



**Licensing4Profits**  
LEVERAGING TOMORROW'S IDEAS TODAY

# How to License your Training Courses, Seminars, and Workshops



Presented by:  
Rand Brenner, CEO  
Licensing Consulting Group





1912

- Started teaching Public Speaking
- Expanded to Other Cities but still limited

1936

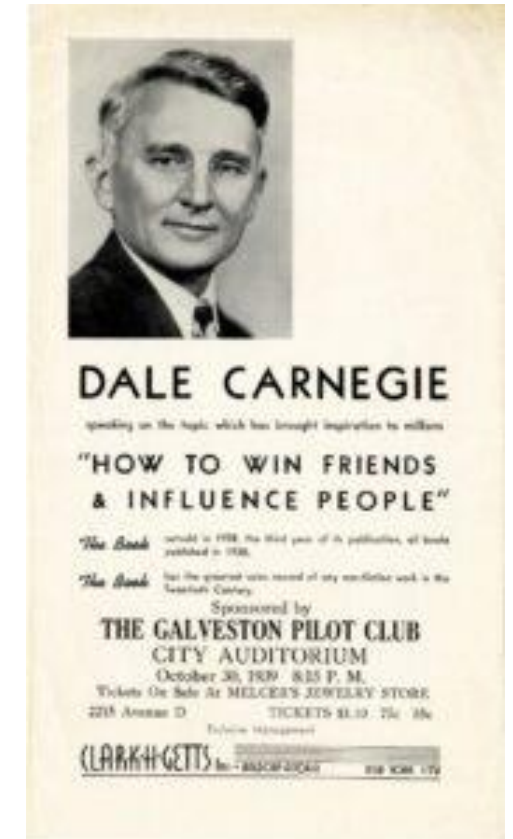
- Published Book
- Created Course from Book

1945

- Started Licensing Courses
- 15,000 Students in 300 Cities

2000+

- Training and Licensing Worldwide
- 8MM+ Students and Graduates



# Small Town Teacher to Global Training Company

# What We'll Cover



Brief Speaker  
Introduction



Why Use Licensing and  
How it Works



Packing Your IP and  
Developing Your Licensing  
Strategy



Marketing and  
Negotiating Your  
Licensing Opportunity



The Licensing Agreement  
and Supporting Your  
Licensees

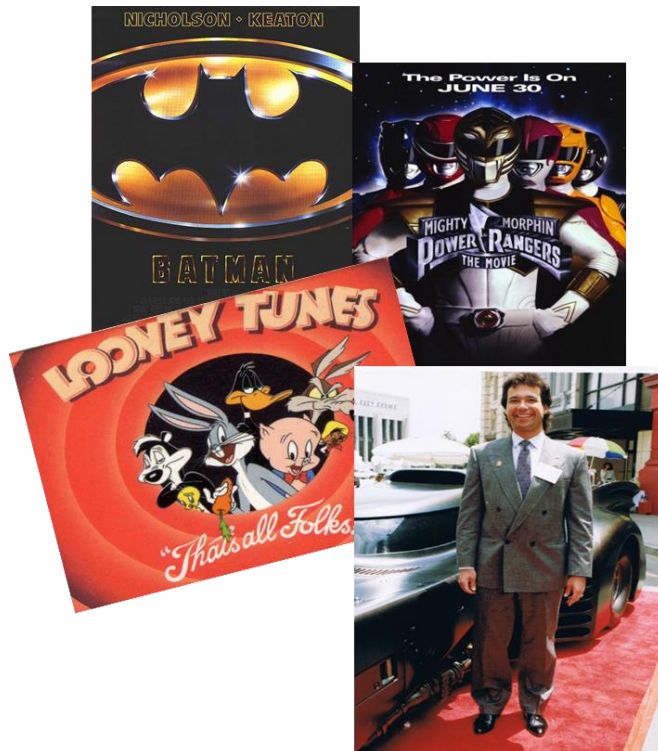


Questions and Answers



# About Rand Brenner

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# WHY LICENSING

Remove Limitations and Scale Your  
Business

Licensing Seminars and Workshops



# Removes Your Limitations



## Time

You only have so many hours in a day  
Licensing leverages your partners time



## Geographic

You can only deliver in one place at a time  
Licensing delivers your IP in many places



