple changes to the way they structure and phrase their writing, and are much more consistent in their written communication with clients. They feel more confident about their writing ability and, instead of feeling dread at the thought of having to reply to a letter, they now look forward to composing a professional, polite and well-structured response.

Back to the top 10 reasons I love what I do – we were onto number 3...

3. Let's not forget the money! Corporates are happy to pay \$3,500+ a day because you're working with 10-12 staff in a room; \$3,500 is certainly the going rate. So 10 bookings a month is going to equal \$35,000 a month. You simply have to work 10 days and you have 35,000 that you've made at the end of the month. You are adding value to the organisation; it's a win-win, they're happy to pay you for it, because you're improving the bottom line of their business. Their staff are doing what they do in a better way because of your training. So it really is win-win. You're being paid well, the corporates are happy to pay it because of the value that they're receiving.
4. Your overheads are low. The great thing is that you are delivering the training. You are in-company for your client so you've got very few overheads, no room hire because you are using their training room or their boardroom. You have no catering to worry about because the human resources manager or the training manager will have seen to lunches, teas and every conceivable logistic to make it special for the delegates.
5. You simply arrive, train and leave! Your training day is from 9 to 4:30, you're in, you do what you need to do and you leave.
6. The variety in each day. What makes me really excited about what I do is how much variety there can be. Every single day is different. The diversity is amazing. Some days all I have to do is have a meeting with a client. One meeting for the entire day, that's what I need to do. Others, I'm at home. Perhaps I'm working on a course, putting together some new material, perhaps there's nothing that needs to be done and I just have a day free at home. Of course other days are when the fun happens, that's when you get "suited and booted" and go to the organisation to run the training course. I can tell you, you're treated as an absolute guru. When you arrive, you have full respect because you are the outside person being brought in. So delegates sit up and take note of you. "This must be important; I must pay attention here, because they've brought someone into the organisation." That's the really fun part.

7. The ability to form long lasting, meaningful relationships with your clients when they know you well and you know them well and can relate to their organisation and deliver meaningful learnings. Building relationships with your clients makes the job so much easier. When you go in and do the first training for the organisation and when they see results, and they like what you've done for them, they ask you to come back and back and back. Now it's great when you have a client in Sydney that wants you to run a course. When they like the course, they say "fantastic, we'd like exactly the same course run throughout Australia and then you get to run courses in Canberra, Melbourne, Brisbane, Perth and travel around. So there are heaps of opportunity for travel too if travel is something you want to do. It's a great thing when one of your key clients phones you in January and they say, "Right, let's put the entire training calendar for the year into the diary". And I open up my brand-new diary and off they go! They say "Each quarter, we'd like three days, different training, and they just slot in all of the days for your entire year. The clients that I have developed good relationships with can be worth between \$30,000 and \$60,000 to me over the course of a full year. Now you can see you don't need many clients if they're going to be worth 60,000 to you. You only need a few clients to have a really fantastic year if you're serving these clients really, really well. Most trainers can have 6-8 good clients and that's all you need. So you do not need to find a different client for each and every day if you want to work 10 days a month. They keep booking you because so many of them are repeat business and because they get to know you; they like your style, like your content.
8. I get to deal with a range of businesses from small companies to huge multi-nationals. Interacting with staff of differing levels is fascinating and challenging and highly rewarding.
9. The ability to travel. I have seen so much of the world and I am often paid to do it. Not only to the main cities but also to talk at conferences held in beautiful vineyards or train teams in the mountains. You don't have to travel if you don't want to but it is certainly an option if you would like to.
10. It is necessary to research the training courses really thoroughly and put time and effort into constructing them but once it is done you have good courses that you are then able to tailor and adapt for other companies too. As the courses evolve they get better and you are able to make changes to make them appropriate for the group you are training.

You are also able to run half-day courses or deliver keynote addresses using just part of the information you have for courses. Once you have the material it is very easy to be flexible to suit the client's requirements. I now am able to run 1 hour sessions to 5 day sessions with no trouble at all.

Chapter Three

Making Others Rich

I now enable people to make more money working two days a week than they previously did working for an entire month.

