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Welcome

Welcome FAMEE Foundation Fellow!

Business consultants, educators, and trainers who join the foundation are called “FAMEE Fellows” and play a critical role in helping FAMEE “advance marketing excellence in entrepreneurs.” We are grateful for your participation and hope the tools we provide greatly assist you and your clients.

PLEASE TAKE SOME TIME TO REVIEW THIS DOCUMENT.

Here, you will find details and answers about programs available to FAMEE Members—Fellows and Entrepreneur Clients alike. Familiarity with the FAMEE programs and policies will benefit you and your clients twofold.

There are a variety of FAMEE educational offerings available. Take time to review to see which ones will fit into your organization’s existing program. Some FAMEE Fellows—just like your clients—will become more engaged than others. We want you to get as much out of your membership as possible.

Marketing success is vital to your clients and is often elusive. The FAMEE Foundation is founded on principles that help entrepreneurs implement powerful marketing strategies to generate positive customer relationships and actualize strong, profitable, and growing revenue streams—the lifeblood of every business’ survival and prosperity.

The impact of a successful business extends beyond the company and into your community as well. Like you, we see the passion, investment, and personal commitment entrepreneurs put into their businesses. To see them fail because they were not successful at marketing and generating enough customer revenues is a tragedy and unnecessary.

Vital to the evolution and growth of The FAMEE Foundation is your feedback! Your input and assistance in growing this foundation helps us help you—more importantly, it benefits entrepreneurs. Please send us your ideas, inspiration, and exasperations via any method.

Thank you for advancing marketing excellence in entrepreneurs!

The FAMEE Foundation Team

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The mission of The FAMEE Foundation is to advance excellence in entrepreneurs through ongoing education and consultation in marketing and customer management to build profitable, growing revenue streams and satisfied long-term customers in small to medium sized companies.

Needs and Issues of Entrepreneurs

The FAMEE Foundation addresses some of the important needs & issues faced by entrepreneurs today:

1. ***The single most necessary ingredient for business sustainability is profitable customer revenues.*** Solid customer revenue streams propel a company forward and create economic impact in both in the early phase and throughout the company's entire growth evolution. Wealth creation, employment growth, access to capital, and expanding the tax base all depend on sustained profitable revenues. Just as importantly, entrepreneurs who succeed with customers enjoy a tremendous sense of personal satisfaction and feeling of accomplishment.
2. ***Small businesses, through their marketing strategies, must connect quickly with the customers to support the ongoing financial requirements of the business.*** Insufficient revenue – either quantity or quality – hinders a company's development and may even “starve” the business. If a company cannot generate sufficient, positive cash in-flows from customers, it will perish.
3. ***Entrepreneurs must understand what marketing is and the powerful role it plays in their business.*** Many small business owners misunderstand the concept, and thus fail to capitalize on their opportunity. A “if you build it they will come” mentality can greatly cripple a company's ability—success in the marketplace requires marketing knowledge and proper action. Mistakes in this area are costly, frustrating, and limit the entrepreneur's potential.
4. ***Marketing education programs must cater to very busy small-to-medium size business owners and entrepreneurs.*** Successful programs to impart marketing excellence must:
 - consider the time and financial pressures of small to mid size organizations,
 - use appropriate and easy-to-understand language,
 - provide insights which lead to action and change,
 - use relevant examples entrepreneurs can relate to in their businesses,
 - facilitate ongoing entrepreneurial development and lifetime learning, and
 - help with implementation over a period of time.

5. **Current programs in marketing education / consulting are limited, of poor quality, biased, gimmick-based, expensive, or unfamiliar.** The more a company *needs* high quality assistance the less likely they are able to afford it. The FAMEE Foundation provides excellent marketing tools and education at a “price” any entrepreneur can afford.
6. ***Existing business organizations, consultants, and educators are ideal providers of excellent marketing assistance and consultation, however, may require training, added confidence, and / or an affordable program to effectively serve their clients’ full marketing needs.***

These organizations include, but are not limited to:

- Small Business Development Centers (SBDCs)
- Manufacturing Extension Partnerships (MEPs)
- Main Street Organizations
- Extension Programs
- Women Business Centers (WBC)
- Non profit incubators
- Disadvantaged and minority owned businesses programs

Advancing Marketing Excellence in Entrepreneurs

To achieve the FAMEE mission, we help entrepreneurs understand:

1. ***What marketing is and what it means to the success of a business.*** Entrepreneurs must learn that generating strong customer revenues is a broad concept that applies to nearly every aspect of every business. The narrow perspective that marketing is just advertising and promotion hurts entrepreneurs.
2. ***Marketing success is built on long-term, quality relationships with customers.*** Successful entrepreneurs foster a “lifetime customer” marketing perspective to earn and develop on-going relationships with clients/customers and the resulting revenues.
3. ***Marketing is a systematic process with a defined, logical approach.*** Marketing is as much “science” as it is art and as such any person can improve their marketing skills and planning.
4. ***Marketing success comes at more cost and with more effort than business owners assume.*** Just because you send out invitations and throw a party doesn’t mean people will show up. With this realization, the business owner can take their marketing approach seriously and take actions to plan and implement so the desired outcomes happen.
5. ***The key is not where a business owner’s marketing competency is today – but how they will be better tomorrow.*** Marketing competency occurs on a continuum of 1 to 100. If you are a 64 now, success occurs as you move up to 73. Most business owners are somewhere in the middle—

achieving a 100 is rare and no one is a 1. However, good marketing skills don't develop overnight. Success requires consistent, ongoing, and serious dedication to improvement. Take it at your own pace, but never ignore it, and plan to be in it for the long haul.

