

# Train the Trainer *Live* with Jack Canfield

DEVELOPING THE NEXT GENERATION OF HUMAN POTENTIAL TRAINERS



"Jack's teaching is highly effective."

- Ken Blanchard, world-renowned  
leadership and management expert



## 2018 Certification Program

MOTIVATE • INSPIRE • CHANGE LIVES

Take Your Transformational Leadership To The Next Level...

# JACK CANFIELD'S TRAIN THE TRAINER *Live* 2018 Certification Program

An Advanced 12-Month Skill Development and Mentorship Program  
for Those Who Want to Increase their Impact and Monetize their Message

Train the Trainer LIVE is an extraordinary career development program that has launched hundreds of professionals in the human potential field over the last 8 years.

Whether you're a seasoned trainer, speaker or coach - or simply starting out - Jack Canfield's training methodology will transform both you and your audiences!

You've seen what success and self-esteem training can do for individuals in all walks of life...

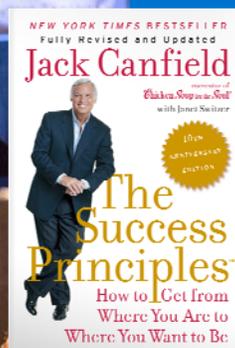
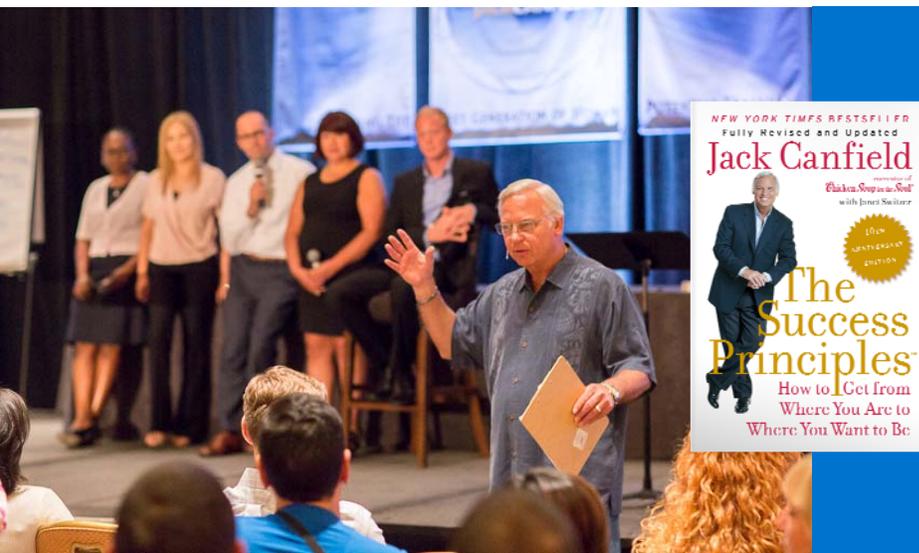
From transforming their careers, to improving their relationships, to helping them make better choices, to empowering them to take charge of their future.

Perhaps you've also seen the effect of this training in your own life.

And now, you have an opportunity to go beyond just living these principles...

**...You can work with Jack Canfield in person in a small, interactive, and group setting of no more than 50 people**, where he will personally and carefully train and provide you with the skills and resources you need to become a high-quality, dynamic, world-class human-potential trainer!

**Only 50 People Will Be Accepted... Will One of Them Be YOU?**



**Get Certified by Jack Canfield  
to Master his Methodology and  
Confidently Deliver:**

- Eye-Opening Keynotes and Seminars
- Powerful 1-Day Workshops
- Multi-Day Experiences

# If You're Ready to Have a Bigger Impact in the World While Boosting Your Income Through Speaking and Training, Now Is Your Chance!

For the past seven years, Jack has been working with amazing people like you to create the world's next generation of human potential trainers. He's graduated thousands of professionals - and now he's reaching out to more who want to join him...

## Including YOU!

That's right, he's looking to take his international family of success trainers, coaching professionals, and leaders to the next level... and recruiting those who want to step up and join him in his global mission.

## Experience "Total Immersion" in Jack's Methodology for Creating Stellar Results in the Lives of Others

**This industry-leading formula has built Jack's international career and taken him to many of the most prestigious stages in the world.**

You will become fully immersed in learning the details of how to set up his powerful, experiential exercises—sharing the theory behind each strategy, revealing why it works, when to use it, and recommending ways to make each topic more impactful. Then, he'll go one step further and actually walk you through how to conduct these transformational exercises on your own.

The program includes world-class written materials—including comprehensive facilitator's guides, reproducible handouts, helpful presentation pointers, training methods, and the presentation skills you need to successfully incorporate Jack's time-tested principles into any management, social services, education, or training situation.

