



Alternate Agent Channel Certification Master Class

Mitch Russo, CEO
MyPowerTribe.com



Do You Feel Like This Sometimes?

Building a company isn't
easy and it's certainly not a
9-5 job.



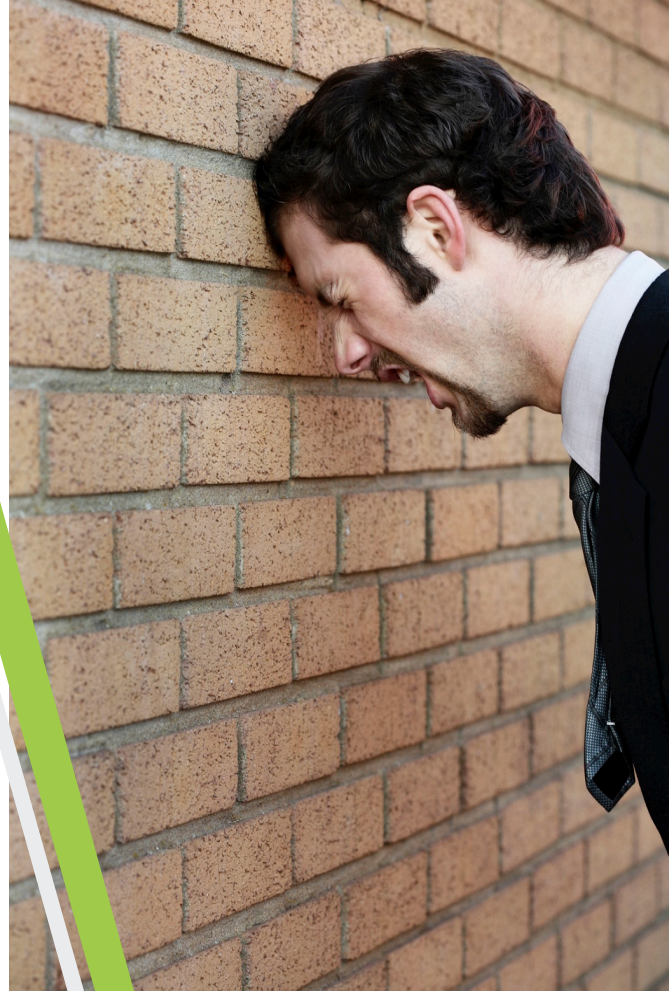
Trust Me.
I've Been
There.

Just one more sale....

Is This How YOU FEEL?



- ❖ Long lead time on new products
- ❖ Peaks and valleys in your revenue
- ❖ Growth isn't fast enough
- ❖ Low community engagement
- ❖ Cash is tight
- ❖ Time is short
- ❖ Goals are long, but...
- ❖ Not happening quickly enough
- ❖ Wish there was a better solution?
- ❖ Maybe there is....





Who Would Agree...

It's a lot easier to run a company when revenue is steadily increasing, perpetual and continuous.



What I want to Show You Today...

A system you can use to add **incremental, recurring revenue** to your business without spending money on ads, product development or salaries.



A little About me



- ❖ In 1985, I founded Timeslips Corp with \$5,000, then grew it to 100 people and sold it for 8 figures to Sage, PLC
- ❖ At Timeslips, I discovered how to build certification programs and built a network of over 350 Certified Consultants and millions in revenue
- ❖ After the sale of my company, I joined Chet Holmes and Tony Robbins to create Business Breakthroughs, Int'l which grew to \$25M in revenue/year
- ❖ After BBI, I wrote the #1 Amazon Best Seller, The Invisible Organization

