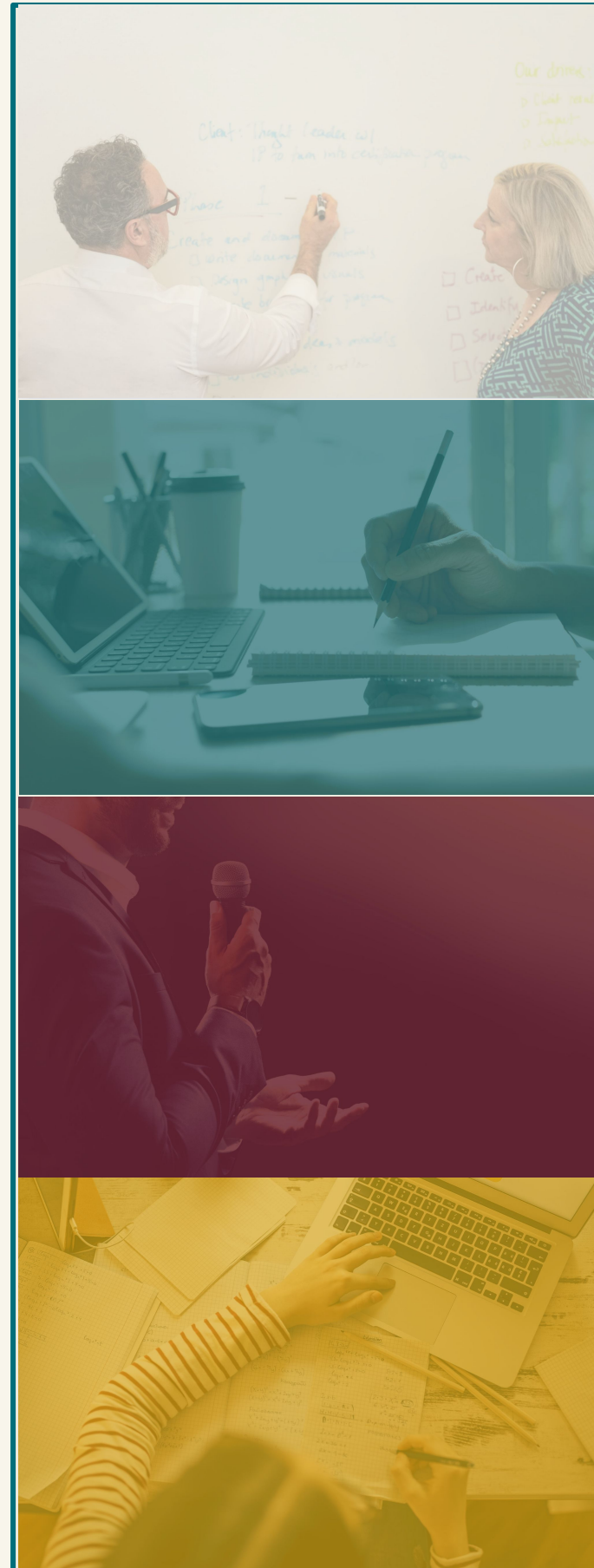

SCALING SMARTER

pamela slim agency

YOUR IP JOURNEY

To structure an IP-based business, you need to go through a series of stages to build out both your offerings and your market



Phase 1: Clarify

“I show up with a client and magic happens”

Phase 2: Codify

“Other people can use our magic”

Phase 3: Connect

“People know about and want our magic”

Phase 4: Certify

“Our magic is embedded in others’ businesses”

Market fit:

Will it sell?



Method:

Will it work?

Model:

Will it stick?

YOUR THUMBPRINT

For each of your offerings to hit the mark, it has to deliver in each of these 3 areas, what we call your “Thumbprint.”

FINDING MARKET FIT

“You know what would be amazing?”

“I just want ...”

“If this happened, everything would accelerate...”

“If I could just solve this problem, I know my business would work...”

Proven and Effective



- + What has already been tried that has gained traction and has high rates of customer satisfaction?
- + Do others in your industry follow similar best practices?
- + Have the outcomes of application stood the test of time?

