



Eat **Mindfully**  
Live **Vibrantly**

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## Create a Licensing and Train-the-Trainer Program for Your Intellectual Capital

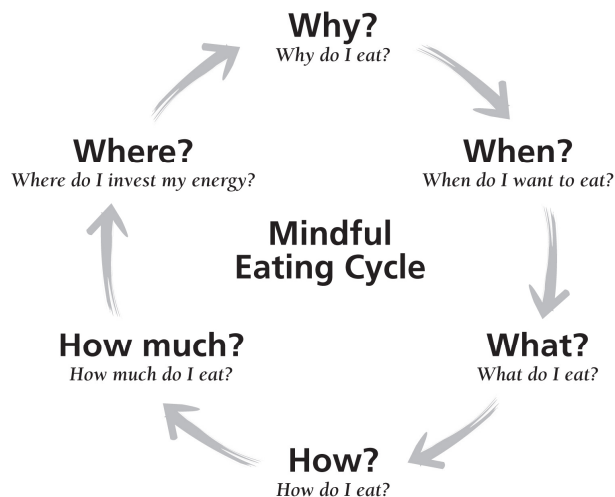
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Am I Hungry?® Mindful Eating Workshop Facilitator Training Information:  
<http://amihungry.com/facilitator-training.shtml>

**Expertise and Content:** What do I know, or know how to do, that others will pay me to know or do too? What content do I have that I can leverage? Do I want to?

**Model:** What process, system, strategy, or model can I use to transfer my expertise?

Example:





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**Audience:** Who will I market my licensing and training to? How will I market it?

**Materials:** What training and support materials are needed?

**Training Format:** One-on-one, groups, boot camp, retreat, teleseminar, webinar, online...

**Legal:** What are the terms of the license? Will I require renewals? How will I control quality and manage my brand?



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**Revenue:** What are my costs of production and administration? What will I charge?

**Marketing:** How will I market it?

**Leverage:** What else can I license or who else can I offer this to?

**Next steps:**