

A Turn-Key Solution to Expand Your Reach

By Dr. Tony Alessandra

As I moved about our recent NSA convention in Phoenix, it became apparent the economy has taken a toll on our industry. Discussions were focused on where we are as speakers and where we want to go in the future. The central theme of the discussion was how to generate additional revenues without being totally reliant on speaking engagements – a concern triggered by the reduction of speaking opportunities in today's economy.

For the last 10 years, I have focused on finding alternative revenue sources. I recognized that I needed to expand my practice by finding different ways to deliver my intellectual property to the marketplace and touch all audiences with more than one approach – namely, speaking engagements.

Frank Sarr, the co-author of my book *Performance Counts*, has provided a resource that is allowing me to deliver a blended learning experience to a broader audience than would be served if I were to concentrate solely on my current distribution strategies. This packaged, turn-key solution includes:

- Proven Instructional Design
- On-line Learning Platform
- Administration Support
- Facilitation Options
- LMS (Learning Management System)

All I have to concentrate on is marketing the program. The cost for the package is embedded in the per-head charge.

The benefits to me are:

1. I can make the decision whether I want to facilitate the learning or delegate it to someone else. In my case, I have delegated it.
2. Because we are using blended learning, the facilitation is done remotely, right from the comfort of the facilitator's office/home. The participants call in on a specific day at a designated time.
3. The time and cost of traveling to and from an event are eliminated, and the actual facilitation time for a group is one hour weekly. In the case of my blended learning program for trainers, it amounts to one hour a week for four weeks, and my basic Platinum Rule Program is one hour a week for three weeks.

The benefits to my clients are:

1. Efficient use of time and money. Though the participants may have to prepare 3-4 hours on their own for each facilitated meeting, they can prepare at their convenience and there are no travel or lodging expenses and no time away from their jobs.
2. In corporate situations, my clients now have a tool that takes my message and delivers it as a true learning experience.
3. Companies are able to budget on a per head cost basis – a much more manageable number, which in today's economy is a lot easier than writing a check for a large sum or justifying speaking engagement costs.

The opportunities are:

1. The per head revenues can easily add up to a significant monthly revenue – even at only 10-12 people a month.
2. When turning my content into a blended learning experience - books, audios, videos, profiles, etc. - they remain unique enough to still be viable as stand-alone resources. When Frank and his staff built my blended learning experience, they used selected portions of my resources which allows me to continue to market them as I have been without the blended learning resource.
3. I can use both open and closed enrollments. In the case of open, it becomes a prospecting tool. I drive one or two people from a specific company and/or group to try the experience on for size. If they like it, then they become centers for driving more people from the same organization/group to the program. I know that Frank used the open enrollment approach with another speaker and it led to one company sending 90 of their people through closed sessions and another company sending 40.
4. In my case, we built “Platinum Rule for Trainers” in which we are training trainers to market and facilitate the training for participants who will be going through my Platinum Rule Blended Learning Program. Actually, we build our basic program as well because the trainer's program includes two additional modules that the basic does not include (two for the price of one!).
5. If you work with associations, they are looking for sources of revenue and this turn-key learning approach combined with your message would be an attractive way for them, either on an open or closed enrollment basis, to generate revenues for themselves as well as for you.

The challenges are:

1. You must review your existing content to ensure it is viable in meeting the needs of your prospects/clients in today's economy, and if not you may need to revise the content accordingly.
2. You must be willing to do the networking and selling necessary to drive people to your blended learning program.

If this makes sense to you, contact Frank Sarr, (877-659-8847 or frank.sarr@performancecounts.com) to view a demo and discuss what it will take to produce your own blended learning program.