6. ***Marketing success is a process that never stops.*** Through testing, learning, “tweaking” and continually improving your marketing program, your business will become successful. Like the success poster says, it is a “journey, not a destination.”
7. ***Companies often succeed when they identify an interesting marketing approach, then take it to another level.*** The greatest marketing concepts are straightforward and simple. However, most strong marketing approaches are executed with details that go well beneath the surface level.
8. ***Fear of marketing is not an excuse.*** Businesspeople are often heard saying “I am not a marketing person,” or “marketing scares me.” Apprehension is okay but, failing to learn about marketing and take it on with a full effort significantly limits a businessperson and his/her enterprise.

The programs involved in the FAMEE system will reinforce these points and provide strategies to make these things possible.

Programs for Entrepreneurs

Entrepreneurs are the primary and end beneficiary of the work we do. The foundation provides a significant number of member benefits. Members may apply to The FAMEE Foundation with no application fee and access all of the learning materials at no up-front cost. The foundation provides a significant number of member benefits, including a base process, which involves four primary steps:

1. ***A Book - CUSTOMER PILLARS*** - focuses on entrepreneurial marketing.
2. ***An Implementation Workbook*** – helps bring the book to life. Through questions and exercises the program starts to take shape a “real” form unique to each business
3. ***Web-Based, Self-Study Programs*** - a variety of programs walk clients through training - from startup and introductory to advanced and in-depth – builds in an “ongoing” nature to mastering the concepts. Adds a structured learning and implementation approach.
4. ***Training for Consultants*** to advise their clients as they work with the tools – our tools greatly improve your consulting and your consulting increases the benefits from the tools – a reciprocating approach which serves entrepreneurs.

The Book

CUSTOMER PILLARS is our base text for the foundation’s educational offering. An ebook version (in PDF format) is provided at no cost with FAMEE membership. While we will work with other materials, using one text as a starting point provides a consistent language and process – both for consultants and for clients.

Some interesting points about this book, include.....

- It highlights nine natural pillars of growth
- Explains a strategic approach to marketing
- Examples are set in the small business environment
- Straightforward language is utilized – avoids jargon and “PhD” speak
- Written by a former VP of Marketing and a former SBDC director
- Brings a “Marketing VP” mentality to the entrepreneur
- Relies on “Excellent Execution of the Basics”
- Should be read multiple times – we have received many comments that the material “grows” as it is reviewed again
- The approach is simple, but becomes complex due to interrelated nature of the pillars
- The approach is simple, but requires execution at the detail level – the devil is found there!
- The system is a broad, umbrella approach – puts other marketing learning into a context
- The nine pillars are like a general ledger in accounting – it helps the entrepreneur put marketing activities into “buckets” and organize their thoughts

The Implementation Workbook

There are thousands of books written on marketing each year. Very few of them take the concepts in the book and provide specific direction to readers. The *CUSTOMER PILLARS* workbook does just this. It takes the theories in the book and translates them into consulting questions. These questions prompt the business owner to relate the concepts to their own business and to generate ideas, brainstorm, and solutions. An ebook version of the workbook (in PDF format) is provided at no cost to members.

- It is action oriented – turns theory into strategy
- Takes concepts in the book and puts them into motion – the goal is for the entrepreneur to see pathways to grow their business
- Helps personalize the material – the pillars come to life in different companies in different ways; the workbook helps identify these
- Each page lists the key growth strategy at the bottom – easy to review and preview quickly
- References the page in the book where the concept was discussed
- It is great for consulting discussions – provides a template for ongoing consulting work
- Excellent for brainstorming sessions – companies often assign a given exercise to their team, then come together to identify solutions
- The reader should not feel that they must “complete” the workbook – the reader benefits when they do even a few exercises – it is large, but you don’t have to do everything to profit from it
- We would prefer a company do 3 exercises well than feel pressure to do all of the exercises – don’t put let you clients put this pressure on themselves!
- A great suggestion is to take the exercises on over the course of time - 1 per week is brilliant! Consistency counts!

Web-Based Self-Study Programs

The FAMEE Self-Study Programs are built to accommodate your clients - very busy people wearing many “hats”. FAMEE believes it is best to provide information and assign exercises in smaller amounts spread out over time. Proven a better way to learn and retain information, this format allows for incremental development and implementation of a solid and profitable marketing program.