**Whether your audience is in the hundreds, thousands, in small group settings or even one-to-one; you'll come away with the techniques, training, tools, resources, and the experience to transform lives like never before.**

### Learn the Principles and Theory of:

- Experiential Learning
- Group Dynamics and Observation
- Workshop Structure and Design
- Presentation Skills and Drills
- Effective Processing Skills
- Coaching for Success



# The Canfield Methodology™ Teaches You to Work with the Whole Person

The Canfield Methodology™ uses a **holistic training model** for delivering maximum impact by speaking to all 7 dimensions of a person's being.

By incorporating the **mind, body, emotions, imagination, intuition, awareness**, and the **high-self**, you're allowing the student to accomplish deeper awareness and lasting transformation.

The Canfield Methodology also includes key content from *The Success Principles* curriculum, combined with experiential learning that gives you the ability to produce powerful presentations or workshops that deliver amazing results—every time.

Buy using Jack's proven formula, your audiences will get the results they desire, and you'll generate more referrals and increased revenue—simply by using the principles, tools and training techniques Jack has mastered over five decades.

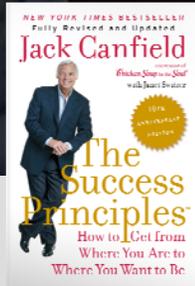
## Master Teaching Jack's Core Content Based on the International Bestselling Classic, *The Success Principles: How to Get from Where You are to Where You Want to Be*

Now published in over 26 languages, *The Success Principles* documents 67 proven principles used by top achievers to excel in business, finances, relationships, careers, and more.

These principles are the basis for the work Jack Canfield has done with literally millions of seminar participants, coaching clients, keynote audiences, educator groups, executives, managers, government leaders, non-profit professionals, entrepreneurs, homemakers, students, and others.

The shifts that happen as they begin to implement what they learn is profound. In many cases, the change in long-standing beliefs, the release of previous limitations, and the freedom that comes from determining a new path for themselves shows instantaneously on the faces of these participants. Some find relief from lifelong health conditions. Others de-stress, lose weight, find their ideal mate, get promoted at work, start a new career, double their income... even take on socially conscious ventures around the world.

**The personal transformation is simply amazing!**



## Learn to Master Teaching These 15 Top Success Principles:

1. Take 100% Responsibility for Your Life
2. Be Clear Why You're Here, *Life Purpose*
3. Decide What You Want
4. Unleash the Power of Goal Setting
5. Release the Brakes
6. See What You Want, Get What You See
7. Take Action, *Known and Inspired*
8. Just Lean into It
9. Experience the Fear and Take Action Anyway
10. Ask!, Ask!, Ask!
11. Use Feedback to Your Advantage
12. Clear Up Your Messes & Incompletes
13. Mastermind Your Way to Success
14. Drop Out of the Ain't it Awful Club
15. Keep Your Agreements



**“The results you’ll achieve  
will be extraordinary.”**

– *Tony Robbins, world authority  
on leadership psychology*

# The Transformation You Will Experience Makes this Program Truly a Life-Changing Career Investment...

As a valuable side benefit of this professional training program, not only will you learn how to transform other people's lives with Jack's powerful, transformational *Success Principles* and experiential teaching methods--just imagine the life-changing process YOU will go through as you immerse yourself in a year's worth of learning, living, and breathing these concepts on a daily basis!

**You'll emerge from this training more expanded, more enlightened, and utterly transformed—not only as a trainer, but as a human being.**

Where you may have hesitated to take on new opportunities, suddenly you'll have the confidence to move forward. Where you may have experienced disillusionment or confusion about your future, with your new-found knowledge and wisdom, your path will be clear...

And, if you've ever wanted to become **more focused**, more **centered**, more joyful and **more connected to others**—living an enlightened, success-oriented lifestyle filled with ease and grace—*this world-class training will help you become that person much faster and easier than anything else out there.*

“*Train the Trainer with Jack Canfield is the wisest investment you could make to **take your business, your results, and your bank account to the next level.** Participating in this training was instrumental in launching my own speaking, training, and coaching business. You will **grow exponentially** as a person and as a trainer! If you're serious about making a living as a speaking and training professional, **this is a must do!**”*

– Tiffany Peterson  
Sales Trainer and Success Coach



“*Jack's program gave me a **huge leap forward**, catapulting me from a keynote conference speaker to a transformational trainer leading groups of up to 1,000 people with engaging, experiential and life-changing content. Since enrolling in Train the Trainer, **I've dared to do things I never dreamed of** like travel the world, become an award winning author, and host my own events. This program has really opened the door.*

– Sergio Sedas, PhD  
Director, Mechatronics Academic Program at Tecnológico de Monterrey

# Get 40 Years of Experience, Training, Resources, Tools, and Coaching from The Most Sought After Personal Growth and Success Trainer in America

Jack Canfield's Train the Trainer Live Certification Program is a comprehensive training delivered via a **Blended Learning Model** that combines **Online Digital Learning** with traditional **In-Person Instruction** and **Collaborative Group Learning** via Zoom Video Conferencing. Each component holds equal weight and are equally important.