Repeatable and Scalable



- + Have you documented all the steps of your method in detail?
- + Can your method be automated or supported by technology to handle increased demand?
- + Is your method designed to scale without significantly impacting operations?

Understandable and Trainable



- + Is your method described in clear, simple language that a broad audience can understand?
- + Have you developed comprehensive training materials to teach your method to others?
- + Have you tested your method with a pilot group to ensure it is easy to understand and implement?

Level 3: Trainer Certification

Level 3: Trainer Certification focuses on certifying Trainers to teach a program course to participants.

Ensure **consistency** and **quality** in course delivery with our Level 3: Trainer Certification. This program design equips trainers with the skills to effectively facilitate certification courses using the Facilitator Guide. Participants will learn best practices, demonstrate proficiency, and earn certification upon successful completion of the course and exam.

The following documents are included in the certification program: Program Guide, Facilitator Guide, Participant Guide, and Participant Welcome Packet.

Who Should Attend?

Corporate trainers responsible for delivering a program course to their teams.



Program Guide

This guide provides everything you need to know and do to pilot, launch, and consistently deliver the certification program.

What's inside?

- Program Guide outline
- Certification outline
- Pilot and program schedules
- Program preparation checklist (T-Minus)
- Communication plans

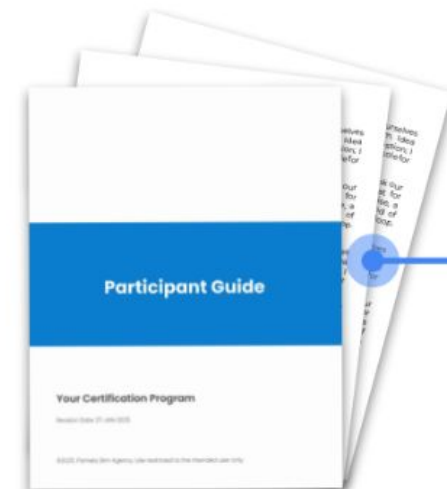


Facilitator Guide

This is the guide to facilitate the certification course. It includes all facilitator instructions, links to resources, tips and best practices to teach the course consistently.

What's inside?

- Facilitator Guide outline with instructions
- Certification outline
- Program agenda
- Course materials
- Additional resources
- Course preparation checklist (T-Minus)



Participant Guide

This is the participant guide that contains everything the participant needs to become certified.

What's inside?

- Program agenda
- Course materials
- Certification requirements
- Workbook
- Additional resources



Participant Welcome Packet

This document contains all the information and agenda to prepare participants for starting the program.

What's inside?

- Program agenda and outline with dates
- Detailed information about the program
- Instructions to get support
- Instructions to access online materials

CODIFYING IP

Challenge	Remedy
No one can do it like we do	Have others observe, transcribe and pull out your method
I have too much stuff	Prioritize one program at a time
I don't think in a structured way (Curse of Creative Founder)	Leverage your operational staff

PACKAGING AND PRESENTING

Audiences	IP Ideas
Other Marketing Agencies	Complementary + Non-Competitive Tools and Methods
Corporate Clients	Marketing tools, methods and training for staff
Non-Profits	Donor management systems or approaches, marketing systems
International Markets	Licensing tools or offering certifications in emerging markets
Service Professionals	Certification in methods
Verticals	Licensed research or webinars

SBS

Listen to our Podcast

Trainings


Blog

About

Sign in

(0)

Strong Brand Social



F* THE ALGORITHM! LIVE WORKSHOP 2/18/25!