## Profitability

Time limits your revenues  
Licensing creates unlimited revenues



# Licensing Scales Your Business



IF THEY ASK –  
LICENSE THEM



INCREASES  
REVENUE - PUTS  
YOUR IP TO WORK



BUILDS YOUR  
BRAND VALUE /  
MISSION



INCREASES YOUR  
CUSTOMER BASE



MULTIPLIES YOUR  
MARKETING  
MESSAGE



# Brand Building

The logo for The Ken Blanchard Companies, featuring the text "THE Ken Blanchard" in a large, bold, sans-serif font, with "COMPANIES" in a smaller, all-caps, sans-serif font below it. The logo is set against a dark blue rectangular background.

THE **Ken Blanchard**<sup>®</sup>  
COMPANIES

- Promote, sell, deliver, and reproduce
- Rights to use brands to build credibility and brand presence
- Rights to access and translate all programs for client needs
- Access to prospective client information and lead referrals





# WHAT IS LICENSING?

Put Your IP to Work

# Licensing vs. a License

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LICENSING IS A PROCESS



A LICENSE IS A LEGAL  
AGREEMENT

# Build & Sell vs. Licensing



## Build & Sell

Revenue 1



## Licensing

Revenue 1

Revenue 2

Revenue 3

# How Licensing Works

- Allows others to use your IP
- Train what and how to do
- Control form and quality
- Get paid a royalty
- Retain ownership







# GETTING READY TO LICENSE

Analyze, Organize, and Package

Licensing Seminars and Workshops





# Copyright IP

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- Bundle of Rights
  - Copy
  - Edit/add
  - Perform
  - Print
  - Distribute
  - Reuse
  - Produce





