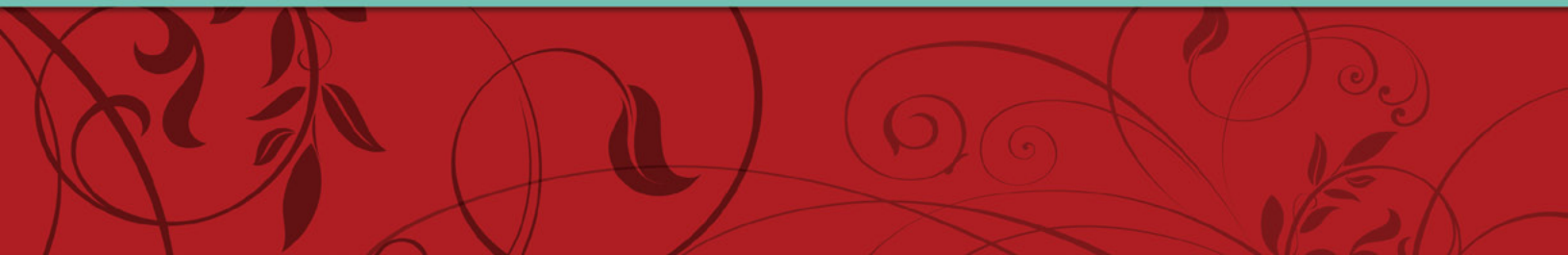
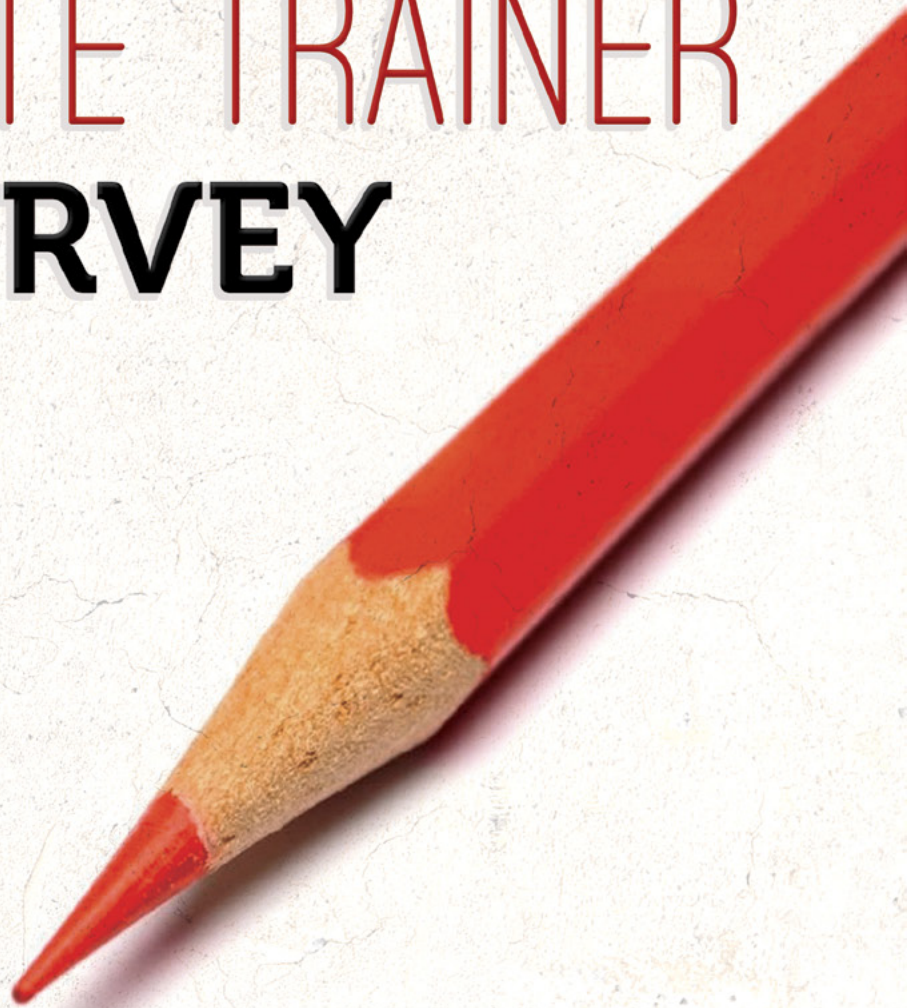


Etiquette Moms Presents...

