



NAUEP ETIQUETTE AFFILIATE WELCOME



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SESSION PURPOSE

To welcome new NAUEP members and provide guidance on kickstarting your business.



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ETIQUETTE CONSULTANT A SNAPSHOT

Certified Etiquette Consultants provide etiquette instruction for participants of churches, schools, businesses, and community organizations who are seeking to increase their social skills, etiquette knowledge, and professionalism.

Individuals seeking to run their own etiquette business have a rare opportunity to meet the growing demand for etiquette instruction in the urban community.

A rare person, etiquette consultants love pearls, beauty, fashion, but most of all they adore empowering others to be their absolute best.





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IMPORTANT QUESTIONS TO ASK

ASK YOURSELF...

1. Am I still committed to my etiquette business?
2. Is it still fulfilling?
3. Am I reaching my expected financial goals?
4. Am I further along than I began?
5. Do I have the time, resources, and energy to continue my business?





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WHAT IS YOUR ETIQUETTE WHY?



Altruistic Why?

I want to...

Help

Impact

Transform

Empower

Change

someone's Life...

Practical Why?

I want to...

Own a business

Earn Income

Employ Others

Be Well-Respected

Gain access to higher
social or business circles



*I know my WHY!
It's the **what** and
the **how** that
trips me up...*

What do I like to teach?

&

*How do I reach my
audience consistently?*





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LET'S START WITH THE WHAT

- What do you want to teach to whom?
- What is your niche?
- Do you need more training, practice, or both?
- What is currently working in your business?





NOW TO WHO

- What age group do you like to teach?
- Where do they meet or connect?
- What organizations do they belong to?
- How do they like to communicate?
- What type of communication strategy is best to reach them?
- What is the socioeconomic level of your target audience?





NAUEP ETIQUETTE REAFFILIATE REFRESHER

WHAT ARE YOUR GOALS OVER THE NEXT THREE MONTHS?

- Program Area
- Community Engagement
- Financial Growth
- Internal Structure
- Business Partnerships



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NEW WORLD OF
ETIQUETTE



EMERGING AREAS OF ETIQUETTE

- Virtual Etiquette (A/C)
- Social and Emotional Learning (A/C)
- Media Training (A)
- Image Consulting (A)
- Cultural Etiquette(A/C)
- Political Etiquette (A)





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ARE YOU REACHING YOUR EARNING POTENTIAL?

Etiquette Consultant – top Half

\$125,000 plus,
Average 61,000

Image Consultant – top Half

\$75,000 plus,
Average \$46,000

Pageant Coach – Over \$60,000

Charges \$100 per hour / 3
classes a week average





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7 THINGS YOU CAN DO TODAY TO EARN MORE

- Increase consultant visibility
- Increase the number of workshops conducted
- Create a product to sell
- Access business credit
- Partner with a community organization
- Secure a contract with a local organization
- Record teaching and post online for a fee
- Included back links on other people's sites
- Create a podcast or join someone on theirs





MOVING FORWARD

1. Assess internal/external processes
2. Update your photoshoot
3. Update your marketing material
4. Build your email list
5. Connect with community stakeholders
6. Conduct a complimentary workshop for the industry you would like to break into
7. Join the NAUEP Masterclass Coaching program to continue to grow





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What's Next?

View the New Member Orientation

Join our Facebook Page

Connect with our national committees

Expand your Certifications

Sign up for Consultant University

For Questions Contact

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