# Is Your IP Licensable?

1. Fit
2. Marketability
3. Profitable
4. Proprietary
5. Cost benefit

# Get Your IP Organized

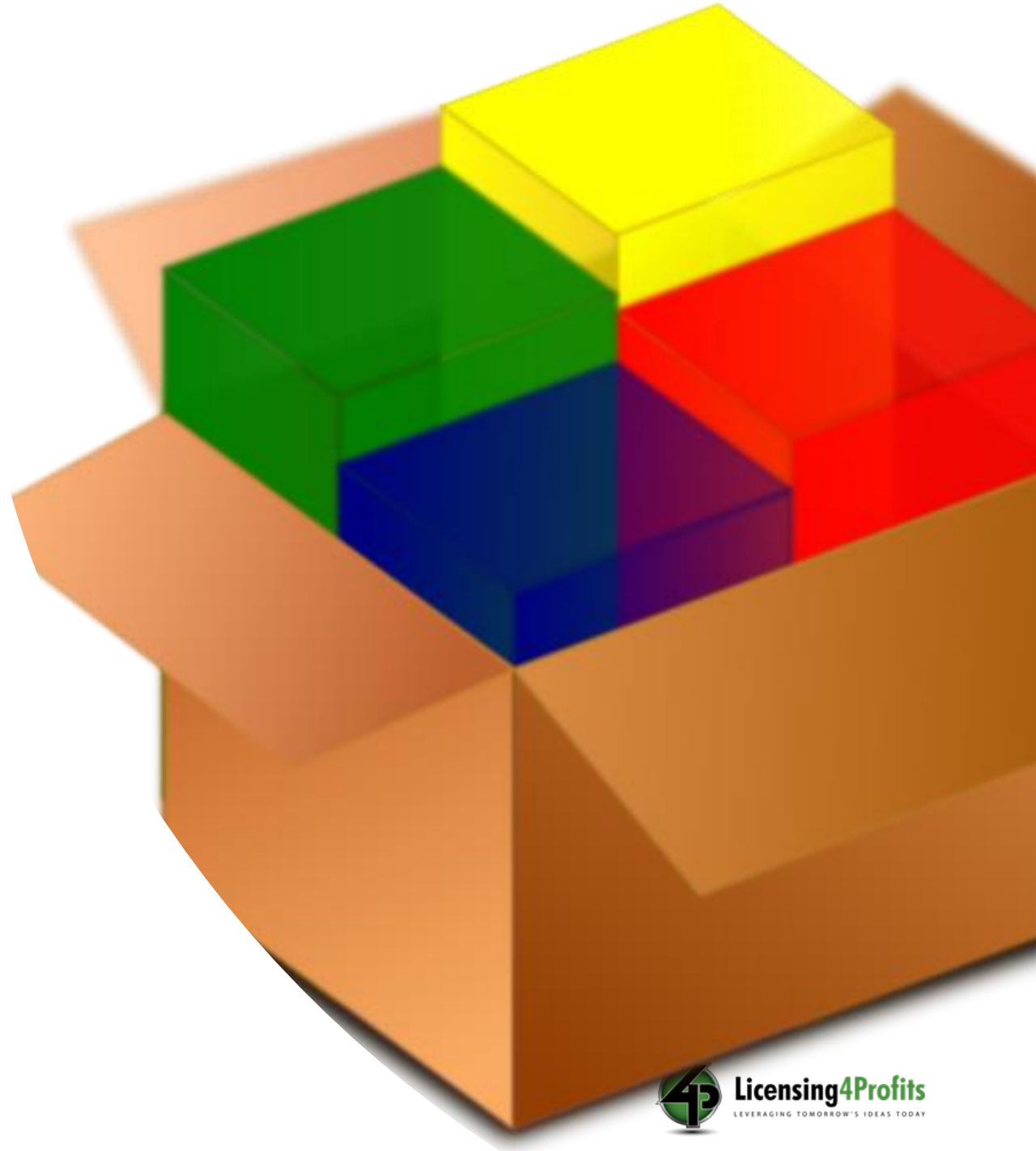
IP Format	Type	Description	Registered	Date Reg / Reg #	Include in License	Notes
Course 1 Training Content	Copyright	Improving productivity inside small business	No		Yes	Needs to be registered
Course 1 Video	Copyright	Speaker training	No		Yes	Register
Course 1 Student Manual	Copyright	Course guide	Yes	9/2/19-CO1009	Yes	Ready to go
Course 1 Training Manual	Copyright	How-to guide for workshop	No		Yes	Needs to be updated
Course 1 Presentation Materials	Copyright	Slides	No		Yes	Needs update.
Course 1 Name*	Trademark	Profit Energizer	Yes	1/2/17- USPTO #1185	Maybe	Add registration for educational services
Course 1 Emails	Copyright	5 part email series promoting course to students	No		Yes	Maybe register
Course 1 Ads	Copyright	Website and banner promotions	No		Yes	Maybe register



# How to Package It

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- The Wrong Way
  - Access to all
  - Pick and choose
- The Right Way
  - By type of market
  - By type of licensee
  - By type of content/course





# WHAT'S YOUR STRATEGY?

Targets, Types, and Terms

# Creating the Licensing Strategy



# Types of Licenses

- Organization (Public/Private)
- Territory (Area)
- Individual
- Educational
- Master
- Joint Venture





- Single enterprise use
- Non-exclusive membership
- Organizational development and employee training courses.

## Organization License

# Qualifying Licensing Partners

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Are they compatible?