Mitch Russo

Founder, CEO MyPowerTribe.com

My Book

Mitch Russo

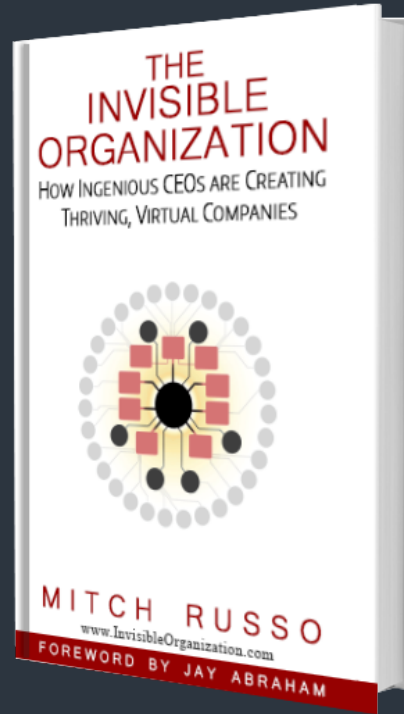


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Launched in June of 2015, it quickly amassed critical praise and 5 star reviews.

Jay Abraham

wrote the forward and said “Mitch’s strategy delivers a serious read and even more serious reflection by any CEO who is stuck in a no-growth mode...”



Kevin Harrington from Shark Tank wrote:

Mitch Russo nails it in his book by telling you step-by-step how to do it.”

Mark Thompson , NY Times Best Selling Author and former Charles Schwab CEO says:

“The Invisible Organization is a must-read only when you’re ready to make the commitment to create you own overhead-free selling machine...”

What IF You Had A System That Could...

9



Enroll a small segment
of your customer base
to become experts in
your products

And nearly instant
national coverage;
offices in every state

They make money
supporting your
products!



Which you could use to
generate multiple streams
of recurring revenue:

- ❖ Certification Fees
- ❖ Symposium Fees
- ❖ Ascension Fees

Made up of “agents”
who sell subscriptions
and support contracts
AND...

It's Called
Certification!

Who Does This & Why?



It generates
commissions at
different levels



They are
awarded with
credentials and
status



InfusionSoft - 3 Levels of
Certification:

- ❖ Partner and Pro-Partner
- ❖ VARs, Service Partners, App Developers



Consultants
generate fees
and recurring
revenue



Their program
includes:

- ❖ High level training
- ❖ Access to APIs
- ❖ Co-op marketing programs

who

else

1

Intuit – Pro Advisor Program, a step up from their Certified Accountant Program

2

Commission on product sales and upgrades

3

Advanced Certification/ Advisor program

4

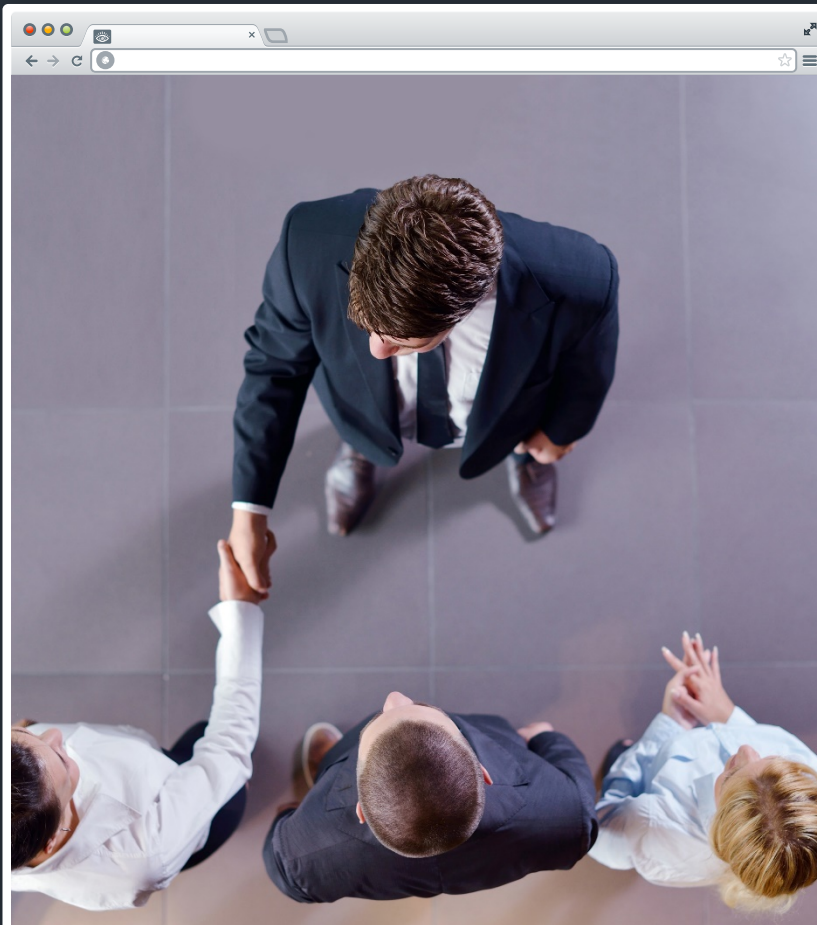
Membership in their consultant directory

