

Etiquette

CONSULTANT'S
UNIVERSITY

www.urbangirlz.org

National Association of Urban Etiquette Professionals

2018 COURSE CATALOG

Unlocking
Consulting's
Full Potential

Lady Trenette Wilson, CEO and Founder





CONSULTANT'S UNIVERSITY

Unlocking Consultant's Full Potential

FROM THE FOUNDER

Greetings Prospective Student:

Welcome to Etiquette Consultant's University (ECU). ECU is a vision I have had for many years to offer consultants and opportunity to continue learning and gain valuable business tools to help their consulting businesses grow.

ECU is the second phase in a three phase commitment I have made to expand etiquette into urban communities by providing the best training for etiquette consultants.

The NAUEP team has worked to create a comprehensive yet interactive way for you to continue your path to consulting success.

I'm looking forward to sharing the experts and industry leaders who are ready to share their secrets with you along your path to prosperity!

Enjoy the Journey,

Lady Trenette Wilson



The logo for Etiquette Consultant's University, featuring the word "Etiquette" in a white, elegant script font on a dark blue rectangular background.

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ABOUT ETIQUETTE
CONSULTANT'S
UNIVERSITY



YOU DESERVE
THE BEST

Etiquette Consultant's University (ECU) is an online learning community for etiquette, debutante, program and nonprofit directors who desire to continue their professional development conveniently and affordably.

ECU is a part of the National Association of Urban Etiquette Professionals (NAUEP), the largest etiquette association in the nation serving urban communities' etiquette outreach campaign to engage and empower consultants nationwide.

ECU is uniquely designed to meet the ongoing professional development needs of small business owners, consultants and program directors who desire to position themselves for long-term success.

Through interactive online lectures, case studies, assignments and activities, **ECU** attendees can create the Professional Learning Plan that aligns to their consulting goals.

Log on to Etiquette Consultant's
University Website to
ENROLL TODAY



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HOW IT WORKS

Etiquette Consultant's University (ECU) empowers consultant's during five Pro-Mesters, which are 2 ½ month sessions. Each Pro-Mester includes Consultant Learning Units, which consists of five classes within each unit.

Complete all 20
Consultant Learning Units
to SOAR.

CONVENIENT FOR
YOUR SCHEDULE


*Interactive
Online Learning
Experience*

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CONSULTANT LEARNING UNITS

A portrait of a Black woman with short dark hair, wearing a grey blazer over a white collared shirt. She is looking directly at the camera with a slight smile and her right hand is raised near her chin, with her index finger pointing upwards. The background is a soft, out-of-focus blue and white.

Etiquette Consultant's University (ECU) is composed of 20 **Consultant Learning Units** (CLU), which provide etiquette, business and nonprofit instruction.

Each CLU provides five intensive two to four hour online weekly sessions comprised of lectures, interactive exercise and assignments.

CHOOSE YOUR
CONSULTING PATH



FREQUENTLY ASKED QUESTIONS

EASY
TO ENROLL

1. What is Etiquette Consultant's University?

Etiquette Consultant's University (ECU) is a part of the National Association of Urban Etiquette Professional's (NAUEP) online learning community for etiquette, debutante, program and nonprofit directors who desire to continue their professional development conveniently and affordably.

2. How does ECU work?

ECU hosts five Pro-Mester cycles that include selected Consultant Learning Tracks, which contain five comprehensive classes that must be completed. Each class includes online lectures, assignments, case studies and exam.

3. When are classes held?

ECU holds classes weekly during 90-minute online lectures.

4. How much does it cost to attend ECU?

NAUEP Members - \$50.00 per class or \$250.00 if tuition paid in full

NAUEP Non-Members - \$65.00 per class or \$300 if tuition paid in full

Enrollment Fee - \$35.00

Payment Plan Fee - \$50

NOTE: You must take at least two classes each PRO-MESTER to be considered enrolled

5. How does the payment plan work?

Upon enrollment, the student must pay 50% to register.

Nov 5th - 25% of balance due

Nov, 30th - 25% of balance due

NOTE: If you are unable to submit your payment for your payment plan, you will be withdrawn from your consultant class and re-enrolled when you are prepared.

FREQUENTLY
ASKED
QUESTIONS
Cont.

6. Who are the ECU professors?

ECU professors include NAUEP certified etiquette professionals and industry experts.

7. What is the enrollment schedule?

Cycle 1 Pro-Mester

Regular Registration – October 1 – November 2, 2018

Late Registration – November 1 – November 5, 2018.

8. How many classes do you have to take to be considered enrolled?

2 classes per Pro-Mester.

9. Do you have to take all five classes to complete a unit?

No. Some of your work experience and education can serve as a pre-requisite for some classes. Consult your ECU advisor to discuss.

10. Are all units offered during each Pro-Mester?

No. The most requested units and classes will reoccur throughout the year.