THE 2014 ETIQUETTE TRAINER SURVEY



*The Society for Certified Etiquette Trainers and
Etiquette Moms Present...*

THE 2014 ETIQUETTE TRAINER SURVEY

Elena Neitlich
Founder and CEO
Etiquette Moms
www.EtiquetteMoms.com

WELCOME!

I am delighted to present to you the results of our 2014 survey of hundreds of Etiquette Trainers from around the world.

The survey is broken into two parts. First, you can read what Etiquette Trainers share as their most memorable result with their students. These inspiring stories make it clear why Etiquette Training is such a rewarding profession and the difference that we make as members of this important field.

Second, please enjoy our tabulations of five questions in our survey:

- Which age groups do you train?
- Which Etiquette topics do you teach?
- What do you like most about teaching Etiquette?
- What are the biggest benefits that Etiquette Training provides?
- How do you structure your programs?

If you are already an Etiquette Trainer, then I hope that these results reinforce your passion. If you are considering entering the field, then I hope that these results give you a sense of how important Etiquette Training is, and the difference you can make.

Enjoy!

In kindness,

Elena Neitlich
Founder and CEO
Etiquette Moms

PART I: ETIQUETTE TRAINING ACHIEVES INSPIRING RESULTS

We asked participants to share one example of the biggest difference they have made as an etiquette trainer. Samples of the responses follow, many of which are inspiring. The lesson for anyone interested in making a difference and making the world a better place: Becoming an Etiquette Trainer can help you achieve your goal.

The responses:

TURNED INTO A VERY NICE KID

One of my student was giving his teachers hard time & after taking etiquette lessons with me. He turned in to a very nice kid who says “Thank you ,” “May I, please” and “Sorry.”

CHILDREN FINALLY ATE SITTING UP STRAIGHT

They ate sitting up straight and remind others to do so. They no longer put their elbows on the table and they remind those that do to remove them.

SELF ESTEEM IMPROVED IN ALL AREAS

I was impressed with how my students learned to enter a room quietly, especially if someone was speaking. They made improvements in their meal conversations, and especially their noise levels. Self esteem improved in all areas.

MY HEART WAS FILLED WITH JOY

I taught etiquette class to elementary boys. One day one of the teachers shared that a student of hers tied many of the boy’s ties in her class. Some of the boys had arrived at school with a tie untied not knowing how to tie a tie. One of my students said to his teacher, “Oh I know how to, I learned in Etiquette.” My student proceeded to tie a line of boy’s ties. That day at school was inventor day and many of the boys needed to wear a tie with their costume. My heart was filled with joy of this wonderful story.

ETIQUETTE PERFORMS A MIRACLE

“I had an upset grandmother contact me. She said her husband (the grandfather) refused to take their six-year-old granddaughter out for any social gathering. He was so embarrassed by her table manners and social skills. She was so upset and asked if I could help her perform a miracle. I told her not to worry. We worked with her granddaughter and taught her proper etiquette.”

ALL OF THEM COULD TIE A TIE THEMSELVES FOR GRADUATION

I trained a class a few years ago to some young men that didn't know how to tie their ties. When it was time for them to graduate, all of them were able to tie them their selves.

STAFF ASKS TO ATTEND ETIQUETTE TRAINING AND WANTS UPPER MANAGEMENT TO DO THE SAME

So many of our staff are asking to have the opportunity to attend our etiquette course and they are requesting that we conduct such training to upper management, not only the staff level.

PASSING ETIQUETTE ON FROM FATHER TO DAUGHTER

I had in a student in my class who, as an adult, passed on to her daughter the training she had.

BUSINESS ETIQUETTE HAS ON IMPACT ON THE BOTTOM LINE

I taught the staff of a company in business etiquette. The owner indicated that it really impacted his bottom line because his staff are more pleasant to customers. He has seen an increase in customers, due to word of mouth about the friendly and helpful staff.

A BULLY STOPS BEING A BULLY BY LEARNING TACT

One of the boys that was in a group renowned for bullying, started to think before he spoke and became more tactful. He realized that he didn't need to like or agree with everything, that his voice was heard, but that he didn't have to put others down to be heard. Being tactful made him way more popular as well. He now tells everybody how to be tactful.