This approach creates an immersive, engaging, and rich program, while allowing the student to have a personalized learning experience throughout the full 10 months of the program.

Graduates of the training receive the "Train the Trainer Level II Certification in The Canfield Methodology".



## TRAIN THE TRAINER LIVE INCLUDES:

### Online Learning: Train the Trainer Online

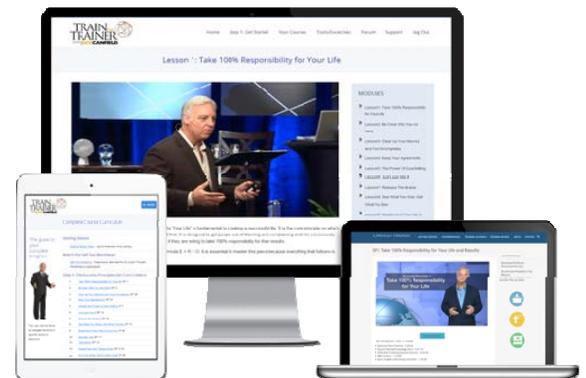
**The Canfield Virtual Classroom** is an amazing online training platform designed for accessibility and ease to train and certify students, while maintaining rigor behind certification and integrity of the brand. The vast amount of content you will consume and walk away with is priceless, and as a student, you are allowed to go back and access the materials to refresh your learning as often as you need.

This powerful resource gives you all the training and tools you need to start using the TSP content immediately, whether you're just beginning your speaking career, or are an experienced speaker, trainer, or coach incorporating the content into your existing material.

- **Immediate access to over 45+ hours of live video instruction**

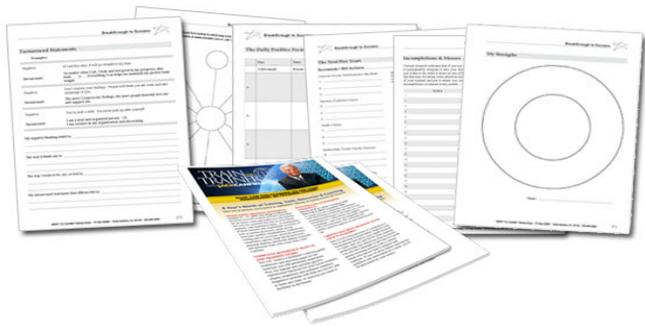
Learn at your own pace, and on your own schedule! Each of the lessons are broken down into easy-to-follow modules that will guide you step-by-step on exactly how to teach Jack's core Success Principles content in a live, experiential, and interactive training. You'll also learn how to facilitate his exercises, support your audience members through personal breakthroughs, debrief your training group so they achieve the transformation they're looking for, incorporate these principles into your own life for stunning advancement, and much more!

### START YOUR TRAINING NOW!



Online learning continued...

- **Word-for-Word Scripts**  
Receive organized and easy-to-follow instructions detailing how to facilitate each of Jack's exercises, principles, and processes.
- **Student Workbooks & Handouts**  
You'll be armed and ready to go for any live training or speaking engagement.



- **Tools to Enhance Your Presentations and Transform Audience Members**  
Change lives with powerful self-esteem building activities, bonding exercises, transition techniques, guided meditations, energizer moments, games, and more.
- **Training Guides & Workshop Outlines**  
Comprehensive workshop outlines to conduct successful half-day and full day workshops
- **Fully Customizable Slide Decks**  
You'll receive slide decks for a 60-minute keynote, a half day workshop, and a full day training.
- **Online Certification**  
Successfully complete the Online Training to become certified online as a Train the Trainer Level I *Certified Canfield Success Principles Trainer*.

## 14 Days of LIVE Training with Jack Canfield

**During two 7-day training intensives, you'll be working one-on-one with Jack Canfield and his Senior Training Team in a small group of no more than 50 students.** The trainings includes a well-rounded curriculum of speaker development and facilitation skills training with Jack, and boot-camp-style breakouts.

Not only will you experience his transformational methods yourself, you will learn how to teach them from a combination of short lectures and experiential exercises, partner processes, small-group exercises, guided visualizations, writing exercises, personal sharing, releasing (emotions and limiting beliefs) exercises, and personal work.

