

A HOW-TO GUIDE



# 2 GOLDEN NUGGETS

TO  
LAUNCH YOUR TRAINING CAREER  
PROFITABLY IN LESS THAN 90  
DAYS!

Transitioning from Employee to  
Independent Facilitator

Written by  
Michael Xavier

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## INTRODUCTION

# Hello, I'm your Trainer Michael Xavier.

I am thrilled to announce the launch of the "2 Golden Nuggets to Launch Your Training Career Profitably in 90 Days" ebook. What you are receiving are 2 chapters from my upcoming book entitled "Tune-the-Trainer: The Frequency to Value-Add." I have experienced a range of emotions throughout this journey: hardship, disappointment, joy, excitement, and self-satisfaction. Firstly, I don't merely consider myself a trainer; I am a business owner who operates a consultancy company focusing on training and coaching the workforce to become communicative, committed, and contributing members of their company, society, and the nation. This is what I believe in.

Driven by that value system, many individuals contact me expressing their enthusiasm for becoming corporate trainers. Unfortunately, not many are aligned with my value system and expectations. Out of every ten trainers I encounter, only two genuinely care for their students. While many focus on increasing their training days and income, my motivation lies elsewhere. I am driven by two things: seeing participants return to their workplace and perform better than before the session, and receiving positive feedback from training managers.

It's not that I am a tyrant, but I take this commitment very seriously, akin to my father's dedication when he taught students in his tuition class in Penang for over 40 years until 2001. I grew up witnessing his commitment to truth. He didn't just teach English, Maths, and Science; he taught life. He instilled the values of good citizenship and emphasized the importance of taking learning seriously. I fondly remember my father, Mr. Francis Xavier, as I write this introduction with a smile on my face.

So, if you intend to join the training fraternity, remember this: don't view it as your ATM machine. Yes, my company, SpeakRight, earns well from this business—it pays my bills, puts my children in good schools, and provides us with a comfortable life. However, the primary motivation is to deliver the best service to my clients, and everything else falls in place. As you embark on this journey, I hope you will embrace the responsibility of helping adult learners discover themselves, improve their confidence, and influence their circle of influence. This is the greatest gift you can give to your learners! I truly hope these golden nuggets you are about to internalize will give you fast, proven, and sure-win outcomes you desire in the training world.



By the way, you will not find any of the methods on the internet, for they come straight from my experience – curated and smoothed for immediate execution.

So, are you ready?

*Michael Xavier*

GOLDEN NUGGET 1:

# Time to Quit?

**There are signals to tell you that your job is still needed or when a job is a liability. So, hold on to writing that resignation letter until you have immersed on the below mention:**

People Who Should Not Quit	People Who Should Quit Now!
You are happy with what you are doing and see great meaning in your contribution.	You are happy with what you do but you feel people don't see your efforts as a great value.
You are comfortable and see your job as a stable income and you hate the stress of worrying about money.	You are comfortable in what you do and boredom is setting in knowing you can do more but your work culture doesn't allow newness and creativity.
You don't like the idea of working with others, developing people and you are more focused on getting the job done and returning home.	You love the idea of working with people who challenge you and the status-quo and you are willing to spend your own time (not "overtime") to make things happen.
You believe that working hard is a waste of time and working smart is the way to reduce inconvenience to yourself.	You believe that working hard is not just about putting the extra hours for the sake of it but putting the extra time to find ways to be working smarter and more efficiently for the benefit of your customers, shareholders and yourself (in that order!)
You hate the idea of standing up, giving a presentation and if you had it your way, you would rather have that assignment passed on to someone else.	You hate the idea that great ideas are not shared, and you would not give up the opportunity to stand up and inspire people with more effective ways to get things done.
You love to see yourself earning more money.	You love to see yourself contributing more, earning well at the same time.
You prefer a boss who doesn't challenge you for more and expects you to do things in a repeated fashion which doesn't require learning new things and stressing yourself out; and you consider a bad boss a potential reason for your career meltdown.	You prefer a boss who challenges you; you could live with a boss that is incompetent as an opportunity to do his work and learn new things; you could stand up to a boss who is unethical by giving positive feedback even at the risk of being sidelined and you see this as a golden opportunity to move on for a more enlightening experience.