ALL STUDENTS GOT INTO THE PRIVATE HIGH SCHOOL OF THEIR CHOICE

After teaching a communication and prep interview workshop for incoming high school students at a private middle school, all of the students got into their private high school choice!

A GIRL LEARNS HOW TO BE A FLOWER GIRL AT A WEDDING AND GAINS CONFIDENCE

"In a children's etiquette program, a young lady and her mom wanted to learn how to better dine, communicate and behave at her first wedding, in which she was a flower girl. She learned many skills that were specifically applicable for the event, and the confidence in knowing and understanding how to anticipate a variety of situations."

CLIENTS START A BUSINESS AFTER AN INTERVIEW SKILLS WORKSHOP

In a 'tween/teen job interview skills workshop, a brother and sister wanted to start their own business, and were able to effectively, thoroughly and successfully do so after the program.

STUDENTS LOVE LEARNING ETIQUETTE IN A FUN, PLAYFUL WAY

“So far I have successfully conducted workshops for schools and have also been doing individual workshops for teens and young adults. The Well-Mannered Communicator program from Etiquette Moms has helped me in training the kids. The exercises are fun and interactive, which teach the children without making them realize that they have learnt something in a fun, playful way.”

FROM DISRUPTIVE TO SUCCESSFUL

One male student felt that Etiquette was for 'nerds or dumb-bos' He came to class, but was pretty disruptive with his attitude. At the end of the workshop (3 days) he said that he would make his way into college without the trappings of etiquette. About 6 weeks later I received an email from him thanking me for the guidance and the information I imparted....He had an interview and the interviewer commended him on his good manners. He said he was elated, because he was singled out as an example of a polite student.

A STUDENT SIGNED A LARGE ACCOUNT THANKS TO ETIQUETTE TRAINING

I worked with young businessman whose skills were in demand yet his customer service was rough around the edges. He came to me to help him prepare for a large account which he did sign. It is exciting to see his confidence grow to match his ability.

FROM FLAW TO FABULOUS

There was a change from flaw to fabulous.

TEACHERS ABSOLUTELY COMMENDED THE STUDENTS ON A FANTASTIC PERFORMANCE

I am teaching 6th grades students, at their schools, about how to attend formal dining. The results came back after the students had their dinner and the teachers absolutely commended the students on a fantastic performance! It is very rewarding to see that the students actually enjoy using proper manners. I believe it gives them a sense of security.

BEING TOLD THAT ETIQUETTE IS EXCITING AND NOT BORING THE WAY THEY THOUGHT IT WOULD BE

Many of my teen clients have expressed that the class has made a difference in how they interact with others. They've also expressed that the class is exciting and not boring the way they thought it would be when they registered for the class.

A STUDENT GAINS A NEW LEASE ON LIFE

I had an young adult who came to me for an etiquette and grooming session. As our conversation proceeded I realized the fact that she had lost her self confidence and zest for life due to a broken affair. She did her training with me, found a nice guy and she is very happy in life today. I call it a success story because she has a new lease on life.

GOT A POSITION HE WANTED

“One of my college students felt that my etiquette coaching about dining and interviewing, got him a particular position he wanted.”

I SAW THE CONFIDENCE BUILDING...NOW THE STUDENT IS GETTING INTERVIEWS

I saw the confidence building while working on a student's resume, career planning and etiquette. The student is now getting interviews, aced an interview yesterday and is planning on the second interview.

AN UNRULY STUDENT MADE IT A POINT TO TRANSFORM HIMSELF

A student from rural India...intelligent but unruly...Always dressed in torn jeans and when forced to dress 'semi-formal' usually sported an un-shaven face hanging ties and scruffy shoes. Two tricks helped me transform this student. First, I engineered it that he was the main person to organize a class dinner...a sit-down affair. If it went off well, he would enjoy the benefits and if it did not, he would suffer the results. Ten days preparation time was given. The class was informed that three persons from the corporate circle would attend the dinner. Second, these same three persons from the corporate would conduct mock interviews and grade the students. He worked overtime to re-acquire the necessary skills and to rid himself of the fear of failure and barely managed to get a OK assessment. But that was the starting point. Thereafter he made it a point to transform himself.

THEY FEEL GOOD ABOUT WHAT THEY LEARNED

The students come back and say how they have practiced, and that they feel good about what they learned. The feedback is quite encouraging.