11. What do I receive?

Consultants will receive a "Certification of Completion" as they work through each Consultant Learning Unit.



Unlocking Consultant's Full Potential

PROMOSTER 1 AVAILABLE UNITS

PRO-MESTER I CLASSES

ENROLLMENT FORM

Name _____

Enrollment Date _____

Email _____

Address _____

Telephone _____

☐ NAUEP

☐ NON-NAUEP

Office Use Only
Pro-Mester
of Classes
Completed

SELECT CONSULTANT LEARNING UNIT AND CLASS

☐ UNIT I: PRODUCT DEVELOPMENT \$250/\$325

- ☐ Product Development and Selection \$50/65
- ☐ Protecting Your Product \$50/65
- ☐ Produce Design and Packaging \$50/65
- ☐ Produce Licensing and Distribution \$50/65
- ☐ Financing Your Product \$50/65

Unit Total _____

☐ UNIT II: WRITING AND BOOK PUBLISHING \$250/\$325

- ☐ Introduction to Book Writing \$50/65
- ☐ Book Layout and Cover Design \$50/65
- ☐ Publishing and Distribution \$50/65
- ☐ Marketing and Sales Part I \$50/65
- ☐ Marketing and Sales Part II \$50/65

Unit Total _____

☐ UNIT III: NONPROFIT MANAGEMENT 101 \$255/\$330

- ☐ Nonprofit Introduction \$65/80
- ☐ Establishing a Nonprofit \$65/80
- ☐ Program Development \$65/80
- ☐ Board Management Part I \$30/45
- ☐ Board Management Part II \$35/45

Unit Total _____

☐ UNIT IV: NONPROFIT MANAGEMENT 101 \$255/\$330

- ☐ Funding Your Mission \$65/80
- ☐ Non-Profit Funding Notebook \$65/80
- ☐ Funding Schedule \$65/80
- ☐ Appeals/Proposals \$30/45
- ☐ Appeals/Proposals \$30/45

Unit Total _____

PROMOSTER 1 AVAILABLE UNITS

PRO-MESTER 1 CLASSES

SELECT CONSULTANT LEARNING UNIT AND CLASS

UNIT V: BUSINESS AND FINANCES 101 \$375/\$325 <input type="checkbox"/> Basic Bookkeeping \$50/65 <input type="checkbox"/> Monthly Financial Statements \$50/65 <input type="checkbox"/> Banking and Small Businesses \$50/65 <input type="checkbox"/> Vendor Processes \$50/65 <input type="checkbox"/> Small Business Technology \$50/65 Unit Total _____	UNIT VIII: BRAND MANAGEMENT 101 375/\$325 <input type="checkbox"/> Defining Your Brand \$50/65 <input type="checkbox"/> Your Marketing Message \$50/65 <input type="checkbox"/> Marketing Collateral \$50/65 <input type="checkbox"/> Online Image Assessment \$50/65 <input type="checkbox"/> Wardrobe Management \$50/65 Unit Total _____
UNIT VI: BUSINESS AND FINANCES 102 375/\$325 <input type="checkbox"/> Establishing Your Business \$50/65 <input type="checkbox"/> Building Business Credit \$50/65 <input type="checkbox"/> Insurance, Retirement, Savings \$50/65 <input type="checkbox"/> Taxes and Small Businesses \$50/65 <input type="checkbox"/> Financial Notebook \$50/65 Unit Total _____	UNIT IX: BRAND MANAGEMENT 102 375/\$325 <input type="checkbox"/> Business/Strategic Marketing \$50/65 <input type="checkbox"/> Website Review and Development \$50/65 <input type="checkbox"/> Media Kit Development \$50/65 <input type="checkbox"/> Photo Shoots that Book \$50/65 <input type="checkbox"/> Booking Workshops \$50/65 Unit Total _____
UNIT VII: BUSINESS AND FINANCE 103 375/\$325 <input type="checkbox"/> Financing Your Business \$50/65 <input type="checkbox"/> Qualifying for Business Loans \$50/65 <input type="checkbox"/> Finding Business Funding Capital \$50/65 <input type="checkbox"/> Funding Budgets \$50/65 <input type="checkbox"/> Business Investment \$50/65 Unit Total _____	UNIT X: Organizational Structure 375/\$325 <input type="checkbox"/> Business Plan \$50/65 <input type="checkbox"/> Business Models that Work \$50/65 <input type="checkbox"/> Best Practices in Consulting \$50/65 <input type="checkbox"/> Leveraging Community Partnerships \$50/65 <input type="checkbox"/> Strategic Planning \$50/65 Unit Total _____
<p align="center">NOTE ENROLL online and submit payment electronically through Paypal.</p>	
Total Page 1 _____ Total Page 2 _____ Enrollment Fee _____ Payment Plan Fee _____ Payment Plan Down Payment _____ Total Payment _____	



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CONTACT US TODAY TO GET STARTED
800.291.6492