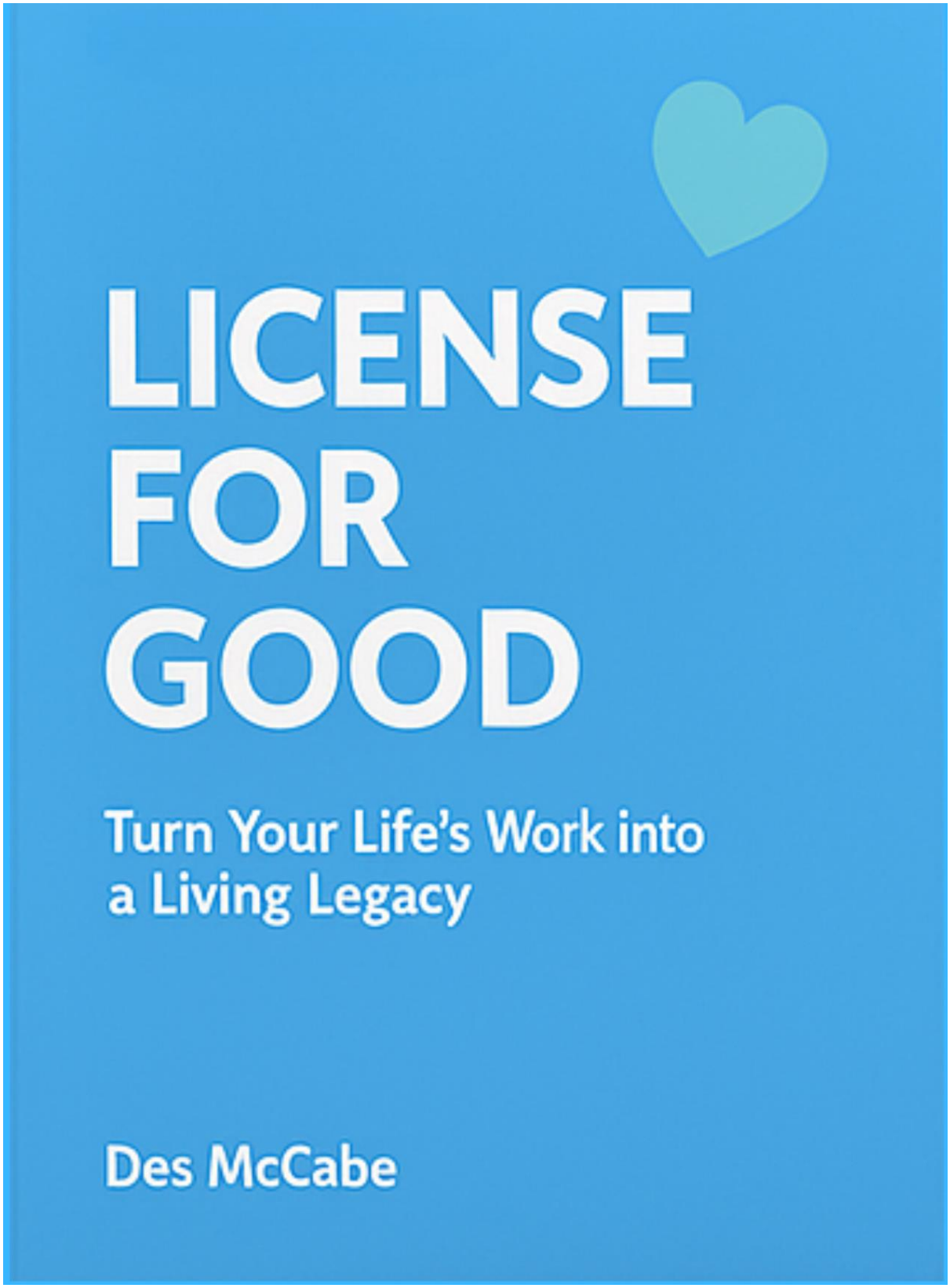
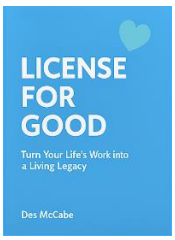

LICENSE
FOR
GOOD
Turn Your Life's Work into
a Living Legacy
Des McCabe

License For Good

Turn Your Life's Work into a Living Legacy

Harvest what makes you special.
Share your message.
Grow an amazing global community.
Build real, sustainable income.
Make the world a better place.
Create an incredible legacy.

Des McCabe



Many Thanks

Thank you so much for downloading this important little e-book.

I've made it free of charge because I genuinely want to try and help you. I hope that somewhere in these pages you'll find a thought, an idea or a moment of encouragement that supports you as you keep pushing forward with all that matters to you.

My work has always been about trying to build a kinder world - one conversation, one small step, one license at a time. If anything here helps you in any way, then that would be great!

If you find the book useful, it would be lovely to hear from you. Drop me a note (diversiton@gmail.com).

We can also meet up for a chat. I'd really enjoy finding out more about what you're doing and what you're building.

Thank you again for allowing me to share this with you.

Take care and keep well

Des

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Welcome

When I wrote my first Licensing book six years ago, I was trying to write a practical guide. I wanted to share a simple, structured way for people to take what they know and pass it on. I created checklists, frameworks, agreements and processes. The feedback has been amazing and thousands of copies have been downloaded for free.

Over these years, through hundreds of calls, conversations and collaborations, I've seen that licensing has the potential to become something truly special. It offers us a way to take all that we have learned, all that we've built, all that we have struggled through and shaped and refined, and turn it into something that can help others today - and indeed, long after we are gone.

What I've come to understand is that licensing is not really about content or intellectual property or scaling programmes. Licensing is about people, about kindness, about collaboration and more than anything, about legacy.

Licensing is a different way of working. It's a way of harvesting everything you've done and everything you care about. It's a way of making your message real in the world, not just in one training session. It's a way of bringing people together who share your values, your hopes and your vision of what's possible. And it's a way of contributing to something much bigger than any single organisation or individual.

What I have learned more than anything is this: licensing isn't about selling your training stuff. It's about kindness first, collaboration first and contribution first. It's about creating opportunities for others to use what you have created. It's about giving your work a future that goes beyond your own capacity. And it's about making an impact today, not someday, through the lives and hands of others.

Over the years I've set up my own training and coaching businesses, organisations and charities. Some grew quickly. Some took years. Some struggled. Some succeeded. But here's the surprising truth I've discovered: a single sixty-minute call can sometimes have more impact than all of those structures put together.

That realisation changed everything for me.

I realised that if I can take all of my experience, add in all I've learned about licensing and share it with others who can use it, then I am multiplying my impact far more effectively than if I simply deliver more sessions myself. Licensing is the engine that makes this multiplication possible. It allows others to take their expertise and experience and use this for good in communities and organisations I may never reach.

That is why I do what I do.

I offer free strategy calls because it's the only way to find out if we share the same values. Yes, it's how I build my business. But I only build my business with people who want to build a legacy. If we align, we'll talk next steps. If we don't, you leave with free advice.

I want to help people build something that matters. I want to encourage kindness and generosity in how we work together. I want to show people that collaboration is not only possible - it's essential. And I want to help build a better world where everyone is supported, valued and looked after.

Licensing has taught me that we don't have to build alone. We don't have to scale alone. We don't have to carry it all alone.

We can do this together. We can create communities, not customers. We can become friends with trainers and facilitators who believe in what we believe. We can use licensing not simply to spread content, but to spread compassion, understanding and hope.

Everything in this book comes from that place. It comes from years of learning, experimenting, failing, trying again and discovering that the real gift of licensing is not the business model, it's the opportunity.

It's an opportunity to help others, to create something meaningful and to shape a legacy that will continue to do good long after we have finished our part.

This is why Licensing for Good exists. And this is why I am inviting you to be part of it.

Introduction

Welcome to License for Good! This book is your invitation to explore something truly exciting with your life's work. If you're a trainer, coach, consultant, or expert who knows you have something valuable to share, this guide will show you how to turn your expertise into a thriving community that reaches far beyond what you could ever achieve alone.

Before We Begin

Please use a notebook or open a fresh document on your device. Trust me on this one because I think you are going to want to capture your ideas, insights, and questions that start flowing as you read. This isn't just a book to consume; it's a practical guide designed to help you transform your work and build something truly meaningful.

What You'll Discover

You'll learn about Licensing for Good which is a completely different approach to growing your impact and income. Instead of the traditional model where you do everything yourself, you'll discover how to build a community of people who deliver your work, share your message, and extend your reach while you support and guide them.

This isn't about selling more courses or chasing customers. It's about creating partnerships with people who share your values and want to bring your work to life in their own communities. Think of it as turning your individual brilliance into collective good - helping you harvest what makes you unique, share it widely, and build a global community around your work.

How This Book Will Help You

Each chapter is designed to help you see new possibilities for your work. You'll explore practical questions like: What makes your approach unique?

Who would love to partner with you? How could your work create ripples of positive change? What would it look like to build sustainable income while making a real difference?

I have been working with colleagues on licensing for over fifteen years and I still do weekly calls with people keen to explore their ideas This book brings together real-world experience from trainers, experts, coaches, and-entrepreneurs who've successfully built licensing communities. You're benefiting from their journeys, their challenges and their breakthroughs. The reflective questions at the end of each Chapter are designed to help you think through your own licensing opportunity step by step.

As you work through each section, you'll find yourself building action lists, discovering fresh perspectives, and connecting dots you hadn't seen before. The magic happens when you pause, reflect, and think deeply about how these concepts apply to your unique situation and aspirations.

Your Journey Starts Here

Whether you're just curious about licensing or ready to transform how you work, this book meets you where you are. Feel free to jump around if a particular section calls to you or come back to topics that spark new ideas. This is your resource, designed to meet you wherever you are in your business journey.

If you're working with a team or partner, bring them into this process too. The conversations you'll have will be invaluable.

Most importantly, you're not alone in this. If you find yourself stuck or want to explore possibilities specific to your situation, I'm here to help. You can reach me at +44 7717 203325, email me at diversiton@gmail.com or book a slot directly on my calendar (www.calendly.com/desmccabe) to arrange a free

60-minute conversation. I genuinely enjoy these chats and love helping people see the potential in their work.

You see I've learned that I can best leverage my impact by building and supporting communities of Licensors.

By the end of this book, you'll have a new way of thinking about your work, a clear understanding of licensing, a practical framework to follow, and tools to grow a community that shares your values, methods and message. Most importantly, you'll see how licensing can help you create the income, impact, and legacy you've always wanted - all while working with people you genuinely enjoy.

Your expertise, experience, and passion can reach far beyond what you deliver at the moment. License for Good will show you exactly how to make that happen.

Why should we talk?

I built my first training business to £10M in revenue and £1M in profit. I've helped trainers, coaches, and consultants across 30+ countries license their expertise, including working with the team behind Robert Cialdini's licensed trainer program and Valerie Young's Impostor Syndrome Institute. I didn't build this framework in a classroom. I built it in the trenches, and I'm sharing it here because I invested 8 years learning it the hard way. You don't have to.

Ready to begin? Let's explore what's possible when you turn your life's work into a living legacy.

Chapter 1 - What Is Licensing for Good?

Licensing for Good is about sharing what you've learned or created in a way that helps everyone. It's about taking your ideas, experience, and expertise and turning them into something that others can use, build on, and bring to life in their own communities. It's not just about selling courses, chasing customers, or building a big corporate brand. It's about building community, creating opportunity, and making a difference through your work.

At its heart, Licensing for Good is a simple idea. When we share what we know and work together with kindness and integrity, everyone wins.

A New Model for a New Time

Most traditional business models are built from the top down. They rely on control, competition and ownership. Power and profit flow upwards while creativity and collaboration are often lost along the way.

Licensing for Good turns this model upside down. It is a bottom-up approach that we call an Inverted Pyramid. It empowers individuals, groups and organisations to work with your proven content or program and deliver it locally, bringing their own energy, experience and understanding of what their community needs.

It is a partnership, not a transaction. It is about building a movement, not just a market. And it is about leaving a legacy, not just earning a living.

Collaboration

The old business world was built on control - top-down management, strict rules, and limited access to opportunity. The new world of work is very different. Small, focused, self-managed groups now achieve more through collaboration than large organisations often can through command.