A STUDENT WITH ASPERGER'S OPENS UP TO BECOME MORE CONFIDENT

"I had a 14-year-old boy that had Asperger's. He was shy and introverted when he came into class. I teach four week courses and each week I saw this young man open up and become a more confident individual. His mother couldn't thank me enough and said that he was even opening doors and pulling out chairs for her after the class."

INNER CITY AT-RISK GIRLS ENJOY A BEAUTIFUL COTILLION

I work and mentor a few inner city at risk girls. We recently held our first community event called the Black Swans & Pearls Cotillion. It was beautiful and the young girls displayed just what they learn. They were not only elegant but their manners reflected a time of essence. Please see "Sapphire Butterflies Organization Presents" on YouTube.

FROM NOT MAKING A GOOD IMPRESSION TO SEVERAL JOB INTERVIEWS AND OFFERS

While consulting with a young man looking to advance his career in financial services, it became obvious his social skills did not make for a good impression. Life skills training helped him become sensitive to and improve upon his verbal communication along with the signals he was sending nonverbally. He learned the importance of a firm handshake, eye contact, and how to make small talk. Along the way he developed a greater sense of control. This training, in conjunction with a results-oriented, value-added resume/cover letter that we developed, ended in several job interviews and offers. He now appreciates that good manners make great impressions, and allow him to confidently stand above a competitive crowd.

WOW HAS SHE EVER GROWN, AND WITH SUCH POISE

I am so proud of a young girl who went through one of my programs six years ago. Wow, oh wow, has she ever grown, and with such poise. This Christmas she won the role of playing Clara in the Nutcracker. I still remember her attending Miss Marie's Charm school and knowing this girl was going places.

A STUDENT REPORTS THAT ETIQUETTE DOES MAKE A DIFFERENCE

A teen or young person emailed me back to say they get it...that etiquette does make a difference and is relevant.

A TEEN BOY RECORDS A MORE POLITE VOICE MAIL

A teen boy changed the voicemail message on his cell phone so that it was more polite.

GETTING POSITIVE PARENT FEEDBACK ON TWIN 12-YEAR-OLD BOYS

Twin 12-year-old boys came to my Restaurant / Table Etiquette class. They had a great time and really put their new skills to use... via parent feedback.

SOCIAL MEDIA ETIQUETTE TRAINING MAKES A DIFFERENCE

While I am still new to the business, I have had very positive feedback from my coaching. One 14-year-old says she will never forget the lesson I taught on social media in which I drilled into them the importance of Never Ever Ever Ever Ever speak with disrespect toward someone in authority over you on social media; whether it's your parents, teacher, or boss, etc.

CHANGING LIVES, BUILDING CONFIDENCE...THIS IS WHY I LOVE WHAT I DO

"A testimonial from one of my customers: "I just want to say that I'm so happy that I attended this holiday course. I have learnt so many things in this week things that are so small that actually has a big effect on life. Thank you for teaching me how important manners and social etiquette are. This was one amazing week that I won't ever forget it!" This is why I love what I do,..to see the transformation taking place, changing lives, building confidence."

MADE THE PARENTS SO PROUD

I did a program for a small group of children of the president of a university and his staff. I received a message that the kids used the good manners at a dinner party that made the parents so proud.

PARENTS CALLING WITH RESULTS

I had a class on grooming and hygiene where trained 14 to 17-year-olds. A few days after the training, the parent of one of the participants called me to say that her daughter now takes extra care of her teeth and fingernails. Also, after a table manners training I had for 11 to 16, three parents called me to say their children have been teaching them about the American and European styles of dining.

GETTING A TESTIMONIAL FROM A PARENT

I received a testimonial from a parent who was very happy at the impact the program has made on her young daughter. In her own words, she told me while the family was on vacation, the young daughter used and taught them proper dining skills. She now has better table manners than her older sister.

MY BIGGEST SUCCESS STORY IS MY NEPHEW

My biggest success has been with my nephew. He had a habit of eating with his mouth open and while we were in public he was constantly showing people the food in his mouth. After taking the course with me he no longer has that bad habit and is a very good companion to dine with.