5

Access to advanced courses

6

Special Event Invites





- ❖ Microsoft
- ❖ LeadPages.com
- ❖ Salesforce.com
- ❖ Hubspot Certified Consultant/Partner
- ❖ Cloud U – Rackspace
- ❖ Sage.com – Accounting Product Certification (many)
- ❖ IBM Certified Cloud Solution Architect
- ❖ Google Certified Deployment Specialist
- ❖ VMware Certified Professional
- ❖ Red Hat Infrastructure Certification
- ❖ AWS Certification





What Problems Are **solved?**

Revenue:

Certification generates a minimum of 4 new recurring revenue streams:
Hundreds of Certified Consultants paying thousands per year to stay enrolled AND become a new CHANNEL.

Distribution:

Certified Consultants will be located in every major city coast to coast

Competition:

Positions you as the market leader; your competitors don't have 100's of CCs that represent them

Fully Engaged Community:

Better customer support, strong word of mouth, great reputation!

What Are Those 4 New Revenue Streams?



Selling Certification &
Recertifying every year.



New Sales Channel,
brings you new clients



Live Events;
symposium and
trainings



Ascension to new levels
of Certification and
Mentorship





The 8 Things You Need to Build Your Own Certification Program



1. A product
2. A plan for them to make money
3. Enough successful clients who “get it”
4. A big benefit for buying Certification
5. An early adopter offer
6. A way for YOU to make a lot of money
7. A training system - 100% competency &
8. Your launch sequence and support system

Email

They are intuitive and don't require a lot of training or consulting to get them working.



1. The Type of Product That Works Best with Certification



WHO Would BUY?



1

Let's start with our clients

2

Which ones?
Our Power Users!

3

How do we find out if they are interested?

4

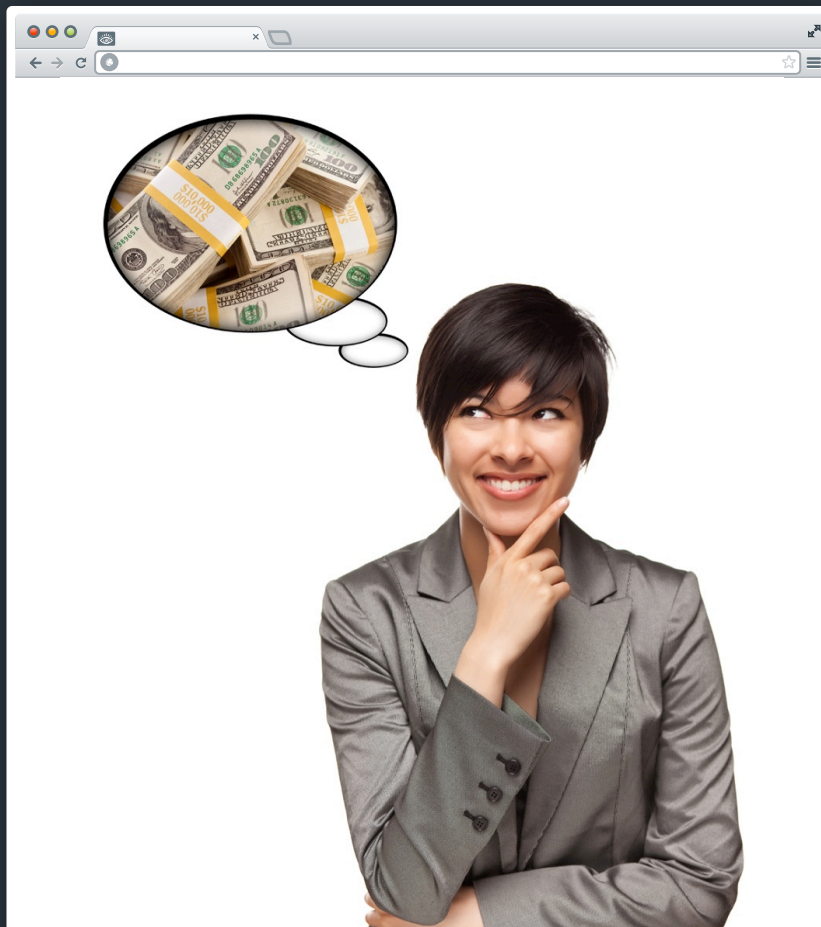
Then we show them the opportunity...

