

Comprehensive Training Program for Professional Organizers® ~ Live Three Day Seminar

When: August 19, 20, 21, 2010

Where: Alderney Gate Library, Dartmouth, NS

Time: 9:00 a.m. - 4:30 p.m. (each day)

Facilitator: **Jane Veldhoven**, Certified Professional Organizer®

With your investment of \$695.00 (summer special \$100.00 off!) you will receive...

- Eighteen information-packed hours of classroom study and discussion
- Practical tips, techniques and trade secrets
- A comprehensive training manual for each day, laden with strategic exercises to help you plan, dream and create a solid foundation for your business
- Numerous business and industry-specific customizable templates and forms to save time, money and creative energy
- Beverages, lunch and refreshments throughout the day
- Multiple networking opportunities
- An abundance of sharing and ongoing support
- Certificate of Completion (suitable for framing or inclusion in your portfolio)

The **Comprehensive Training Program for Professional Organizers®** is comprised of three modules

1. Create Your Business as a Professional Organizer
2. Marketing Basics for the Organizing Industry
3. Client Relationship Management and the Practical Approach

Here is what you will learn in each module...

Module One ~ Create Your Business as a Professional Organizer

Discover field-proven strategies and techniques in core areas absolutely essential to your success. Determine your area of specialization while exploring your values, vision, strengths, weaknesses, challenges and opportunities.

You will receive printable business forms and templates including...

- Needs Analysis forms (Residential, SOHO and Corporate)
- Sub-Contractor and Confidentiality Agreements
- Fees Schedule
- Term and Conditions
- Comprehensive Business and Marketing Plan templates
- Financial Statements (Balance & Income sheets, Cash Flow Budgets, etc.)
- Invoices, brochures and business cards
- Proposals, agreements, disclaimers ...and more!

Using Microsoft® Word or Excel and your printer, you simply add your name and business information to create professional stationery and business forms promoting a smooth transition into your new career as a Professional Organizer.

You will also learn what every good organizer should keep in their Organizers' Supply Kit to ensure success!

While developing a Comprehensive Business Plan you will complete strategic planning exercises to help you...

- name and register your business for maximum impact
- conduct a market and S.W.O.T. analysis
- strategically plan for quick and sustainable success
- determine legal and insurance needs
- discover valuable resources and third-party suppliers, and
- create easy-to-use financial forms to determine start up and operating costs.

Module Two ~ Marketing Basics for your Organizing Business

You will learn how to develop your own signature style, create your niche market and further define your area of specialization. You will also learn about business-building marketing strategies in areas such as...

- positioning (determine where you fit in the market)
- pricing (determine what you need to charge to meet your goals)
- public relations (how to build relationships with the media)
- advertising (what to do and what not to do) and
- promotional and marketing resources

You will discover branding techniques to confidently market your organizing services and define your competitive advantage. Using strategic exercises, you will create a Comprehensive Marketing Plan focusing on your...

- rate structures (depending on your chosen target markets)
- biography and by-line
- mission statement
- company slogan or tagline
- audio logo or thirty-second commercial
- business identity package, and
- your own personalized web site and URL address

Even if you have limited computer skills, you will be able to create your own web site, professional e-mail address and domain name after taking part in this informative seminar.

Module Three ~ Client Relationship Management and the Practical Approach

During this module, you will explore and develop your organizational skills as they relate to all areas of the industry. This will help you to decide what areas of the business in which you would like to work.

Planning exercises, role-playing, and practice sessions make the materials presented relevant and very easy to follow.

At the end of the day, you will know how to

- confidently consult with clients
- consistently close the sale
- earn top dollar for your organizing services, and
- develop a client retention program that generates income year after year.

Visit www.professionalorganizers.com to register now.

Contact:

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Get Organized! Professional Services
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