A TABLE ETIQUETTE CLASS FOR 38 LOW-INCOME TEENAGERS IS A HUGE SUCCESS

I recently conducted a table etiquette class for 38 teenagers at our local country club. These students were from low income families and their teachers were very apprehensive on how the students would receive the class. The students were wonderful and full of questions during our lesson, which took place over a three-course meal with coffees afterward. After the class was over, a teacher asked a student from each table what they learned. One 16-year-old answered that he learned how to hold a knife and fork correctly! All of their questions were very sensible and relevant.

LEARNING TO GREET PEOPLE WITH CONFIDENCE

“The biggest result for me is when a student comes back to share how something they learned in my class helped them. For instance, they often report that they know how to properly greet new people with confidence.”

FROM LACKING SOCIAL SKILLS TO ACCEPTANCE IN A UNIVERSITY COURSE

A 19-year-old Chinese man came for sessions because he was unable to get into a university course or a job as he lacked the social skills. After six sessions he was able to go to interviews, had greatly improved his social skills, and been accepted onto a university course.

THE KIDS FELT SO SPECIAL...AND THEY NO LONGER DISRUPTED THE CHURCH SERVICE

The idea for me to do children's tea parties came from the constant disruption in church. Kids were constantly getting up and down in their seats and talking. I asked my pastor if I could do a tea party and introduce etiquette training to the kids. The kids were so excited and so willing to learn especially because I gave lessons first for two days and promised them an elegant tea party, one where they had to get dressed in their Sunday best. I saw the kids be on their best behavior and the parents saw it as well. The kids let their parents know that they needed to practice for the big day, the day of the actual tea party. I decorated the room, I used real china and linen and the kids felt so special that it impacted their lives. They no longer disrupted the church service. The pastor even noticed the change. I believe this impacted their lives to want to be the best person they could be. The kids were ages 4- 7.

THE BEST FEELING IN THE WORLD

I work with teens. When they are able to find a job because I have worked with them on how to interview, dress, and behave, it is the best feeling in the world.

CHANGED HIS FAMILY'S LIFE AFTER TAKING ETIQUETTE TRAINING

“Young man 25 years old. He had poor grammar, and a rough appearance with tattoos and a long beard. However, he was a wonderful person looking to change employment. I helped him change his image, improve his speech, and gain confidence. He was moving furniture and now (6 months after initial training), he is now successful and moving up in a professional construction company and is being considered for a project management opening. The increase in salary has changed his family's life and his outlook is vastly improved.”

SHE BEAT OTHER CANDIDATES TO GET A PRESTIGIOUS JOB – DUE TO ETIQUETTE AND IMAGE CONSULTING

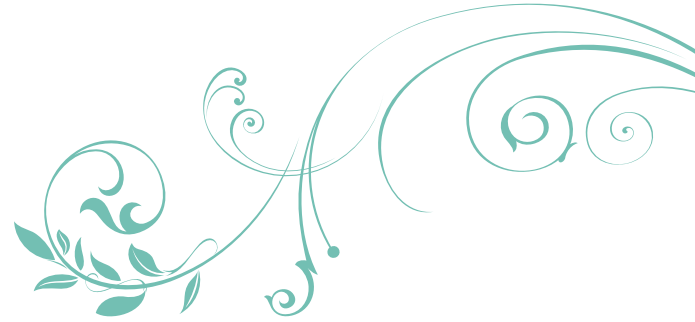
My favorite WOW story is about a young woman who was accepted at University of Queensland to study Business and Commerce. She worked hard and gained a good GPA throughout the first year and was able to be upgraded to her preferred subject of Law. She came to me for advice prior to attending an interview at a Law firm in Queensland. I worked with her firstly on her overall ‘image and presentation’, and we put together a ‘corporate look’. Bear in mind that she was only 19 and unaccustomed to wearing such conservative attire. When it was her time to go into the interview, the interviewer closed off all the other applications of candidates. There was nothing wrong with the qualifications of the other candidates in terms of their grades. The problem was their presentation. They were dressed in miniskirts, high heels, plunging necklines and glamour make up. They had confused ‘night club, party attire’ with ‘work wear, or business attire’. This law firm, as mentioned, is predominantly female and they chose my client above the others because she presented herself in a way that went ‘under the radar’ and looked like Corporate Australia. She is still at this law firm and has become a leader for the other co-workers to emulate her dress sense and conservative style. I am so proud of her and she tells me she is always grateful for the advice I gave her in landing such a position.

