

TRAINER TOPICS

I. Evaluation Skills

- Narrow Phonetic Transcription
- Evaluation: Methods, What to Look for, Protocol, Stimulus Items
- Identifying and Understanding Pronunciation Errors
- Vowel Errors Overview and Flow Chart
- Evaluating and Addressing Language Skills
- Analysis Practice: Program Materials Recorded by Non-Native Speakers

II. Training Skills

- Accent Reduction Program Goals
- Seeing the Big Picture
- Individual Session Audio Files
- Planning Your Time
- Tools of the Trade
- Feedback Techniques
- Data Collection Methods
- Teaching Stress: Word, Phrase, Sentence Level
- Student Listening Skills
- Measuring and Reporting Progress

III. Student Management & Other Skills

- Student Learning Profiles
- Establishing Effective Student Practice
- Dispelling Myths and Adding Truth: Factors Affecting Accent Change
- Self-Examination
- Answering Tough Questions

IV. Business Basics

- Business Structure Options
- Getting Started: What You Need
- Setting Expectations: Goals & Results
- Creating Your Brand
- Marketing Essentials
- Pricing Basics
- Web Conferencing: Tools and Tips
- Group Courses: Structure and Implementation



V. Advanced Business Topics (Optional Add-On... Coming Soon)

- Forms Download: Case History, Class Agreements, Privacy Policy, Release of Information
- Phone Consultations that Lead to Sales
- Building Web Presence
- Automating Systems and Saving Time
- Presentation/Large Group Training Skills
- Marketing Strategies for Growth
- Approaching HR: Roadblocks and Opportunities
- Networking: What Works & What Doesn't
- Knowing Your Worth
- Trial Classes: Determining Value and Structure
- DIY vs. Hire-a-Pro: What You Need to Know
- Keeping Your Confidence through Ups & Downs
- The Stupid Tax: Common Rookie (and Pro) Mistakes to Avoid
- Money Matters: The Truth About Pricing Structure, Discounts, Freebies, and Refunds