Family Manager® Coaching

Thanks so much for inquiring about becoming a Certified Family Manager Coach. Here are important questions and answers about our program.

How much is the enrollment fee?
The regular cost of enrollment is $499, but in consideration of the economic climate and requests from many women, beginning September 1, we are offering a $200 "Recession Discount" through the end of 2009.

Do you have a payment plan?
The discounted $299 enrollment fee may be paid in two installments: when you sign up and when you finish your Certification training. (A $10 processing fee is added to the 2-payment plan.)

What does the fee cover?

- Enrollment in the Coach Training Course at the Family Manager University online campus. The training course utilizes reading assignments, audio segments, online forums, quizzes, and a final certification exam. The goal of the course is to train you to become a confident Coach and grow a successful home-based business.

- Authorization to deliver the proprietary Family Manager Assessment/Action Plan and offer Family Manager Coaching along with any organizing, home staging, life coaching, decorating, or other services your business may offer. (Note: Nannies and women with home-based childcare businesses find the Family Manager Coach training very helpful to their businesses as well.

- Two free Family Manager Assessment/Action Plans as part of the training, one for yourself and one to use with a friend (for additional practice) or your first client.

- Secure access to the Coach Management Suite and our library of business-building and marketing materials.

- Authorization to give presentations and workshops using the proprietary Family Manager content and materials available in our Coach Library.

- InnerCircle membership (as long as you are a Coach in good standing).

- You may purchase books at 50 to 65 percent discount in the Coach Supply Shop.

- Referrals and listing on the Family Manager Web site.

- 40 percent discount on organizing and scheduling products from Russell + Hazel.

- 25 percent discount on products from Exposures, Miles Kimball, and Walter Drake.

Also, as a Coach, you are associated with the strong, nationally recognized Family Manager® brand—an invaluable asset to building your business.
Although you will need to market your own services, Kathy Peel is constantly in the media, generating interest in Family Manager Coaching. She also works with Coaches who want to garner local and/or national media exposure. Part of the certification training includes how to work with the media. We provide a press release form to Coaches so that after certification they can alert their local media outlets.

Examples of media outlets that have featured Family Manager Coaches include:

- The New York Times
- The Washington Post
- Wall Street Journal
- Dallas Morning News
- Memphis Commercial Appeal
- Chicago Tribune
- Chicago Child
- Pittsburgh Gazette
- Kidaround Town - Sacramento
- St. Petersburg Times
- Woman’s World magazine
- HomeLife magazine
- CBS News with Charles Kuralt
- Fox 11 Green Bay
- Fox 4 Dallas
- CBS Channel 3 Memphis
- Fox 21 Colorado Springs
- WFLA Channel 8 Tampa
- “Your Carolina” TV, Greenville
- Focus on the Family
- AOL’s ParentDish

When you sign up to become a Coach, two of Kathy’s books will be sent to you along with a Coach’s notebook for you to fill with resources and solutions that you may print from your Coach Management Suite on the Family Manager Web site. (Note: This does not apply to enrollees who live outside the U.S.)

Family Manager Coaches offer an invaluable service to families while building a profitable home-based business.

**How do Certified Family Manager Coaches earn money?**

Family Manager Coaches generate revenue in at least six ways:

1. **Family Manager Assessment and Coaching.** Certified Family Manager Coaches provide a proprietary coaching process for families based on the trademarked Family Manager System. At the heart of Family Manager Coaching is the Assessment and personalized Family Action Plan generated exclusively for each coaching client by Family Manager online technology.

Coaches are authorized to purchase the Family Manager Assessment at the wholesale price of $29. (Bundles of 6 Assessment vouchers may be purchased for $150, a savings of 14%.) The suggested average retail price for an Assessment and delivery of the Action plan is $129, but coaches may set the price at their discretion. (See pricing examples below.)

Many coaches bundle the Assessment with their coaching and/or organizing service hours to create a service package. Each Coach sets the price she charges for her Assessment/Coaching Package based her local market and average rates, number of hours she will initially spend with the client, and her experience/comfort level.