FROM NOT ACCEPTED SOCIALLY TO INVITED TO PARTIES

A girl wasn't accepted socially speaking at school because she was very rude. After a few weeks of my etiquette training she is very different with her peers and is now enjoying school very much. She now gets invited to parties.

A FEW SIMPLE BEHAVIOR CHANGES FOR CAREER SUCCESS

One client advised that he had never understood or saw the need to have soft skills. To him it did not matter and those skills really did not have any impact on him getting the job he chose. After numerous disappointments and no solid offers to job, he started to look others in the eyes when he spoke. He developed a firm handshake and within three months of his changing his attitude and behavior he was able to secure a accounting clerk position. He was so excited to finally have a job.

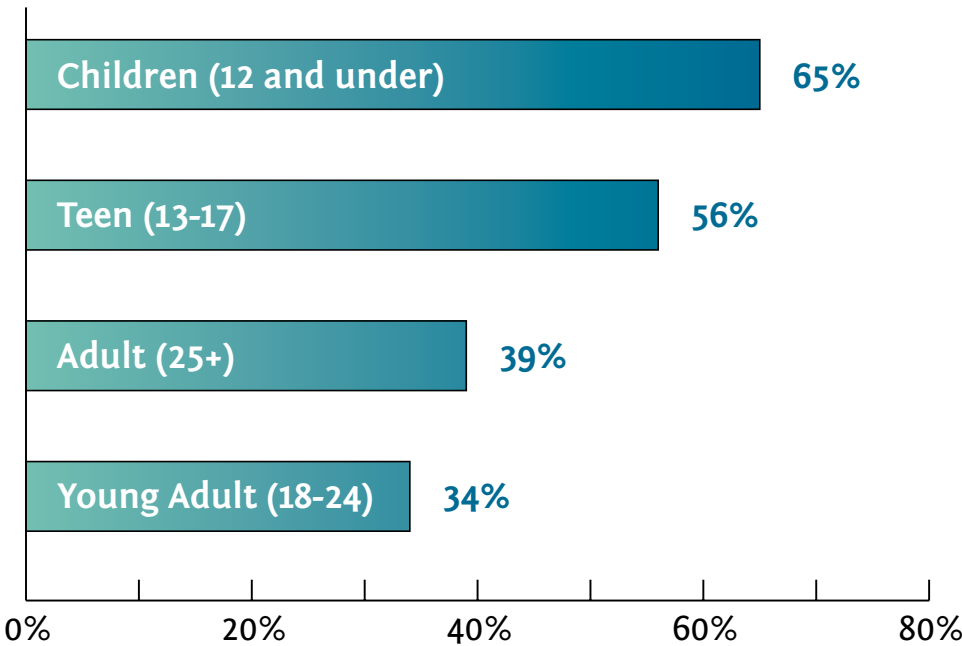


PART II: TABULATION OF SURVEY QUESTIONS

Question One: Which age groups do you train?

Analysis: Etiquette Trainers have great flexibility to choose their audience. Most etiquette trainers focus on more than one market, with Children (up to 12 years old) being the most popular, followed by Teens and Adults over age 25.