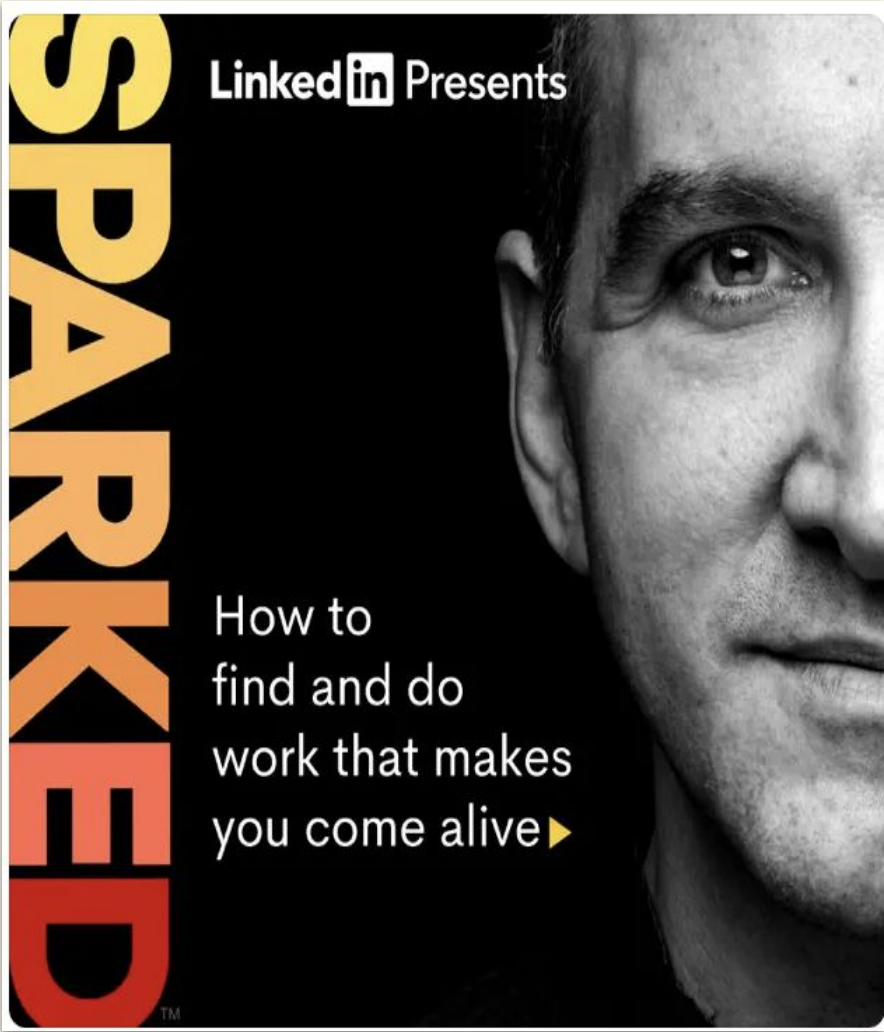
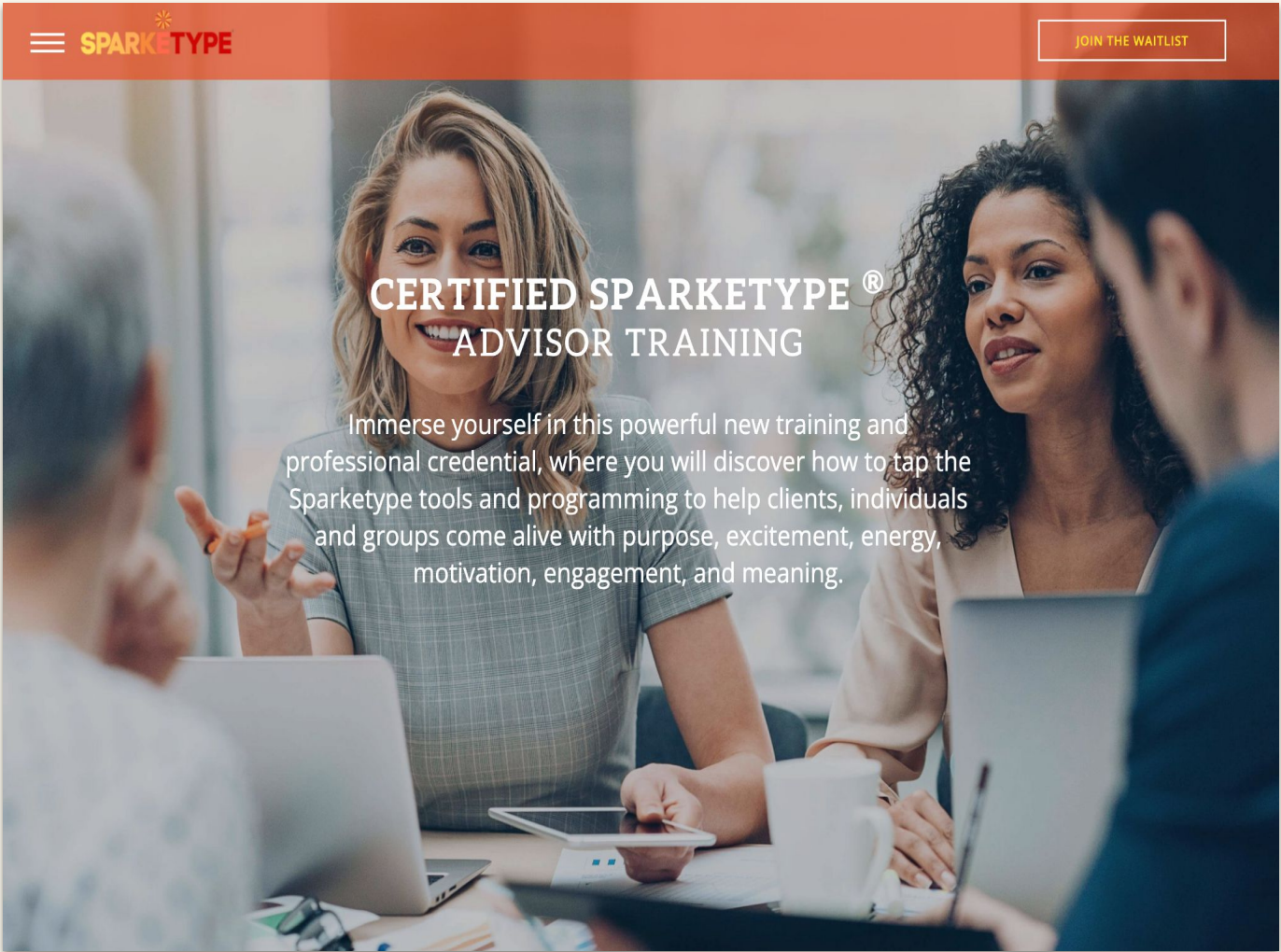
We'll teach you our framework for social media growth that's powerful, future-proof, and 100% percent measurable.