**Week #1: April 29—May 5, 2018  
Southern California**

*Training objectives include:*

- Make a connection between the Principles you'll learn online and the principles as they're actually delivered in a training setting.
- Become more confident as a trainer, presenter, and teacher through powerful adjunct sessions.
- Learn the nuances of delivering the exercises, training concepts, and stories included in your online modules.
- Achieve tremendous personal growth as you set goals, process your thoughts, and create specific outcomes during exercises—the same exercises you'll be facilitating as a Certified Canfield Trainer.
- Define your own career path as a trainer—developing more passion for your work, creating a clear plan of action, and establishing daily behaviors that will support your life's work.
- Mastermind with other trainers who can support, advise, and inspire you as you grow your career.
- Work with an Accountability Partner to support you in achieving your personal and professional goals and commitments between sessions.
- Begin holding your own workshops and seminars.

**Week #2: September 23 - 29, 2018**  
**Southern California**

During this second session, you will return to work with Jack and his Senior Training Team to practice and perfect all aspects of your training skill set—including practicing advanced presentation and processing techniques, storytelling for impact, techniques to anchor workshop lessons with your students, and giving a presentation on stage with feedback directly from Jack Canfield.

*Training objectives include:*

- Build on the original workshop model of 10 Core Success Principles by learning additional principles fundamental for creating personal success.
- Master group dynamics—enabling you to take charge of any training room, rapidly establish group cohesion, and create a “safe space” for every student to learn and grow.
- Step outside your comfort zone and develop your own charisma as a trainer.
- Experience deeper personal growth and connection with your fellow participants, which often leads to co-facilitating workshops, co-authoring books, and forming financially lucrative partnerships.
- Participate in a memorable Graduation Ceremony with your fellow trainers and celebrate with a fantastic dinner and cocktail reception, including Jack’s famous “Trainer Olympics”.
- Become equipped to carry on the legacy of Jack Canfield.
- At the conclusion of Week #2, each student will have the opportunity to be certified as a Train the Trainer Level II Certified Canfield Trainer in The Canfield Methodology.

**10 Group Calls via Zoom Video Teleconferencing**

**STARTING JANUARY 2018**

**The LIVE program officially kicks off in January 2018** with your first of 10 Group Video Conference Calls facilitated by Jack’s senior trainers, Kathleen Seeley and Patty Aubery. These monthly calls are highly engaging, and create space for you to experience the power of the group, share challenges, problem solve, and celebrate accomplishments. They are designed to prepare you in advance for success at the live events, and give you the support and strategies you need to be successful in the program.

**Live Q & A Calls with Jack Canfield**

Receive direct access to Jack on his live “Ask Jack” video teleconference calls. During these live sessions, he’ll answer your questions as you work through the material, develop your skills, and grow your business.

**Private Facebook Community**

Connect with thousands of your fellow Canfield Trainers worldwide to collaborate, share ideas, compare audience impact, and join post-training opportunities in our robust and active Facebook Group for our entire trainer community. You will also be part of a private Facebook group exclusively for the 50 participants in the live program to foster ongoing connection and support within the group.



# Learn from the Best to Become the Best Meet Your Faculty

## **JACK CANFIELD** **America's Pioneer In Human Potential and Self-Esteem Training**

Jack Canfield is the Founder of The Canfield Training Group and a multiple *New York Times* bestselling author who has sold more than 500 million books in over 30 languages. He's the originator of the billion-dollar ***Chicken Soup for the Soul***™ book brand and is identified as one of the most influential leaders in personal growth and achievement alive today.

His proven formula for success reached global acclaim with his International Bestseller, *The Success Principles: How to Get From Where You Are to Where You Want to Be*. This new standard in self-improvement contains 67 powerful principles for success utilized by top achievers from all walks of life and all areas of commerce.

Today, Jack's goal is to prepare and equip the next generation of human-potential trainers who can serve in companies, social service settings, schools, special populations, and other organizations—bringing the principles of success and an attitude of achievement to people in all walks of life.

Jack is a Harvard graduate with a Master's Degree in Psychological Education and one of the earliest champions of peak-performance, developing specific methodologies to help people take on greater challenges and produce breakthrough results.

