

IN GOOD COMPANY

Etiquette Academy and Finishing School

It Pays to be Polite

Start your etiquette training business today!

Everything is Coming Up Roses

Exclusive In Good Company Academy programs

Have Your Cake and Eat It Too!

Let the Adventure Begin
Paris here we come!

The First Step Towards Success...

Knowledge is Power
Be Civility Certified

FRANCHISE OPPORTUNITY

www.ingoodcompanyetiquette.com

Confidence, courtesy, courage, and character... these are the qualities that Lew Bayer, Founder of the *In Good Company Etiquette Academy & Finishing School Franchise Group* strives to practice every day. The team at *In Good Company*, www.ingoodcompanyetiquette.com which is a division of Civility Experts Worldwide www.civilityexperts.com – the leading civility training solutions supplier and internationally acclaimed experts in the field for almost 20 years, work together to deliver training and materials to children, caregivers, schools, adults, community groups and business, all over the world.

Effective January 2015, a limited number of *In Good Company* franchises are being offered in each of 23 countries. *In Good Company Academy* is a Coco Chanel inspired etiquette training services provider. Licensees deliver up to 10 signature social skills and character programs and have the option to add on and customize their school. Visit www.ingoodcompanyetiquette.com to get a glimpse into what the buzz is all about.



“For beautiful eyes, look for the good in others; for beautiful lips, speak only words of kindness; and for poise, walk with the knowledge that you are never alone.”
~ Audrey Hepburn ~

It Pays to be **Polite**

Have you dreamed of having your own business? Do you want to do work you love, live your values, and still make money? In *Good Company Etiquette Academy & Finishing School* offers an opportunity that is ideal for:

- Moms who would like to work part-time with flexible hours
- Caregivers such as daycare providers
- Anyone who want to teach confidence, style, poise, manners or beauty
- Teachers who want to offer after school or specialty programs
- Entrepreneurs who are looking for a well-established business model with customization options
- Professionals looking for a career/business to transition to as they start thinking about what they can do after retirement
- Existing businesses, such as beauty salons, clothiers, modelling school, Life Coaches, private clubs looking to add revenue streams

Benefits of joining the *In Good Company Academy* Affiliate Group:

- You will instantly be boosted to international status and exposure as a 3rd party affiliate of *Civility Experts Worldwide* is recognized as the leading experts in the world
- In addition to joining a world-wide affiliate network of 54 affiliates in 24 countries, you will have local supports via affiliation with other CE and IGC trainers and licensees in your state/territory
- You can customize your IGC Franchise package, e.g., opportunities to start small and then add on certification and training kit packages at 50% the regular , e.g., Courtesy Coach, Civility at Work, Culture Coach, Civility at Work, IGC Franchise, or High Style Image
- All franchise packages include live *Train the Trainer* and all packages come with ready-to-use, research-based proven training curriculum
- We are the longest standing full-service civility training company (established 1999) and we supply many other licensing companies, such as Etiquette Ladies, Molly Manners, Manners Matter, and Etiquette for Everyone with curriculum
- We offer profit plans for up to eight proven revenue streams
- Our curriculum is ICTC certified and we offer all our trainers and affiliates an opportunity to become ICTC certified
- Options to adopt our well-established brand or use our materials with permission to build your own brand
- After you pay the one-time license fees – we do not charge annual or renewal fees
- Affiliates get access to tool kits with over 1,000 resources and tools related to civility

Everything *is* Coming up *Roses*

NEW 2015 Program Exclusive to IGC Academy: The Rosebud Club

The Rosebud Club® is a social club program for little girls ages 4-7. It is a new program and one of 10 specialty curricula you will offer at your new Etiquette Academy:

The Rosebud Club®

Little Miss Manners

My Very Best®

Real Beauty Boot Camp®

Macaroni & Please®

Courtesy Camp®

Becoming... Confidence Course®

Mr. Nice Guy®

Tea Etiquette

Manners on the Menu



Little Miss Manners
Confidence & Social Skills Workshop for Little Girls ages 5-8

What are the benefits of this training for little girls?

Graduates of the Little Miss Manners program will develop skills they need at school with their friends, and in life generally, knowing what is expected in social settings boosts confidence and having a clear understanding of how girls show respect and earn the respect of others.

Dates Mar 17, 24, 31 & Apr 7, Apr 21 & 28 (4:15 - 5:30)
Costs is \$169 US (materials and snacks included)
Please contact Misty Harris at ingoodcompanyetiquette@gmail.com to register
2700 McPherson Ave., Fort Worth, TX 76109
www.ingoodcompanytexas.com



Hey Mr. Nice Guy
NEW Manners Make the Man - Social Smarts for Young Men Ages 8 to 13

As young men make their way in the world, knowing how to behave in different situations and learning good manners can build confidence. And CONFIDENCE IS GOLD!

Social competence is a skill young men are never too young to learn and never too old to use. Research out of Harvard University shows that social skills account for up to 85% of long-term success – in just a few hours young men will gain knowledge and skills that will benefit them ongoing – in work and other aspects of their lives. Lessons are interactive and fun. Instructors are members of the Civility Experts Worldwide team, experts from In Good Company Texas for over 35 years.