In these new groups, responsibility is shared. We listen, we support and we learn from each other. The energy doesn't flow from the top down but from the middle outwards, from connection and collaboration.

Licensing for Good offers a structure for this. You take what you already know (your experience, your course, your method) and allow others to bring it to life in their own way.

You don't hand over your material and walk away; you invite others into a shared mission where everyone contributes and everyone benefits.

How It Works

Licensing for Good begins with you as the creator, trainer, or organisation that has developed something of real value. You may have built a framework, a process, or a program that delivers results. Through licensing, you can now package what you've built into a clear, professional system.

You then offer this to others who share your purpose and values. They become licensees who use your materials under agreement to deliver the work in their own area. You train and support them, helping them to succeed, while they help to spread your work and extend your reach.

Instead of competition, there is collaboration. All your licensees work together with you to help and support each other. We call this Dual Responsibility (looking after our own needs AND the needs of all others). We want everyone to do well. This is how we build our thriving communities.

Why It's Called "For Good"

The phrase "for good" has two meanings and both are important.

Firstly, it means *for positive impact*. Licensing for Good is about using our knowledge and skills to make a difference. We want to help others, to create opportunity, and to strengthen communities.

Secondly, it means *for the long term*. This is not a short-term project or a one-off transaction. It is about creating something that lasts, something that continues to grow and thrive long after the first license is signed.

When you license for good, you are not just building a business model, you are creating a legacy that will keep giving long into the future.

A Different Way of Working

Licensing for Good is built on kindness, collaboration, and professionalism. It stands apart from the old competitive and isolated way of working. We do not protect our knowledge to keep others out. We protect it so we can share it safely and responsibly.

We do not sell to people, we invite them into our community. We do not chase income, we create impact and trust that income will follow. Licensing for Good is a new kind of economy, one based on shared purpose, openness, and goodwill. It is business as collaboration rather than competition.

The Bigger Picture

The world around us is changing quickly. Technology, artificial intelligence, and new patterns of work are transforming how we live and earn. Licensing for Good offers a way to harness these changes for positive impact.

It allows trainers, educators, consultants, charities, and creators to share their message, extend their reach, empower others, and build sustainable income while working for the common good. When you license your work, you are not just sharing your content, you are planting seeds that will grow with and through others.

In summary, Licensing for Good is a business model with heart where purpose and profit come together. It is a community model where we grow together. And it is a legacy model where our work continues long after we have gone.

It is a way to build your income, your impact, and your legacy with a community of people who love what you do.

A New Beginning

Licensing what you do isn't just about sharing materials or teaching others to deliver your work. It's about changing the world. It's about building a community of people who share your values, your passion, and your purpose. It's about you finding and working with people you love and who love what you do.

This is the foundation of *Licensing for Good*. It's not about control or ownership. It's about trust, generosity, and shared success. Each license you create is an opportunity to empower others, to give them the tools and support to make a difference in their own workplaces and communities.

When you build a licensing community, you don't just expand your business; you expand your purpose. You give people around you the chance to succeed, to find meaning, and to serve others through your framework. Your work becomes part of something much larger than yourself.

You move from being the centre of attention to being a catalyst. You become a connector, a mentor, a guide. You don't just teach; you help others find their own place in a shared mission.

This is not business as usual. It's a conscious shift from *me* to *we*. It's about finding meaning, collaboration, and purpose in everything we create and turning our individual experience into collective good.

What Does “For Good” Mean for You?

Take a few quiet moments to think about what *Licensing for Good* could mean for you personally. This is your opportunity to begin shaping the purpose and direction of your work.

Think about what you’ve already built, the difference you want to make, and the kind of community you would love to create around your ideas.

Reflective Questions

- What difference could your work make in the world?
- What positive change would you like to impact upon?
- Who are the people you most want to help or empower?
- What might your community look like?

Chapter 2 - The Difference Between Licensing and Training

Many people think licensing is simply an extension of training. It's not. Licensing is something much more powerful and lasting. Training helps people to learn. Licensing helps people to lead, connect and grow.

When you deliver training, you are transferring knowledge, skills, and understanding to participants. They attend a session, complete the exercises, and go away with new insights. Training is valuable for it builds capacity and confidence. But training often ends when the session ends.

Licensing is different. Licensing is about creating an ongoing partnership where others can deliver your work, share your message, and build collective impact. It's about empowering, growing and looking after a community of people who take what you've developed and bring it to life again and again in their own way.

Licensing multiplies that reach. Every licensee you train becomes another channel through which your ideas, methods, and materials can reach new audiences. You move from being the only person delivering your work to being the leader of a growing community of people delivering it everywhere. This is how your impact expands.

To get the most out of this book, you need to believe one thing: you can make a bigger impact through the hands of others than you ever could on your own. If you need to be the one on stage every time, put this book down. If you're ready to lead, keep reading.

From Transaction to Relationship

Traditional training is often a transaction. You deliver the course, the participant gains the knowledge, and that's where it ends.

Licensing, on the other hand, is about relationships. When you grant a license, you are investing in a long-term partnership. You are providing guidance, materials, mentoring, and ongoing support. Your licensees become part of your community.

You don't just teach them once. You walk beside them as they deliver your work, grow their confidence, and find their own success. This creates a continuous cycle of learning, sharing, and collaboration. Everyone benefits.

A Change in Mindset

The biggest shift from training to licensing is in how you see yourself. You are no longer simply a trainer or consultant. You are a builder of a community of licensees.

You are helping others to step forward, take ownership, and make a difference. Your success comes not from how many courses you deliver, but from how many people you empower.

A Model for the Future

As the world changes, people are looking for work that is more meaningful, flexible, and connected. Licensing offers a way to meet that need. It helps others to build their own income and impact by being part of something bigger than themselves.

It's a model that rewards collaboration rather than competition. It gives people belonging and purpose. And it ensures that good ideas don't fade away but continue to grow and reach new lives.

Licensing is not just a business model, it's a movement. It's how we scale goodness.

The Role of the Licensor

Your role as licensor is not to command but to serve. You're there to help others succeed. You no longer have to deliver every session or manage every detail. Instead, you become the guide, the enabler and the leader of a growing community.

When you work this way, something wonderful happens. You stop chasing the next piece of business and start nurturing the next wave of opportunity. The success of others becomes your success. Your focus moves from selling to supporting, from transactions to transformation.

You have nothing to sell. You have opportunities for people to work with you. The income follows the impact. The more people you help succeed, the more successful your business becomes.

Reflective Questions

1. How would my work change if I measured success by impact instead of income?
2. Who could I empower to carry this message forward with me?
3. How could my current business evolve into a licensing community?
4. Draft a sentence that defines your purpose in serving others through licensing.

Chapter 3 - The Heart of Licensing for Good

At the Centre of It All

At the heart of every successful licensing initiative lies one thing: values. Our values shape everything - how we work, how we treat others, and how we grow together. Without shared values, a licensing network becomes just another business arrangement. With them, it becomes a living, breathing community.

In *Licensing for Good*, our values are simple and universal - kindness, collaboration, inclusiveness and shared success. These are not slogans. They are working principles that guide how we behave, make decisions, and build relationships.

Kindness as a Business Strategy

When people feel valued and supported, they flourish. And then the work grows. Kindness is not soft. It's strategic. It creates trust. It builds loyalty. It invites collaboration and commitment.

As a licensor, your role is to create an environment where kindness is a core value. That means looking after everyone and working to ensure that everyone does well. But kindness isn't just your role, it's everyone's. Your licensees support each other and they help one another to do well.

You create a culture that people want to belong to. It's one where kindness sits at the centre and everything else falls into place.

A Living System

Your licensing community is not a static structure, it's a living system. It grows through relationships and evolves through shared experience. Like any living thing, it needs attention, care and nourishment.

When people feel that they belong to something that truly matters, they give their best. They innovate. They collaborate. They create magic. That's when licensing becomes a force for good in the world.

Shared Success

The real success of a licensing network is not simply measured in income or numbers; it's measured in *shared progress*. When your licensees thrive, you thrive. When their clients succeed, everyone benefits.

The goal is to create a circle of support and opportunity that keeps expanding. Everyone who touches your program should walk away feeling uplifted, capable and connected. That's the power of shared success for it keeps multiplying.

When kindness, collaboration and inclusion drive your work, licensing becomes more than a business model. It becomes a philosophy, a way of working that values people above processes and purpose above profit.

The Power of One

Imagine ten people delivering your program in ten different places. Each one brings their own energy, style, and story. Each reaches hundreds of others. In time, those hundreds reach thousands. This is how real change happens; quietly, consistently and collectively. It happens one license at a time.

Licensing allows your work to grow far beyond your personal reach. It multiplies your impact without multiplying your workload. Every time you support a new licensee, you plant a seed that grows. Each one carries your message into a new community, a new organisation, a new part of the world.

The beauty of licensing is that you no longer need to do everything yourself. You share the opportunity and in doing so, you empower others to build their own pathways to success.

The Ripple Effect

Every person you license becomes part of your story and you become part of theirs. Together you create ripples that spread outward.

A training session delivered in one town inspires a new project in another. A conversation at a workshop sparks an idea that changes a career. A single moment of encouragement can transform how someone sees their own potential.

When you create a network of licensees, you build a system of shared energy - a chain of influence that stretches across borders and industries. Your work becomes a wave of positive impact, carried forward by people who care.

Building Momentum

As your network grows, so does its energy. The stories, friendships, and successes that emerge from your community build confidence in everyone involved. People begin to see that they are not working in isolation but as part of a greater movement for good.

Momentum builds naturally when licensees share what works, celebrate their wins, and support one another. This sense of togetherness fuels the whole community. It gives people courage to try new ideas, to step forward, and to take ownership of their role in the bigger picture.

You as a Catalyst

As the founder of this movement, your role is to keep the vision clear and the spirit strong. You don't need to have all the answers—you simply hold the space for others to contribute.

You are no longer just a trainer or a consultant. You are a catalyst for change. You are a guide, a mentor, and a connector. Through your work, people find their own ways to help others. Your ideas become the starting point for hundreds of new stories, each adding to the collective impact.

This is the magic of licensing. It turns your work into something alive—something that keeps growing long after you've delivered your last session.

The Global Vision

Imagine if thousands of people around the world were working every day on projects, programs, and initiatives that came from your ideas. Imagine the difference that could make—to individuals, to communities, to society.

This is not a dream. It's the natural outcome of building a licensing community based on shared purpose and trust. When people believe in what you do and are given the tools to make it real in their own world, the result is unstoppable.

Licensing is exponential good. Every new licensee is a new beginning. Every collaboration is a new connection. Every success story is another spark of hope.
You are not just building a business—you are building a movement of people who care, act, and make a difference.

And it all starts with one license.

Reflective Questions

1. Which of my personal values do I want my licensing community to reflect?
2. What would a 'living system' of my work look like in practice?
3. What kind of ripple could my work create if it was shared widely?

4. Visualise your first five licensees. Who are they? Where are they? What are they delivering?
5. How would it feel to see others succeed using something I created?

Chapter 4 - A Different Perspective for Trainers

How can a trainer, expert or entrepreneur create a seven-figure income?

Many trainers and training organizations tell me how difficult it is for them to break out of the traditional delivery framework and grow their income. The cycle of trying to win business, develop courses and deliver sessions repeats itself as they battle to earn a decent salary or grow their business. Managing this process particularly in lean times can be incredibly stressful. They are continually facing questions such as 'Where are we going to get business? What happens if our main source of income dries up? What happens if I get ill? And what about retirement or pension - when am I going to get that sorted?'

The reality is that as Trainers and Experts we often spend too much time trying to get business, too much time on development and too much time on administration. All of this reduces our delivery time. We then simply do not have enough earning capacity. There's only so much you can charge for one day's training, a coaching session or facilitation – unless you are a star attraction. It's easy then to see how we are limited in our earnings capability if we stick to this traditional delivery framework.

This book gives you a different perspective, so you are able to concentrate on what you are good at. It starts to show you exactly how this can be turned quickly into a significant and sustainable income stream. Not only that I'll also give you the complete framework (the exact one that I use) to ensure that you can make it happen.

Training has been my career and my passion for 30 years. I started out as an independent trainer and have worked with hundreds of self-employed trainers and training organizations over the years – many with the common dream of trying to build a secure business and to be successful delivering workshops that they believe in. I have built numerous training businesses (including the

UK's leading independent training organization and an international charity - both from scratch) – so I've learned the hard way.