Lots of my friends have always been envious of the career I have. They see how I am able to pick and choose when I want to work and my life is always so exciting with the variety of businesses I get to work with and the travel that I get to do. I am clearly very happy, being able to do what I love to do and being so well rewarded financially. One day, about a year ago, a friend asked me to explain exactly how I had put the courses together and how I generated business from new clients. I sat down and explained this to her and it was only then that it really dawned on me that I had a simple, yet effective system that I had followed to set up my business initially in Zimbabwe and then I had done exactly the same thing in England and then, yet again, in Australia – and it had worked with greater and greater success each and every time I had done it.

I have a vision, and that vision is to be able to take a number of people and to turn them into business trainers like me, so that they, too, can be earning up to \$30,000-\$40,000 a month, training just 10 days a month if that's something that would interest them.

I want people to be able to have their own businesses. Not like a franchise, one of the problems with franchises is that there tend to be so many rules and regulations that you have to follow. You have to do exactly as they say and how they say it. You are governed by the name that you are to be called and how the business is to be run. Another problem with franchises is that you have to give a percentage of your earnings back to the franchisor. This isn't what this business opportunity is about. This would be your own business – your baby to run how you would like to, when you like, so that you too, develop a healthy client base. Clients that are more than willing to throw copious quantities of cash at you because of the great value they receive. I show people how to build a client base of happy customers that you've really been able to WOW with your training events.

Every single business out there from tiny little hairdressing salons right all the way through to blue-chip organisations—the staff constantly needs to be up-skilled.

What I had found, setting up the three training companies that I have over three continents, is the model that I have is a really good one. The cost is extremely low to

do what I do. I work from home, so I have really, really low overheads. There's very little risk because the model I have has worked three times over three continents and within a couple of months, I'm up and running with a client base.

One of the best things about training is that once you have the training course put together and ready to run the work is done for you. You just need to go and deliver it.

This is such a great model because it allows you the opportunity to be your own boss, to spend your time how you would like to spend it, doing what really counts.

Chapter Four

How Do I Know It Will Work For You Too?

The proof is that I have used this system in 3 different countries (Zimbabwe, the U.K. and Australia) and every time I have been highly successful. I now have trainers onboard with me and, for those that implement the system, it is working just the same for them too.

Now this system is easy to follow. Part of it involves...

- Find a potential client (easy to do when you follow my step by step marketing system) and convert them into an initial booking.
- Deliver a "knockout" training session that the client and their staff are delighted with. There are 2 key components to this that I have discovered that guarantee success.
- Add further training programs with that client to meet their ongoing training needs. The result is they become a long-term client providing you with regular bookings and an assured income.
- Repeat the process until you have a portfolio of clients providing you the income (and lifestyle) you desire.

In any business there are two important aspects: one is the quality of the actual service or product you deliver and the other aspect is the ability to market yourself so that you get clients and keep clients. Over the years of running my business I have worked out what the key factors are in each of these two avenues in business. It is the Pareto Principle all over again. I know the 20% of techniques that are vital if you are going to make your business 80% more successful.

When I first went into business I had to learn the hard way. I didn't know how to get customers coming to me. I just got new business on a wing and a prayer and I had no actual system to ensure that I would get more customers each month. Now that I have been in business and have perfected the system I know exactly what works and what does not work. I don't have to leave anything to chance anymore. I know that if I complete step 1, 2 and 3 then the result is going to be X. This is a far more efficient way of doing business. There is no room for gambling and "pot-luck" in a successful business. It is all about using a system that works and then constantly improving it – it is never necessary to re-invent the wheel when you have a wheel that works.

Remember, businesses typically pay \$3,500 upwards a day for a training course. If a client books you for 10-20 days a year, that means income of \$50-60,000 from just that one client. You don't need many clients like that to deliver you a fantastic income. And once you've got a group of 6-8 clients, then you don't have to do very

much to keep the business coming in (and my system takes care of that for you, in any case).

I hope you're beginning to see how this can work for you and the HUGE potential. And how this is...

A Superior and Highly Profitable Business System

Over the years, I've had the opportunity to take a look at many different types of business. It seems to me, that in most businesses the odds of success are against you. According to some sources, the investment required for a typical small business is as much as \$250,000. But the return on that may only be \$50,000. Not great, to my way of thinking. Worse, around 80% of small businesses go broke within 5 years, with all the distress that goes with that. Even if you buy a franchise, there's a significant initial cost and only a modest income in most cases (after you've paid the hefty ongoing fees to the franchise owner).

In effect, you're not buying a business, but a job: one that involves a lot of hard work.