5

To have a new profession

6

To be part of something bigger



2. You Need a Client Who “Gets It”

These people will be attracted to buying your Certification Program:



Already a client

Power user; a specialist in a niche market

They like helping others and self identify as a contributor

Appreciative and happy – nice to work with. AND...

Are able and willing to provide testimonials





If They Get It, Then You Can Enroll Them

If they don't; they won't see the value no matter what you do



3. The Big Benefit!

Why Are They Interested in Certification?

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They see a business opportunity and a new profession

They always have to know 100% of what they study

They may be employed in larger org; train the trainer model

Benefits

They want credentials for peer approval and status

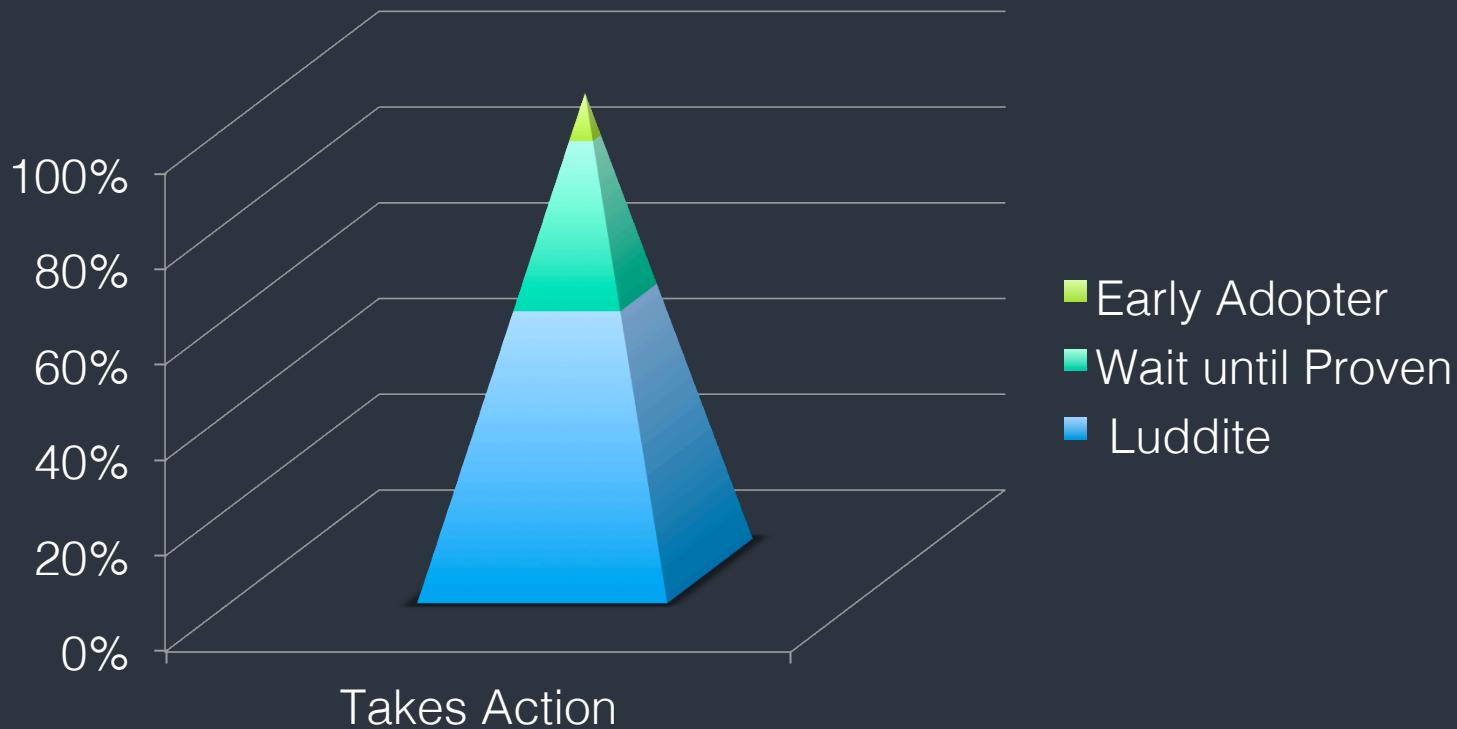
They want to be in “the club” as part of a vibrant, supportive community