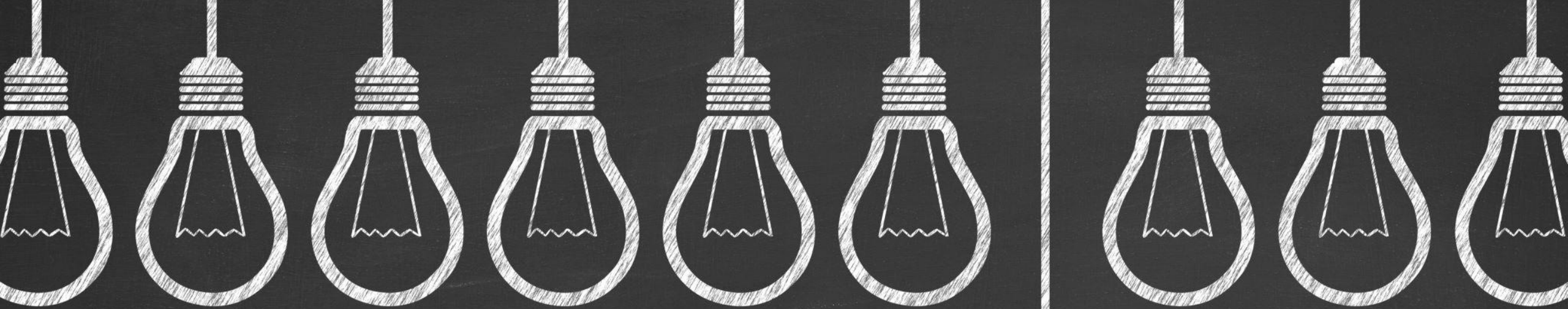
Do they have the expertise?



Do they have the distribution?



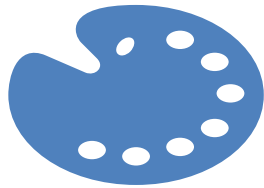
Do they have the right management skills?



# MARKETING THE LICENSING OPPORTUNITY

How to Get the Word Out

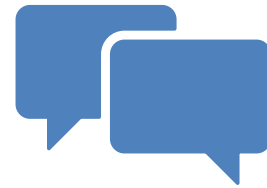
# The 3 C's of Marketing



Craft the Messages



Create the Marketing Tools



Communicate Consistently



# The Message is NOT About You

## WHAT CAN X COMPANY OFFER LICENSEE?

Licensees can get deliver the X COMPANY IP which consists of one and two day workshops to mentor, coach and lead individuals and teams on applying the X COMPANY IP for individual leaders, teams and organizations.

# Partners License Money

Increase Revenue

Brand Recognition

Attract More Customers

Improve Customer Results

Competitive Advantage

Increase Productivity

Lower Costs

Higher Profit Margins

Shorten Sales Cycle



# Marketing Tools

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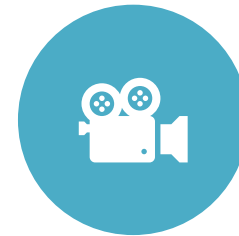
WEBSITE



EMAIL



SOCIAL  
MEDIA



VIDEO

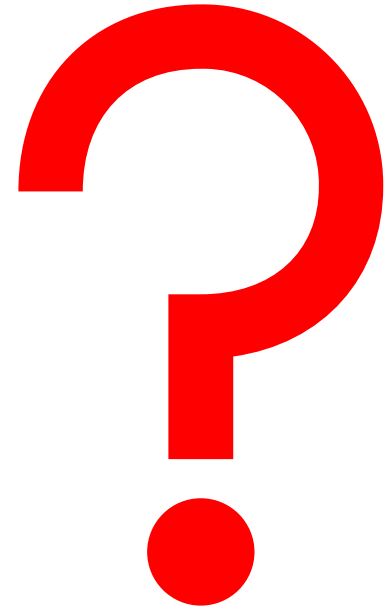


BLOG

# Effective Marketing Tools are Easy to Use

- If it's not on the main menu, they won't find out.

THE BOOK BROCHURE COACHING CONSULTING LICENSING LIVING TRAP FREE CONTACT US



Licensing Seminars and Workshops



# Contact Us is Not a Marketing Tool

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Certified Champion +

Licensee / Distributor -

Allows you to build your own business using ASA content.