Classes are conducted over four weeks, materials and refreshments are included. We will cover topics such as:

- how to convey confidence
- why manners matter
- how to leave a positive impression
- tips for personal hygiene, posture, and body language
- the art of conversation
- communication habits show-and-learn, respect
- situational etiquettes: parties, sports events and more...

Please contact Misty Harris at ingoodcompanyetiquette@gmail.com to register.

March 19, 26, April 2 & 9, April 23 & 30, 2015
5 to 6:30 pm (snacks included)
St. Stephen's Education Building,
2700 McPherson Ave., Fort Worth, TX 76109
\$169.00 US per person plus tax to register.
Register with a friend, cousin or brother and you each pay **JUST \$99.00 US.**
www.ingoodcompanytexas.com



My Very Best
Confidence and Social Skills Workshops for Young Ladies Ages 9-13

What are the benefits of this training for young ladies?

Graduates of the *My Very Best* program will develop skills they need to be successful at school, in their relationships, and in life generally. Knowing what is expected and respected in social settings, boost confidence and having a clear understanding of social "rules" young ladies show respect and earn the respect of others.

Dates Mar 17, 24, 31 & Apr 7 (5:30 - 6:30 pm)
Costs is \$89 US (materials and snacks included)
Please contact Misty Harris at ingoodcompanyetiquette@gmail.com to register
St. Stephen's Learning Center, 2700 McPherson Ave., Fort Worth, TX 76109
www.ingoodcompanytexas.com



Finishing School
Real beauty comes from within

Confidence, starting with you, your health, your smile, your glowing skin, your conversation, your posture, your grace, your manners, your style, your social skills, your ability to connect with others, your ability to be a leader, your ability to be a team player, your ability to be a role model, your ability to be a change maker, your ability to be a difference maker, your ability to be a world changer.

Dates: Finishing School - March 20 & 27, April 17 & 24, May 1 & 8 (4:30-7:00 pm)
St. Stephen's Education Building, 2700 McPherson Ave., Fort Worth, TX 76109

Have your **CAKE** and **EAT** it too...

With the **IN GOOD COMPANY ETIQUETTE ACADEMY** coaching package that comes with your “Portable” License packages, you will have everything you need to start building your business – we share insider knowledge, best practices and lessons we’ve learned over 16 years in the field. Business coaching topics include:

- how to maximize your earnings through up to nine proven revenue streams
- using our proven “profit plan” to build better margins
- leveraging assets you may not even realize you have
- presentation and proposal templates
- marketing strategy and supports
- media training – including how to do a great interview
- business writing basics – writing bios and press releases
- customizable advertising and promotional pieces
- live training supports
- branding basics
- ongoing webinars and online coaching
- insider tips to help you prep for, and pass, the ICTC Certification exam

Oh La La!

Let the **ADVENTURE** begin...

Paris **here we come!**

There are four licensing OPTIONS to choose from – contact pr@civilityexperts.com for pricing.

Option #1. Materials only – a la carte kits with usage and duplication license.

Option #2. Courtesy Coach® Certification package – includes components in #1 plus training and Trainee starter kit

Option #3. IGC “Portable” Franchise and Train-the-Trainer Reseller’s license and branding package without permanent site – includes all components of Option #1 & #2 and travel expenses to nearest live training site. Option to add exclusivity in a protected territory for an add-on fee.

Option 4. “Turning” key Franchise license – includes all components of Option #1-3 and Permanent location lease supports, signage, branding and Paris-decor, props, furnishings, and ongoing franchise development.

Components that are included in the most popular package – The “Portable” License Package:

- Training-live at scheduled Trainer event, and informal for training for up to 12 months; Trainer manual and trainee workbook (est. 600 pages content)
- Co-delivery and marketing of your first Trainer event
- Copyright training content; 10 signature training kits (est. 1,200 page curriculum)
- ICTC membership, and exam leading to certification
- Marketing and sales templates; Social media marketing support
- Unlimited access to briefing webinars
- Logos and branding items such as Rosebud membership cards, gift certificates etc.
- Branded webpage with booking platform
- Use of Business name
- Speakers Bureau listing
- Starter Kit: Event Supplies; Bloom, Bourjois, candy bar contents, party props, participant books, some décor items, etc.
- Participant materials and masters
- Affiliate relationship and reach to 23 countries
- First right of refusal for Exclusive Business Trainer license for designated city and/or neighbouring (expanded territory)
- EIGHT revenue stream options – NINE revenue streams when you add “exclusivity” to your License

TAKE THE FIRST STEP and BUILD THE BUSINESS and SUCCESS you DESERVE and DREAM ABOUT

Complete the confidentiality agreement below and then sign and scan to pr@civilityexperts.com.

CONFIDENTIALITY AGREEMENT

Between the Parties

[Redacted]

(Perspective Affiliate/Licensee or Franchisee)

Principal and Founder

Address:

[Redacted]

And

Lew Bayer (Licensor)

President

CivilityExperts.com – a division of COCC

Canada 1-204-996-4792

Please direct questions regarding this information to lew@civilityexperts.com

Dated:

[Redacted]

Non-disclosure/Confidentiality

Regarding: Proposed ideas, costing, strategies, sources, methods and other details discussed verbally, electronically or in print related to Civility Experts and/or In Good Company Affiliate/Franchise package components.