They may already be a VAR, Coach or Consultant

Who Are Your Early Adopters?

22

3% - 5% of your subscriber base



4. Making Your Offer Irresistible

They may be first time business owners, they have to feel safe about spending the money



Offer a Performance Guarantee

Create a “trap door” guarantee

They also want to be part of a private community

**And the big one:
Lead Flow**

We also have to appeal to both desires:

- Make money - AND
- Attain recognition/wants to be the BEST
- 85% will want to make money



5. How Do THEY Make Money?



They become a
consultant – Collect
fees



They can offer upgrades,
expansion packs, add-
on's and training



They offer licenses
and get a % of the
subscription fees



They may need help
starting and we provide
leads and training



Your Company Supplies Leads!



CCs can also handle
client overflow with
supervision

Create a referral
platform for CCs
across the country/
world

Use your dead prospects (who didn't
buy) and revive with an offer to
receive coaching/training

We include them in
new lead flow

Attach them to your
existing sales cycle:
Offer: free session w/
each license site



6. How Does Your Company Make Money?



- ✓ Offer Certification (\$10K-\$30K) first year
- ✓ Renewals: (\$5K - \$15K) based on results
- ✓ Symposiums: 1x a year, 3 day training: \$1497
 - ❖ Upsell: 4th day special training
 - ❖ Upsell: new products
 - ❖ Upsell: early renewal
 - ❖ Upsell next year's renewal (with free symposium)
 - ❖ Upsell: VIP level amenities