I have been blessed with incredible opportunities and so much generosity from people at every stage of my journey so far. I in turn want to try and help many more trainers, experts and entrepreneurs to fulfil their potential – and that is the purpose of 'License for Good'. This means helping you to get your message, initiative or product 'out there' in the most effective, easiest, enjoyable and financially beneficial way possible.

I believe that we are all unique and that each of us has our own special gifts and talents. And I think it's our responsibility to share these with the world. So, whatever has happened in the past please remain ambitious for your future. Be determined and hold fast to your ambition. If you follow the Licensing Framework and do something every day you can make it real. I want you to see an incredible difference in your work in the next four months - and beyond.

Do you have you a course or service that could be delivered by others in different parts of the country - or in other parts of the world? There are many individuals and organizations that are looking to offer successful training courses, services and products. Don't lose all this untapped income potential!

I'm going to explain the Licensing Secret (Chapter s 2 and 3) which very, very few people use simply because they don't know about it or how to do it. It is by far the most effective and easiest approach for the independent trainer, expert, consultant, small business, charity – in fact any organisation which is keen to build their business fast.

After this I will set out step by step for you the Licensing Framework (Chapter s 4-10) - for this is where I believe I can add the greatest value to the work that you do. And this isn't just for independent consultants or businesses. Chapter 8 for example, is dedicated to showing you how Licensing can help Charities, Non-profits and Voluntary Organizations also.

As I said, there are a few questions that I will ask as we go through this book for this is also a personal development programme and a business training manual. The material in the Licensing Framework is a readymade template for your success – so please extract every piece of value that you can. Try and reflect on the questions from your own situation and start to build your Licensing mind-set from the outset. Sit quietly (with a cup of coffee perhaps) and focus on making each Chapter real for you. Enjoy the process!

Using your notepad or journal to capture ideas, you are about to see your business, your ideas, your skills and your future in a whole new light – one that can give you the recognition, income and security that you require. If you follow this Licensing Framework and copy my steps you will create an amazing business.

This is not Train the Trainer

One of the most important distinctions to make in Licensing is that this is **not** a Train the Trainer model. In fact, it's helpful not to use that term at all. Over the years, Train the Trainer has come to mean something very specific.

You teach people how to deliver your course, you give them the slides and the notes, and then they head off to run their own version of it. And that's exactly what happens. They adapt it, adjust it, skip pieces, add their own views, and before long the experience, depth and intent of your work becomes diluted. What started as your carefully designed programme becomes a collection of individual interpretations.

There is no ownership, very little responsibility and almost never any meaningful collaboration. The people you train disappear, and you hope for the best. The quality becomes inconsistent, and the legacy of your work weakens over time. This is what traditional Train the Trainer models have unintentionally created.

Licensing is a completely different world. In Licensing, we think about programmes that can be delivered anywhere in the world and still reflect the standards, values, structure and impact of the original work. A licensed programme is built on consistency, clarity and quality. It protects your methodology. It safeguards the experience for participants. And it ensures that no matter who delivers your programme, the outcomes remain strong and the integrity remains intact.

But the real difference goes even deeper. Our trainers are not "trained trainers". They are members of a collaborative family. Instead of giving them a few days of training and waving them off, we bring them into a twelve-month professional development process. They learn, they practise, they share, they discuss and they grow together. They become part of a community that cares about the work as much as you do.

This means your licensing fee is not for a one-off course. It's for an entire year of development, connection, reflection and shared progress. It's for being part of your organisation's ongoing work. It's about belonging to something that matters, something that grows, and something that continues to make an impact long after the first training session is over.

This is why Licensing creates legacy. It builds communities, not classrooms. It creates aligned partners, not temporary participants. It carries your best work into the world with care, with consistency and with heart. And that is why this is not Train the Trainer. This is something much larger, much stronger and much more valuable.

We need to change our thinking

How do you really make serious money and build a substantial sustainable business as a trainer, coach or entrepreneur?

We have to forget organic growth where income dictates how fast we grow. We have to forget trying to chase money, win grants or compete with the big

organizations in our sectors. We have to forget thinking that we need to open new offices or recruit additional staff.

First of all, we need to change our mind-set from that of independent trainer or small organization to one of a Licensing Manager. We have to start thinking and working as a 'Manager of Trainers' (Licensor).

To establish a successful Licensee network requires you to make an important mindset shift. We need to move up a level in our thinking from 'Trainer' to 'Manager of Trainers'.

This becomes our key priority – to build and support a network of Licensees – so that they can go and deliver the training. Everything that we do now has to be geared to this objective.

Think about how you introduce yourself. This now shifts from 'I deliver training courses in customer care,' to 'I manage a network of approved licensees who deliver the UK's leading workshop in complaints handling'.

Think about how you can communicate this to others. Create opportunities for people to find out more about your Licensee opportunities. This needs to be reflected on your website with a link from your home page to an enquiry page. Don't miss the potential of people enquiring about becoming one of your Licensees.

This new mindset will enable each of us to truly leverage our core assets – ideas, experience and values in a unique and incredible way. For Licensing replaces the slow development model that is dependent upon us building up capital. Most incredibly, Licensing enables any trainer, expert or entrepreneur with a clear idea to turn this into a global business.

We all have to find some way to leverage our experience and expertise. I found the Licensing 'secret' 15 years ago. It has enabled me to create a very different earning and income model - not just for myself but many other individuals, organizations and businesses.

Start with the why and grow at your pace

I always begin by getting clear about why we're doing this and what "good" looks like in three years. Income matters, but the real driver is the value our work brings and the gap it fills.

That clarity shapes everything - scope, tone, speed, who we invite in. I'm not chasing hype or a "leading" label. I want a well-planned, deliverable programme that helps people and grows at a pace that fits my personality and values. When I set the destination first, the journey gets simpler. I don't have to force growth; I let results and word-of-mouth do the heavy lifting.

Is it time for you to explore a new approach?

The essence of the Licensing Framework is that you can use the model and process which I shall spell out for you in this book no matter what has happened before or the state of your current business. If you can create a good 'in demand, unique course' – then you are 90% of the way there. You just need to apply the Licensing Framework.

Imagine (in the next six months) selling 50 Licenses at £8,000 each or 500 Licenses at $5,000 each. Imagine doubling this in year two. Imagine your business in 50, 300 or even 2000 locations. Thanks to the Licensing Framework all of this is now a realistic option for trainers, coaches or entrepreneurs.

So back to that question of building a successful profitable and sustainable training business.

My first training business hit £10M in revenue and £1M in profit. But it took 8 agonizing years of organic, self-funded grinding to get there. I built the License for Good Methodology so you don't have to waste a decade learning what I learned the hard way.

With Licensing I can now get that profit with clients and colleagues in a fraction of the time. This is what I want to show you in this book.

I really want you to fulfil your potential

My aim is to try and help as many trainers as I can with practical advice, encouragement and support to build their businesses. I have provided one to one coaching for hundreds of individuals for I am passionate about building training businesses! So, once you've read this book I'd be happy to chat through some of the possibilities for you or your organization. We could have a Zoom call at no cost whatsoever. It will give you the chance to explore options and to ask me any questions.

Remember – you can contact me at any stage by phone or text +44 7717 203325 or email me diversiton@gmail.com

Chapter 5 - Sharing our Licensing experience

Over the last fifteen years I have been very fortunate to work with some incredible individuals and organizations. You'll see details of some of these on the website - https://www.workitout.info/case-studies.html

It is always exciting to explore with new clients the potential that is ready and waiting within their courses, products or services – and to see how best this can be realised. I am going to try and capture the essential learning for you.

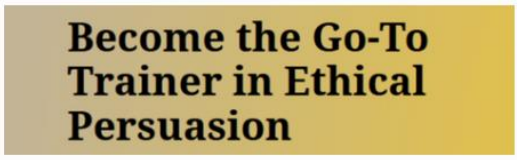
Here are some of the services and courses I helped to license:

environmental sustainability - leadership coaching - conflict resolution - confidence building - trust in organisations - wellbeing - entrepreneurship for schools - autism - international inward investment - presentation skills - energy conservation - income generation for community groups - football leagues - suicide awareness - support for families going through divorce - cyber security - career development - coding for schools - cv writing - brain science - international peace building - peer group training - speaking skills for young people - ethical influencing - app development - book publishing - divorce mediation - fundraising for nonprofits - behavioural psychology - sales - healthy eating and weight loss - change management - disability access - email writing - horse training - seo services - community development - inclusion - retirement coaching - music lessons - international recruitment - personal fitness training ... and so many more!

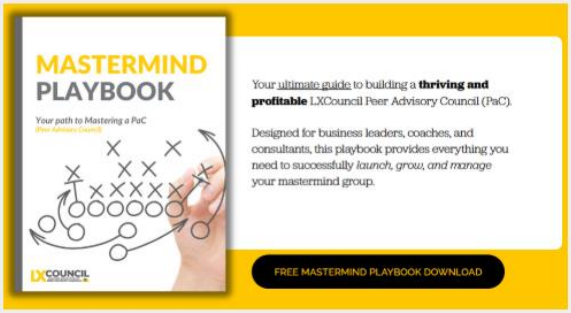
You can see some examples of these below:

Colleague case-study - www.impostorsyndrome.com - Dr Valerie Young

Colleague case-study - www.cialdini.com - Dr Robert Cialdini / Bas Wouters



Colleague case-study - www.lxcouncil.com - Tina Corner Stolz



Colleague case-study - https://www.orgsoul.com - Yvette Bethel

ABOUT OUR NETWORK

MEET THE PARTNERS IN OUR GLOBAL ECOSYSTEM

Colleague case-study - www.eatingfreely.com - Emma Murphy

THE WORLD'S LEADING NETWORK OF EMOTIONAL EATING AND BINGE EATING SPECIALISTS

Colleague case-study - www.mindworx.net - Matt Sucha

Become Our Licensed Partner

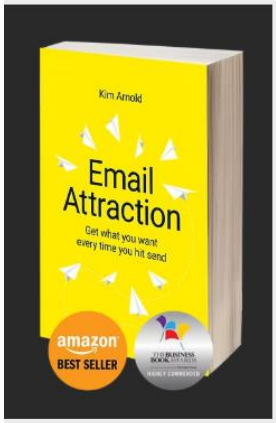
Learn to deliver the **world's #1 training program in consumer psychology** as one of our licensed partners.

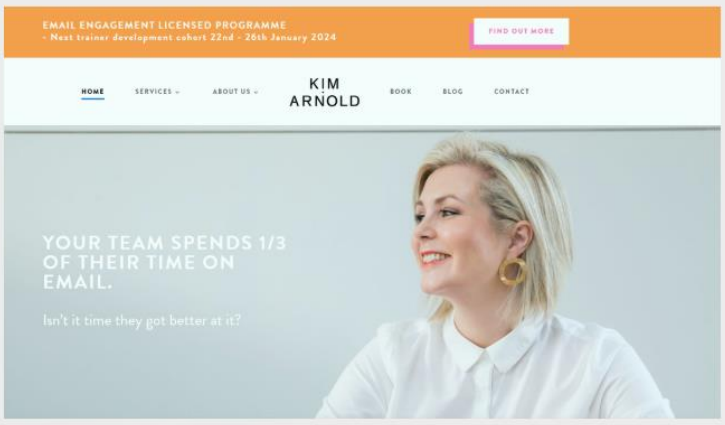
Download info pack | Schedule a call

Colleague case-study - www.kristalfrazier.com - Kristal Frazier

Colleague case-study - www.yescalate.com - Dean Minuto

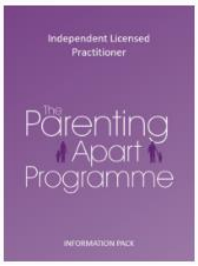
Colleague case-study - https://www.email-attraction.com - Kim Arnold





Colleague case-study - www.codewithchris.com - Chris Ching

Colleague case-study - www.parentingapartprogramme.co.uk - Kam Kaur



Colleague case-study - retrofitacademy.org - David Pierpoint

Colleague case-study - www.a-oknz.com - Caroline Westerlund-Wilson

We Provide Well-being, Distress Management and Suicide Prevention Training.

