

How to Create a Highly Profitable Practice in Your Authentic Niche

Identifying & Creating Information Products and Services that Sell Themselves

with Kevin Houchin, Esq.

This information-packed course will guide you through the exact process of accomplishing the 4 primary tasks of creating your highly profitable and authentic practice.

Identify Your Authentic Niche

It's a mistake to put your wet finger to the air and see which way the winds of business are blowing and chase the next fad. You'll not enjoy the process. You'll not have the passion to do the work success requires. And, finally, you'll spend a lot of money trying to find happiness in the wrong place. Your success will only come when you align who you are with what you do. This course will lead you through the process of finding your authentic niche from the inside out. You'll discover what you can share with those you'd like to help, and how to create a successful business around that sharing.

Build Your Expert Reputation

Businesses in the 21st Century are all about helping people solve specific problems. When you are the expert in your authentic niche, the people you want to help will find you and your products and services will sell themselves. This course will show you the secrets of creating your expert brand in your authentic niche without spending thousands of dollars on advertising.

Package Your Products and Services

Change your relationship with time by giving your clients something to purchase from you other than just moments of your life (billable hours). The course will show you how to create products and services that help you escape the finite limitations of trading moments of your life for other people's money. These products and services need to be branded effectively and your intellectual property must be protected (the authentic niche of the course leader.)



Build a Solid Business Foundation

Finally, this course will walk you through the foundations of business success making sure you understand your LLC or Corporation, that you have the critical written agreements in place with your clients, suppliers, and partners, and that you are doing everything you can to maximize the time you spend helping people instead of managing the mechanics of your business.

AGENDA

Day 1:

Part :The Spiritual Secrets of Creative Business

Recognizing Wisdom

The Power of Acceptance

Creative Business Ideas & Where
They Come From
Lunch

Part 2: The Mental Secrets of Creative Business

Shattering Vessels: the new model of creative business.

Information Products & Personal Services Offerings

Creating your Expert Brand

Day 2:

Part 3: The Material Secrets of Creative Business

Forming your business – LLCs, Corporations, Non-Profits.

No Lame Names: Trademark &
Creating a Distinctive Brand

Smart Sharing and Copyright
Lunch

Creative Contracting: Building
Relationships Instead of Barriers.

Showing Up: Power Networking through Social Media

Practical Marketing and Public
Relations for Creative Business

Course #225

Mon-Tues — August 15-16

***Tuition: \$375**

Sessions Begin at 9 am

*All participants registered for the NGH 2011 Convention are eligible for a \$50 discount on each Pre/Post course

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Key Benefits:

- ☛ Your fear of change and growth will be replaced with excitement about finally finding your path and track to your full potential.
- ☛ Understanding your personal genius.
- ☛ Understanding of your shared experiences with the people you want to help.
- ☛ Understanding the language you share with those you want to help.
- ☛ Ability to access the wisdom that shared language and experience can bring.
- ☛ List of characteristics of your individual spark of divinity.
- ☛ List of the attributes you want to accept into your life.
- ☛ List of the attributes you need to surrender to make room for better things in your life.
- ☛ Understanding of who you want to help.
- ☛ Definition of who you want to help that is targeted enough to keep you focused, yet flexible enough to allow you to grow and never stagnate.
- ☛ Developing a flexible framework of product/service offerings and ideas that you will use to help the people around you.
- ☛ Developing a flexible framework for promoting those products & services.
- ☛ Practical understanding of business structure issues.



- ☛ Practical understanding of business agreement structures – demystifying contracts (I promise it won't be boring...)
- ☛ Practical understanding of branding & trademark issues.
- ☛ Practical understanding of copyright issues.
- ☛ Practical understanding of creative business marketing techniques.
- ☛ Practical understanding of creative business public relations techniques.
- ☛ Practical action list for sharing your personal genius with the world.
- ☛ Renewed inspiration to share your light and wisdom through your own creative business.

Who Should Attend:

All humans who wish to find happiness and joy by recognizing, fueling, and sharing their inner divine spark of creative genius by creating or improving a profitable creative business. This course will do more than transform your business, it will jump-start the alignment of your spirit with your vocation.

Take Home Materials:

Every participant will receive a copy of the 100+ page *Secrets of Creative Business Action Guide* – the basis of the course. Additionally, if published in time for the course, each participant will receive a copy of Kevin Houchin's newest book: *The Secrets of Creative Leadership*



Kevin E. Houchin is a lawyer, designer, marketing/branding expert, husband, father and distinguished creative spirit. In his law practice, Houchin & Associates P.C., Kevin advises creative people on how to maximize creativity, build businesses, and protect intellectual property. His ideal client relationship is one that sparks a long-term creative collaboration which enables him to play the role of business and life coach, in addition to attorney and marketing consultant.

A tireless advocate for the creative entrepreneurial business community, Kevin regularly speaks for micro to mid-size businesses, continuing legal education and law school audiences. He is also the author of *Fuel the Spark: 5 Guiding Values for Success in Law School and Beyond* and the forthcoming book, *The Secrets of Creative Leadership*. His latest creative venture is the The Space Between Center for Creative Spirit in Business, a unique mentorship program designed to equip, inspire and position lawyers and other entrepreneurs to attract and serve their ideal clients in the information age. From vital flat-fee billing schedules to advanced internet marketing strategies, no subject is left uncovered in this groundbreaking mastermind program.

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