The FAMEE Self-Study programs are web-based and add a very unique and interesting growth opportunity for both clients and consultants. When Entrepreneur Clients complete the Membership Application process, they receive a password, user ID, and access to the online Members-Only Resource Center at www.FAMEE.org. Here, members may enroll in not only Self-Study Programs but may also download web-based tools and files and join in peer and expert discussion forums with other entrepreneurs, FAMEE FELLOW experts, and staff.

Self-Study Programs start any day or any time the Entrepreneur Client finds convenient. These programs deliver initial information via email just moments after the FAMEE Member enrolls in a particular course and sends subsequent information as scheduled until program completion. Programs

help the Entrepreneur Client keep focused on their marketing program - a driver in almost all business decisions – over the course of time.

All FAMEE internet-based programs require standard internet access and an email account. Some programs require a soundcard and speakers to listen to audio selections and the (free) Flash player. Most computer systems have the needed configurations already, but we also provide instructions at FAMEE.org.

The Self Study Programs follow several different formats:

- **Quick** - “Quick” programs are short emails sent daily to your inbox until the course is complete. They contain short readings and, depending on the course, a small assignment to do that day.
- **Weekly** – These emails are a bit longer than the “Quick” programs’ and include audio and / or video clips, a suggested reading assignment, and implementation exercises that pertain to the Entrepreneur Client business. The “Weekly” programs allow the reader to study a few new *CUSTOMER PILLARS* concepts and then start put them into place in their business each week. The Entrepreneur Client may to work ahead or catch up if they miss some material in the “Weekly” program series. We recommend a Monday-morning start time to help the Entrepreneur Client begin the business week focused on their marketing program.
- **Mastery** – In-depth weekly programs which study an individual pillar for 90 days. Suggested for clients who have already had an introduction to the *CUSTOMER PILLARS* concepts (*another course or have read the book already, etc*). A weekly email guides participants into mastery. Completing the mastery program for each of the nine pillars demonstrates a committed level of study and will result in significant evolutions within the business. Clients who accomplish this level of study are awarded with a “Marketing Mastery” plaque from The FAMEE Foundation.

The programs available today, and in the near future, include:

Course	Frequency	Duration	Level	Date Available
Marketing Primer for Startups	Daily	31 Days	Basic – Startup	Now
Quick Marketing Plan	Daily	14 Days	Basic to Intermediate	Now
10 Marketing Plan Tips to Help Get the Loan	Daily	10 Days	Basic to Intermediate	Now
Chapter a Week Reading Guide	Weekly	10 Weeks	Basic to Intermediate	Now
Client Implementation Training	Weekly	26 Weeks	Basic to Intermediate	Now
Mastery - <i>CUSTOMER PILLARS</i> 1	Weekly	12 Weeks	Intermediate to Advanced	Now
Mastery - <i>CUSTOMER PILLARS</i> 2	Weekly	12 Weeks	Intermediate to Advanced	Jul-08

Course (continued)	Frequency	Duration	Level	Date Available
Mastery - CUSTOMER PILLARS 3	Weekly	12 Weeks	Intermediate to Advanced	Aug-08
Mastery - CUSTOMER PILLARS 4	Weekly	12 Weeks	Intermediate to Advanced	Oct-08
Mastery - CUSTOMER PILLARS 5	Weekly	12 Weeks	Intermediate to Advanced	Dec-08
Mastery - CUSTOMER PILLARS 6	Weekly	12 Weeks	Intermediate to Advanced	Feb-09
Mastery - CUSTOMER PILLARS 7	Weekly	12 Weeks	Intermediate to Advanced	Apr-09
Mastery - CUSTOMER PILLARS 8	Weekly	12 Weeks	Intermediate to Advanced	Jun-09
Mastery - CUSTOMER PILLARS 9	Weekly	12 Weeks	Intermediate to Advanced	Aug-09

Here is a bit more explanation on each program:

Marketing Primer for Startups - 31 Days (Available now)

- Marketing—what it is and why managing it is vital to your client’s success
- Learn how to shift from “getting the doors open” to “increasing sales”
- Establish stable ground sooner so the company can stand on its own
- 31 short daily emails

Quick Marketing Plan - 14 Days (Available now)

- Construct a quick marketing plan
- Lay the foundation for future work in marketing planning
- 14 short daily emails

10 Marketing Plan Tips to Help Get the Loan - 10 Days (Available now)

- Improve your marketing plan to be more attractive to lenders or financial partners
- Helps you understand how to “sell” your marketing plan and what people are looking for in your marketing strategies
- 10 short daily emails

Chapter a Week Reading Guide – 10 Weeks (Available now)

- Guides the reader through the CUSTOMER PILLARS book one chapter per week
- Includes video introductions and overviews to each chapter by the author
- 10 weekly emails and reading assignments

Client Implementation Training - 26 Weeks (Available now)

- A guide to the whole CUSTOMER PILLARS system

- Covers roughly 10 book pages and 3 workbook exercises each week
- Includes audio segments from the author
- Participants gain a solid understanding of the CUSTOMER PILLARS system
- Sets the stage for future in-depth marketing
- 26 weekly emails