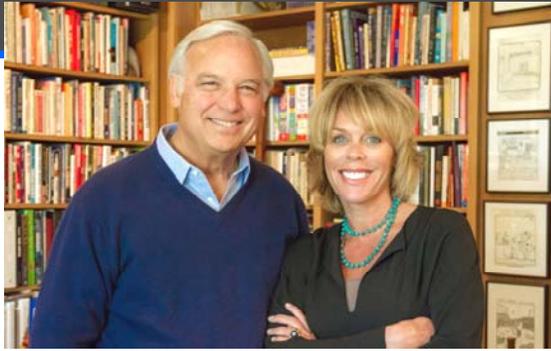
Every year, he speaks to Fortune 500 companies, advising national governments, world leaders, state education systems, TV personalities, media companies, international sales forces—as well as millions of individual entrepreneurs, workplace managers, teachers, salespeople, athletes and more.

**Jack holds the Guinness Book World Record** for having seven books simultaneously on the *New York Times* Bestseller List. He also holds the *Guinness Book World Record* for the largest book-signing ever for *Chicken Soup for the Kid's Soul*. And he's the only author to have won both the ABBY (American Booksellers Book of the Year) Award and the Southern California Book Publicist Award in the same year --- honoring him as both an outstanding writer and a consummate book marketer.

Jack began his career as a history teacher at an all-black high school in the inner city of Chicago. He quickly became more interested in how to motivate his students to believe in themselves—and their ability to learn and succeed in life—than he was in teaching history. After being mentored by W. Clement Stone, he became so successful he was soon asked to start training other teachers in self-esteem development and achievement, went on to self-publish his first book, and the rest is history.

In short, Jack Canfield has produced the kind of business and personal success that many people only dream of. Now, he's offering to transform you into an unstoppable force for change in your workplace, in your community, in your schools, or any environment you are teaching, coaching, or training in.

# Meet Your Faculty



**Patty Aubery** is President of The Canfield Training Group and has been overseeing the day-to-day operations of the company along side Jack Canfield for over 25 years, helping him build a multi-million dollar enterprise that has taken him from an emerging self-esteem expert, to a world-renowned public figure, and America's #1 Success Coach.

In 2014, she created Training the Trainer Online as a legacy program that would not only support Jack's work, but would also allow scalability to support his vision of 1,000,000 Success Principle Trainers around the world.

As the chief **negotiator, rainmaker, developer, manager** and **champion of Jack's career** and companies, there's barely a project, idea, opportunity, market or career move that Patty hasn't seen, experienced, or personally developed.

She's also a multiple best-selling author, media professional, executive mom, and world traveler. The talent and experience that Patty brings to the table is literally vast!



**Kathleen Seeley** is Certified Senior Canfield Trainer and integral to the development and design of our Train the Trainer Live program. As a key member of our teaching team, she is a great role model and mentor for our Train the Trainer students.

As a thriving corporate consultant, her practice focused on creating sustainable values driven cultures, building leadership capacity, team building, conflict resolution and Executive Coaching.

She is authentic, edgy, walks her talk and unapologetically lives her most passionate life. As a speaker, she is engaging, articulate, humorous and insightful. She makes learning a dynamic transformational experience and is able to gain trust and build relationships in a remarkably fast authentic manner.

Kathleen has a Master's Degree in Leadership and a Master's Certification in Values Based Leadership. She consults globally, has 3 children, and lives in Salmon Arm, British Columbia, Canada.



“ I never dreamt I could teach confidently and be at ease in front of a crowd of strangers. Jack Canfield's training has helped me evolve into a **confident facilitator and trainer** as well as a public speaker. Now in the midst of my 6th workshop, I've seen how *The Success Principles* has **transformed the lives of numerous employees and business associates**. For any business owner looking for a competitive edge in their market niche, this program gives you results that will go far beyond your expectations.

– Rick Kurzac  
Owner /Entrepreneur, Home Hardware Building Centers Canada

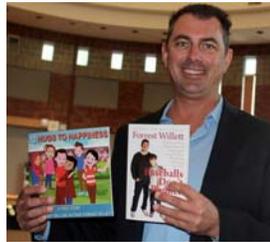
# Over 1,850+ Students from Nearly Every Segment of the Training Industry in 90 Countries Around the World

## Here's What they Have to Say...

### Best Decision of My Life...

Before TTT I had no training experience at all, just a gut feeling that this is what I want to do with my life—to share with people *The Success Principles* that transformed my life from tears to triumph! I have to say it was one of the best decisions in my life. It is hard to believe being a kid growing up poor and from a broken home that I now get paid to travel the world. I just have to show up, be myself and have fun! Train the trainer gave me all the tools I need to build the life and career of my dreams.

— Forrest Willett  
Traumatic Brain Injury Survivor, Life Coach, and Bestselling Author



### Jack Took Me to a Whole New Level of Authenticity and Effectiveness...

Even though I've been speaking professionally for many years, and served as the President of my local chapter of the National Speakers Association, Jack Canfield's Train the Trainer program took me to a whole new level of authenticity and effectiveness. I've learned to take audiences deeper into a lasting emotional connection with my material. It's made a tremendous impact in my ability to promote my bestselling book. Most of all, it offers tremendous ongoing coaching, resources and support.

