



FREQUENTLY ASKED QUESTIONS

*PLEASE ALSO READ YOUR TRAINING MANUAL FOR
ANSWERS TO MOST QUESTIONS.

MARKETING & ENROLLMENT

Q: How are WomanSpeak Circles marketed?

A: This is a joint effort. We provide a unique sales page for you that your members will use to sign up. You can share this on social media and with your email list. We will also market you on our main website so anyone who hears about WomanSpeak can come do a search for a circle in her area and find you.

Q: What materials should I use to market my circle?

A: Your best resource is the [WomanSpeak sales page](#). You can promote the sales page and then tell people to click on your name in the list of circles. You can also send people directly to your registration page for your circle.

It is essential that we are all using the same marketing materials, fonts, colors, etc. when marketing WomanSpeak. We are putting together a *WomanSpeak Leader Marketing Toolkit* and will be sending that out to you. It will have all kinds of resources for you and we will continue to add to it over time.

You will also have a social media share image set up on your sales page. This means when you share your sales page on social media, a quality, professional image and share text appear. You will also get access to the WomanSpeak logo in high resolution in the files section of the Circle Leader Facebook group.

It is vitally important that any and all marketing stays **On Brand**. People judge quality based on appearance and it is essential WomanSpeak maintain a consistent look and feel when it is marketed. Our branding is very clean and elegant, and it has become associated with the high quality of work people can count on from KC Baker International.

So, it is imperative that you use the materials and branding guidelines we provide in order to maintain a high level of integrity and consistency in the marketing of WomanSpeak.

Q: Is there training provided for Circle Leaders in how to promote their circles?

A: Yes, at the beginning of 2017 we are rolling out a marketing training program for WomanSpeak Circle Leaders that includes learning a strategy for using MeetUp.com to bring in new members. We will be providing a curriculum and structure for running a successful introductory class for people to come try out a WomanSpeak Circle with you. They will have the opportunity to register at the end.

PROCESS & CIRCLES

Q: Are these circles live or virtual?

A: Live.

Q: When can I start my circle?

A: You can start your circle as soon as your sales page is complete and women register. Please see the Circle Leader Training Manual (available upon signing up as a Circle Leader) for the list of items we need to receive from you to complete your sales page.

Q: How many women can I have in my circle?

A: We recommend a maximum of 15 women per circle to give everyone time to speak. If there are more than 15 women interested in your circle we recommend you run two separate circles.

Q: What if I need to reschedule a circle?

A: It is imperative and part of your contractual agreement that you host two (2) circles per month. That is what the women are paying for. Intend for consistency but if you have to reschedule a circle because of a holiday, send an email to your list of students directly announcing that. If you have to miss for any other reason, it's preferable you find someone else to host it for you (one of your members, for example) for that evening instead of cancelling and having only one class that month. If you want to

pay a member to host it for you for an evening, you can arrange that between the two of you (we will not transfer payment to that person. We will still pay you and then you can give her funds for running that evening for you.)

Q: Is the curriculum provided?

A: Yes, we provide the structure for each class and the curriculum for that week. All you have to do is follow the curriculum. We will send you the first three months of curriculum right away. Soon we will send out the entire 16-month curriculum.

One note: It is very important you do not add your own curriculum on top of our curriculum, as we have a methodology that works and that is proprietary. In agreeing to become a WomanSpeak Circle Leader, you are agreeing to this. There is more in the contract about this.

Q: Can women join the circle at any time?

A: Yes, we've designed the curriculum so that members can join a circle any time. While we have a suggested flow to the monthly themes, they do not build upon one another, so any woman can join at any time.

Q: What materials will I need to run my circles?

A: Here are the items you will want to have with you at your circles:

- Your training manual and curriculum (we will provide these for you)
- Timer (you can use your phone)
- A space to use that is free from interruption and has privacy (so women feel safe) - your living room, a community center room, etc.

Q: Can I co-lead my circle with other women?

A: Yes, but one will have to be the principal leader and that person will receive the commission. You can then, on your own, divide up the commission with your co-leader.

FINANCIAL

Q: How does it work financially? Do I collect payments or do you have a system for this?

A: Members need to pay and be registered through us. We take credit card only at this time. No cash. No check. It is illegal for you to take money for the class and not go through our system.

Every new member who signs up for a WomanSpeak Circle pays a one-time Initiation Fee (that includes setting them up in the system, their members manual and a contribution to fund GirlSpeak) and then a recurring monthly membership fee. The one-time Initiation Fee is either: \$75, \$145 or \$200 (which supports one, two or three girls to go through GirlSpeak).

It is up to each member which fee they choose to pay. For the recurring monthly membership fee, you as the Circle Leader have a range you can choose from that is appropriate for your area and what you feel the market will pay. More information about this is below as well as in your contract and Circle Leaders Training Manual.

One note: members can suspend their membership once per year for a maximum of 90 days without having to pay their Initiation Fee again. If you have a member who needs to suspend her membership because of travel, illness, etc., have her call or email our Headquarters and we will assist her.

Q: How do I set my circle membership fee?

A: Women are leading WomanSpeak Circles all over the world. That means different markets will have different levels at which people will pay to be members. The current range is \$69-\$129 USD. You decide what's best for your market. If you live outside the United States you are permitted to charge up to 33% less than the lowest amount of \$69 USD. The more you charge, the more you get to keep. But, in some places the market won't pay \$129 per month. Let us know your monthly membership fee and we will create your sales page for you.

Q: How much will I get paid?

A: Circle Leaders get paid commission on the recurring monthly membership fee (not the one time initiation fee). You get 60% commission of women's monthly membership fees. The contract will go into detail about this so you can understand when payment occurs and the terms and conditions.

Q: Will I receive commission if a member of my circle goes out to start a circle of her own?

A: Yes, later this year, we are rolling out a program where when a woman in your circle goes on to start her own circle, you will get a commission on all of the members in her circle. And then when one of her members goes on to start a circle, you will get a commission on that as well. It goes on from there. So - as part of the founding group, you will have the opportunity to develop a wonderful source of recurring revenue that will grow over time. We will share more information about this in our training calls.

Q: Will the cost of renting a facility or venue be out of our own pocket?

A: Yes, you are responsible for finding and paying for a venue to host your circles. We don't want you to spend a bunch of money on space. Do it in your living room or a friend's house. Get the local library, church or temple, school or community center to give you a space. Get creative. There are plenty of spaces you can do this for free or a super low cost.

Q: How do I know how many other leaders are already in my area (and what about market saturation)?

A: You can check the main WomanSpeak sales page to see a full list of the circle locations. There is high demand amongst women for public speaking training so we do not foresee over saturation in a particular area being a problem. No one has ownership over a particular area, but you can absolutely go for it and become the 'go to' Leader for that area for WomanSpeak in your marketing and outreach!

TRAINING

Q: Are there any prerequisites to becoming a Circle Leader?

A: There are no prerequisites to becoming a Circle Leader other than following through on the agreements you agreed to upon signing the contract, paying the Circle Leader fee of \$297 USD, and giving us the materials for your sales page (details on that will be provided after you sign up).

Q: How should I prepare to lead my WomanSpeak circles?

A: Please read your Circle Leaders Training Manual thoroughly and listen to the audio training. (We send these out a couple days after you register to become a Circle Leader.) Also, be sure to study the curriculum before each class so you are familiar with the material ahead of time. You will also want to come on the Monthly Worldwide WomanSpeak Leader Training Call.