In complete contrast, my business as a corporate trainer has these BIG ADVANTAGES...

- Low investment to get started
- Overheads are minimal. You can work from home and all the training is conducted at the client's offices
- Income potential is huge. As you've seen it's easy to make up to \$35,000 a month training just 10 days in the month
- Flexibility with your schedule and plenty of time for everything else you want to do

There is a huge need for training in all organisations. Every single business out there, whether its hospitality, whether its car manufacturing, whether its caring organisations, call centres —there is a huge opportunity for training because turnover is often so high in call centres. I find this a great opportunity, because I go in, up-skill the staff, and in a few months all of those staff have left and you need to re-skill the new staff that have come in.

All of us tend to have had a job at some stage in our lives and from that job you will have experience. Now with that experience, it's a great opportunity to become a trainer in that niche market. So if you've been in real estate for a couple of years, you could become the real estate training guru. The money's in the niches: specialising in a particular field or industry.

I may have "accidentally" stumbled across the corporate training business but I'm glad I did!

Now I am giving others (who have what it takes) the opportunity with their own invitation to a life of freedom and abundance.

I am going to work with a strictly limited number of dedicated individuals and get them up and running in a business similar to mine. I say similar because one of the great advantages of this business is that you have incredible flexibility in how it's organised. So you get to choose how you want your business to look.

You'll get the systems, the materials, my personal coaching and everything you need to take full advantage of this BIG opportunity...

Chapter Five

The Trainers Ultimate Toolkit

The system that I have put together is the business opportunity called “The Trainer’s Ultimate Toolkit.” It literally has all the components necessary to start up and excel at your own training business.

The system includes ready to run training courses, made up of the most in demand training courses in business today.

Included in the entire system is also a step by step process on how to run your own business, what to do, right away from the set up to the marketing system and how to get clients. I will hold your hand and take you right the way through to get you up and running your business.

I'm going to give YOU the exact same resources and business system that I have used to create an enviable lifestyle and make a fantastic income as a corporate trainer.

Here's what you get...

Gold Program

The Gold program includes everything you need to get your training business started. There are nine units:

1. Welcome and Introduction to the Online Trainers Ultimate Toolkit
2. Business Setup for Optimal Success
3. Quick and Easy Professional Course Design
4. Gain Rapid Credibility with Smart Positioning
5. Proven Marketing Systems for Maximum Leads and Clients
6. Systematically Convert Leads to Clients
7. Polish Your Training Delivery for Maximum Demand
8. Create Your Premium Brand
9. Take Action for Lasting Success

These video and audio lessons have been adapted for online use from the successful live “Train the Trainer” intensive workshop and supporting materials, which have helped over 300 trainers create successful businesses.

These units include all of the basic information you’ll need, whether you are just getting started, or you want to take your existing training business to the next level of success.

Each unit also includes an implementation guide with the activities that you need to do to move in the right direction. These activities are designed to not only help reinforce the material you learn in the unit, but also provide guidance for the real-world tasks that you need to do to make your business successful.

At the Gold level, you'll also be invited to a Q and A webinar session each month. These webinars are where you, and the other trainers in the program, can ask Judeth questions about the course content at that stage of your learning, or related struggles you may be having at that stage of your business development.

Summary

9 online units valued at \$1997

Welcome and Introduction to the Online Trainers Ultimate Toolkit

Business Setup for Optimal Success

Quick and Easy Professional Course Design

Gain Rapid Credibility with Smart Positioning

Proven Marketing Systems for Maximum Leads and Clients

Systematically Convert Leads to Clients

Polish Your Training Delivery for Maximum Demand

Create Your Premium Brand

Take Action for Lasting Success

Implementation Guide valued at \$20 for each unit

Monthly Q/A Webinar directly with Judeth herself valued at \$1,500

Platinum Program

The Platinum program includes everything you need to get your training business started from the Gold program. There are nine units:

1. Introduction - Getting Started with the Online Trainers Ultimate Toolkit
2. Correct Business Setup – Foundations for Lasting Success
3. Course Design – The Secret Architecture for Killer Training...Every Time
4. Establish Credibility – The Attraction Factor and Instant Credibility
5. The Marketing System – Opening the Right Doors to Top Corporate Clients
6. Sales Formula – The Formula for New Business and Lasting Success with Clients
7. Outstanding Training Delivery – Training Mastery to Captivate, Impress, and Delight any Group
8. Branding Exceptional You – Making Your Training Worthy of Charging Premium Prices
9. Action Plan – Your Action Plan for the Next Level of Success

These video and audio lessons have been adapted for online use from the successful live "Train the Trainer" intensive workshop and supporting materials, which have helped over 300 trainers create successful businesses.