— Marilyn Suttle  
Communication/Customer Service Expert  
Bestselling Author, *Who's Your Gladys?*



### Catapulted Me to Another Level...

I work in cultural transformation training, and I truly have been transformed from a competent (but secretly insecure) trainer to a confident facilitator of individual and group transformation for others. The depth of personal work combined with the professional training work has catapulted me to another level of professionalism and self-confidence!

— Michael J. Kline  
Success Coach, Leadership Trainer



### I Now Have My Own Lucrative Training Business...

Jack Canfield's Train the Trainer has helped me reinvent my life at 37. Starting from zero, I now have my own lucrative training business in Budapest. Since beginning the training, I've organized seven highly successful weekend workshops and trained a total of 700 people in just under 6 months. I've made 10's of thousands of dollars and learned to speak to audiences as big as 600 people at a time."

— Adam Szalay  
Sikerkód Corporate Training and Consulting



### I'm Making Great Money, Attracting My Optimal Client, and Living My Dreams...

The depth of skills I developed along with the tangible tools Jack shared with us, has given me a real differentiator in my business in how I work with my clients, but also the confidence I have to handle any situation. I've also built a life-long family of business partners and friends who support me. This experience is a once-in-a-lifetime, priceless opportunity to take your game to the next level in all areas of your life.

— Kim Cruz  
Founder, Center for Integrative Leading  
Author, *Success University for Women*



### Recovered My Investment Within the First 5 Months...

"I wasn't sure how I would use the training, but I trusted my gut and the results have been amazing! I've opened a training center, launched a successful speaking career, received coverage in top media outlets—including organizing the first TEDx conference in Chennai featuring 12 of my TTT colleagues. I completely recovered my entire TTT investment within the first 5 months of operating my coaching business, and although all this is great, the friends I made are truly the gold of this program.

— Puja Gupta  
CEO, Life by Design



# Only 50 Professionals Can Participate...

**Our LIVE Certification Training is limited to 50 professionals** in order to assure every participant can receive Jack's personal attention, and be fully prepared to meet the Certification standards he's developed. Because of this limitation, we offer the program only to a select group of professionals following a thoughtful (yet informal) interview process.

While you don't have to be a professional speaker, we welcome you to apply today and begin transforming your career under Jack's mentorship and guidance, along with the world-class materials and resources he provides.

Of course, this industry-leading program is designed to do more than just build your skills and give you a training curriculum (though it will certainly meet both of these objectives)...

**It's a journey where you'll be totally immersed in the work**, where you'll build lifelong relationships, get personalized feedback, and be held accountable for living *The Success Principles* in your own life... just as you'll be teaching and supporting your students to do. In other words, you'll have to "walk the talk." And in the process, you'll become more confident and enjoy a dramatic boost in the results you are producing.



## Who Should Apply for this Unique Training Program?

This program is recommended for trainers, facilitators, professional speakers, coaches, educators, counselors, business consultants, human services professionals, business leaders, managers, authors, NLP practitioners, alternative healthcare professionals, and **anyone else** who wants to empower others, transform lives, and facilitate change.



**Your fellow participants will come from a wide variety of careers, working in diverse markets and industries, and traveling from all points of the globe.**

Some have recently become involved in the training field—others will have been speaking and training for years. Many will not fit the mold of a "professional trainer," but instead will be taking this work to unique workplaces, special populations, and other situations where massive change is critical. You'll be able to network and learn from people at your own level, people at higher levels, and, of course, from Jack and his masterful assisting staff.

The amount of networking, masterminding, and mutual support that graduates experience is quite amazing! In fact, many have gone on to create consulting businesses together. A few have become training associates of our company, and several come back year after year to assist in the training.

# What Will Your Career Look Like After Working Personally with Jack Canfield?

**Not only will you be personally transformed by your time in this intensive, LIVE training program, your career will undergo a major shift as well.** By adding experiential learning techniques, proven principles, and effective success coaching to your professional skill set, you'll be able to work with countless types of groups and individuals in effecting change in the workplace, in schools, in special populations, in your coaching and counseling work, in your own company, and more.