FOR A LIMITED TIME SAVE 25% OFF WITH CODE SAVE25 AT CHECKOUT!

LEARN MORE

psa

EXAMPLES



JONATHAN FIELDS

sparketype.com

EXAMPLES



Introducing Digital Workbooks

Why limit yourself to traditional online courses, easy-to-lose fillable PDFs, and time-intensive 1:1 programs, when you can offer so much more? Digital workbooks focus on integration and action, providing a superior learning experience that drives results.

HOW TO SELL AND MARKET ONLINE THE DIGITAL WORKBOOK

Part 1: Where to Sell

THE ALIGNED INTENSIVE Digital Workbook Series

The Aligned Intensive: Digital Workbook Series [BETA-P]

AUTHOR'S LEVERAGE

5 Ways to Get More Bang for Your Book by Parchelle Tashi

PARCHELLE TASHI

theauthorsleverage.com

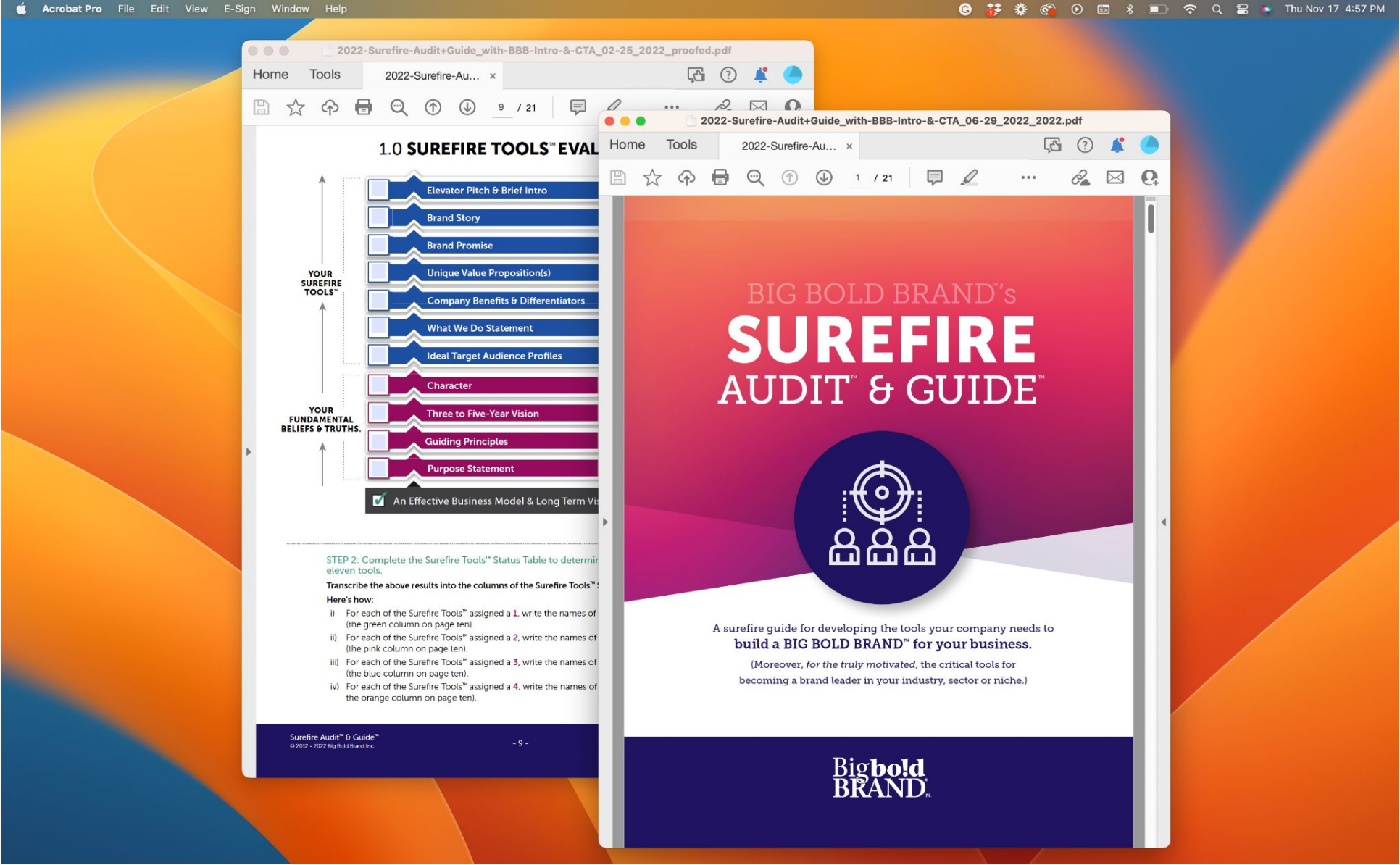


EXAMPLES



KARLEY CUNNINGHAM

bigboldbrand.com



pamela slim agency

ABOUT US

The Pamela Slim Agency was founded by Pamela Slim, an award winning author, business strategist and instructional design expert who over the last three decades has helped some of the top thought leaders in the world grow their businesses through the intelligent design of intellectual property, such as books, classes and certifications.

Pam has partnered with her trusted colleague Darron Padilla, a training, project management and organizational development expert, and Josiah Owens, an instructional designer, to design a specific methodology for building certification programs, tailored to the unique needs of disruptive thought leaders.

Our extended team is composed of additional instructional designers who specialize in different learning methodologies and modalities, depending on what is needed for each project.



THANK YOU!

Holler at us:

Pamela Slim on LinkedIn

Phone: 480-371-4317

Email: pam@pamelaslim.com