Fees for coaching and organizing services vary from $25 to $100+ per hour, depending on the Coach’s location. Current Coaches price their initial bundled offering from $109 to $399 based on the above criteria.
2. On-going Services. After initial coaching based on their Action Plan, many clients purchase on-going coaching and organizing services to fully implement the changes they want to make. Coaches are free to offer their services at the rate they choose. (Family Manager does not collect any royalty or fees from Coaches for these services.)

3. Book and Product Sales. Coaches may purchase Kathy Peel’s books at a 50 to 65 percent discount to include in their bundled offering or resell at Family Manager FunShops, small-group studies, or speaking engagements. Coaches may also re-sell any products purchased at a discount through our product alliances.

4. Sponsoring New Coaches. If you have friends who enroll in Family Manager University and they designate you as their Sponsor Coach, you receive vouchers for 2 free Assessments when the Coach is certified.

5. FunShops and Study Groups. FunShop is our term for an interactive workshop where women gather to hear and discuss a presentation on a certain Family Manager topic. There are FunShop topics for every month of the year listed in our Coach Learning Library. Examples include Summer Survival, Holiday Survival, How to Make This the Best School Year Ever, How to Catch Up and Keep Up with Clutter, and Family Teambuilding.

In addition to FunShops, you may also want to lead Group Studies of The Busy Mom’s Guide to a Happy, Organized Home at your church, synagogue, a local store, your local YMCA or library, a friend’s home, or a bakery café. (Free study guides may be downloaded at www.familymanager.com.) You may charge a participant fee and include the book if you like. (Some Coaches charge only for the book, while others charge up to $49 per participant.)

6. Speaking. Some Coaches desire to become professional speakers or expand an established speaking career. Association with the established Family Manager brand, coupled with marketing and client leads generated by the Family Manager Web site, can create speaking invitations and another revenue stream.

Note: Media stories help build your business and can enhance revenue potential. Although media outlets do not pay guests who are interviewed for TV, radio, and print, media exposure can significantly increase your business. Kathy Peel has many media relationships and works to garner local and national media for Certified Family Manager Coaches.

How much time does the Assessment process take, and how much do I charge? Here’s our minimum recommendation for the Assessment process:

1. One-half hour on the phone with your client to explain the process and make the sale.

2. One-half hour on the phone or one hour in person to confirm your client’s Assessment report. (Family Manager creates this report for you by processing and summarizing your client’s Assessment information.)

3. One-hour follow-up, on the phone or in person, to discuss the client’s personalized Family Action Plan and launch the family on a successful path to a smoothly running, happy home.

Total: 2-2.5 hours, plus any additional coaching and/or organizing time you want to add to your “coaching package.”
We have set the *average* suggested retail value of the Family Manager Assessment at $129. This is based on the wholesale cost of the Assessment plus 2 hours of a Coach’s time at $50 per hour. Depending on where you live, you may want to charge more or less.

For the sake of example, let’s say you live in Dallas where the going rate for coaching/organizing is $60 per hour. For your initial bundled offering, you might decide to charge $199. Your clients receive an Assessment and personalized Action Plan, 2.5 hours of your time X $60 per hour + $29.00 = $179.99.

**Once I am a Certified Family Manager Coach, are there any other fees?**
A Coach’s certification is valid for one year, beginning the day she enrolls in Family Manager University. To recertify, a coach reviews the basic material and any new content in FMU, takes the recertification exam, and pays a recertification fee of $199. Coaches who purchase 6 Assessments and 20 books or more during the year receive a $120 recertification discount, reducing their fee to $79.

Please let us know if you have further questions. We hope you will consider joining our growing team of Certified Family Manager Coaches. So many families need our help!

Committed to your family's best,

Cari Pemberton
Director of National Outreach
Family Manager Coaching
Building Strong Families and Happy, Organized Homes

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