These units include all of the basic information you'll need, whether you are just getting started, or you want to take your existing training business to the next level of success.

Each unit also includes an implementation guide with the activities that you need to do to move in the right direction. These activities are designed to not only help reinforce the material you learn in the unit, but also provide guidance for the real-world tasks that you need to do to make your business successful.

You'll also be invited to a Q and A webinar session each month. These webinars are where you, and the other trainers in the program, can ask Judeth questions about the course content at that stage of your learning, or related struggles you may be having at that stage of your business development.

At the Platinum level, you'll also have support from an experienced trainer in the form of two one-on-one coaching/strategy calls and evaluation of many of your Implementation Guide activities.

At the Platinum level, there are also two additional months' worth of content, including access to [The Vault](#) in month four, and access to the Glasstap training library in month five. Click on the links to learn more about the incredible value each of these offers!

Summary

9 online units valued at \$1997

Welcome and Introduction to the Online Trainers Ultimate Toolkit

Business Setup for Optimal Success

Quick and Easy Professional Course Design

Gain Rapid Credibility with Smart Positioning

Proven Marketing Systems for Maximum Leads and Clients

Systematically Convert Leads to Clients

Polish Your Training Delivery for Maximum Demand

Create Your Premium Brand

Take Action for Lasting Success

Implementation Guide valued at \$20 for each unit

Monthly Q/A Webinar directly with Judeth herself valued at \$2,500

Evaluation of select Implementation Guide Activities (optional) - \$100 each

Access to The Vault - \$5000

Access to the Glasstap Training Library - \$395 per year

What's In The Vault?

The Vault includes additional material from the live Train the Trainer intensive workshop, which provide Judeth's comments on many of the workshop activities such as presentations and niche/USP/tagline discussions. The Vault also includes the audio series "Gain 5 years of credibility in just five weeks" to complement the basic information learned in unit 4, as well as hundreds of other resources that Judeth and her team have collected over the years. Remember that you'll have lifetime access to the vault, so you'll have plenty of time to discover as many of the resources as you desire.

What's in the Glasstap Training Library?

The Glasstap Training Library includes every training course you could ever think of! This library includes hundreds of soft-skill training courses, all ready for you to incorporate into your business and use as you see fit. Again, you'll have access to this training library, so anytime you need to add a new course to your business, the content will be just a few keystrokes away.

Which Program is Right for You?

The table below highlights the differences between each program. Click on the Package title for more details about each program.

Features	<u>Gold Package</u>	<u>Platinum Package</u>
Unit 1 – 9 video and audio content	✓	✓
Unit 1 – 9 Implementation Guide workbooks with activities	✓	✓
Q/A Webinar each month	✓	✓
2 coaching/strategy calls with an experienced trainer		✓
Review of your elevator pitch, USP and tagline		✓
Review of your signature course outline		✓
Review of your professional bio by an experienced trainer		✓
Review of your marketing action plan		✓
Review of your PICWIQ sales questions		✓
Review of your 10-minute video presentation		✓

Access to additional video and audio content,
including Judeth's comments on student
presentations



Access to additional resources in The Vault



Access to hundreds of soft-skills training courses
ready to use as is or to modify for your clients'
needs



The "Trainers Ultimate Toolkit Is Not Available To Everyone...

That's right; you may not qualify for this program.

I hate to be blunt but I only want to work with a limited number of genuine individuals who are committed to being successful. I will be spending a large amount of time with the people I accept into the program and I cannot afford to waste that time. After all, I still have my own successful business to run. So, if you're not willing to make this business work, to put in the effort now so you can reap the benefits down the track, then please do not reply to this invitation.

If you're looking for a "get-rich-quick" scheme where you can sit back and not want to make your business actively take shape...then please look elsewhere. That's not what this is about and I'll be too busy helping the people who are serious to achieve their goals. However, if you sincerely want to be successful, are motivated, honest and willing to work in your own business to your own schedule, then this could be the opportunity of a lifetime for you. Remember, only a limited number will be accepted for the current program.