Your Fully Realized Consultant Channel



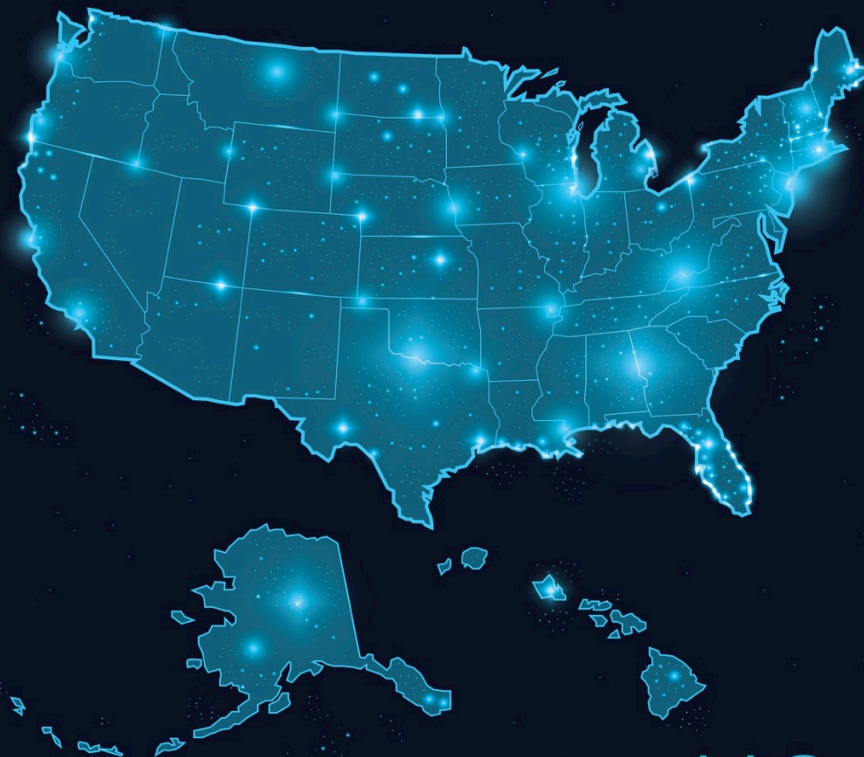
You get: National Representation!

With offices in every state overnight at no cost to you!

Crush your competition and dominate your market!

EVERYONE WINS

- ❖ CC's resell your products/services
- ❖ CC's can CLOSE DEALS
- ❖ They make money as a consultant and on commissions.
- ❖ Manage like a Sales Channel: Contests for performance, etc.
- ❖ Invite them to your events
- ❖ When you travel, invite your regionals to dinner!



U.S.A
United States of America

A new channel causes new problems!

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Problem!

You have to support
100-200 new CCs – taxing
the company's resources

Benefit:

They get a small % of their
apprentice's fees, you get new
clients

Solution:

Introduce a Mentor Program
(\$20K - \$50K) and let Mentors
train new apprentices!

Ascension: Roll out
new levels of
certification, with each
level as a new business
opportunity!



Who Wants to See How Do We
Actually Build This Program?



Start with Training



We use your existing product training but switch the “perspective” using a Learning Management System (LMS)





Choosing Your LMS Training Environment



1. The Learning Management System is the heart of your program, many are not adequate
2. Some don't have gated quizzes
3. Many don't monitor student performance and tattle-back to management
4. Most don't play well with others (technology)
5. Those that do, are expensive!
6. I use www.TalentLMS.com
7. This system does everything I need it to do, & very economical!

7. Goals for Building Your LMS

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Must NOT duplicate your product training, build a new training environment focusing on implementation

Must “over-support” them while they are going through your training



Must make sure they are 100% competent, How?:

- ❖ Nomenclature
- ❖ Gradient
- ❖ Balancing learning and doing

Goal

perfectly trained student
Who will provide highly credible testimonials, and are confident in their abilities

The 10 Training Commandments

33



01

No video longer than 20 minutes

02

No video without a quiz (exceptions)

03

No passing to next module until 100% mastery

04

Must give ample, immediate feedback

05

Must enforce regular study



The 10 Training Commandments

34



06

Must use
automated
tracking/

07

Must have weekly
check-in

08

Must reward
small successes:
Gameification!

09

Must immediately
move into action

10

Must Actively
CREATE Culture



Deliberately Create Your Culture!



What is “Culture?”

Culture means boundaries clearly defined & ensures Success and longevity of your group

What Could Go Wrong?

- ❖ Infighting
- ❖ Favoritism
- ❖ Rumor/Innuendo
- ❖ Personality Clashes
- ❖ When culture not deliberately built; entropy

Solution!