Acts of Kindness that build Life-supporting Communities, Workplaces, Organisations, Industries

Colleague case-study - www.conflictresolutiontraining.com - Susan Deveney

Join the World's Leading Authority on Conflict Resolution as a Certified Licensed Training Partner

Colleague case-study - www.fiftyshadesgreener.ie - Raquel Noboa

Who this is NOT for

I have learned over the years that Licensing is not for everyone. It's not for you if:
- You need to be the expert in the room ('the star of the show') every time.
- You want passive income without investing in your licensee community.
- You're not willing to empower those you work with to build the business with you.
- You see your licensees as customers, rather than colleagues.

If any of those describe you, then I think this model will frustrate you. But if you're ready to build something bigger than yourself, read on."

Benefits of Licensing

Licensing is a low-cost way of developing your business, building your customer base, extending your reach and increasing income.

It's a process that continues to build steadily beyond the set-up phase as your Licensees become established, as additional Licensees are added and as renewals click-in for the second year.

Here are the main benefits:

1. Licensees pay up front in return for an exclusive area or arrangement.
2. You can build national / international coverage for your business quickly.
3. There is no need to recruit staff or open new offices.
4. The development of the business is funded by the Licensee thereby eliminating any financial exposure for you.
5. You will have positive cash-flow and income generation. The Licensees will be paying a fee annually in advance.

6. You will be building a broad base of expertise. The right Licensees can bring new skills, added value, additional expertise and experience in a whole range of areas to complement and support the core business.
7. This is a fast-track approach. Growth and expansion can be much faster with a Licensee rather than the traditional organic growth approach. The Licensees may already be well established in their locality – and perhaps with their own business teams and customers.
8. You can establish your Licensee network really quickly. License structures can be up and running within three months. You can literally have 10, 20, 100 or more new outlets open within six months.
9. Licensing can be used to target specific geographical markets where you know there is a need or where you are keen to develop new customers.
10. You will receive repeat income fees – year after year.

What's the difference between Licensing and Franchising?

When we think of a franchise, we normally think of something like McDonald's. If you purchase a McDonald's franchise, then you are actively setting up a copy of what has been done before. You will be under contract to implement the same systems, offer the same products, follow their exact procedures, deliver the same staff training etc., etc. There are real benefits (and significant costs) in this, given the success of McDonald's business.

Licensing is different in that it gives all the benefits of a successful tried and tested product or service but without the constraints of having everything totally prescribed and managed through head office. Licensees have the flexibility of accessing your course and adding it to their current business or organization set-up to maximise their overall effectiveness. They still have to follow your systems and procedures but have the flexibility to drive their business forward in the best way that suits them. This works well for both

parties in that the Licensee has an additional income stream and you have a greater presence in the market.

Some Definitions

- The Licensor is the individual or organization who grants a License for their products or service to be delivered by others.

- The Licensee is the person or organization who pays a fee to represent the licensor in a particular area, with a particular product or service.

- The License is an agreement whereby the Licensee has the rights to deliver the training course from the licensor in line with specific terms and arrangements as set out in the License agreement.

Could Licensing help you?

Money is only the tip of the iceberg with Licensing. It's a brilliant cost-effective way of quickly building your organization's presence - locally, nationally and internationally. You have other trainers and organizations 'out there' actively promoting your course, your ethos and your products.

You can also gain additional revenue through the sale of training manuals, membership fees and other products/services linked to your organization.

If you have a proven training programme, then Licensing could be an incredible opportunity.

Write down the main ways in which Licensing could possibly help you….

Reflective Questions

1. What unique course, service, or expertise do I have that could benefit others in different locations?
2. What would be the main benefits of licensing for my specific situation and priorities?
3. How does my current business model compare to the licensing approach described?
4. How might licensing help me build the financial security I'm seeking?
5. What would it feel like to have a community of 20 licensees this year? What impact might that create?

Chapter 6 - Positioning Yourself as Number One

Claiming Your Space

Positioning in Licensing for Good is not about being the biggest, the loudest, or the most competitive. It is about claiming your space. It is about standing with clarity and confidence for who you are, what you do, and the difference you make. Becoming number one begins with a simple truth. Leaders are not chosen by comparison but recognised through clarity. When people can clearly see your purpose, your values and your impact, they know exactly where to find you. They know why you are the right person for them.

Every field needs a leader, not someone shouting loudly, but someone others trust, respect, and want to work with. That person can be you. So do not wait for someone else to give you permission. Step into your space. Claim the ground that is already yours. Declare yourself the world's number one in your area and allow that confidence to draw the right people towards you.

Number 1 Licensing Expert

After 5 years of licensing work I recognised I had built a level of experience that no one else seemed to have. I did some research in the field of licensing and realised I could be a leader in this area. And this quickly happened. Everything I did helped to reinforce this Number One position.

I have never advertised licensing services. I simply put my ebook on LinkedIn and people contacted me. I was happy to share what I knew and do free calls to help those who asked. It was never about generating revenue – simply about becoming the best and helping all those I could.

From this I learned how to build an inbound marketing system that I now teach to all my licensees. Create your ebook (Licensing Information Pack),

share your expertise on Linkedin and ensure your website tells the story of your work, your community and your impact.

The Inbound Mindset

Traditional marketing chases people. Inbound marketing invites people in. This shift is at the heart of Licensing for Good. We do not persuade. We do not push. We do not try to convince. We simply show who we are and what we stand for, and those who resonate will come towards us.

When you share your ideas, your stories, your reflections, and your purpose openly, people begin to feel a connection. They feel seen. They feel included. And they want to know more. This is how movements begin. This is how your licensing community will grow. Not through campaigns, but through relationships. Not through sales, but through genuine invitation.

Visibility Through Authenticity

Becoming number one is not about sophisticated campaigns. It is about simply showing up with honesty and generosity. LinkedIn, your website, and your community become your windows to the world. Use them to tell your story. Share small insights from your journey. Celebrate the achievements and successes of your licensees. Offer ideas that help people in their everyday work.

Each post and each interaction strengthens your position as a trusted leader. People are drawn to authenticity. They want to learn from those who are real, kind, and consistent. When you show up as yourself, people will follow.

The Power of Evidence

Your position is not earned through declarations. It is earned through evidence. Fortunately, your evidence is always around you. You will find it in the stories of those you have helped, in the testimonials from individuals and

organisations, from your reputation, in the ripple effects your work has created in communities and in the achievements of your licensees.

Becoming number one is not about saying it. It is about showing it. It's about being true to who you are.

Attracting the best

When you know your mission, others feel it. They sense the clarity. They sense the energy. They are drawn towards it. This magnetism is not created through effort but through alignment. The more open you are, the more generous you are, and the more authentic you are, the more the right people will gather around you.

The moment you stop chasing and start sharing, everything changes. People begin to ask, "How can I be part of this?" That is the moment your licensing community begins to take on its own momentum.

You create gravity through authenticity. Your leadership becomes a beacon. It is your kindness, your clarity, and your credibility that draw people closer. You do not chase. You shine.

Positioning requires courage

It means stepping out from behind your work and saying, "This is who I am." It can feel strange at first, as if you are claiming something too bold. But the truth is that your clarity helps everyone else. It helps clients, partners, colleagues, and potential licensees understand how to relate to you.

You are not competing. You are simply standing in your truth. And as you do, people begin to stand with you.

Your positioning statement sits at the heart of all you do. It should be short, memorable, positive, and easy for others to repeat. It must be true to your

purpose. This statement acts as your compass. When you use it consistently, others start using it too. Your reputation grows naturally through clarity, care, and constancy.

Your positioning is not only about you. It is about the movement you are building. It gives your licensees a shared identity. It gives your community a sense of belonging. When you stand tall, others rise with you. Licensing for Good is rooted in collective purpose. Your positioning becomes the flag under which that community gathers.

Moving from Practitioner to Licensing Leader

There comes a moment when your identity shifts. You stop describing yourself as the person who delivers the course and begin describing yourself as the person who leads the community that delivers it. That is the moment you become a Licensing Manager or Coordinator. This shift changes everything.

You are now responsible for shaping the programme, holding the vision, and supporting the team who will take your work into the world. You focus on choosing the right people, helping them embed your model in their context, and supporting their work. You become the leader of a community, not a provider of a service.

Is there a Vacancy for Number I in your area?

Amateurs train. Experts license. Declaring yourself the world's number one (or the leading) in your niche isn't arrogance. It's the first act of leadership your future licensees need to see from you.

Being number one is not about ego. It is about responsibility. It is about recognising the unique value you bring and owning it fully. Look online. If no one else has claimed the position you want, then a vacancy exists. Why not you?

Your position becomes the foundation of everything that follows. Every post, every page, every conversation strengthens it. When your position is clear and consistent, people understand your leadership immediately.

Reflective Questions:

- What makes my work distinct, valuable, and different?
- How would I describe my position in one clear sentence
- Am I number one, the leading or delivering the most effective...,?
- What evidence supports my claim to be number one in my field?
- What will my one-sentence positioning statement be?
- What three actions can I take this week to strengthen my online presence?
- Who can I ask for honest feedback about my unique contribution?

Chapter 7 – Your Information Pack

Why We Need an Information Pack

An Information Pack stops us repeating the same story, the same explanations, and the same details in every meeting. It means that potential partners arrive already informed, prepared, and genuinely interested. They understand what we do, how it works, and what it costs. This changes the meeting completely.

Instead of spending time explaining, we spend time connecting. Instead of going through the basics, we explore possibilities. Instead of selling, we build relationships.

A good Information Pack is not a brochure. It is the **foundation of your inbound marketing system** — a tool that educates, qualifies, and aligns people before you ever speak with them. It brings the right people to you, in the right way, for the right reasons.

It also raises your authority. When someone requests your pack, they're taking a step into your world. They're signalling interest. And they're learning about the values, structure, and opportunity of Licensing for Good before you ever get on a call.

In other words, the Information Pack saves time, increases conversions, and ensures that the people who show up for a meeting are the ones who genuinely want to be part of what you are building.

What Goes into a Licensing Information Pack

Here is a clear structure you can use. It is written in your friendly, encouraging style and aligned with the Licensing for Good approach.

1. Your Story and Your Why

A short introduction that explains who you are, what you've learned, and why you do this work. This creates connection and trust.

2. The Programme Overview

What the programme is, the problem it solves, the people it helps, and the outcomes it delivers. Think clarity, simplicity, and impact.

3. Why Licensing (and Why Now)

A short explanation of how licensing works, why it matters, and how this is different from traditional trainer-training.

4. The Licensing Model

How the relationship works. What's included. What's expected. What the 12-month partnership looks like. This section is practical and reassuring.

5. The Process and Timeline

How someone becomes a licensee. The onboarding steps. What happens in Month 1, Month 2, Month 3, etc. What ongoing support looks like.

6. The Ideal Partner Profile

Who this is for and who it is not for. This filters in the right people and filters out those who may not be the best fit..

7. Pricing and Earnings

Clear, transparent costings. Examples of income for individual practitioners, teams, and organisations. Renewal options.

8. Support, Resources and Community

What they get access to. How the collaboration works. The community of colleagues they will be joining. The 12-month development cycle.

9. Testimonials and Evidence

Case studies, quotes, examples, metrics — proof that the programme works.

10. Frequently Asked Questions

The 10–15 questions people always ask. This removes barriers and reduces hesitation.

11. Next Steps

A simple invitation: *"If this feels right, here's how to begin…"*
Booking a call, filling in a form, or registering interest.

How the Information Pack Works for You

The Information Pack is the engine of inbound licensing. It allows people to educate themselves before you ever speak with them. It becomes the centrepiece of all your content:

- Every LinkedIn post links back to it.
- Your website invites people to download it.
- Interested partners read it before booking a call.
- It builds your authority and positions you as the world's number one in your niche.