All that you read above is my life story as an employee in the hospitality industry. For some interesting reasons, perhaps my upbringing and exposure, while I cringed at some bad experiences at work, I never saw it as a reason to quit. You may ask, "what has all this got to do with becoming a trainer?"

# Let me tell you:



## 1) Being a trainer is not your “get-of-jail-card” for the bad work experience you are going through.

As a trainer, you are not the MESSENGER alone. You are the MESSAGE. If you left your job because you couldn't take the stress or you hated your boss or you disliked your work, you may end up teaching people the wrong values in your class. So, don't quit just yet. Take the learning as they come, transform your mind and actions and reflect on the outcomes.



## 2) Your Value-System is Revealed as a Trainer

Most trainers I know who have failed in their role as a full-time facilitator is due to their value system that is motivating them wrongly. When your desire is solely to make more money, your motivation is to do less for more - a typical business equation of reducing cost (effort) for more profit (money). On the other hand, if your desire is to impact the lives of your learners, you are then motivated to put the extra effort to read more, learn from others more, improve yourself and your content and interestingly, that translates into more sessions and more money anyway!



## 3) Being a excellent trainer is a journey NOT a destination

If you have the right values, you would see yourself as “WORK IN PROGRESS”. No matter how well your results are at work and the accolades you receive, you would always say, What else can I do to make it better? This is the very drive you need as a facilitator. While you see positive feedback from your learners as a good thing, you would swallow the bitter pill of also addressing the negative feedback you receive.

# My Story

Being a Trainer is a JOURNEY not a DESTINATION

Some years back, I was conducting a session for a group of ladies from a women's development association. The session went relatively well from the expressions of the participants. I shared many things that resonated well with them. After lunch, when they returned, I made a joke saying "I noticed many of the you didn't eat much of the food that was served and I guess many of you are very image conscious in wanting to look nice and slim in public. I can understand that." They all laughed. At the end of that day, which is the day one of the session, one of the organizers came up to me and said, "Mike, that comment was pretty sexist. You made it look that women are there to look good for the world and hence they must be conscious about their weight and looks. I hope you would refrain from making such remarks in the future." I apologized to her. On reflection, I realized that, yes, I had a mental model of women who are seen as people always trying to look good to the world, especially to men. From that moment onwards, I took it upon myself to be conscious of my paradigm and belief system that may need vetting before being shared in public.



## 4) Your love for your job propels you to quit it.

What a paradox you might say! Well, there is meaning in this cryptic statement. When you love something so much, you would want to share it with others, don't you think? This stems from the desire inside of you to make this world a better place in your little way. You would feel a voice inside of you saying, "I need to share this with others who are going through this scenario or situation. If you could journal your experiences and learning and see the patterns that have emerged, the finesse you have achieved and the results you have attained after much trial and errors, you will come to discover you are now a better person ready to share it with others.

# Summary

Entering into the training business with the right mindset is critical to ensure you remain long term in it. As much as it may appear attractive from the outset, it is, yet when you get in, there are quite a bit of challenges that could potentially slow you down or stop you at your tracks. If you are driven to make it big in the world of facilitation, you need to kick it off with the right values and motivation. Don't be sucked in by the money, the fame and the publicity but instead go in with the clear intention that you wish to add value to your learners and to impact society, because that is what it really is. The world of adult learners are hoping on you **be the message and not merely the messenger**. They are seeking authenticity in your delivery and when they are influenced by it, they are in all the way, and by that outcome, you are certain you have made a big impact in their lives, their organization, the society and the nation.

# Reflection

1)What is it you love about being trainer?

2)What is it about your job you feel you have gained much and the world needs to hear about it?

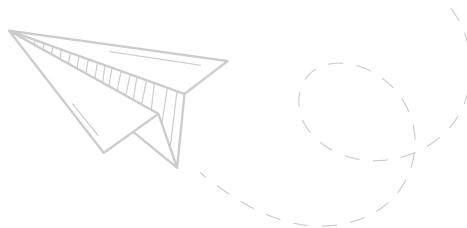
3)Reflect the many moments in your life where you started something and finished it well and started something and stopped it midway? Could those patterns still be in existence?