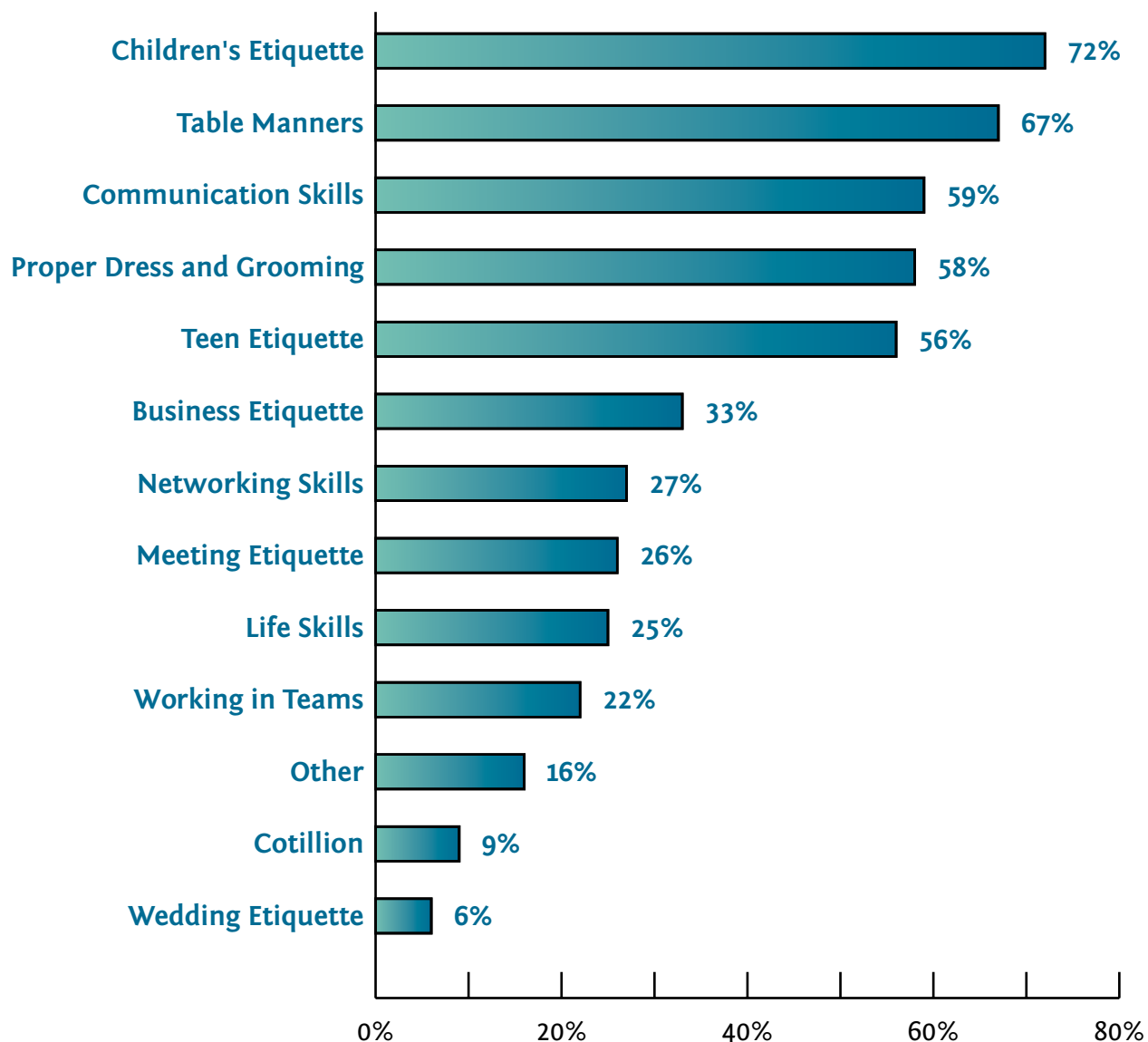
Which age groups do you train?



Question Two: Which Etiquette topic(s) do you teach?

Analysis: Etiquette Trainers can choose from a variety of topics. The most popular response was Children's Etiquette, followed by Table Manners, Communication Skills, Proper Dress and Grooming, and Teen Etiquette. However, a number of respondents also focus on skills for adults and young adults, including Business Etiquette, Networking Skills, Meeting Etiquette, Working in Teams, and Life Skills for Young Adults.

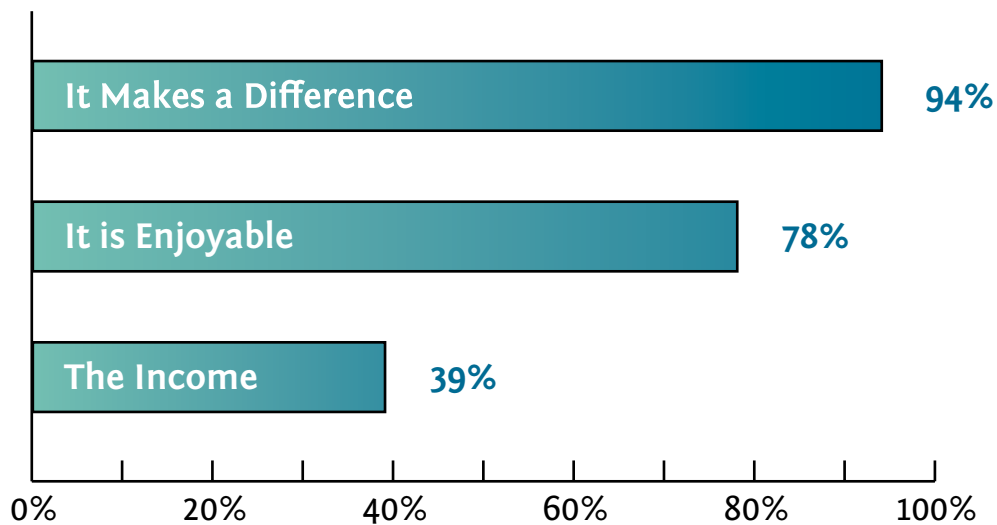
Which Etiquette topic(s) do you teach?