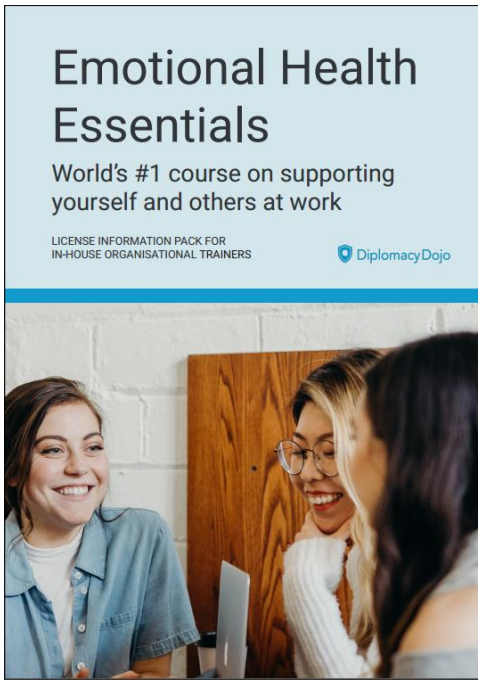
It means that instead of *chasing*, you *attract*. Instead of trying to persuade, you *invite*. Instead of selling, you *build a relationship with someone who already understands the value*.

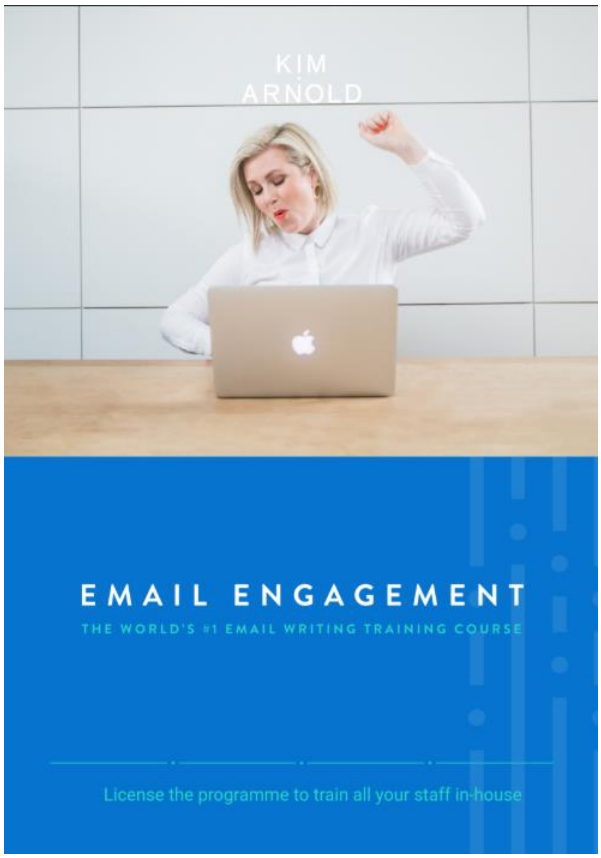
This is why the Information Pack is essential. It saves time, increases conversions, clarifies expectations, and ensures that the right people step forward - ready, aligned, and excited to join you.

Examples of Licensing Information Packs

Below are some covers of successful Licensing Information Packs. What would your cover say?

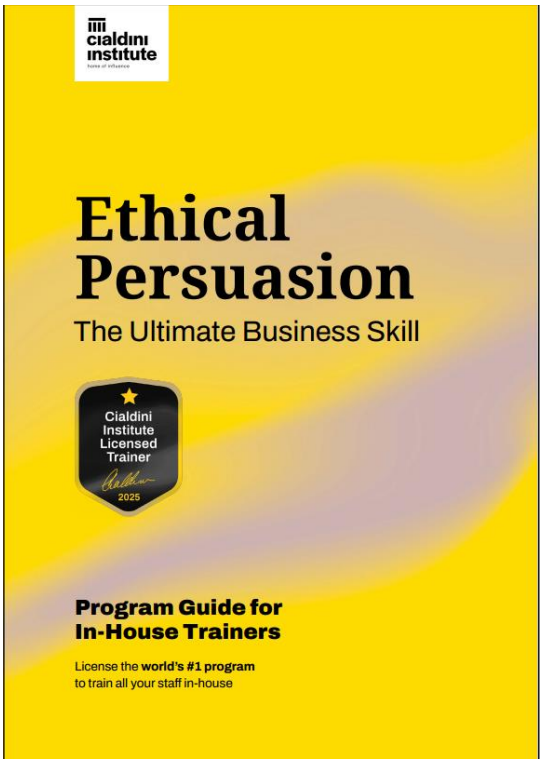
ISI
IMPOSTOR
SYNDROME
INSTITUTE
THE WORLD'S #1 SOURCE OF
IMPOSTOR SYNDROME SOLUTIONS
Your Blueprint to Become
a Licensed Associate of
Impostor Syndrome Institute
Join the Leading Provider of
Information, Insight and Tools to
Organizations and Individuals Since 1985


Emotional Health
Essentials
World's #1 course on supporting
yourself and others at work
LICENSE INFORMATION PACK FOR
IN-HOUSE ORGANISATIONAL TRAINERS
DiplomacyDojo

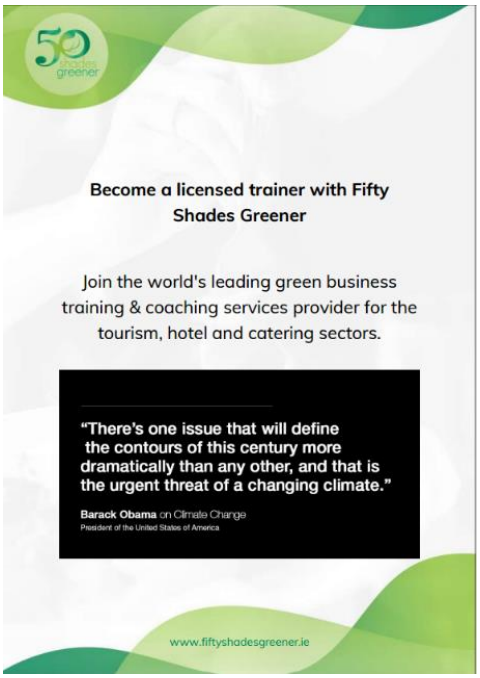

KIM
ARNOLD
EMAIL ENGAGEMENT
THE WORLD'S #1 EMAIL WRITING TRAINING COURSE
License the programme to train all your staff in-house

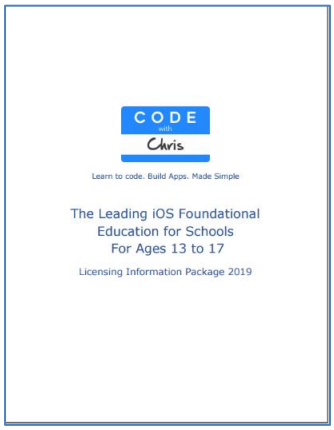
MENTAL HEALTH AND SUICIDE PREVENTION
TRAINING
SCOPETALK
WORLDS #1
DISTRESS AWARENESS TRAINING PROGRAM
LICENSE INFORMATION PACK FOR
(INCOME GENERATION)
INDEPENDENT TRAINERS AND TRAINING ORGANISATIONS

GoSuccess!
GROW YOUR OWN TRAINING BUSINESS
Opportunity for Team Leadership Trainers
JOIN US NOW
www.Youth-Success-Academy.com


cialdini institute
Ethical Persuasion
The Ultimate Business Skill
Cialdini Institute Licensed Trainer
2025
Program Guide for In-House Trainers
License the world's #1 program to train all your staff in-house

EXPECT MORE TRAINING
Become a Licensed Associate for the Five Keys Program
The Number 1 Business Development Program for African American Women
Expect Training

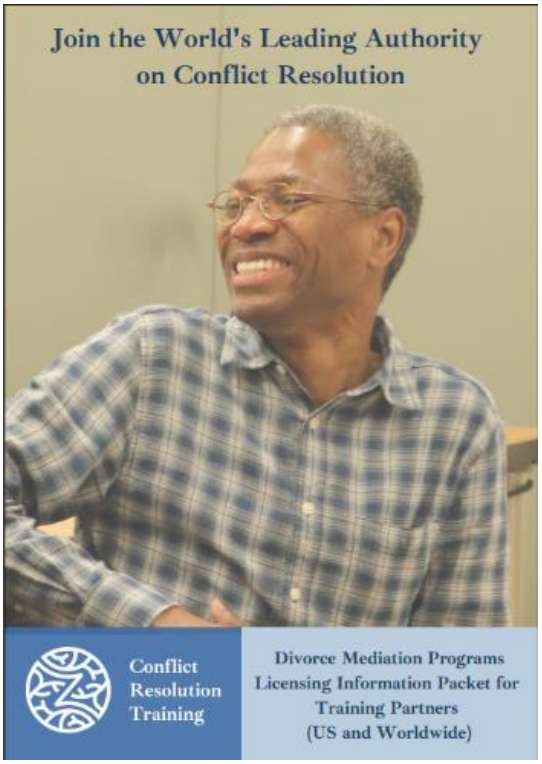

Become a licensed trainer with Fifty Shades Greener
Join the world's leading green business training & coaching services provider for the tourism, hotel and catering sectors.
"There's one issue that will define the contours of this century more dramatically than any other, and that is the urgent threat of a changing climate."
Barack Obama on Climate Change
President of the United States of America
www.fiftyshadesgreener.ie

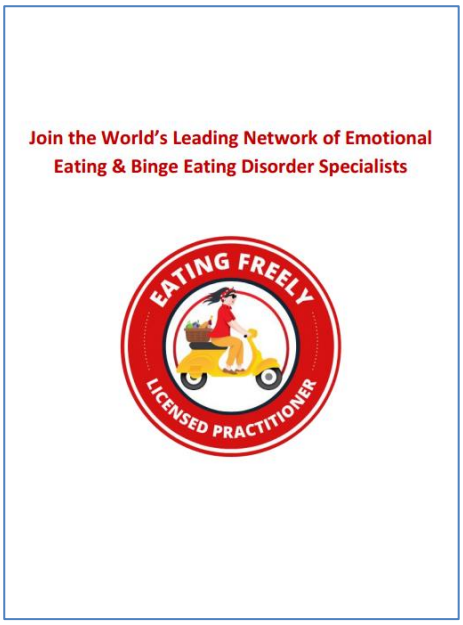

CODE
with
Chris
Learn to code. Build Apps. Made Simple
The Leading iOS Foundational
Education for Schools
For Ages 13 to 17
Licensing Information Package 2019

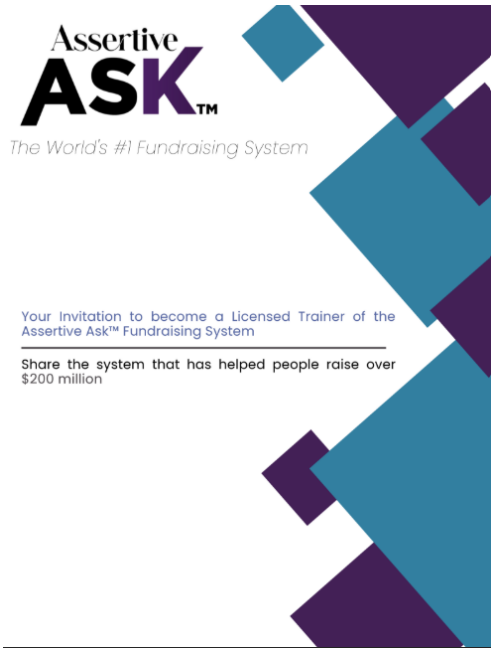
The Parenting Apart Programme
"Parenting Apart is the leading programme for making children's lives better by improving communication between parents in conflict"
The Parenting Apart Programme
Copyright © Parenting Apart Programme, 2021

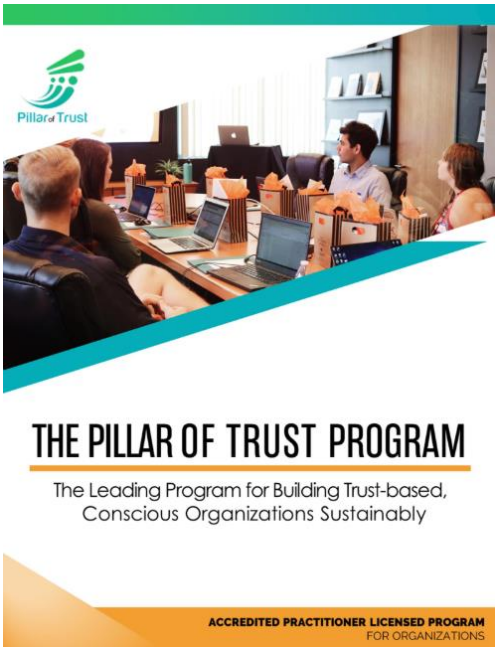
RETROFIT
ACADEMY CIC
Retrofit Training Infrastructure Development License
Invitation to become a Local Partner in the development of the UK's Retrofit Training Network

Acumen Global Alliance
global hiring made fast and simple
Acumen Global Alliance
A unique opportunity to instantly become a global solutions provider
ACUMEN
Licensee Information Pack


Join the World's Leading Authority on Conflict Resolution
Conflict Resolution Training
Divorce Mediation Programs Licensing Information Packet for Training Partners (US and Worldwide)


Join the World's Leading Network of Emotional Eating & Binge Eating Disorder Specialists
EATING FREELY
LICENSED PRACTITIONER





Reflective Questions

1. What would the front of your License Information Pack look like?
2. What would it say?

Chapter 8 – Your LinkedIn Profile - Invitation

1. The Top Banner

Your top banner is your first hello. It's the captivating message that greets every visitor before they read a single word. This is where you can place your Licensing for Good positioning statement. It's a simple, powerful line that lets people know there is an opportunity here.