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GOLDEN NUGGET 2:

# 4Vs to Launch Your Training Career

So, you took some time to reflect and mediate on your decision to become an Independent Trainer with the hope to monetize your experience by sharing your professional experience and methodologies with others. But wait...no one really knows you and you aren't sure where to start and the bills may be piling up. Or, as a part-time facilitator, you are hoping some weekends could be dedicated for some sessions for adults in areas of your expertise.



Let me share with you some steps that worked for me that I believe would work for you too in this simple illustration in 4 workable phases (4Vs):

## Phase 1

Visibility Creation

## Phase 2

Value Proposition

## Phase 3

Voluntary Offering

## Phase 4

Venture Partnership

## Phase 1: Visibility Creation – Putting Yourself Out There

This is the moment where you will introduce yourself to as many training companies in your state and neighboring states. Enter into this process in the analogy of a person trying to jump into a moving train. The industry you are entering in is rather mature and active with training companies seemingly comfortable working with trainers they are familiar with. There are tested and proven trainers who have showed the results where clients are delighted and there isn't a great need for a change. Hence it would be quite ambitious to expect people to immediately jump into excitement to welcome you into the fold. Just like trying to jump into a moving train, you are encouraged to run at its speed to actively bring your offering up to the speed of the needs of training companies and clients and eventually an opening will reveal itself and you jump in without "getting hurt". To make this happen, launch Phase 1 in these following steps:

- 1) Drop your Trainer's profile to at least 2000 training companies in 3 months via email.
- 2) In addition, attach your top 3 program content outline (complete with Course Overview, Objectives, Course Content, Sub-topics, Activities proposed, Target Audience, Session Methodology, Duration and Uniqueness of this topic)
- 3) For bigger and bolder training companies, who have too many emails to contend with in their inbox, send a hardcopy of your profile and course outlines packages in a booklet form via regular postal mail to at least 100 companies with a cover letter expressly stating your interest to work with them. They will be "surprised", maybe even "shocked". When someone sends a hardcopy mail, someone will surely open it. Better still if you are able to direct it to the founder of the training company or the Program Manager.
- 4) In your email, offer topics that are beyond the usual offering seen in the market.
- 5) Focus your email on the topic and how it would benefit them as training companies and how it would benefit eventual participants.
- 6) State your qualifications and show some engagements that you have been involved in either in paid or complimentary sessions.

Understand this very clearly...it is not about you when they read your profile. It is about them. What benefits do you bring to training companies? If they feel that spark of value, your mobile phone will ring regularly, in no time.

# My Story

## Phase 1: Visibility Creation

The year was 2007, married for just 3 months, without a job for 3 months, and was getting rather desperate to kick off my training career as my next paycheck would put food on the table. The first thing I did was to google up training companies that seem to do regular training sessions and seem quite busy. I told myself, if they are busy, they probably need more trainers for multiple sessions in a day. They may have run out of trainers. Or that is what I thought! I accumulated about 30 companies; I could have gone for more, but I realized I was in a cash crunch situation, so I chose 30. I took my one-page profile that carried a general detail of my work experience, my qualification, a photo of me attached with 3 top courses I was ready to teach and those are Communication Skills, Presentation Skills and Supervisory Skills. At that time, I didn't think it was necessary to come up with attractive titles as I was not told! Just did it the way I knew how by looking at some examples on the internet. I took these documents and bounded them in a booklet form in color printing. It cost me a bomb! For 2007 standards, it looked good. I took it to a post office and had it sent to all 30 companies. I kept my fingers crossed. None of them called me except one company. They contacted me and told me that they had a complaint about one of their regular trainers and needed me to come in as a replacement soonest. It was urgent work. I jumped at that opportunity. Now you may say, "hey wait a minute, 1 of 30 doesn't seem to be a good probability for an effort this big." Well, what if I told you that this training company later went on to give me an average of 7 training days a month! It takes just 5 days of training to cover my full pay in my last full-time job. I asked them, "What made you call me?" They said, your booklet was sitting on the table, and they decided to call me since I was closest to their reach.



From the above story, you would have understood that visibility is best created when you do things others would not do. While 29 didn't respond, the one that responded gave me regular business. It is not in the numbers that respond that matters, it is the value of the response I got that matters. Let that sink in.