Mastery Program, CUSTOMER PILLARS #1 – 12 Weeks (Available now)

- Mastering the marketing process—one Pillar at a time
- Suggested for entrepreneurs and consultants who have read the *CUSTOMER PILLARS* book and workbook or have taken a self-study program that covers the entire CUSTOMER PILLARS system
- Harness the details of this *CUSTOMER PILLARS* and master the marketing process
- Includes audio segments, reading assignments, and workbook exercises
- Series covers all 9 *CUSTOMER PILLARS*s
- Weekly email for three months per pillar
- Future Release Dates:
 - ***Mastery Program – CUSTOMER PILLARS #2 (Jul 2008)***
 - ***Mastery Program – CUSTOMER PILLARS #3 (Aug 2008)***
 - ***Mastery Program – CUSTOMER PILLARS #4 (Oct 2008)***
 - ***Mastery Program – CUSTOMER PILLARS #5 (Dec 2008)***
 - ***Mastery Program – CUSTOMER PILLARS #6 (Feb 2009)***
 - ***Mastery Program – CUSTOMER PILLARS #7 (Apr 2009)***
 - ***Mastery Program – CUSTOMER PILLARS #8 (Jun 2009)***
 - ***Mastery Program – CUSTOMER PILLARS #9 (Aug 2009)***

Elements will be built into the sequences so participants can both “catch up” if they miss working on the materials or if they want to “work ahead.” In the future, we will provide members the option to go back to earlier parts of the program if they get behind and are not keeping up – further accommodating the learning needs of busy entrepreneurs and consultants.

The FAMEE website also provides a variety of downloadable files, reports, and articles for your clients’ ongoing learning and implementation. Also included here, is an online discussion forum which provides the following benefits:

- Assistance for FAMEE Fellows and Entrepreneur Clients
- Community discussions on marketing and growth topics
- Moderated groups to share and receive peer and expert opinions and information
- FAMEE staff and expert volunteers that help find solutions to your marketing questions
- Access links and other marketing expert resources within and outside The Foundation
- An opportunity for consultants to assist and simultaneously deepen their marketing knowledge

The annual dollar value of the web-based FAMEE Entrepreneur Client Programs is over \$195 per Member; however, the true value of our program is based in the life-long knowledge, development and application of the program through the career of each FAMEE Member—Entrepreneur Clients and Consultants. These innovative programs are included at no-cost with membership in The FAMEE Foundation.

Find a FAMEE Fellow

Entrepreneurs can search by geography to locate a FAMEE Fellow (consultant) in their area. The listing provides contact information for FAMEE Fellows (and promotes their program) who have attained the CMA1 designation in the FAMEE consultant certification program. It also lists the Fellow's level of attainment in the Certified Marketing Advisor certification program. This helps clients connect with community resources (like you!) to help with growing their organizations.

Weekly Email Newsletter

Starting in September 2008, FAMEE will produce a weekly email newsletter. The newsletter will be a very quick read and will provide program updates. More importantly, there will be two or three very quick growth suggestions in each edition.

Our goal is to never bombard a person with too many emails. A strong part of making this approach work on a long term basis is to make the daily actions easy to implement versus being too much to do.

Peer Mentoring

Working with another entrepreneur is a smart way to go through the program. To assist with this, FAMEE has a “peer mentoring” program which provides suggestions for finding a “buddy” to work on the material with and how to make that relationship work best. The website has a downloadable guide to provide this direction.

Additionally, members can sign up with FAMEE to match them with another entrepreneur. This “study buddy” approach is strong and can be done over long distance. If the entrepreneur is not able to locate a buddy, we will maintain a list of entrepreneurs looking for a peer mentor.

Peer mentors can simultaneously sign up for self-study programs and work through the material together. Periodically discussing the material – and building some accountability into the process – adds significant value.

Finally, members may want to form a study group around the materials. Similar to a book group, these programs can pull together a group of entrepreneurs who periodically get together to discuss the growth concepts found in the FAMEE programs. The downloadable guide provides suggestions on this as well.

As a FAMEE Fellow, you may consider forming a group. This can be done informally, or in a more formal class structure. The more formal variety can be a source of program income (see below).

These peer mentoring advising and matching services are valued at \$40 per year, but are included at no cost to FAMEE Foundation members.

Annual Conference

Starting in 2009, each Fall, The FAMEE Foundation will host a 2-day entrepreneurial marketing conference. This in-person event will bring together both consultant and entrepreneur members of the foundation for in-depth discussions and work.

Programs will include networking opportunities, expert speakers, breakout sessions, and other fun and valuable activities. Normal registration for this conference will be \$995 for non-members. FAMEE members may participate at only \$195 – representing an \$800 discount.

The \$195 fee per participant is charged to cover the direct cost of meals and facility rental.

What is the Cost to Entrepreneur Clients?

As you can see from the programs listed above, The FAMEE Foundation includes a significant amount of value to its Entrepreneur Clients at absolutely no-cost with membership.

Looking closer, you will see the value is over \$1,000 per year....