This shows that your work is part of something bigger, something collaborative, and something that invites others in. The banner should gently signal that you are open to speaking with those who want to learn more, deliver your programme, or explore how your work can help their community. It becomes your soft, constant invitation.

A great banner not only states the licensing opportunity but also announces your focus, your message and your expertise without any fuss or selling. Anyone arriving on your profile should instantly know that you are leading in your area and that there is a clear route to finding out more. Your banner sets the stage for the conversation you want to have and for the people you want to attract.

2. The Profile Section

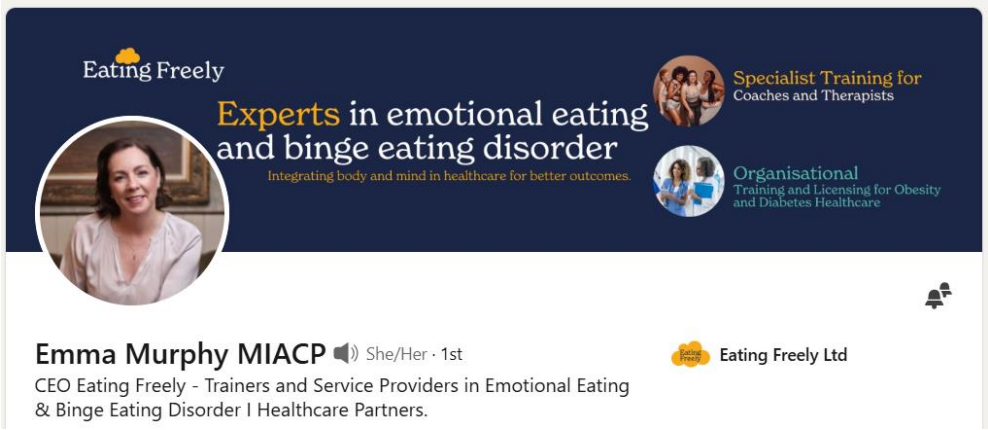
Your profile section reinforces your position in a warm, human way. It explains who you are, what you do, and why your work matters - not as a pitch, but in a personal and friendly few words.

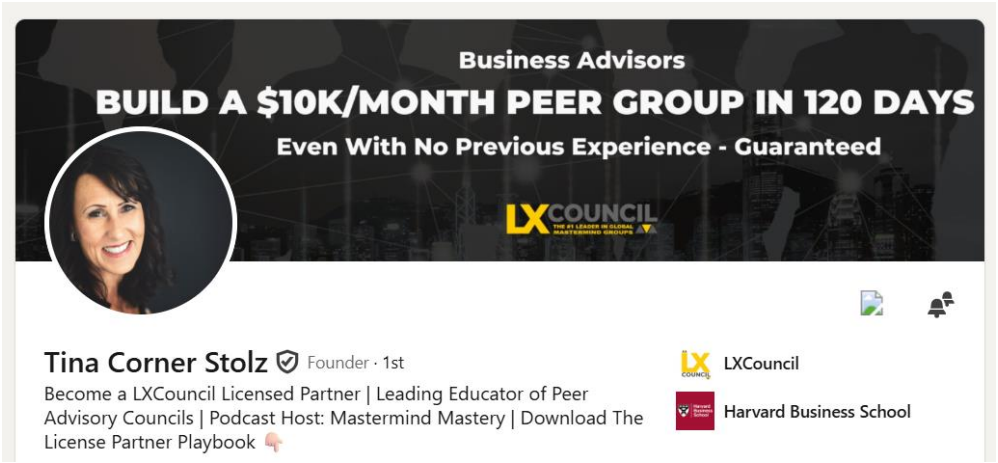
You can mention your programme, what your community is about or the impact it creates. And for those who are interested in discovering more, you include a link to download your information pack.

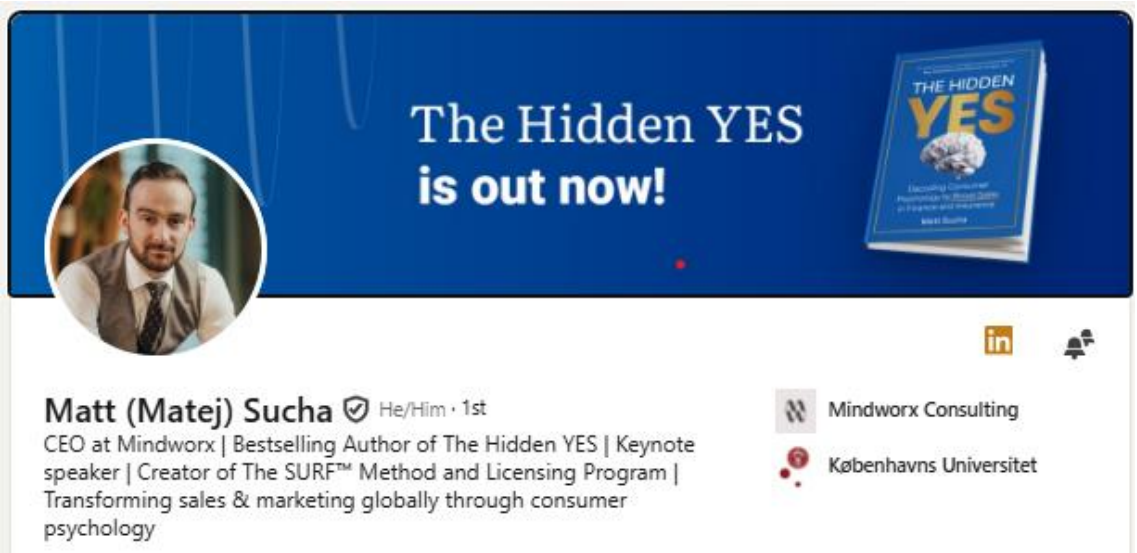
Most importantly, your profile shares a few words about your vision. It expresses the bigger purpose behind your work. You show that licensing is

not just about scaling content, it's about building kindness, community, opportunity, and legacy. When people read your profile words, they should feel that you care. This personal touch allows visitors to connect not only with your programme but also with your values. It's your way of saying: *Here is what I'm building and I'd love you to be part of it.*

Here are few examples of Linkedin banners for you to explore.







Reflective Questions

3. How might you update your banner and profile information?
4. What would you say?
5. How does this reflect your brand and messaging?

Chapter 9 – Building Your Licensing Community

Induction training for your Licensees

Remember your aim is to get the very best Licensees and provide them with the very best support from day one. You want them to be incredibly successful! They are a key element to building your business.

The induction workshop can cover...

- Delivering the product / training
- Getting sales and building a local business
- Learning from other Licensees / ongoing development
- Understanding the market
- Professionalism and standards
- Business planning – sales projections, cost management and profitability
- Marketing the courses locally – public/private sector, downloads, retail, general public.
- Priority target audiences
- Operations Manual
- Responding to enquiries – taking orders, setting up meetings.
- Marketing and sales literature
- Keeping client management records
- Invoicing and payment
- Pricing of courses and products
- Local contacts and presentations
- Social media
- Telemarketing
- Meeting and networking with other Licensees

How would you design your Onboarding process?

This induction training can be online, or you could provide an induction workshop for new Licensees where they can meet each other and start to build

links and share ideas. I have helped to run one and two-day (including residential) induction workshops for new Licensees.

Supporting Your Licensees and Building Community

Licensing doesn't end when someone signs an agreement. That's where it begins. You have to think about how you'll support your licensees, how they'll stay connected, feel part of something, and get help when they need it.

One simple but effective approach is to offer monthly support sessions or online check-ins. These give your licensees direct access to you, help them troubleshoot, and allow you to share updates or promote additional modules.

These sessions become both a support mechanism and a subtle sales channel. Over time, this consistent engagement builds your community and keeps everyone learning together.

Build a Community from the start

Remember, you are designing a community, not a train-the-trainer program. You are building a community of practitioners who deliver consistently and support each other. Frame the licence as a twelve-month development journey rather than a one-off train-and-go.

Recruit People You Love

Work with people you love. Picture your ideal licensee—skills, experience, temperament, and values—and recruit to that picture. Treat recruitment as selection, not sales. Invite conversations, answer questions openly, and look for fit.

Protecting your brand

Your community infrastructure protects your brand. Licensees are committed partners not just customers. They have a vested interest in protecting the brand they're part of. Your onboarding process, your ongoing team calls and development process, the care and support of the community and your annual renewal structure are your quality control mechanism. The Legal agreement will protect you from any potential bad actors, but to be honest, the community investment prevents them from becoming one in the first place.

Creating a successful Licensee network

I need to emphasise once again that Licensing is not just about recruiting a few 'agents' or 'associates'! It is about building a strong, sustainable and highly profitable business.

So, concentrate on

- designing an effective & credible business proposition
- creating a Licensee structure in line with this – that is profitable and realistic for all,
- ensuring all the materials, website, info pack, agreement, etc. are ready,
- finding, recruiting and signing up initial Licensees, and
- training all Licensee and building this business over the next 12-24 months.

All of this is underpinned by a good website so let's look at this next.

Operating model and scaling without drama

Keep the operating model light. Licensees meet monthly, share results, and support each other. Regional clusters will emerge naturally. If scale increases, nothing fundamental needs to change. The number of onboarding sessions grows and the monthly rhythm continues.

Licensees are independent professionals, not employees, and are selected for motivation and fit. Over time the originator's focus shifts from direct delivery to stewarding the community, curating stories of impact, and protecting the standard. International and cross-sector interest can be welcomed without redesigning the whole structure.

Supporting and Growing the Licensing Community

Once your licenses start generating revenue, remember this: every new licensee also creates a new support responsibility. Don't fall into the trap of enjoying the revenue and forgetting the infrastructure you need to sustain it.

Allocate part of that income to build a small internal support system. This could mean designating someone to maintain contact with licensees, gather stories, manage renewals, and monitor use of materials. Another person might handle the technical side — videos, platforms, or access.

Your support and growth team will most likely come from your licensees as you allow them to take on greater responsibility for helping colleagues and growing the network. The more supported your licensees feel, the longer they'll stay and the more they'll contribute to your growth. The best licensors don't just sell licenses; they champion and nurture a growing community.

Stories not Testimonials

Testimonials are fine, but they can sound transactional, as if people are doing you a favour. Instead, think in terms of *success stories* and *case studies*. Help your licensees and partners tell their stories and celebrate their achievements publicly.

This creates a collaborative culture where everyone's success strengthens the whole community. You might even hold annual awards, highlight the best examples, or feature participants on your website and social media.

Recognising others gives your work heart. It reminds everyone that we're building something important together — not just distributing a product, but leading a shared movement for change.

Your Delegates are Your Success Stories

Gather the proof of your success! Here are four open questions you can ask at the end of every delivery:

- What was your overall impression of the course/process today?
- What did you find most helpful?
- How would you like to build upon this?
- What will you do differently as a a result of today?

The answers will give you real people feedback and not just marketing fluff. Pair the quotes with short before-and-after stories that show practical change. Add outcome notes to your success stories like - attendance, completion, referrals, and any service improvements. This is how buyers gain confidence and you build trust. Real people, real stories and real outcomes.

Managing the Licensing business

This is a huge area of potential rapid growth and as such needs dedicated and focused support.