The key factor of Phase 1: Visibility Creation is making the effort to get yourself in the know of people who promote training programs to clients. You will never know when you will be called. In my experience very often I am called when someone did a bad job, or they had too many sessions, they needed more trainers, or they felt they wanted someone who could offer something new. So, going back to what I mentioned earlier, focus your course offering on something that is not commonly stated in the outlines you see online. Some effort is needed in this area. Don't go on the mode of copying and plagiarizing other people's outline. Instead tell yourself, "How can I offer something others are not offering as much." As mentioned in Chapter 1, your past work experience has given you some new ideas that you are eager to share. Make sure to revisit them as you prepare your course outline.



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## Phase 2: Value Preposition – Collaborating with Training Companies

I would say that to become a successful and much sought-after trainer, you must bring something to the table that training companies don't have. You must be willing to do things that other new trainers would not want to do. That value preposition is one thing that would motivate training companies to work with you. The inside story is this; when a trainer becomes busy with many sessions to run, they find it difficult to offer time to training companies to speak to new clients hence this is where you will be standing in the gap. You will need to consider putting time aside every week to allow training companies who may want you to jump in a virtual meeting with a client or follow them for a face-to-face meeting with a client. It is also in line with Phase 1: Visibility Creation we spoke about earlier. Making yourself be seen collaborating with training companies. While at one glance this action on your part may seem a cost burden, a use of valuable time and tiresome but I would consider this a high-value preposition for training companies to want to work with you. Add value to the training companies by telling them you are willing to follow them to help them speak to customers. In these meetings many things happen:

- You get to show your capability as a person who can explain your offering to the client directly.
- You also get to know about other offers of other trainers the salesperson talks about and give you some insights on how else you could expand your offering.
- You could also add value by helping a salesperson explain some content related matters they may not be familiar with regarding a topic you are familiar with or a topic of another trainer which you could add some value to.

Here, I need to emphasize the “why you do what you do”. Don't enter the value preposition phase with the sole mindset on just getting what you want. Common mistakes that trainers make when they utter the following statements:

- “I have gone for so many client meetings, but nothing has come out of it.”
- “I have sent many course outlines, but I am not getting any business.”
- “I think the salesperson is new and incompetent in closing the case.”

This is why we call this section, “Value Preposition”. Value Preposition is your unique contribution to how you will help the training company successfully close the deal through your suggestions and involvement. So, if you are working with salespeople of training companies, be ready to add value in areas they struggle in. Don't expect things to come to you in a silver platter but be ready to do your part to make things happen.



# My Story

## Phase 2: Value Preposition

*I was in the early days of my training experience and was invited by a training company to follow them for an appointment. The client was a very experienced lady who had been in the HR role for quite some time. The salesperson I was with was a 23-year-old young man with a lot of energy and had the people skills come to him naturally. In our appointment that afternoon, I noticed he was able to do the introduction opening statement well but tended to go straight into the product offerings. He highlighted all the topics his company can train on including the ones I could do. I gazed at the facial expression of the training manager, and I knew she had much to say and wasn't impressed that he was quick to state all about his topics and trainers. Hence when the opportunity arose, I realized it was time for me to jump in. This is where I asked her, "Alice, perhaps you could share with us what are the performance issues you face in your organization?" As I said that, I could sense a relief on her face as she went on to list out her concerns. It appeared she just wanted someone to first listen to her rather than come in to sell their services. We went on to propose some powerful topics which she took on 3 months later.*



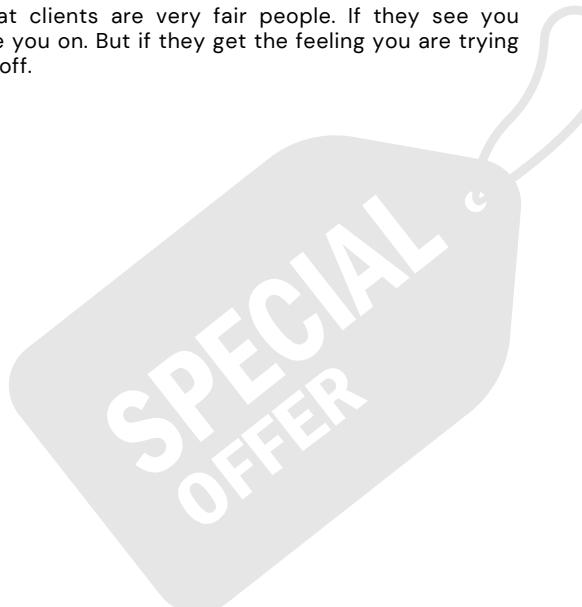
The Key to making Phase 2: Value Preposition successful lies in your degree of generosity, If you are willing to go the extra mile and willing to stand in when you can, you will see your success come to you faster. As mentioned before, you are the message more than being the messenger. You couldn't possibly give what you are not!