[Contact us >](#)

Associate -



# Make it Easy to Get More Information

- Lean Six Sigma, Lean, and Change Management courses
- Available for non-exclusive, non-transferable, perpetual licensing
- Custom curriculum includes
  - Branded course content
  - Branded course student materials
  - Facilitation guides
- Licensing is available for
  - Online Curriculum
  - Course toolkits and templates
  - Classroom Curriculum



## Getting the First Licensee



- The First One is the Most Challenging
- Give them a Sweet Heart Deal
- They Become the Referral Licensee
- Don't Be Greedy – Ramp up Royalties

# NEGOTIATING THE DEAL POINTS

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Key Terms and Conditions



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# Focus on the Business Terms

- What's Included (programs and courses)
- Where (national, regional, local)
- Which Formats (video, live, recorded)
- How it's Delivered (in person, online)

# Getting Paid

- Annual or Quarterly
- Fixed Fee or Percentage
- Per Student or Per Event
- Bundled as Percentage



# Don't Offer a Chinese Menu

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<b>Workshop Name</b>	<b>Royalty/Attendee</b>
KCS v6 Practices Workshop, ½-1 day	\$35
KCS v6 Practices Workshop, 1½-3 days	\$100
KCS v6 Leadership Workshop, 1 day	\$35
KCS v6 Leadership Workshop, 1½-2 days	\$100
KCS v6 Design Session Workshop, 3-5 days	\$125
KCS v6 Practices and Design Session Workshop (in conjunction), 3-5 days	\$125
KCS v6 KDA Workshop, 1 day	\$35
KCS v6 KDA Workshop, 1½ -2 days	\$100

### Deal Memo

1. **MATERIALS** (Specifies what elements of the IP are licensed and what elements of the IP are not included in the license):
2. **AUTHORIZED PRODUCTS** (Details what Products can be used by licensee and what if any Quality Control, Training and or Marketing Procedures and guidelines must be followed by the licensee):
3. **DISTRIBUTION CHANNELS** (If needed, can specify which channels of distribution, such as internet, magazines, affiliate, etc.):
4. **TERRITORY** (If needed, can specify by Local, national, regional, population density, etc):
5. **LICENSEE PERIOD** (Start date to end date of this agreement):
6. **RENEWAL PERIOD** (Optional – Automatic or subject to performance goals based on revenue or other benchmark):
7. **GUARANTEE** (Minimum amount to be paid by Licensee to Licensor during term of this agreement and when the payments will be due – i.e. monthly, quarterly or annually):
8. **ADVANCE PAYMENTS:** (Optional – Amount of prepaid guarantee be paid upon signing the licensing agreement. Could be a fixed amount or percentage of the minimum guarantee):
9. **ROYALTY RATE:** (How the amount of payments will be calculated – i.e. fixed amount specified as \$XX or a percentage based on sales specified as X% of sales):
10. **OTHER TERMS AND CONDITIONS:** (Note any other terms agreed to by Licensee and Licensor):

# Use a Deal Memo

- Summarize the deal terms
- Make sure your both agree
- Use it to draft the agreement



# No Two Deals are the Same

- Each Deal is Different
- Create New Licensing Options
- Evolving Program Creates Value



# THE LICENSING AGREEMENT

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Performance, Compliance, and  
Formats



# What a Licensing Agreement Does

- Specifies rights
- Calculates payments
- Details responsibilities
- How it ends

**[FORM] EXCLUSIVE LICENSE AGREEMENT**

THIS AGREEMENT is made and entered into the [ ] day of [ ], 200[ ] "Effective Date") by and between the **GEORGIA TECH RESEARCH CORPORATION**, nonprofit corporation organized and existing under the laws of the State of Georgia and its principal offices at 505 Tenth Street, Atlanta, Georgia 30332-0415, (hereinafter "GTRC") [ ], a corporation existing under the laws of the State of [ ] and having its offices at [ ] (hereinafter "Licensee").