<i>CUSTOMER PILLARS</i> book and workbook - ebooks	\$40
Annual Web Access	\$195
Annual Peer Mentoring program	\$40
Discount to conference	\$800

That totals \$1075! Additionally, we believe this is a very REAL number. If you research other public and private sector resources for similar value, many charge more than \$1000 for comparable learning. All of these benefits are available to members at no cost. With no membership fees, this means members access an incredible value for no cost. This basically makes it possible for ANYONE to access significant marketing programs. This is exciting!

There is a very real cost to offering these programs, and the bottom line is the organization has costs which must be funded. So how do we do that given that the joining the program and accessing all of the tools is completely FREE?

To raise funds, THE FAMEE Foundation has several approaches:

First, we request members also become donors to the program. This is a voluntary, requested minimum donation per member. For entrepreneurs, we target a \$40 to \$200 donation, based on the members own perception of value of the program and their individual ability to donate. This is completely optional. In a way, it is like going to church. There is no admission fee, but to do great things, we have to “pass the plate.” It really is that simple.

While we post a requested minimum donation and do actively solicit members to become donors, we never want the inability to make a donation to discourage anyone from joining the program. We would prefer prospective members join the program and get the benefit. We believe people will make donations as they can (the program should help them with this) and support what we are doing. Our goal is that ANYONE can access the significant learning programs available from the Foundation.

Programs for Consultants

The FAMEE Fellows Program develops and supports high-level marketing expertise in consultants in business and entrepreneurial development organizations in the non profit setting. Regardless of self-perceived level of mastery in marketing, through our program and its easy-to-use tools, consultants easily learn to assess and address the marketing needs of entrepreneurs and successfully help them grow strong, profitable revenue streams.

The FAMEE Fellows program provides its members:

- ***Training and education in strategic marketing.*** We show you how to help clients grow strong, profitable revenues - a prerequisite to business sustainability.
- ***The premiere business consultant marketing certification program.*** Our multi-tiered CEMA program provides significant and meaningful marketing knowledge to all graduates and will set the standard for the certification of marketing consultants in the non profit setting. Consultants gain confidence, knowledge, and the ability to assist entrepreneurs with their unique marketing needs and issues.
- ***Powerful tools to aid consulting and introduce members to FAMEE.*** Available for download at FAMEE.org, introductory tools and exercises allow clients to see how valuable the marketing development system/process truly is.
- ***Easy and FREE access*** to high-level marketing information—books, workbooks, audio programs, web programs, downloadable documents, and more. An entire system.
- ***Flexible programs help consultants assist entrepreneurs at any point on their various paths***—regardless of industry, background, length of time in business, and current size.

- ***Annual Marketing Conference*** for consultants and entrepreneurs where attendees can register for minimal cost.

Client Tools

The former section of this document highlighted the numerous benefits clients receive with their FAMEE Foundation membership. All of these program offerings are designed to help your clients grow their companies. The programs are designed to be utilized in conjunction with consulting and training services – like the ones you offer! Again, access to these tools requires no initial cost on your end or for your clients.

Through the programs offered, consultants can provide expert marketing consultation, even if the consultant is not an expert at marketing. By their nature, the programs are designed to reduce the amount of expertise the consultant must bring to the process in order to help clients.

The programs also help to bring an organized process to learning about, brainstorming around, and implementing entrepreneurial marketing processes. As the consultant, you can choose how involved (or not involved) you wish to be with the individual client around the Foundation's offerings.

If you have not done so, please study and be familiar with the Entrepreneur Client member benefits provided through FAMEE. Nearly all of these benefits are provided at no cost with membership in the program.

Consultant Training – Self Study

Several online consultant training programs are offered through the FAMEE program. A more in-depth explanation of the self-study approach is provided in the Entrepreneur Clients section above.

The consultant-specific, self-study programs offered within The FAMEE Foundation include:

- ***Consultant Implementation Training - 26 Weeks*** (*currently available*)
A weekly email is delivered to guide the consultant through the book, multiple workbook exercises and a series of implementation steps. The course takes about 10 pages of reading each week, and delves into related client exercises and the steps to put the program in motion with clients. Includes extensive audio recordings.
- ***Quick Start Consultant Primer – 14 days*** (*currently available*)
For the consultant who has read the *CUSTOMER PILLARS* book already or is very comfortable with marketing consultation at present. 14 short, daily emails are provided which provide some background on the system and how to best incorporate it with clients.

- ***Entrepreneurial Client self study programs***
Consultants are strongly encouraged to participate in the client self-study programs. These are targeted at clients, but are more than appropriate for consultant study, particularly in the specialty topic and mastery courses. Be familiar with – and take – the client self-study programs.
- ***Recorded Teleseminars (available in the near future)***
We will be recording a variety of teleseminars in the future and plan to develop an extensive library of recordings which will be available on the website. Listening to these courses enhances your entrepreneurial marketing competencies. Also, if you would like to participate in a teleseminar or have an idea for a discussion topic for a teleseminar, please let us know.