- ❖ The Culture and Ethics Course





ication Name

A	B	C	D	E	F	G
ification e	Skill outcome expected	Module Name	Covers/Content	Video #	Description of Content	Quiz Questions
Business Consultant						
	Understanding the code of Ethics of our company	Code of Ethics	The CEO's WHY, the type of client we are attracting and want to attract.	1	The origin of the business, why it I (we) built it, what we wanted to achieve and where it's going today.	What is the WHY of the CEO and t
	Knowing what Trust and Honesty means in reference to our CC program	Code of Ethics	Code of ethics points 1, 2, 3, 4	2	The basics of ethics, trust and honesty; who owns the intellectual property and how CCs should act when they discover the company's IP is being used by someone else. This also means taking responsibility for increasing your own skills so you improve your level of competency.	What does Ethics, Trust and Hone materials you are learning now? V to learn something you don't know
	Being part to the community, asking for help and conducting themselves professionally	Code of Ethics	Code of ethics points 5, 6, 7	3	This is all about staying up to date on being part of the community, asking for help with new technology and making sure they are conducting themselves professionally with clients; in speech, manner, commitments and appearance when with clients.	How important is your commitment following technologies do you need are examples of non-professional
	More details about professional behavior including sexual/religious issues.	Code of Ethics	Code of ethics points 8, 9, 10, 11, 12	4	This video continues some of the discussion from Video 3, where we discuss how we work with clients and steer away from political and religious issues, racial jokes or comments about weight and height, making sure we don't cause anyone to feel bad. We never want to be harassed or the subject of demeaning behavior, neither do our clients. This includes any sexual remarks or come-on's of any type. Stressing professionalism is the focus of this video.	Which of the following topics are clients? What does professionalism following examples?
	CC Responsibility working with	Code of Ethics	Code of ethics	5	This is where we talk about taking responsibility for our client's	Who's responsibility is it for our cl



Product Layout ▾

Code of Ethics Module ▾

Pricing Structure ▾

Video Presentation Template ▾





Avoid Legal Problems:

1. Independent Contractor
2. Franchise Law
3. Code of Ethics

Solution:
Professionally Prepared
Legal and Business
Agreements

8. You Need a Launch Sequence

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It's always best to use video

Then offer the solution to the changing world problem

Create a compelling business reason
The price goes up next time we do this



Take the perspective that the world is changing and you will explain why

Create urgency "we only have 20 seats"

Close though an application process

Some Simple Math

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Pick a price: If your program costs \$15K ...

Make Pilot Students super successful and gather strong testimonials

Rinse and Repeat Quarterly

Then filling your Pilot Class generates \$300K

Re-launch with no limit on class size; 30 - 50 people at a higher price, \$15K (low) and generate \$450K to \$750K

By Year Two; \$3M plus per year

Month 20	Month 21	Month 22	Month 23	Month 24	Total Year 2
347,478	433,457	717,436	403,448	467,379	4,521,506
					Expenses
6,000	6,000	6,000	6,000	6,000	72,000
3,500	3,500	3,500	3,500	3,500	42,000
3,000	3,000	3,000	3,000	3,000	36,000
52,122	65,019	107,615	60,517	70,107	678,226
64,622	77,519	120,115	73,017	82,607	828,226
17,374	21,673	35,872	20,172	23,369	226,075
					-
10,424	13,004	21,523	12,103	14,021	135,645
					-
500	500	500	500	500	5,500
2,000	2,000	2,000	2,000	2,000	22,500
					-
					-
					-
30,298	37,177	59,895	34,776	39,890	389,720
					Profit:
252,558	318,762	537,426	295,655	344,882	3,303,560
					Profit %
72.7%	73.5%	74.9%	73.3%	73.8%	73.1%

Here's How That Looks:

Program Fee = \$15K
 Fully loaded expenses
 Running with just 231
 Certified Consultants!
 Includes 10% attrition



Let's Review

Did I show you...

0

Basics?

0

How YOU make money?

0

Who qualifies?

~~4~~

How to train them to 100% competency?