*With this kind of Professional Certification, you could easily...*

- **Deliver your own Success Principles-style workshops and trainings** with unshakeable confidence—using the training, feedback, scripts, exercises, and materials Jack will give you
- **Leverage Jack's training and guidance** to help you truly transform (and get far better results with) your audience, students, or clients
- **Elevate your own game** - personally and professionally - by using what you learn in this interactive training to weave these powerful concepts into your daily life, workplace habits, career activities, and important relationships
- **Train your own employees** by integrating Jack's breakthrough principles into your business (many entrepreneurs who he's already trained are seeing record growth and profits after bringing *The Success Principles* to their workplace)
- **Launch a new career** by becoming a personal-development trainer who empowers others to passionately excel in work and life
- **Graduate with Jack on stage** at a live commencement ceremony designed to introduce you to the world as a new Certified Canfield Trainer - joining the ranks of world-class human-potential trainers who are certified to teach *The Success Principles* and have been trained and certified by Jack Canfield in *The Canfield Methodology*
- And much, much more!



If you and the other trainers in this venerated group achieve the vision Jack has for your future careers, you could easily be celebrated as the next transformational sage, international speaking star, corporate visionary, or conscious reformer.

Isn't that worth a few months of your life and the modest tuition this program requires?

“*Jack's Train The Trainer program was by far the most life inspiring activity I've experienced! By learning, practicing, and teaching the principles I have "retired" two years earlier than planned and have started up the business of my dreams!*

– Steve Norton, MS, PMP®  
Corporate Trainer, Bestselling Author

# Your Company Benefits When You Send Your Employees to This Groundbreaking Program with Jack Canfield!

Today, the leading indicator of future growth and profitability in any company is a healthy internal culture. But how can you begin to improve the culture in your workplace?

## **Start growing your employees as people.**

When you introduce personal-development training to your employees, you will see **greater productivity**, peak performance, and a brand new **“can-do” attitude** in every area of your business.

Suddenly, recurring challenges like absenteeism, low productivity, quality control issues, failure to meet stated objectives—even issues related to mergers or lay-offs—are reduced. Your workplace environment simply becomes a more pleasant place to be...

Not only that, but the **monetary pay-off can be immense**. According to Zero Million—a top online resource for entrepreneurs—allowing for personal growth in the workplace leads to high quality job performance. Think about it. If your people could produce just 20% more than they do now, what would that mean to your top-line growth? If they could grow in confidence and self-esteem, take ownership of their results, make fewer mistakes, do more with less... what would that mean to your bottom line? Grow your employees as people, and they'll return these benefits to you.



## **Now you have the chance to get these results.**

When you send key managers and employees to Jack Canfield's Train the Trainer professional program, **they'll return as change leaders for you.**

The program teaches those with a success-oriented mindset the exercises, group processes, and facilitations techniques they need to hold small-group workshops, in-house trainings, and personal coaching for employees at all levels. Not only will they be transformed themselves, but they will return **fully capable of transforming others too!**

*What are some of the principles included in this training program?*

- Take 100% responsibility for your results, your career advancement, your decisions, relationships, and more
- Pursue constant and never-ending improvement on the job and at home
- Use the “Cycle of Completion” to ensure positive outcomes
- Ask for feedback and respond appropriately
- Go the extra mile in all endeavors and deliver more than expected
- Develop new success habits using a 21-day process
- Be ready when opportunity knocks
- Plus dozens more...

*By sponsoring your employee and paying their tuition into the Train the Trainer professional development program, you'll take the first step toward bringing these principles to your workplace—and enjoying better outcomes as a result.*

# Work Personally with Jack Canfield and Take Your Place as the World's Next Human Potential Trainer!

**You've probably heard about the early careers of the world's greatest success icons**—how they struggled to gain a foothold until someone took them 'under their wing' and showed them the ropes of how to be a world-class trainer.

W. Clement Stone mentored Jack in this way. Not only did he shape his outlook on life, he became his lifelong mentor and teacher.

**Just as W. Clement Stone launched Jack Canfield on his life's career path, Jack wants to impart his wealth of knowledge and a similar experience to you!**

In fact, he's so committed to assembling and working with the ideal group of dynamic training professionals, he's purposely held down the cost of this training to a fraction of what the corporate sector or academia would charge for a curriculum that doesn't even come close the personalized instruction and mentoring Jack is offering you in this program.

The best trainers in the world are those who are most passionate about their work and the positive changes they can make in other people's lives. These dedicated professionals—perhaps you're one of them—don't always make six-figure incomes... but you could—once Jack takes you by the hand and guides you in the training techniques you'll learn to master during this unique program.

- **IF YOU'VE EVER DREAMED** of speaking from the platform with thousands of captivated students listening on the edge of their seat...
- **IF YOU CAN SEE YOURSELF** advancing to the top ranks of management because your department or workgroup routinely outperforms every division in the company...
- **IF YOU'VE ENVISIONED YOURSELF** as 'Educator of the Year' because your students win major scholastic awards and other honors...
- **IF YOU KNOW YOU COULD BECOME** the leading consultant in your field, with substantial six-figure training contracts from the world's most prestigious corporations to your credit...