Consultant Training – Other

There are several other training opportunities for consultants. Here are a few.

- ***Teleseminars***
This method of learning involves the “class” meeting via teleconference. Assignments and prep work are sent out via email so participants can study and come to the course prepared. A variety of teleseminars will be offered based around the *CUSTOMER PILLARS* materials and specialty topics.
- ***Annual Conference***
More information is provided about this 2-day, in-person event in the client benefits section. Starting in the Fall of 2009, The FAMEE Foundation will host an annual conference for both clients and consultants around entrepreneurial marketing. FAMEE members receive a deeply discounted rate of \$195 (*compared to \$995 for non-members*) to participate in this conference.
- ***Professional Development Training***
We have speakers available, including Curt Clinkinbeard, the developer of the *CUSTOMER PILLARS* system, to provide in-person professional development training workshops at state, regional, and national meetings. The rates for these speakers are very reasonable. Contact The FAMEE Foundation for more information.

The Certification Program

The FAMEE Foundation offers not-for-profit consultants an in-depth certification program. It is designed to incorporate into the normal work of a business consultant and not require excessive outside study. However, the goal is to provide a certification program with some “teeth” in it – in other words, it is more than a token piece of paper. Consultants completing the program will know it required real development. Our goal is to provide the preeminent standard for marketing consultant certification in the not-for-profit setting.

The program is also designed so the consultant can advance through the levels at their own pace. A strong underlying theme of the *CUSTOMER PILLARS* program is continuous evolution. Taking on this program – even at a very slow pace – will build this concept of progression into the consultant’s approach.

The Certified Marketing Advisor program has 5 levels of accomplishment:

- Certified Marketing Advisor In Training (CMA Trainee)
- Certified Marketing Advisor I (CMA1)
- Certified Marketing Advisor II (CMA2)
- Certified Expert Marketing Advisor I (CEMA1)
- Certified Expert Marketing Advisor II (CEMA2)

Advancement through the various levels will be based on the following things:

- Participating in FAMEE consultant self-study programs
- Reading marketing books
- Tracking client consultation with the program
- Writing articles / reports
- Advocacy projects
- A written test

Every FAMEE Fellow starts as a CMA in Training. When they reach the next level of CMA1, they will be listed on the FAMEE website as a client resource. Progressions through the program are recognized as strong accomplishments on the website.

Spreadsheets are provided for tracking throughout the certification program. This spreadsheet can be downloaded from the Consultants Resource page on the password protected section of the FAMEE website.

The requirements to progress through the levels of certification are listed below:

- ***Certified Marketing Advisor In Training (CMA Trainee)***
 - I have registered to participate in the FAMEE consultant certification program (automatically placed at this certification level)
 - I have a copy of the *CUSTOMER PILLARS* book and workbooks (marketing system) and am reading them
 - I will begin to work with the marketing system through consultant self-study programs and with clients to better learn the program
 - I have downloaded and set up my consultant certification tracking spreadsheet

- ***Certified Marketing Advisor I (CMA1)***
 - I have completed the 26 week consultant implementation training, OR I have completed the 14 day consultant quick start training
 - I have read the *CUSTOMER PILLARS* book
 - I have read the *CUSTOMER PILLARS* workbook
 - I have documented meaningful consultation with 6 clients around the marketing system
 - I have read one additional marketing book
 - I have completed the CMA1 written test
 - I have emailed in my consultant certification tracking spreadsheets

- ***Certified Marketing Advisor II (CMA2)***
 - I have completed the Certified Marketing Advisor I certification
 - I have documented meaningful consultation with 6 additional clients (12 total)
 - I have read two additional marketing books (3 total)
 - I have completed a FAMEE advocacy project (pre-approval required)
 - I have completed the CMA2 written test
 - I have emailed in my consultant certification tracking spreadsheets

- ***Certified Expert Marketing Advisor I (CEMA1)***
 - I have completed the Certified Marketing Advisor II certification
 - I have completed the 26 week consultant implementation self-study training (if not done before)
 - I have documented meaningful consultation with 12 additional clients (24 total)
 - I have read three additional marketing books (6 total)
 - I have written three articles for publication on the FAMEE website (pre-approval required)
 - I have completed a second FAMEE advocacy project (pre-approval required)
 - I have / will attend the FAMEE annual conference
 - I have completed the CEMA1 written test
 - I have emailed in my consultant certification tracking spreadsheets

- ***Certified Marketing Expert II (CEMA2)***
 - I have completed the Certified Expert Marketing Advisor I certification
 - I have documented meaningful consultation with 16 additional clients (40 total)
 - I have read four additional marketing books (10 total)
 - I have written three additional articles (6 total) for publication on the FAMEE website (pre-approval required)
 - I have written an industry marketing strategy summary for publication on the FAMEE website (pre-approval required)
 - I have completed a third FAMEE advocacy project
 - I have / will attend the FAMEE annual conference

- I have completed the CEMA2 written test
- I have emailed in my consultant certification tracking spreadsheets
- I have received three client letters of recommendation
- I have maintained my CEMA2 annual continuing requirements, which are
 - In-depth consultation with 10 additional clients
 - Read two more marketing books
 - Write one additional article
 - I have completed a FAMEE advocacy project
 - I have / will attend the FAMEE annual conference (at least every third year)

Our goal is that each FAMEE Fellow consultant achieve *at least* the CMA1 certification level. The more commitment our FAMEE Fellows have to advancement along this certification continuum, the more the overall level of assistance we are collectively providing to entrepreneurs. We believe this certification program is extremely worthwhile for the consultant and produces numerous client benefits.

