

Teacher Training Practitioner Immersion Program

History

The first round of Dynamic Stillness teachers received a 2-year Teacher Training free of charge. I provided each teacher with a detailed hour-by-hour curriculum, which they could use for approval to offer CEU's to students. Teachers were trained to offer a Mentor template, with a study guide that was hundreds of pages at no cost. I marketed the teacher's courses - 85% of the Dynamic Stillness website is dedicated to professional division - the Mentor and Initiatory courses. I sent newsletters, and most importantly I wrote and published articles, meditation audios, and the book *Stillness*, which created an international demand for Dynamic Stillness School courses. By 2015, *Stillness* had been published in English, French, Czech, Italian, and Japanese; the German was published in 2019.

How Did the Royalty Come About?

IN 2006, the first Teacher's Circle gathered in Woodacre, CA, the year *Stillness* was published. During that meeting, the teachers proposed that I receive a 20% royalty for all Dynamic Stillness School classes - Initiatory, Mentor, Lay Classes, Meditation Evenings, Annual Gatherings for Recertification, and Private Intensives, which I accepted with gratitude.

Original Royalty and Class Fees

Royalty = 20% All Courses

Year-long (16-day) Mentor = \$2,500.

Initiatory, Stillness Touch Lay Class, Annual Gathering (AG) = \$600

Private Intensive fees varied, based on the total number of hours.

How I Boosted a Teacher's Income

I stopped teaching Initiatory and Mentor Courses, giving exclusive rights to the DS teacher (I continued teaching Post-graduate, Lay Classes, and Meditation evenings, and Private Intensives worldwide).

Raised Mentor fee from \$2,500 to \$4,000.

Lowered Mentor royalty from 20% to 15%.

Initiatory fee raised to \$695 (from \$600) kept the 20% royalty.

Eliminated all royalties for all other classes: Lay Classes, Couple Classes, Annual Gathering's, and Privates, which greatly boosted teacher income.

Continued dedicating 85% of DS School Website to Initiatory and Mentor.

Dynamic Stillness School Teacher Responsibilities

Teachers run their business, which requires keen money management skills. Expenses get out of control with too many assistants, over-priced translators, and greedy or poor organizers. Organizers need marketing skills, student lists, tables, and class locations. Organizers host classes in various locations for a fee, which comes out of the net income after the 15% royalty is paid to me.

How Much Can I make as a Teacher?

With keen money management skills, you can gross \$250K +per year.

In 2019 pre-COVID, a DS teacher grossed \$255,000 & paid me \$39,000.

Averaged over 5 years that teacher grossed \$1,275,000. You read that right: **one million, two hundred seventy-five thousand USD's**

Actual income of a DS School teacher after paying the royalty in 2019:

Income from Initiatory & Mentor	Income from <u>non-royalty</u> DS School classes	Royalty for Initiatory & Mentor	Teacher's Net Income after royalty
\$225,000	(+) \$30,000	(-) \$39,000	\$216,000

\$225,000 - \$39,000 (royalty) = \$186,000 + \$30,000 (Non Royalty classes) = \$216,000 NET

\$216,000 X 5 years = \$1,080,000 USD

(5-year average Net Income after royalty, which over 5 years = \$195,000).

Perspective:

At a renowned Biodynamic DO School, the royalty is 20% for all 13 of its courses. The most well-known cranial schools pay teachers a flat fee for classes they teach, which severely limits a teacher's income potential.

As a DS School teacher, what is my title?

After I stopped teaching Initiatory and Mentor courses, the teacher became the **Director of the Professional Training Division of the Dynamic Stillness School**. Contrary to what you may have read, I remained Director the school.

I continued teaching in seven countries - post-graduate classes, lay classes, couple classes, meditation evenings, book signings, interviews, and private intensives. I maintained the DS school website (Continued dedicating 85% of it to Initiatory and Mentor), kept all class information up to date, marketed the classes, wrote articles, recorded meditations, wrote, published, and arranged for the translation of books, ... all of which provided huge numbers of students to the Initiatory and Mentor Classes. (I estimate my efforts as a whole generated 35% of the students that totally offsets the royalty).

What do I need to do to become a Stillness Touch teacher?

You have your own school, or you have prior teaching experience.

Graduate the Stillness Touch training (now the Master Class).

Be Certified as practitioner.

Take the Immersion 1 & 2.

Apprentice in the Master Class series.

Take a final teacher written examination.