With that said... As you can see, you get a complete business system. Everything you need to quickly be up and running and in business for yourself as a corporate trainer.

I'm looking for serious people who 'people-people' and would want to work with me to give their career a huge boost. If you feel that this is something that is a fantastic opportunity for you, that you can grab with both hands and make a success and have the money and the lifestyle that I have explained, if that's something you want, if you want to make a change and conceive that this is something that will work for you then complete an expression of interest form at www.trainersultimatetoolkit.com and we will consider you and be in touch.

Chapter Six

Questions I am asked

Below are many of the most commonly asked questions about the "Trainers Ultimate Toolkit" and my answers to them:

1. What are your qualifications to offer this program?

I have been a corporate trainer for the past 19 years. I have started 4 companies in 3 continents (Africa, Europe and Australia), all of which have been highly successful.

- Reed Training UK "Trainer of the Year" in 2005.
- Certified Neuro Linguistic Programming Practitioner.
- Author of the books "The Inside Secrets of Powerful Presenters Revealed" and "Training Works and Cracking the Corporate Training Code"
- Australian Certificate IV Training and Assessment.

2. What sort of skills or experience will I need to become a Corporate Trainer?

To become a trusted and well-paid Corporate Trainer, I think you need to have the following skills: self-starter, a "people-person", comfortable speaking to a group of people, prepared to learn new skills.

3. Will I be supported after the initial training?

Absolutely, there will be ongoing support with which include webinars where you can discuss similar issues or questions you maybe experiencing.

4. Will it still work with the down-turn in the economy?

The opportunities are enormous and demand will continue to grow, even if there's an economic downturn (perhaps especially in an economic downturn).

Here's why...

- The trend for corporations to outsource certain services is well established and likely to continue. Many of my clients used me even though they had internal training departments. Now I am finding that some of the internal training units are being closed down as it is just too expensive to keep them going and companies are choosing to outsource their training requirements. This means they are using specialist trainers for the training as and when they need it. This

is a far more cost effective way of doing it. This is great news to trainers that run their businesses as freelancers.

- Even if a few companies do choose to carry out less training for their staff in a down-turn there are still more than enough companies left to train. Those are the forward-thinking organisations that know just how important it is to keep their staff up-skilled so that they can “ride the storm” more effectively than their competition and also so that they are still compliant with world-class, best practise people skills when the economy turns positively again. Organisations that have not kept up with training in a down-turn will simply not be able to compete when business starts to boom again.
- Government departments are another big source of potential business
- In an economic downturn, the pressure to make cost savings and keep a lid on staff numbers increases the appeal of outsourcing
- At the same time, because of competitive pressures companies need to make sure their staff are properly trained
- Even the largest corporations can't keep up with all the latest developments in specialised areas. That's why they willingly turn to outside experts
- Plus there are many incentives from governments for companies to invest in training

Companies really are happy to pay \$3,500+ a day for training because it's a GREAT DEAL for them! Think about it. A typical session might involve you training 10 people. So the cost per person is tiny and yet the potential bottom line benefits are HUGE.

It's no wonder that companies see the benefits of hiring outside trainers and will continue to do so.

Now, you might be wondering why, if this is such an attractive market, that it's been somewhat overlooked.

5. Is this a Franchise?

The "Trainers Ultimate Toolkit" opportunity is an Affiliate program and NOT a franchise. When you pay a franchise fee you're basically buying a job. Why would you pay \$50,000 to \$80,000 or more for a franchise when you can get the same exact information for a fraction of the price and use the difference to market yourself and get paying clients for your own business?

I am committed to training my trainers to be the best corporate trainers anywhere on the planet.

Coupled with my comprehensive training program, comes an unprecedented support package that ensures you won't be left behind. Help is there whenever you need it.

6. What sort of legal or contractual relationship will I have?

I don't believe in binding or long-term contracts that obligate you to restriction of trade or monetary considerations.

7. How long will it take for me to start earning an income?

It will depend on your level of experience and confidence. The majority of people will get their first clients quickly; others take a few months to get into the swing of things. If you aren't going to keep in your current employment then I recommend that you have 3+ months of living expenses in the bank before undertaking this program. This gives you the emotional freedom to focus on the process and gives you the best chance for long-term success.