- a) The above listed parties agree that the content, times, and terms of all communications, ideas, drafts, shared materials, and potential agreements discussed and/or negotiated between the parties agreement are to remain confidential. This confidentiality continues regardless of whether the parties negotiate a final deal or not.
- b) In addition, any documents, voicemails, fax documents, e-mails, conversations, materials or quotes between the parties are strictly confidential and the contents will not be discussed, duplicated, copied, forwarded, or translated for review, feedback, or use by a third party with the exception of the immediate family and legal advisors of the parties.
- c) Any personal information, financials, pricing, methodology, strategies, or any other details specific to the parties or the business at hand between the parties will be held in strictest confidence by the parties.
- d) Any/all copyright materials that may be shared with the Perspective Affiliate as sample or test materials and/or as gift or training tools remains the intellectual property of the Licensor and may not be duplicated, or distributed in any way by the Perspective Affiliate.
- e) Discussions between the parties regarding future agreements, and/or any decision to work together or not to work together; will be discussed only between the parties and no other designate of or other affiliate companies of either party with the exception of immediate family, and/or legal representatives and confidentiality is extended to such parties. If the parties determine not to work together, they will not discuss the reasons for this decision, or details of negotiations, terms or draft agreements with any 3rd parties aside from legal advisors.

Dated:

[Redacted]

Lewena Bayer (via electronic signature and witnessed by Lauren Capri)

Lew Bayer for Civility Experts Worldwide and In Good Company - divisions of COCC
Representing – Perspective Affiliate/Licensee



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Etiquette Academy & Finishing School



Knowledge is Power - Be Civility Certified®



**CIVILITY
EXPERTS
USA**
www.civilityexperts.com

Courtesy Coach® training is included with all Franchise and License packages.
Certification 2015 Train the Trainer and Franchisee Training Dates.



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Civility Experts Worldwide and the International Civility Trainers' Consortium in Partnership with IGC Texas is pleased to offer the following Train the Trainer and Social Skills Programs in the USA in 2015

SESSION	Fri. Apr. 10 OR Fri. Oct. 16	Sat. Apr. 11 OR Sat. Oct. 17	Sun. Apr. 12 OR Sun. Oct. 18	Mon. Apr. 13 OR Mon. Oct. 19	Tues. Apr. 14 OR Tues. Oct. 20	Wed. Apr. 15 OR Wed. Oct. 21
Exec. Finishing School (2 day)	9-5 (\$799 US)	9-5				
Courtesy Coach® Trainer (3 day)		9-5 \$1,800.00 US for 3 days; dinner, image, private consult, & networking)	9-5	Join Image 9-5		
In Good Company Franchise Training (5 day)	9-5 (incl. networking, dinner, media, private consult, & image)	Join CC 9-5	Join CC 9-5	Join image 9-5	Join Civility at Work 9-5	
Civility at Work® Trainer (4 day)			9-5 (\$3,250.00 US for 4 days plus dinner, image, private consult, and networking)	Join Image	9-5	9-5
High Style Image® Certificate (3 day)				9-5 (\$1,600.00 US includes dinner, photos, private consult, starter kit)	9-5	9-5
Little Miss Manners (ages 5-8)		3-4:30 pm (\$23 per child includes snack and craft)				
Special Event	General Business Etiquette/ Networking 6-8 pm (\$39.00 to public) Includes copy of Power of Civility book	Start a Civility Initiative (Public) 7:30-9 pm NM (\$29.00; \$20 goes to sponsor a child for Confidence Camp)	Dining Etiquette 6-8:30 pm (\$99 per person)	Civility at Work - 1 day Workshop (public) SB, 2:30-8:30 pm includes four course dinner. (\$399.00 includes MannersTV for 30 days)	Media Training 6-9 pm (\$299.00 per person)	Civility Culture at Work (public) 6:30- 8:30 pm (\$39.00 per person, includes refreshments)

CAN'T ATTEND THE DATES ABOVE?

Contact us at pr@civilityexperts.com and our Franchise Training team can come to you... you choose the dates and place, or you can take a distance program.

We have Trainer Dates in CANADA too at our head office in Winnipeg, Manitoba, June 4-9 and/or Nov. 30-Dec. 2. Contact PR@civilityexperts.com for more information.



In Good Company
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Gift Certificate

To: The Bearer

From: Lew Bayer

This Certificate entitles the bearer to:
\$100 off Executive Finishing School

Expiry Date: NO EXPIRY

NO CASH VALUE

Redeem this voucher online using code EFS14 when you register

I believe in manicures.
I believe in overdressing.
I believe in primping at leisure and wearing lip-
stick.
I believe in pink.
I believe that laughing is the best calorie burner.
I believe in kissing, kissing a lot.
I believe in being strong when
everything seems to be going wrong.
I believe that happy girls are the prettiest girls.
I believe that tomorrow is another day, and...
I believe in miracles.

~ Audrey Hepburn



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