The certification program is self study in nature and is included at no cost with membership. We will notify you by email with your approval for advancement within the certification levels. Printed certificates are available for a donation to the foundation. Contact the FAMEE training department for more information.

Generating Program Income

There are multiple ways FAMEE Fellows can earn program income with the tools provided by The FAMEE Foundation. We actively encourage you to incorporate these elements, not only to improve your services offering to clients, but to generate extra funds for your organization as well.

The income generated from these programs can also be used to help you meet your voluntary, requested minimum donation per FAMEE Fellow. Here are some program income ideas:

- ***Do workshops***
You can download the PowerPoints, handouts, and promotional materials to conduct a *CUSTOMER PILLARS* workshop in your organization. Pre-programmed tools make it easy to offer this workshop. This is also a great way to bring members in to the foundation – and provide materials at the workshop. Contact us for more details.
- ***Bring in FAMEE speakers to do a workshop***
Often the “outside expert speaker” is a strong draw at workshops. Curt Clinkinbeard, the author of the *CUSTOMER PILLARS* system is available to do workshops in your organization. We also plan to add other speakers to our group. Any FAMEE Fellow interested – either in hiring or becoming a speaker - should contact the foundation.

- ***Do a 9 session program***

The materials are perfect to offer in a nine session format. Suggested frequency is once or twice per month. Engages participants over a longer time period. These programs can typically be sold to participants for strong prices, so they represent a nice program income opportunity. Again, all PowerPoints, guides, promotional tools, etc can be downloaded from the website. Tying a program like this with a group of clients participating in the FAMEE programs (for instance, the web self-study programs) is an excellent way to bring the program to life.

- ***In-house training programs***

For clients who are a bit more advanced, offering custom programs at their location can produce significant program income opportunities. This can be done with a management team in a retreat format or the facilitation of a series of management meetings within the company. The FAMEE programs work great as a template for these meetings.

- ***Be creative***

As a FAMEE Fellow, we have put a significant number of unique tools at your disposal and encourage creative uses of these programs to provide funds for your organization. If you do something new and creative, please share that with us; we may want to highlight it to other FAMEE Fellows. Study the FAMEE Fellow mission; if your creativity serves your organization and furthers the FAMEE mission, we will be all for it!

The FAMEE materials are available at no cost to your organization and offer excellent program income potential. While there are no direct charges for these materials, we would ask that you make a donation of 15% of the program income you derive from the FAMEE materials and programs. This helps us ensure we can develop and continue to make high quality program materials available to your organization.

Promotional Tools

We make it easy to introduce clients to the program.

- ***The FAMEE Website***

Clients can visit www.famee.org to learn all about the benefits of membership. Registration for the Foundation can be completed on the website.

- ***Client Brochure***

There is a brochure entitled “Programs for Entrepreneurs” available from The FAMEE Foundation. It explains the benefits and programs associated with membership. It also explains the registration process. A supply of these brochures can be ordered from the foundation. There is also a printable copy of this brochure (in PDF format) on the website.

- ***Business Cards***

We can also send you a supply of business cards for the Foundation. Simply contact us if you need some.

The “Cost” for FAMEE Fellows

As you can see from the programs listed above, there are extensive benefits for both FAMEE Fellows and for the Entrepreneur Clients you serve. All of the benefits listed are included at no-cost with membership. There is no membership application fee. Thus, gaining access to all of these benefits is accomplished with no fees.

To summarize, here are the benefits and the value to the FAMEE Fellow (consultant) membership:

- *CUSTOMER PILLARS* book and workbook – EBOOK versions (\$40)
- Access to online resources, including client and consultant self study programs, downloadable tools, workshop PowerPoints, and discussion forums (\$195 per year)
- The Certified Expert Marketing Advisor certification program (\$195 per year)
- A \$800 discount to the annual FAMEE entrepreneurial conference (\$195 for members; \$995 for non-members)
- The ability to introduce clients to the program benefits at no cost (this is a significant number!)
- All told, this is a value of over \$1200 per year available at no cost with your free membership

As mentioned earlier, how we generate funds to support our operations is through voluntary donations. We request that members also become donors. Details on this approach were covered in the section above on the “cost” to clients.

We request FAMEE Fellows become donors at a minimum donation of \$40 to \$200. Based on the program benefits provided, we believe this is incredibly valuable for FAMEE Fellows. More details are provided below for ways to raise this money to cover your voluntary donation. Similarly, if your organization prohibits making charitable donations or paying for memberships, we can accommodate this by issuing an invoice for materials and/or training.

