#  LAUNCH PLAN WORKSHEET FOR DELIVERING INSTRUCTOR TRAINING

# The launch plan is a worksheet that will be provided to you is included in the resource website. Marketing is critical to recruiting potential instructors. You may have the most excellent training design and delivery but if people don’t know about it, enrollment will suffer. Marketing involves promoting the benefits of training and the importance of having experienced, well-trained instructors. Demonstrating return on investment is very important to organizations, profit and non-profit alike. Using a multitude of marketing strategies is more effective than relying on just one. Strategies can include, face-to-face contact, written material such as brochures, website information, networking, faxing and social media. It should be an active rather than passive process.

Write your answers to the following questions on your launch plan.

**WHO IS YOUR TARGET AUDIENCE:** Where is there a need for Instructors? Where is the training taking place?

**WHAT ARE THE BENEFITS**

And return on investment of my training that will attract participants?

**WHAT ARE THE BEST STRATEGIES?**

Calls, instructor brochures, letters, fax packet, presentations, email blasts, print, press releases, feature articles, website, LinkedIn, Twitter, other, be specific).

**WHO ARE YOUR KEY PEOPLE CONTACTS?**

List the organizations and key people to contact to recruit participants. Include the name of the organization, name and title of your contact person, phone number and email address.

##### WHAT ARE YOUR RESOURCES AND SUPPORT?

List the people you could involve to help you with marketing strategies. Don’t forget other master trainers.

##### WHAT HELP CAN I OBTAIN FROM NCDA AND/OR MY ORGANIZATION

What types of support can your own organization and NCDA headquarters provide for you? List them here.

**QUESTIONS I HAVE ABOUT MARKETING**

Rarely in our training as service providers do we have courses or training in marketing. Here is your opportunity to write your questions to share with your training group.

**METHODS AND FORMATS FOR TRAINING DELIVERY**

eLearning or Hybrid Form Yes? No?\_\_\_\_\_\_\_\_Number of Weeks\_\_\_\_\_\_\_\_\_\_\_\_

Number of Face-to-Face Days (24 hour minimum for eLearning )\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of Participants: Maximum\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Minimum\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Costs of Location\_\_\_\_\_\_\_\_\_\_\_\_Materials\_\_\_\_\_\_\_\_\_\_\_\_Duplicating\_\_\_\_\_\_\_\_\_\_\_\_

Other materials\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**SKILLS I NEED TO ACQUIRE OR LEARN** to implement a new traditional course and eLearning course.