Make sure that you or a senior person in your organization takes full responsibility from now and makes Licensing a priority. Experience shows that unless there is a clear plan and a commitment to this then other day-to-day activity can gradually start to intrude and momentum can be lost.

This typically results in a much longer time scale for development, fewer Licensees than expected coming on board or the Licensing project been postponed altogether. All of this means greater costs and less profit!

A professional and effective Website

Here are 4 key points to consider:

1. **Ensure your website is Professional Looking with Strong Branding**
   It shouldn't need to be said but you need a professional looking website that will be impressive to clients and potential Licensees. This is what they are investing in after all, so it needs to be impressive. Make sure your logo is strong and that there is consistent **Have a great Home page**

The homepage needs to be all about the key product – or whatever the offering is. Licensees need to see that you are promoting your course as your main offering. They are buying into the core of the business.

2. **Sell your courses online**

There needs to be a way that organizations / individuals can purchase your courses or training online. This shows you are actively marketing the courses and therefore it could be a source of referral business that Licensees can potentially get from central marketing. Other pages should sell the benefits, course details, practical information, testimonials from satisfied clients, client list, case studies – and of course, the License opportunity itself.

3. **Make sure you have Products to sell**

I often see Training Company websites with lots of good information about different programmes and courses – but they don't have anything for me to buy. I think it's important to have an option to buy for every course, training manual, ebooks, coaching session, etc. All these not only generate revenue but they bring in new customers AND most importantly they give you an opportunity to develop these relationships further. Products (dvd's, ebooks, webinars, training manuals, etc.) can be sold 24/7 online all over the world and build your reputation. Turning your material into professionally produced products as we have discussed is vital.

4. **Have a Licensing Opportunities page**

There should be a direct link on your homepage to opportunities for new or additional Licensees or Training Partners. Offer the opportunity for more information, a brief chat and how to apply online.

Reflective Questions

1. What would my ideal onboarding process look like to set new licensees up for success?
2. How would I create ongoing support that keeps licensees engaged and growing?
3. What kind of community culture do I want to build among my licensees?
4. How would I ensure my licensees feel part of something meaningful rather than just a business transaction?
5. How could I help my licensees support and learn from each other?
6. What success stories and evidence would I gather to build credibility and attract new licensees?
7. What would make someone excited to be part of my licensing community for years to come?

Chapter 10 – AI and Licensing

The Role of AI in Licensing for Good

AI has already transformed licensing in ways we could not have imagined six years ago. It has made it easier, faster and far more efficient to build, refine and grow every part of your licensing model. AI doesn't take anything away from the human piece. In fact, it strengthens it. It gives you more time to build relationships, support your trainers and focus on the bigger vision.

A Practical Guide: How to Build Your Licensing Framework Using AI

Here are ten key ways AI is helping to reshape Licensing for Good:

1. Beginning With Your Core Model

Every effective licensing framework begins with clarity. You start by articulating the heart of your work. AI can help you bring precision and structure to the ideas that may have lived in your notebooks, workshops or conversations for years. It enables you to describe your methodology, outline your principles and define the niche you want to be known for. It can take scattered thoughts and shape them into a coherent way of working. This is the foundation of everything that follows.

2. Creating Your Licensing Information Pack

Your information pack is the central pillar of your licensing system. It is the document that explains who you are, what you do and how others can become part of your community. AI helps you create this quickly and professionally. You can craft a welcoming introduction, outline your programme clearly, describe the benefits, and set out the process of becoming a licensee. You can include stories, examples and key outcomes. AI also helps you refine your message for different audiences so that your pack speaks directly to the people you want to attract.

3. Developing Agreements and Setting Standards

Licensing works when the relationship is clear. AI helps you draft agreements that set out the rights and responsibilities on both sides. You can outline quality expectations, brand usage, support processes and renewal arrangements. It becomes much easier to create a friendly summary that helps people understand the agreement before it goes to legal review. This step builds trust and confidence for both you and your licensees.

4. Designing Your Onboarding and Training Process

A strong licensing framework depends on how you support and develop your trainers. AI is incredibly useful in creating your onboarding process. You can shape a twelve-month development plan, write a trainer handbook, articulate delivery guidelines and create facilitation notes. You can build practice exercises and define assessment criteria so that every trainer feels confident and well prepared. This is where your community begins to take shape.

5. Building Your Inbound Licensing System

AI helps you create the outward-facing part of your licensing model. It becomes much easier to write website text that invites people in and presents your work clearly. You can develop landing pages for information pack downloads, create sequences of warm follow-up messages and prepare introductory call scripts. You can produce regular LinkedIn content that positions you as the natural leader in your niche. AI supports you to become consistently present and attractive without overwhelming your time.

6. Creating Your Licensing Tools and Resources

Your licensees will need tools to help them deliver your programme with confidence. AI allows you to create professionally written session plans, slide decks, guidance notes and reporting templates. You can shape marketing materials such as brochures and banners. You can develop community guidelines that set the tone and expectations. These resources help your licensees feel supported and ready from the very beginning.

7. Supporting and Growing Your Community

AI plays a valuable role in helping your community of trainers. It allows licensees to prepare proposals more easily, create tailored content for their

own audiences and seek help on specific challenges. You can turn meeting transcripts into shared insights and build knowledge libraries that the whole community can access. AI supports your network to grow stronger and more capable together.

8. Expanding Into Global Markets

If you choose to expand internationally, AI becomes an invaluable partner. It can translate and adapt your materials for new countries while preserving your voice and methodology. It helps you tailor examples and language for cultural relevance. It makes global expansion easier than ever, allowing you to share your work with people you may never have reached before.

9. Building Systems That Scale

AI enables you to build systems that evolve with your organisation. You can maintain a library of content that updates automatically, track changes and improvements and create clear processes for quality control and renewal. Your licensing model becomes more organised, predictable and scalable, giving you more freedom to focus on the human side of your work.

10.Focusing on What Only You Can Do

The greatest gift AI offers is time. When AI handles the heavy lifting, you can focus on vision, relationships and community. You can spend more time nurturing your trainers, designing new opportunities and shaping the culture you want to see in your community. AI multiplies your capacity while leaving the human heart of your work fully intact.

AI makes licensing faster, simpler and more professional. It helps you stay consistent, refine your message and scale your impact. It creates a structure around your expertise so that your work can reach far beyond what you could ever deliver alone. The real opportunity, however, is the freedom it gives you to build something meaningful. You are not handing over control to AI. You are using it to strengthen your vision, amplify your message and empower your community.

This is what Licensing for Good is all about. AI supports the structure. You bring the purpose, the connection and the love that sits at the centre of it all.

Reflective Questions

1. How could AI help me bring greater clarity and structure to the work I've already been doing for years?
2. Which parts of my licensing framework could AI help me develop more quickly or more professionally?
3. In what areas of my work am I still doing everything manually, and how might AI free me to focus on what matters most?
4. How could AI help me reach more people with my message and position myself more clearly as number one in my niche?
5. What do I need to learn to get the best from AI?
6. How could AI help me build a legacy—producing materials, structures and resources that will outlive my personal capacity?

Final Thoughts 1 - See the Big Picture and Become Truly Global

Global Positioning and Brand Confidence

Think globally from the start. Even if your first licensees are in one country, build your brand, your language, and your website with a worldwide perspective. This builds confidence in your offering and sets you up for future growth.

Your name, strapline, and logo should communicate authority and professionalism. If you can, secure a strong domain name that captures exactly what you do, something simple, memorable, and scalable. A brand that looks international and credible from day one opens far more doors than one that feels small or local.

The Bigger Picture: From Local to Global Growth

Start local, build strong foundations, and then go global. The first few licensees are your proof of concept. Their feedback, testimonials, and results will be your most powerful marketing tools. Capture these early stories and use them everywhere - on your website, in your social posts, and in your presentations.

As momentum grows, begin to extend your reach, first to similar markets in neighbouring regions, then internationally. The key is to have a process that's simple, repeatable, and easy to adopt anywhere in the world. Your licensing structure should allow the right people, wherever they are, to understand your approach, learn the delivery and commit to working with the community.

Global Expansion

As you expand internationally, remember that licensing isn't only about numbers, it's about relationships. In some countries, you may need local partners or sub-license arrangements. The goal is to maintain your integrity while allowing others to localise and translate responsibly.

And above all, think globally but build community. Your licensees will become a worldwide network of practitioners learning from one another. It's a living, breathing ecosystem of growth.

Final Thoughts 2 - Licensing is a Doorway

Licensing is often seen as a business mechanism. It's presented as a way of scaling a course or programme. But as we've seen, Licensing for Good is something very different. It is not a one-time formula or a technical process. It is a doorway that leads us into a new way of working, a new way of growing, and a new way of seeing what is possible.

When we license our work, we begin to step out of the limitations of the old model where we do everything ourselves or on our own. Licensing invites us into a space of collaboration, partnership and shared purpose. It enables us to think bigger and act more boldly.

This is where the transformation happens.

By offering a different business model, one rooted in openness and collective delivery, licensing frees us to imagine what our work could look like in many places, with many people, impacting thousands rather than dozens. It brings new ideas, new strategies and new energy to what we do. It creates possibilities that simply don't exist when we stay small, isolated or tied to traditional delivery.

Licensing for Good shows us how to build a future that is larger than our current activity. It helps us move from "what I can deliver" to "what we can build together." It takes the expertise we have developed over years and turns it into opportunities for others to grow, learn and make an impact. In doing so, we grow too - in confidence, in reach, and in the difference we make.

Most of all, licensing transforms how we work with people. It enables us to create impact in ways we could never have imagined. It lets us share our knowledge in a way that multiplies its effect. It helps us create a legacy that continues through the people who carry our work forward.

Licensing is not the end of a journey. It is the beginning of a much bigger adventure that invites us to grow into our potential and build something that truly matters.

Final Thoughts 3 - Don't Forget Your Book

One of the most surprising and beautiful outcomes of *Licensing for Good* is that many colleagues write their book. At first glance, it looks like a simple creative project. But it is much more than that. Writing a book becomes a turning point, personally, professionally, and spiritually, in how they see themselves, their work, and their purpose. Here is why.

A book turns their experience into something real

Most people carry years of wisdom, lived experience, ideas, insights and skills inside them, but these stay scattered in workshops, conversations, and personal notes. When a colleague writes a book, all of that becomes clear, organised, and real. A book says, *"This is my work. This is what I know. This is what I offer."* It takes what was internal and makes it visible.

A book gives them credibility without needing to claim it

We can't easily tell the world, "I'm an expert," or "My approach works." It can feel uncomfortable or boastful. But a book does the speaking. It positions someone as the originator, the thought leader, the voice behind a method. Suddenly, people listen differently. Doors open. Invitations appear. Partnerships form. A book becomes a quiet authority — earned, not declared.

A book becomes the front door to their licensing pathway

This is where writing a book directly supports *Licensing for Good*. A book introduces a colleague's thinking, their approach, their way of helping others. It becomes an entry point for people who may later join their community, licence their programme, or deliver their work. Books create understanding, curiosity, familiarity and confidence. They lay the foundation for a future licensing community before the colleague has even built one.

A book allows their work to travel further than they ever could

A person can only deliver so many sessions. But a book can go anywhere. It can be read in different countries, given to someone who needs help, used in groups and ordered online by someone they've never met. A book expands their reach without expanding their workload. It helps people they will never even know.

Writing a book clarifies their whole programme

Writing forces clarity. It helps them to understand their own method, define their process, shape their model, articulate their philosophy and recognise what makes their work unique. Many colleagues say, *"I didn't really understand my own process fully until I wrote it down."*

It becomes a legacy that outlives them

A book is more than ink on a page. It is a legacy piece. It is something that continues long after a session ends or a career changes direction. A book says - "I was here.", "This is what I've learned." and "This is my contribution to the world." For purpose-led colleagues, this matters deeply.