0

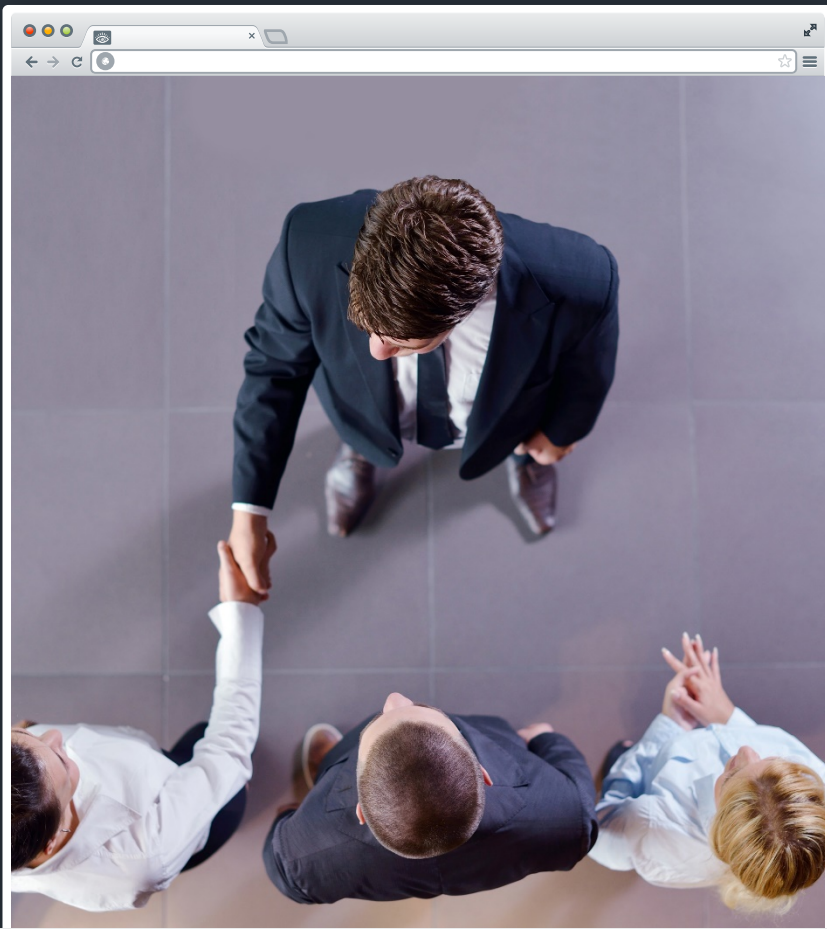
How they make money?

~~6~~

How to build Ascension into your program?

3

6



Build it Yourself:



Advantages

Save money

Disadvantages

- ❖ Takes much longer
- ❖ Business Model dysfunctional
- ❖ Legal problems with your new Agents
- ❖ Training not effective
- ❖ Culture not deliberately built; entropy



Bring in an Expert...



Disadvantages:
Temporary Cost

Advantages:

- ❖ Guaranteed 6 figure launch in 7-10 days
- ❖ Quick Implementation
- ❖ Maximize the business model
- ❖ Deliberately create supportive culture
- ❖ Avoid legal, franchise and taxation issues
- ❖ Deliver 100% competency in training
- ❖ Make more money and smoothly launch
- ❖ Use a time-tested launch sequence and application process
- ❖ Train your internal staff to best support your program





Josh Turner – CEO

*“WE BUILT OUR
CERTIFICATION PROGRAM
IN ABOUT 10 WEEKS WITH
MITCH’S GUIDANCE...”*

Currently bringing in 20-25 Certified
Consultant Candidates a Month!

Three Qualifying Questions



Do you have a process, a program, a product, or service that can deliver a high-value benefit to your client?

Can it be taught to others who can then generate the same results?

Can you find 10 – 20 existing clients who see the value of doing this?

* Early adopter theory





Next Step.... Set Up Your Free Strategy Session

<http://mypowertribe.com/free-consultation/>



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www.MyPowerTribe.com



Questions,
Comments?



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