**... you simply must apply to Jack's Train-the-Trainer LIVE Certification Program as a lifetime investment in yourself and your career!**



**NOW OVER 2,100 STUDENTS IN 100 COUNTRIES!**



*Join Our International Family  
of Canfield Trainers and Make a  
Quantum Leap in Your Career Today!*

## **Enjoy these Professional Benefits as a Certified Canfield Trainer:**

- **COACH, SPEAK, AND TRAIN** in any market, anywhere in the world
- **DELIVER YOUR OWN SUCCESS-PRINCIPLES STYLE TRAININGS** using Jack's arsenal of proven exercises, processes, and concepts which you will use to transform others from the inside out
- **INSTANTLY BOOST TO YOUR CAREER**, status, and income, or simply get everything you need to launch a new career from scratch
- **ACHIEVE TWO LEVELS OF CERTIFICATION** as a Canfield Certified Trainer in The Success Principles (Level I) and The Canfield Methodology (Level II)
- **PERSONALIZED CERTIFICATES & OFFICIAL SEALS** to add credibility and to use in your marketing materials and website
- **PROFESSIONAL PHOTO WITH JACK CANFIELD** to use in your marketing
- **FEATURED LISTING IN THE CANFIELD CERTIFIED TRAINER DIRECTORY** website to give exposure to you and your business
- **SHOUT-OUT ANNOUNCING YOUR CERTIFICATION** to the world on Jack's Social Media channels
- **ELEVATED STATUS** when attending Jack Canfield hosted events
- **WHOLESALE PRICING** on Canfield success products for resale
- **LIFETIME ACCESS** to the online course and community—including future training modules—as your access will never expire



*“If you are passionate  
about making a difference  
– join me in doing  
so now!”*

A handwritten signature in black ink that reads "Jack Canfield".



# Far from a Cost, This Training Is a Lifelong Investment in Yourself and Your Career

While other human-potential leaders might charge up to \$100,000 to work with you personally (if they would agree to even do so), Jack wants to work with as many qualified applicants as possible who want to become Certified in the Canfield Training Methodology—transforming audiences with unshakeable confidence, building lucrative training companies in their home countries, and enjoying the kind of exciting and fulfilling lifestyle he's enjoyed for more than 40 years!

That's why the price of this professional development program is far below what Jack typically gets for just one day of speaking or consulting:

**Option 1:**  
**\$17,000\***

Payment date is arranged during your orientation call with a Program Director

**Option 2:**  
**Payment Plan\***

Customized payment plans are arranged with a Program Director

*\*Be sure to ask about special offers and incentives you may qualify for.  
Any enrollment fees already paid for Trainer the Trainer Online will be applied toward your enrollment fee in this LIVE training program.*

Time Is of the Essence.  
Apply With Confidence Today.

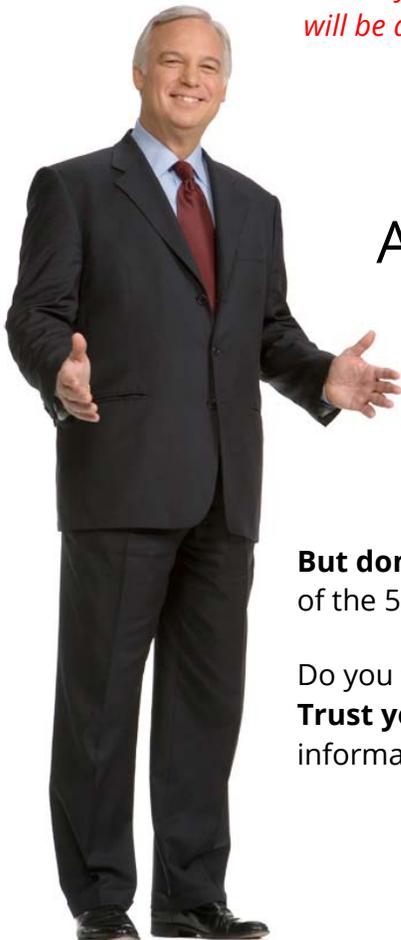
APPLY ONLINE NOW



**But don't delay...** We can't guarantee space will be available much longer. Dozens of the 50 spots have already been filled for the 2018 program.

Do you feel "called by this program," but are unsure about whether it's the right fit? **Trust your intuition and apply anyway!** Part of the application process is a brief and informal personal interview, so we can make sure it's a good fit before you commit.

***We'd love to talk with you!***





THE CANFIELD TRAINING GROUP  
MAXIMIZING YOUR POTENTIAL

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