A book allows them to help people who could never access their work

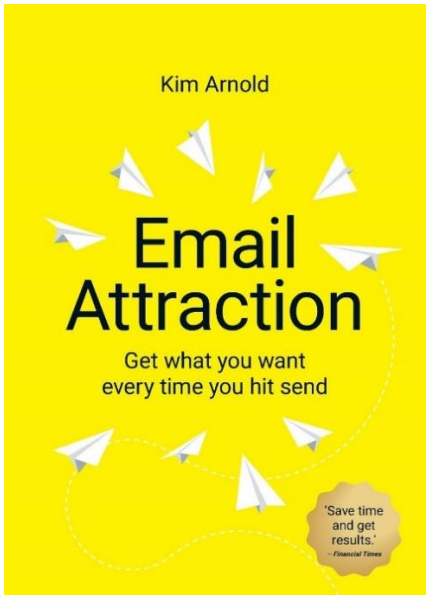
Not everyone can attend a programme, pay for coaching, or join a workshop. But a book can reach anyone, at any stage of life, anywhere. This is kindness at scale. A book becomes a gift they can give the world - freely, generously and unconditionally.

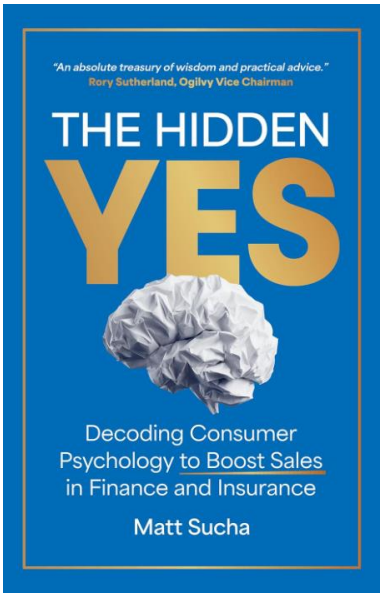
It unlocks confidence and transforms identity

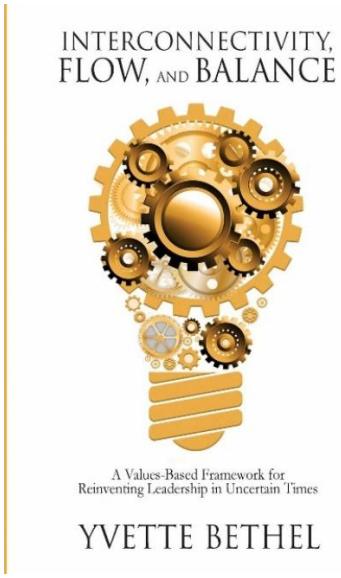
Something powerful happens when someone becomes an author. Their identity shifts

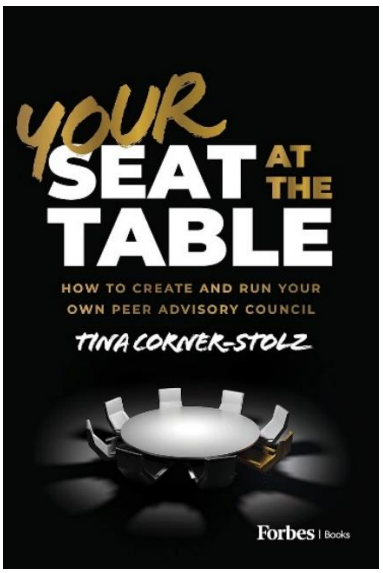
- from “I deliver a programme” to “I created a methodology”
- from “I help people” to “I am building something bigger than me”

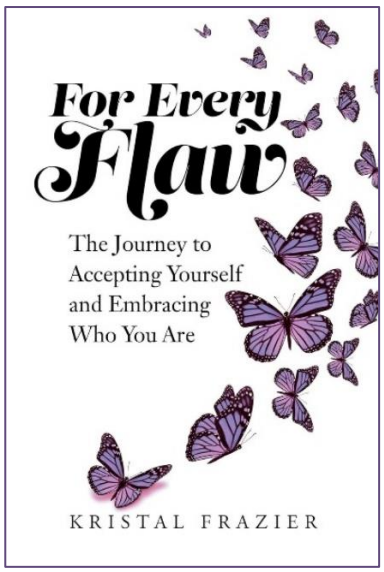
Writing a book gives colleagues a sense of ownership and belief. It strengthens their voice. It deepens their purpose. It opens up what they thought was possible.











Appendix 1 – A 16 Week Start-Up Plan

The shape of this Start-Up Plan is very straightforward. Months 1-3 will feel like you're building a second business. That's because you are. The front-loaded effort is real. But Month 4 is when you realize you've built something that grows without you having to be in every room. That's the investment that lasts a lifetime and continues to grow.

The 16-week Start-up Plan

Here is a schedule of the key activities you need to address to get your licensing network up and running within the next 16 weeks. (Some activities deliberately overlap to give you flexibility and allow for some slippage.)

1. Business strategy review and potential for licensing (week 1 -3)

- Overall business objectives - what exactly are you seeking to achieve?
- Roles, responsibilities, meeting points and key indicators. Who is going to do the work and will they dedicate the time?
- Agreement of implementation plan and timescales. Make sure you are happy that you can achieve all the tasks below in your timeframe.

2. Designing an effective & credible Licensing proposition (week 3-4)

- Unique and exceptional elements of the License - the USP. What is special about your work?
- Defining the Licensing Strategy. Explain how this will work, step by step.
- Who are we Licensing to? Where are they based? Who would be your ideal Licensee?
- Core product and multiple income streams. Where will the money come from?

3. Creating a Licensee structure (week 3-5)

- Geographical areas, organisation type, fees and earnings. How will all the numbers add up?

- Licensee income - examples to be created. How much will Licensees earn?
- Pricing of Licenses - putting the correct value on your product or service. How much will you charge for a 12-month license?
- Person / business specification of successful licensees. What does your ideal Licensee look like?
- Your overall Licensing business plan. Write down your plan and describe the process.

4. Premium Global Brand - Expert Positioning – POSITIONING (week 4-5)

- Name, Strapline and Web address. Is it clear who and what you are?
- Competitor analysis and Value Proposition. Why are you the best?
- Global positioning in the market. Claim your space!

5. Premium Global Brand - Expert Positioning – WEBSITE (week 4-8)

- Your website, web presence, banners and content. Get you branding sorted and consistent across everything!
- Social media links and SEO. How will you get your core message out there? How do you appeal to potential Licensees?

6. Premium Global Brand - Expert Positioning - COURSES /ACCREDITATION (week 6-9)

- Training Content - trainer guide, delegate notes, operations manual, etc.
- Advertising materials to sell course - leaflets / web forms.
- Testimonials, Feedback, Benefits & Quantifiable outputs.

7. Licensee Information Pack (week 5-7)

- Structure of the Information Pack. Is it clear how amazing your licensing opportunity is?
- Development and writing of the Information Pack. Does this answer all the questions potential licensees might have?

8. Recruiting Licensees (week 5 – 13)

- Recruitment strategy - starts day one! Start telling people about your network of Licensees.
- In-house links for Licensee streams.
- Building of a database of potential licensees.
- Amazon, Facebook and Linkedin recruitment strategies.
- Recruitment from your website. Is there a link from your home page to a Licensee information page?
- Design of all recruitment materials including emails & brochures.
- Email marketing.
- Direct contact.
- Using other Agencies on a commission only basis.

9. Interviewing, Selecting and Recruiting Licensees (week 12-15)

- Writing the license agreement. Does your legal agreement cover you?
- Interview process and format. What is your recruitment process?
- Interview & selection timescale for first batch of Licensees. Have set dates that you are working towards.

10. Induction training of licensees (week 15-16)

- Writing of Licensee Operations Manual - systems & procedures to support new licensees
- Design of Induction Programme – what exactly will it cover?
- Delivery of induction training for first Licensees. Where and when?
- The ongoing day-to-day management of licensees as they come on board. How will you liaise with and support your new licensees?

11. Premium Global Brand - Expert Positioning – BOOK (week 5-8)

- Writing the book. What's story you want to tell or the opportunity you want to promote?
- Publishing on Amazon. When will your book be available on Amazon? Do you need help with this?

12. Building the Licensee Community (week 16 onwards)

- Monthly meeting – case studies / success stories. How will you measure the success of Licensees?
- Monitoring quality, ongoing training and support. How will you maintain high standards of delivery and professionalism in all areas?
- Renewals in year 2 and beyond – what are you doing now to ensure current licensees stay into year 2 and beyond?

Create your own LIFT (Licensing Implementation Framework Tool)

You can use the above list of activities to create your own licensing implementation framework. I suggest that you use an excel spreadsheet (or a simple planner) and follow these steps:

1. Identify all the key activities that need to be completed.
2. Set the overall timescale for completion for you to bring your first licensees on board (e.g. 16 or 24 weeks)
3. Start to shade boxes on the spreadsheet to show the weeks when each activity will be actioned / completed.
4. Refer to your licensing framework on a daily basis and tick off those areas that have been successfully completed.
5. Adjust the times as necessary for any topics that have fallen behind schedule to ensure that you still achieve your overall goal.

The investment reflects a full 16-week partnership, not a one-off course or training day. It's designed for people who are serious about building something that lasts. Pricing is fully transparent on your free strategy call with no surprises and no hard sell.

Let's get YOU started – the next 4 months

Are you serious about licensing your business? Would you like me to work with you (and your organization) over the next 4 months to make this happen? If so, I can support you as one of my clients. We'll work together on the proven 12-part framework above to create a lucrative License business for you based on your expertise and experience.

You'll have the opportunity to take one (or more) of your courses, products or initiatives and start to create the business you want. I'll support you over the four months to help you make it happen. You'll be working on a series of specific tasks each week to create your Licensing structure. You'll be following my proven blueprint and I'll help you to build an incredible business piece by piece. I will support you with everything you need - and it will be 100% owned by you.

You and I will meet on Zoom every week to review and progress all areas. You'll see the business unfolding in a way you will find hard to believe. You'll be developing your own unique high income (and sustainable) national or global training infrastructure. I'll even show you how to turn it into passive income so that you can enjoy the full benefits for years to come with very little work whatsoever, if that's what you choose.

Once you complete this process with me after four months you can still have my input for as long as you need it, in a way that works for you. I'll personally stick with you to make it happen.

Explore the Possibilities – for FREE!

If you would like to chat through some of the possibilities for you or your organization then I'd be happy to have a Zoom call for up to 60 minutes – at no cost whatsoever. It will give us the chance to meet, to explore options and for you to ask me any questions.

I strictly cap my practice to 4 colleagues at a time who are serious about growing. I only work with trainers, coaches, and consultants who are ready to let go of their ego and step into the role of a leader. If you simply want to sell more online courses, this isn't for you but if you're ready to build a lasting legacy, then book your free strategy call at www.calendly.com/desmccabe - and let's find out if we're the right fit for each other.

A last set of Reflective Questions

1. What difference do I truly want my work to make in the world over the next five years?
2. Who are the people I feel most called to help, support or empower through what I have already created?
3. What part of my experience, struggle, learning or expertise is too important *not* to share?
4. If my work became a movement led by others, what would I love that movement to stand for?
5. What would my ideal licensing community look and feel like? Warm? Collaborative? Purpose-driven? Global?
6. What would it mean for me personally to move from 'doing the work' to 'leading the work'?
7. How would my life change if my income came from supporting others rather than delivering everything myself?
8. What could my global community of licensees achieve together that I could never achieve alone?
9. What legacy do I want to leave (professionally, personally and spiritually), through the lives of others?
10. What is one small step I can take this week to begin shaping my licensing pathway?

About Des McCabe

For over 25 years I've been working with organisations, trainers, business owners, governments and community leaders to help them grow what they do, address key issues and opportunities, and build supportive communities around their work.

My approach is simple. It's based on kindness, collaboration, and creating a better world for everyone. Licensing for me, then, is not about selling a course. It's about creating possibility, legacy, and shared success - a way of working that helps all of us.

I believe every one of us has something extraordinary to offer, and with the right framework, support, and connections, we can reach thousands, perhaps millions, through others. That's the power of licensing done well.

I've helped:
• Organisations build global licensing ecosystems
• Independent trainers turn their programmes into worldwide communities
• Businesses shift from "top-down selling" to no-selling, relationship-based growth
• Governments to create and roll out new approaches to old problems
• Teams create sustainable income, purpose, and impact
• Individuals find the confidence to step into their own space and become number one in their field

My work is shaped by three lifelong commitments:
1. Kindness as a business strategy
2. Collaboration instead of competition
3. Leaving the world a little better by helping others succeed

If you'd like to license what you do, build a community, or work together on something amazing; I'd love to talk. Take care, Des.

Contact

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