

CONTINUING EDUCATION COURSE CREATION **MADE EASY**



**Positively
Impact Your
Industry,
Teach Others
and Make Money**

CAROL ANN WAGNER

Foreward

I've never been a superhero. At least I didn't think I was. But I do have passions and interests.

I have a passion that turned into a superpower. I love helping caregivers who are caring for people with dementia ("caregiver" is a loose term: a caregiver is anyone who knows anyone with dementia). I have cared for many clients (and family members) with dementia and am skilled at reducing conflict and managing the often-challenging behavior of people with dementia. I know that everything I've ever trained in and experienced, prepared me for this calling. That it is no mistake that I have this vocation. I often wondered if the tools I gained and learned could help other caregivers. Guess what? They Do! I have been teaching and training caregivers for several years, they have had real transformation in their relationships with their loved ones, and clients. They have experienced more peace, less frustration and less guilt. People with dementia feel safer and more understood, at least that's what the changed behavior suggests. Ultimately, I'm giving caregiver's their lives back. It is a wonderful and wild ride.

In order to take this training to a bigger audience, I needed to be able to market to Assisted Living Facilities, Skilled Nursing Facilities, and Memory Care Facilities. Although I knew my course worked and had gotten validation from administrators and directors with whom I met about the content, they simply could not purchase a non-accredited program.

Gulp...

My fear ran high as I even considered accreditation. How would I do that? Where do I even begin? Would I need to be more medical in my approach? Would I need to have a lot more experience and education? In walked Carol Ann. What a breath of fresh air. Carol Ann is the Real Deal. She has experience on both ends and the in-between of accreditation. Her "let's do this together" approach made all the difference for me. I used Carol Ann's system, and my course is accredited. It wasn't as daunting with her help. She makes it simple and doable. Accreditation has opened doors. Doors to more clients, customers and opportunities. Now I'm pursuing my mission of training 100,000 caregivers who will then support 1,000,000 people with dementia, ultimately creating more peace and joy for caregivers and those in their care.

Everyone has a superpower, mine happens to be communicating and being present with people who think and behave differently than the typical person. What is yours? No doubt you have something you know that is LIFE CHANGING! If only it was available to more people. Pick this up. Read it. Let Carol Ann gently guide you, and let the world know about your superpower!

Introduction

Have you ever felt you have more to share to your industry and/or others in parallel professions?

That you just did not have the key on how to move forward? Do you have a burning desire to share what you have learned in your profession that is your own unique gift and worked so very well for you in your world? Do you want to leave a footprint on others and touch lives?

Then you may have met a possibility in your moving forward, with that deep stirring of sharing and making your legacy live on. In sharing and teaching others your methods and material gleaned from years of service in your industry, you can make a difference. This book has been written to urge you to share your personal intelligence and knowledge with others and make their path in your industry easier. There is a very simple process I take you through to produce the positive results you have had floating around your mind for years. Or maybe this book will just encourage you to know the possibilities that are available to you in your professional life, to share with others which can lead to profit for both you and those you share with.

There are simple steps to follow and a process to learn to be able to take your intellectual property to paper.

Let's Begin!

Chapter 1

How to Identify Your Course

What Advice Do People Come to You For?

Everyone can be an expert at something, what is your expertise in? Are you in an office working with a team, doing contract work, self-employed and/or entrepreneurial? Do you have information that others come to you for?

Sit with yourself and think about this for a few moments. If you cannot immediately come up with an answer, then find a close friend or associate and ask them what they think your expertise is. Have them remind you of what advice people come to you for. This is how it begins, your gift to share that can change others' lives.

What is your Profound Experience?

Have you had an experience that changed your life? Is there something that you experience you've gained that others can learn from? Did you have a family event, school event, or personal event that was a "line in the sand" experience, or did something happen to someone close to you that changed the way you process things?

There is a man who had many unresolved issues in his life. He did not understand why things did not work out well for him. It seemed that whatever he did, self-worth issues arose. He experienced these issues in his personal and professional life. He became determined to have things work out better for him, and finally found the process of hypnotherapy. Hypnotherapy was great for him. It almost instantly erased most of the negative experiences and emotions that he previously carried with him into most situations. Because of this outcome he became an expert in Hypnotherapy and now many go to him for his expertise and assistance in changing the way they process things. He is now the master of his life and emotions.

What is your profound experience? What has changed your life in such a way that if you shared it, it would allow a change in others?

What Do I Excel in Professionally?

Let's jar your thinking process. I will give you an example of a woman who had an interest in something that started when she was a youngster. Her birthday was in the Summer when many people were out of town so very few people came to her parties. Her siblings had their birthdays during the school year and their parties were always well attended. This left her feeling like hers were a bust. So, one year she planned her summer birthday with a theme and advertised it before the school year was over. Everyone loved her party. She was beyond happy, so she decided to do the same thing every year. Her birthdays became a sought-after event.

Because of her expertise and gifts of imagination, she became the go to person for event planning. First as a child, then as a parent planning events for her own children, she turned these gifts into a prosperous business. People come to her for her ability to organize and put on an amazing event.

What do you excel in professionally?

How Did You Become an Expert?

What has been your personal path to becoming an expert in your field of expertise and interest? Let's look at Bob. Bob was in the Navy and on board his ship he began working with electronics, it started as his interest and became his expertise. Years later, he still loves it and enjoys taking math classes and other courses to stay "up" on current codes and changes to his industry. He has become a continuing education provider in his field, because of this knowledge and from meeting and working with someone who was doing continuing education in the same electrical field he loves. What have you been interested in and educated yourself on in your area of expertise?

How did you become the expert?

Where Do I Excel in This Area of My Profession?

This question is not necessarily what you are interested in, or prefer to do, but more about what you excel in. This example is about an individual who cared for people afflicted with Alzheimer's on a private duty basis. They had a love for care giving. They found themselves sought after by families who were having trouble caring for their loved ones, most of whom were in early on set with the disease process. These patients were often younger than the usual age group affected by this very difficult disease process. They expertly cared for this group of people and now have written a book, teaching the course on how to care for Alzheimer type behaviors, and speaking at events to share the wonderful knowledge they have learned.

Where do you excel in your profession and if you share your knowledge can lead others to have more satisfactory skills.

What Does the Information That I am Privy of Mean to Me?

In the examples that have been given everyone had life experiences that turned them into an expert in their area of work or interest. You also have work and life experience that is unique to you, yet universal in appeal. Your experience and knowledge can be shared to either cut the learning curve for another, or to open a door of knowledge and learning that only you can. It can be your legacy, and you can make money from it.

What information do you have that only you might have the ability to share and how or when will you do it?

Why Do I Feel I Have the Information to Share?

Have you ever had a nagging feeling or voice in the back of your head telling you to share your gifts? Have you had work colleagues, family, or friends suggest you write a book, teach a class, or share your expertise online? This should be a huge clue to you, that you have information to share and you most likely do not have to dig too deep. Just take some time to quiet yourself to do some introspective work. Listen to that still small voice that has been trying to get your attention. There must be something to that voice because you are reading this information and you are now done with Chapter One.

Answer the question of why you feel you have information to share and you are well on your way.



Carol Ann Wagner **Entrepreneur, Speaker, Author**

Carol has run a successful business since 2001 and is still in that business and will share with you how to become a CEU Provider in your industry. Carol can also help those who want to move forward with their legacy of providing their knowledge to peers. You can view Carol's current CEU offerings at www.BestSourceLC.com where you will see how she created a series of CEU courses, built a business and implemented strategies to accomplish her mission.

BUY THE BOOK NOW!