8. Are there any territorial or geographical restrictions?

Always check your local state laws, however this really is an international business

9. What sort of overhead costs would I be expected to pay?

As a corporate trainer, you can operate your business with very low costs. Other than a laptop computer, business cards, a telephone and Internet connection, some online costs such as a website and your choice of marketing avenues there is very little else required or needed to run a successful business.

10. Will I need to hire anyone to help me?

One of the beauties of this opportunity is that you can run your business solo, or if you choose, you may hire a full or part time assistant or even a virtual assistant from overseas to act as receptionist and/or to do administrative and follow up work. The choice is completely up to you.

11. Can I work from home or do I need an office?

Since most of your business will be conducted at your clients' locations, there is no need for a formal office. However, if you wish to have your prospects or clients meet in a more formal setting, you may, if you choose, elect to have your own office.

12. Can I do this work part-time or do I need to focus all my efforts?

You can operate this business part-time. There is no need for you to quit your regular job to begin this business. If you choose to dive right in and make this your full time occupation, you may certainly do so.

13. Is this Multi Level Marketing or Network Marketing?

The "Trainers Ultimate Toolkit" is in NO way a multi-level marketing or network marketing program. There are no tiers, no structure levels and no overrides to share with others as a result of your efforts.

14. How many clients will I need to make this work for me?

To be successful as a corporate trainer, you only need a handful of clients at a time. Depending on the size of the client, the amount of work required with each client and the increased value you can bring to them, incomes in the six figures can be earned with as few as four clients. Most corporate trainers will do well with 6 to 8 good clients at any one time.

15. Is there a market for these services?

Absolutely. Companies continually need to train and up-skill their staff to meet the demands of today's highly competitive marketplace. At the same time, they are under pressure to contain costs and headcount. Outsourcing training services is an ideal solution for most companies. Government organisations are another huge potential market for training services.

Chapter Seven

How Can You Learn More About The Trainers Ultimate Toolkit?

1. Complete an expression of interest form at www.trainersultimatetoolkit.com and my team will get back to you with more information so that we can then consider you for our program and you can make an informed decision about whether this opportunity is right for you.

2. In the speaking events that I do around the world I am able to properly demonstrate what this lucrative business is all about. When people hear about this opportunity the demand is always really high and we can only take a few new delegates each year. I take people on through an application process. I'm not able to take everyone. I've got to make sure that you will be right. I have never had a failure yet, and I don't intend to have one now. So I've got to make sure that you can be successful doing this, because this is my name, my business reputation, on the line here.

I need to be sure that I'm going to take people that are really going to make a huge success of this. Some people will be turned away. This is for people who see that they can make a difference to people, to organisations, and a huge amount of money. It really is an industry that's fantastically exciting and very, very profitable.

You see, you're able to do this because the system is done for you. The Trainers Ultimate Toolkit is really a business waiting to go, it's a system that works, and you will be able to follow the system step-by-step. It's that easy. It's also about the mindset. I'm going to help you with the mindset, but you've also got to have the mindset that you can make a success of this. You've got to want to be successful; you've got to want to make the type of money that I've been talking about.

The marketing techniques play a huge part in your success. The "know-how" has been done for you. It's all in the process. Effective marketing shows you how to get the clients coming to you, because you can have a business that's great, but if you don't know how to market yourself, you aren't going to be in business for very long.

So this entire program looks at the system, getting your mindset right, and the entire marketing to get clients coming in to you so that you can build those relationships .

You will learn:

- **The Key Trends in Training**

What are the hot trends? What are the courses that are really hot topics at the moment? I will tell you the courses that I'm asked to deliver time and time again—and the most in-demand course at the moment.

- **How Training Transfers to Real Skills in Business**

- **Annual Income**

I will show you just how possible it is to earn a really fantastic amount of money a year.

- **Inside a Day in the Life of a Trainer**

Revealing the variety and diversity of what I do makes it a pleasure to get up each day.

- **The Need for Training in Business Now More than Ever**

- **What it Really Takes to be an Outstanding Trainer**

- **Essential Marketing**

You can be an amazing trainer but if you aren't able to market yourself and your business, you're not going to get clients coming in. So for any organisation, any business, it's essential to have the correct marketing in place.

- **My Philosophy of Up-skilling Businesses from the Individual Outwards**

If you get individuals to start looking at the roles that they're doing in a different way, and to start really taking responsibility for how they can do that role in the best possible way and giving them the skills to do it effectively and efficiently, it's going to improve the entire business.