Programs for Educators

Many FAMEE Fellows are also involved with teaching entrepreneurship in the classroom setting. In the September 2009, The FAMEE Foundation will release details on our programs for educators – high schools, universities, colleges, and technical schools – involved in developing entrepreneurs.

We believe that teaching a course in entrepreneurial marketing with a more “street smart” approach will better serve students who wish to succeed in the entrepreneurial environment, as compared to a more “textbook” approach.

We intend to have a full program available for the Fall Semester of 2009.

Advocacy / Giving Back

As a FAMEE Fellow, we view our relationship as a mutually beneficial partnership. We strive to provide tools, training, programs, and other resources to help you better advise your clients. When you work with us, you help achieve the mission of “advancing marketing excellence in entrepreneurs.”

One of our goals is to make high-quality marketing assistance available to every individual entrepreneur who seeks to learn. To realize this (quite lofty) goal, the program must have an element of being able to self-finance the majority of its growth.

You have seen above how we have structured the foundation with a voluntary requested minimum donation (\$40 to \$200 per member). Achieving this fairly modest goal will enable us to reach entrepreneurs on a more global scale.

If donations come in slowly, however, we will not be able to touch as many people.

We hope you are passionate about our vision as well. In that context, when we say “our vision,” we mean the shared vision of the Foundation, but also of every FAMEE Fellow and every Entrepreneur Client we serve. We hope to build a community which shares this vision – and we are thrilled that you are a part of it.

Our goal is not to turn you into a fundraiser for The FAMEE Foundation – you are too busy with other things. We simply ask you support our goals of the minimum voluntary donations – both directly as a FAMEE Fellow and with the Entrepreneur Clients we help you serve.

We request you encourage your clients to make a donation to the foundation. Suggesting a client joins, but inferring they should not worry about making any donation might create a short term “win” for one client, but it will be at the long-term expense of many. We ask – at a minimum – you support the spirit of our fundraising approach.

Fundraising Ideas

As you have seen, we request members become donors at a minimum voluntary donation of \$40 to \$200 per FAMEE Fellow. At the very least, we hope you will try to meet – and even exceed – the minimum requested donation. Below we will list a few ideas for how to make this “easy” for you and in a way that does not place any undue burden on you, individually, or your organization.

- ***Consider a donation yourself*** – we are investing in your career, and you will take it more seriously if you have some “skin” in the game – you have certainly invested more in other educational endeavors – plus, you believe in entrepreneurship and this is an excellent way to support it
- ***Generate program income*** with the program and donate a portion of this back to the foundation – we suggest a minimum donation of 15% (on program income profits directly generated from FAMEE programs – see the suggestions above)
- ***Alert us to fundraising opportunities*** – you may know of organizations or programs in your field of study or in your geographic locale – the more “eyes and ears” we have notifying us of opportunities to raise funds for The FAMEE Foundation, the better. We have applied for 501c3 not for profit status with the IRS.
- ***Provide us a list of 10 prospective donors*** – there are potential donors – successful entrepreneurs, foundations, government programs, corporations – in every community who could be a donor to the foundation – provide us with their names and we will do all the work – in particular, when you join The FAMEE Foundation, we are investing in your individual community, this brings a “local benefit” angle, which can greatly increase our ability to raise funds
- ***Promote wide scale implementation programs*** with other organizations in your state (ie: Main Street or your state department of commerce) – we will do a large scale implementation of the program with these organizations; with this, we can, collectively, impact a very large number of entrepreneurs.

Advocacy

We hope you will become excited with the vision of The FAMEE Foundation to the level that you wish to assist us in furthering our vision. As a not-for-profit organization, a small amount of help from each person involved can go a very long way to helping ensure this happens.

Part of the CEMA certification process involves participating in an advocacy project. (At levels of Certified Marketing Advisor II and above.) We will provide suggestions here, but we allow you to design your own project; we simply ask that you submit it in advance and obtain our approval.

What are some things you might do for us?

- ***Contribute content*** – our goal is create a community where educational content comes from a variety of sources and continually expands
- ***Invite other FAMEE Fellows*** – mentioning the program to others in your networks can help spread the word about the organization rapidly
- ***Become a state coordinator for the program*** – these are key (and it is not as much work as it might initially sound like!)
- ***Teach a teleseminar***
- ***Speak on behalf of the foundation*** – locally or on a national scale
- ***Serve on a fundraising committee***

A Partnership Perspective

Please view us as both a resource and a partner. We want you to have “buy in” with the foundation and its goals. We also want you to know that you have the ability to influence and help mold the foundation and its pursuits. We have big goals and need many partners to do this.

We strongly encourage your input. Your perspective on things such as the vision, program revisions and additions, content, spreading the word, and how to finance the program, are invaluable to us. Your input today also ensures we can better meet your needs – and those of your clients – tomorrow.

Thank you for taking the time to read this document. We are certain the time invested will help you understand how you can best use The FAMEE Foundation and how you can impact it. Thank you for joining as a FAMEE Fellow!