### Phase 3: Voluntary Offering – Conducting Complimentary Sessions

In the 3rd part of this process, now you are ready to take your contribution to the next level by suggesting more organic services that may increase the propensity for the training company to close the deal. This is where you will voluntarily suggest yourself to run a short training session for clients via a virtual session or a live session. And Yes, you are not paid for it. In Phase 2: Value Preposition, you would have discovered several signs that the training manager has some needs but he/she isn't sure if you would be right person to run the session. Or you may sense that the training manager may struggle convincing the management to take on a topic that was discussed in the meeting. So, this is where the salesperson will propose a complimentary talk that you would do to show the value of this topic to the organization. Try your best to convince the training manager to invite managers to also attend the session though the session's primary audience may be individual contributors.

When managers attend your session, they would see the value of it and then they would help the training manager convince senior management to choose this topic with you as the trainer. Of course, you will need to do an awfully good job at these complimentary sessions to get the job. Unfortunately, many fail in this area. Just a very important rule, don't use the complimentary session to promote yourself or do a sales pitch or showcase your travels and awards. You are not selling yourself, you are running a 90-minute sessions that participants would be able to apply and practice when they return to work. It is a showcase of what would happen on an actual full day session you would conduct in the future.

I have come to the conclusion that clients are very fair people. If they see you offering them value, they would take you on. But if they get the feeling you are trying to sell something to them, they switch off.



# My Story

## Phase 3: Voluntary Offering

The year was 2009, and I was busy trying to fill up my dates. I had the wonderful opportunity to work with a very prominent training company. We had gone for many client meetings and built a good relationship with the sales manager of that training company. He then called me and told me that the owner of the training company, who is a very prominent trainer himself, would be running a one-day complimentary training session at a beach hotel nearby. He asked if I would be happy to speak on a topic. He assigned me the topic of "Communicating in a Multi-Generational Environment". I prepared myself well with powerful applicable points of action. When I arrived at the location, I was shocked to see about 300 people in attendance. I must admit that my blood pressure rose about 50% while my adrenalin levels also surged and got me excited to make an impact. While I was extremely nervous, I told myself I was going to make it happen. When my turn came, I started my talk with great enthusiasm, engaging the audience along the way and ran some activities where participants had to stand up and talk to others across the room. The energy level was high and from the looks on their faces, they enjoyed the session. Was I paid? No. But after that I recorded monthly sessions from at least 3 of the clients who attended the complimentary session. How powerful is that?!



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#### Phase 4: Venture Partnership – Going Beyond Training

You could assume that the Phase 4: Venture Partnership is a sign that you are more than just a regular trainer with a client. It is a partnership with training companies and clients in hand-holding your clients to the next level of performance of its employees who have been entrusted to you. This is the phase where trust has been established; you have proven yourself as a trusted partner who understands the strengths and struggles of a company you have been working with in your training sessions. This doesn't happen overnight but happens over time. In the entire ecosystem of people development, you have gained access to the "inside story" of what is happening in an organization and you are in an apt position to be the "suggerster" of interventions to help remove obstacles and hurdles that is preventing the organization from reaching its next business goal. Often trainers don't go that deep. They are happy to do their thing each time they are asked to run a training session and they aren't too concerned if behavior change has taken place or if some key contributors have been identified in the training session who can be further leveraged to help the organization moving forward.