We all know that staff stay at organisations that develop them. When choosing which organisation to go to, staff really choose the companies that develop their staff and that value training highly.

It's all about the people. People are your only asset. In a business, you develop your staff; the bottom line of your business is going to go from strength to strength.

Now, it's all up to you. You can carry on with what you're doing right now; hoping that things will get better and that you might get a lucky break. Or, you can take charge of your life. Take the first steps towards a more prosperous and rewarding future with your own business as a corporate trainer.

Imagine how good it will feel when you can plan your week the way you want to. Arranging bookings with clients for around just 10 days in the month. Then having the rest of the time working from home or spending time on what's really important to you and even better, knowing that you'll be earning a very attractive income. That gives you a tremendous opportunity to build real wealth and security.

So, the choice is yours.

For a select few, "The Trainers Ultimate Toolkit" will be the stepping stone to freedom, fulfilment and prosperity.

Chapter Eight

What Those Using The System Have To Say...

*T*roy Quaife

Easy To Implement Training

"I've been a trainer for many years now so I probably thought I had it pretty much on the nose. But the last few years that I've spent associated with Judeth have been a real eye opener. She's so dynamic, ahead of the pack and she's taught me so many things that I didn't realise. I can recommend her 100%. The program took my training ability to a whole new level but it's the marketing information that I found gold she taught me exactly how to do really smart marketing to get the business coming in and there is no cold calling.



Today I not only training throughout Australia but also overseas and on top of that I have also become an author and appeared in an international television show on training. I pat myself on the back everyday for buying Judeth's program otherwise I'd still be in the same place I was 4 years ago. Judeth thank you so much for everything you have done for me."

*V*icky Deeble

Director & Lead Trainer at The Dhofar Institute, Oman

"I had been a successful trainer working for other people and I felt it was time to take my skills and create my own company but I really had no idea to go about doing that. I managed to get a place on the workshop, and it was the best decision I ever made. I have now started my own business, I get to work from home, and I only train 6 to 8 days per month, and I am earning more than when I used to work full time..... Attending the Trainers Ultimate Toolkit helped me to improve my training skills and it gave me the tools I needed to run the business side of my own training company. I cannot recommend this workshop highly enough."





The Heartware Group

"When I first came across the Trainers Ultimate Toolkit, I was in fairly poorly paid job with an airline, and I was feeling undervalued. I knew I wasn't using my potential, and I just doesn't know what to do about it and then when I heard Judeth speak, I realised there was an opportunity for me to do what I guess I thought I was put on this planet to do and to contribute in a way that really make me feel great.



Now you see, it wasn't all easy going, I had a lot of fears to start with and needed Judeth to help my hand through all of it, which she did. And I started my business part-time while I still work full time. But eventually, I was making enough money from doing that part-time to leave my job altogether, which is a pretty scary step, I've been with the same company for 28 years so it was a big step to the unknown for me.

But you know, now I earn in a week what I was earning for 6 weeks at the airline. So it's really, really changed my life. And you know, the money is nice, that's not entirely what I do it for. It's all the people that I meet, and people that I help, the organizations that I help. Change and improve the potential of their people, that's what really gives me a sense of satisfaction in this work that I do. And of course it's my own business, so everything I own comes back to me and I can help complete flexibility. I can choose to work when I want to work and when I don't want to work. Sometimes that means working weekends, sometimes that means I can take Monday and Tuesday off and go away for weekend. It's a really great lifestyle and I can't thank Judeth enough for helping me change my life so that I'm a whole lot happier with what I'm doing and I feel like I'm really contributing. So thanks Judeth."



Director and Principal Trainer at The Write Impression

"I was a teacher since 1974 and I was so looking forward to leaving, but when I retired, something surprised me, I found I hated doing nothing. I hated the fact that I no longer had any real purpose in my life and I really wanted to do something meaningful because I don't really feel old at all. Anyway, all the skills I developed as a teacher seemed ideal for becoming a corporate trainer but I had no idea about business. I can honestly say that Judeth Wilson's course changed my life.



She showed me everything I needed to know about the business side of things and now I have my own business training people in business writing. It's growing fast and getting more and more exciting everyday. I just want to say thank you to you Judeth, I wish I'd found you earlier. You and your course are awesome!"