**WITNESSETH:**

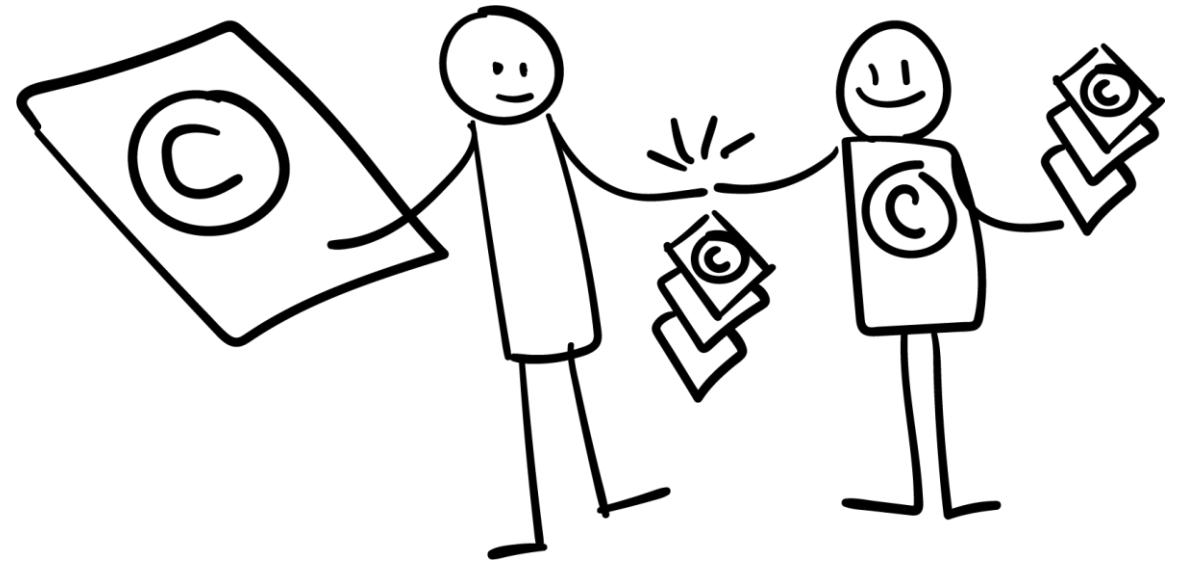
**WHEREAS**, GTRC owns and wants to provide for the commercialization of a invention entitled [ ], which is the subject of GTRC Invention Disclosure [ ] and U.S. Patent Application Number [ ] (hereinafter "Invention"); and

**WHEREAS**, GTRC has available to it, as of the Effective Date of this certain know-how, technology, trade secrets, data, methods and other information related Invention (hereinafter "Know-how"); and

**WHEREAS**, Licensee wishes to utilize the Invention and Know-how collectively "Technology") to develop, manufacture, and sell Products containing Technology in the Field of Use; and

**WHEREAS**, GTRC, a nonprofit corporation, desires to have the Technology Products related thereto developed and marketed at the earliest possible time in order Products may be available for the public use and benefit.

**NOW, THEREFORE**, GTRC and Licensee in consideration of the foregoing mutual promises contained herein and intending to be legally bound hereby agree as follows:



# Key Performance Terms



- Benchmarks
- Timing
- Deliverables



# 3 Tools for Contract Compliance



- Auditing
- Reporting
- Terminating



# Licensing Agreement Formats



## Short Form

1 – 3 pages



## Long Form

10 + pages



# KEEPING CONTROL

Manage, Maintain ,and Monitor

Licensing Seminars and Workshops



# Supporting Your Partners



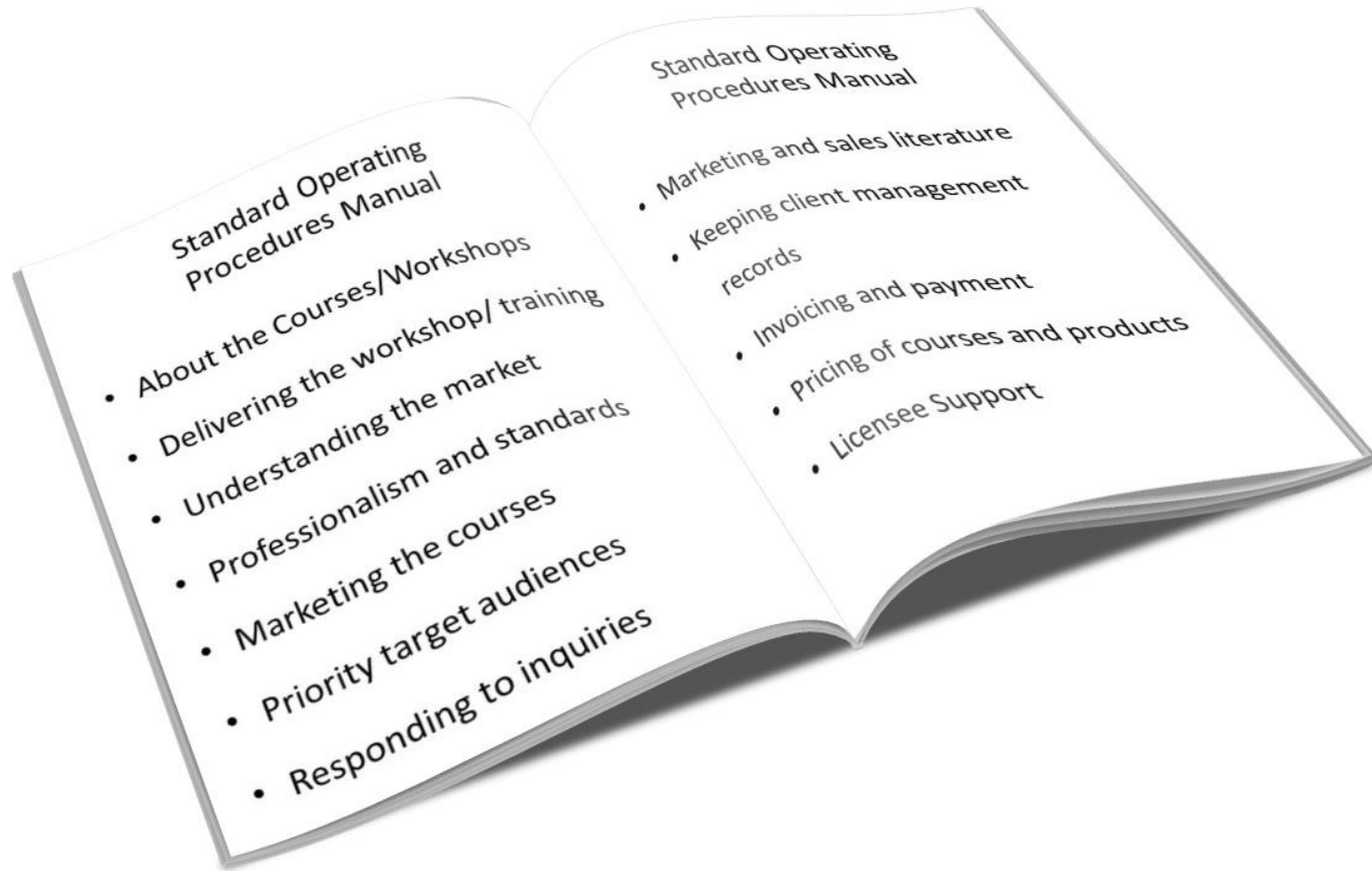
**TRAINING**



**TOOLS**



**COMMUNICATE**



# Standards & Procedures Guide

- How to Use Your IP
- Supports and Guides
- Maintains Quality Control
- Documents Your IP

# Summarizing the Key Points

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- Licensing Removes Limitations
- Create an Inventory
- Package your IP the Right Way
- Develop a “How, What, and Where” Strategy
- Use the Right Marketing Tools
- Negotiate Business Terms First
- Use a SOP Manual for Support and Control





# Thank You and More Info



Newsletter and Blog



Training Courses



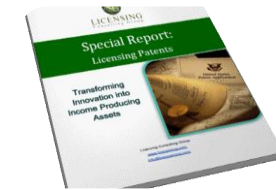
Free Intro Workshops



Video Lessons



Newsletter



Special Reports



Blog



Strategy Workshops

[www.licensing4profits.com](http://www.licensing4profits.com)

[www.licensingcg.com](http://www.licensingcg.com)

# QUESTIONS AND ANSWERS

How to License Seminars,  
Workshops, and Training  
Courses