Not many trainers are seen as organic contributors. They are often seen as external facilitators coming in to do what they are good at and the company the trainer trains for becomes "hooked" to them wanting the trainer to come and repeat his/her session repeatedly for different batches. While this is not wrong in any way, it may also call out that the trainer is designing his offering in such a way that he or she is needed to come in to do the session over and over again for different batches. Let me now outline to you how you could move into this phase in about 3 years of your role as a competent trainer beyond your regular sessions:

- 1)Observe clear culture patterns in the company that needs addressing which requires leaders to get involved.
- 2)Move up the value-chain of the training participants from entry level employees to addressing managers and senior management members.
- 3)Propose development programs that come with a host of supplementary interventions such as group and individual coaching.
- 4)Request to observe the operations of the company by requesting to visit the company before planning your next level session. They usually agree only if they trust you.
- 5)Have short engagement sessions at no charge to better understand the concerns that leaders have about their organization.

In the 5 interventions above, it appears that the trainer is now seen as a "member" of the organization who is keen to feel the beat of the organization and to explore how else he or she could help the company take its next footing in a highly dynamic business environment. Therefore, ask yourself this question, "Are you truly eager to see the organization's you train for become better after you have come into their realm. Do they see you as someone they want to continue to associate with because they trust you have their best interest in mind. Now...this is a whole different ball game!"

# My Story

## Phase 4: Venture Partnership



*In 2008, I was a regular freelance trainer for a food processing company for very typical training sessions. After I had done several training sessions, I noticed some members of the participants demonstrated eagerness to transform themselves while I also noted participants who were simply disconnected in the sessions and often seen walking in and out with little participation. After several rounds of training, I had a meeting with the HR Manager.*

*I gave her my rather direct and unfiltered observation of how participants have been performing. Interestingly, after that meeting I came to discover that there was a great need for me to take my intervention with the organization to a deeper level. Therefore, I proposed a leadership development program and after running the session, I ran coaching sessions for the leaders who attended the session. In addition to that, I told participants they could contact me after the training sessions if they had a unique situations that needed my suggestions or opinion. Several months of the coaching sessions being completed, I got a call from one of the senior managers (who was also my past participant) who asked me how to deal with a junior manager who reports to her (who is also my past participant) who demonstrates rather assertive behavior towards her. I listened and offered her my suggestions on how to deal with that very outspoken employee. She took my advise and dealt with the situation accordingly. The employee also spoke to me and I gave her some suggestions as well. I felt very inspired knowing that my role in the organization went beyond the classroom and I was now getting involved at a deeper level with them. I became their trusted partner and it was great value for the company I dealt with.*

Venture Partnership is a project you are involved in with the organization. Who better to contact than you as you were with them for some period and they see you expand your role from a mere trainer to a coach and a consultant. Such a progression is something trainers need to be keen on engaging in. Many of my training sessions evolved into development programs and coaching sessions and that included also having heart-to-heart talk with senior management on what they could do to ensure are treated appropriately if they wished their organization to transcend into a high performance level. But first you must be an awfully good trainer. That is the basic and only when you show your prowess in the classroom are they keen to engage you beyond the classroom. To become a really good facilitator in a session, which is the starting point of demonstrating your professionalism, you must have a clear plan of action.

# Summary

Having gone through Chapter 2, you would have been either overwhelmed or you would have been overjoyed that you have received a blueprint on how to take measured steps to become a trainer who will be **noticed, recognized and appreciated**. The 4Vs forms the reason why you gave up your comfortable job to enter into the world of training. *Phase 1: Create Visibility* revealed to you how you could make yourself become visible to training companies who have yet to know you and when you enter into *Phase 2: Value Proposition*, you are showing training companies you are willing to journey with them with a win-win focus and in *Phase 3: Voluntary Offering* you are ready to take on complimentary speaking engagements to showcase your professionalism and abilities as a trainer and finally in *Phase 4: Venture Partnership*, you take on your role as a trainer to a deeper and organic level with the organizations you work for because of the trust they have in you.

# Reflection

- 1)Are you ready to put whatever it takes to be a successful trainer? What are the sacrifices you are willing to make based on what you have read so far?
- 2)Can you visualize yourself building a deeper relationship with training companies and clients for your long-term business success? How much do you want to see this happen?
- 3)Reflect moments in your employment before where you see a semblance of the 4Vs taking place at some point. How did you respond then?

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