Founder & Director of Rethink HQ



My name is Greg Rogers and I am from Rethink HQ. We are a training and consulting business based in sunny Perth, in Western Australia. I am absolutely delighted to have this opportunity to talk to you quickly about Judeth Wilson and the Trainers Ultimate Toolkit.

Two aspects I would like to quickly touch on:

- 1 The Trainers Ultimate Toolkit. What a great choice of words! Zip off and look up the word "Ultimate" in the dictionary. The definition you find there is exactly what Judeth delivers on. The second component is the word "Toolkit". Any tradesperson worth their salt would give anything to have the type of toolkit that Judeth provides for you. This is not a case of having to zip off back to the hardware store because you need another tool to get the job done. Or "I have to make do with this tool, it is not quite right, but it is going to have to do". You will get all the tools in the toolkit you need. So whether you are "Is this the right business for me?", "I'm already in start-up mode" or perhaps you are looking to add something to your existing business, the Trainers Ultimate Toolkit delivers on what it says.*
- 2 The second aspect is Judeth herself; this is the lady who talks the talk almost every day of her life for a living. But more importantly, Judeth walks the walk as well. She is a marketing genius. If you follow what Judeth outlines, then you are making your imminent success most probable versus possible. Judeth has been and continues to be absolutely instrumental in not only my own development but the development of my business. Judeth, I cannot thank you enough."*

There are more testimonials online at: www.trainersultimatetoolkit.com

Some recent statistics from my trainers:

- A trainer already has 40 days of training lined up for next year
- A number of trainers have international training booked in the next three months
- Some trainers only need to do 2-3 days of training a month and that supports their lifestyle nicely and they can be home for their young families for the other 27 days of the month
- All of my trainers have fun, love what they do and lead self-fulfilled lives by helping others.

The Trainers Ultimate Toolkit has been featured/nominated for the following:

- Channel 7's Morning Show
- Finalist in The Australian Small Business Awards 2015 & 2016
- Honorable Mention in the Anthill Cool Company Awards
- Dale Beaumont' 24 hour business channel
- Featured as a Presenter on Make It Simple TV
- The NZ Trainer's on Trial and my book "Training Works" was designed to showcase a range of trainers who had been through the program and the value of training in the workplace helping them to promote their business and the Trainers Ultimate Toolkit.
- Numerous videos and testimonials on You Tube of the Trainers Ultimate Toolkit

The Trainers Ultimate Toolkit is like nothing else around in the market- it is a true niche within a niche as there are plenty of coaches and people out there telling others how to be entrepreneurial or how to start a small business. The Trainers Ultimate Toolkit offers an entirely different offering due to its niche. Dan Kennedy, marketing expert has said "There is truly nothing else like it in the world!" We are

showing people how they can start their own corporate training business and everything we do is tailored to this.

If this opportunity is for you please complete an expression of interest at www.trainersultimatetoolkit.com and I look forward to speaking with you personally.

To your ultimate success!

Judeth

Judeth Wilson

The World's Most Highly Sought After Business Growth Mentor for Trainers

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**Business
Blueprint**
Simplifying Your Success



BUSINESS

Secrets of a golden girl

HANNAH PARKES

DRUMMOYNE'S Judeth Wilson lives the kind of life we all dream about. She is a self-made millionaire and she did it working only two days a week.

It sounds unbelievable but Ms Wilson insists it is true. During many years working as a corporate trainer Ms Wilson created a successful training formula.

She eventually decided to take a big step and license her program.

"I had always worked at being very good at what I did and I had it down to a well-practised formula," she said.

"So I turned it into a packaged program that teaches people how to establish their own training business and make it successful."

The Trainer's Ultimate Business In a Box costs a cool \$25,000. It may seem hefty, but it buys you Ms Wilson's on-call support in establishing a training business for a year.

"Radically I hold your hand for a year, reveal all my training secrets and help you

with the practical side of things too, from branding, marketing and so forth," she said.

According to Ms Wilson, corporate training is the ideal business to be in as the clients are cashed up and the hours are flexible.

"If you are good at what you do, corporations think nothing of paying \$3500 a day."

"What's more, they book you months in advance so you can choose when you want to work, you can fit work around your life not vice versa."

In addition to teaching future trainers Ms Wilson has just released her book, *Become a Millionaire: Working Just Two Days a Week*, as part of the Millionaire Makers series.

Ms Wilson will be giving talks around the country during the next few months.

For details of her new book and the series of talks visit the website at www.millionairemakersseries.com.

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