Question Three: What do you like most about teaching Etiquette?

Analysis: Etiquette Training brings joy to those who teach it. While many respondents report that they earn an excellent part- or even full-time income from their work, what Etiquette Trainers like most is the difference that their work makes to others and the world. At the same time, they report great personal satisfaction from their work. As one respondent commented, “I get such joy and have such passion because of what I do.”

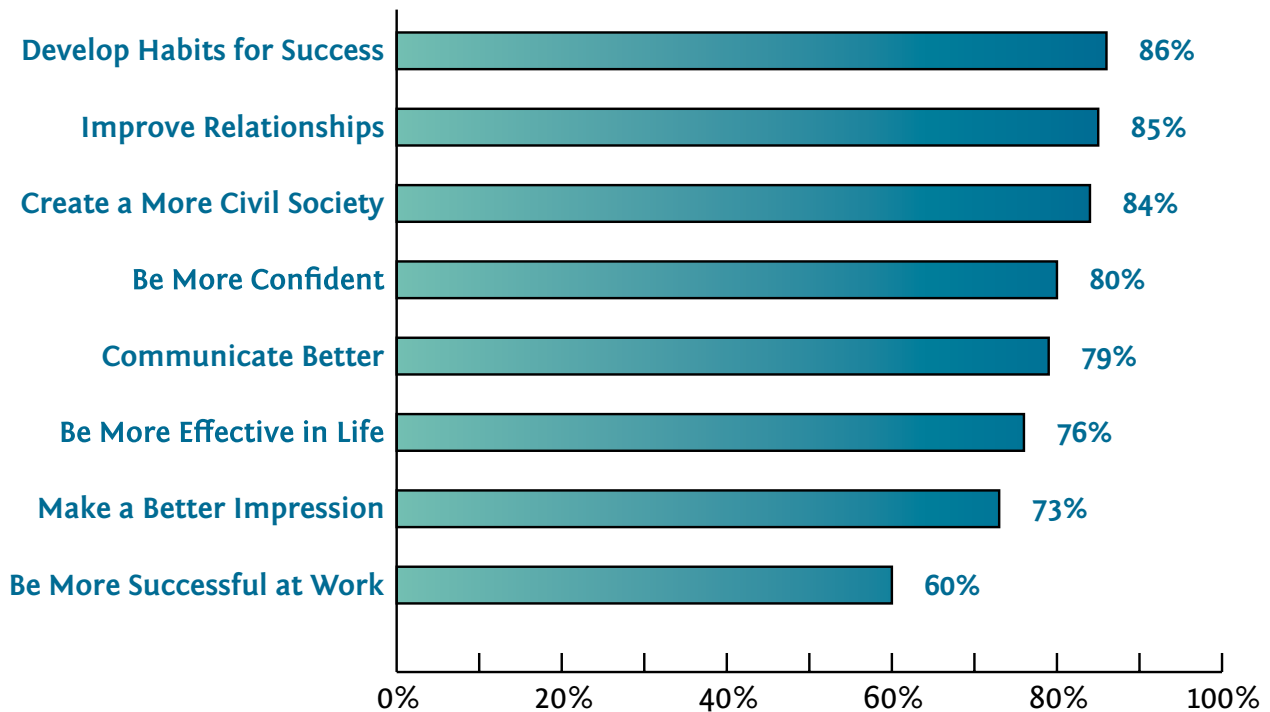
What do you like most about teaching Etiquette?



Question Four: What are the biggest benefits that Etiquette Training provides?

Analysis: Etiquette Training provides a huge number of benefits, further supported by the many stories at the beginning of this report. Respondents listed multiple benefits of Etiquette Training, including: developing habits for success, improving relationships with others, creating a more civil society, helping people be more confident, helping people communicate better, being more effective, making a better impression, and being more successful at work.

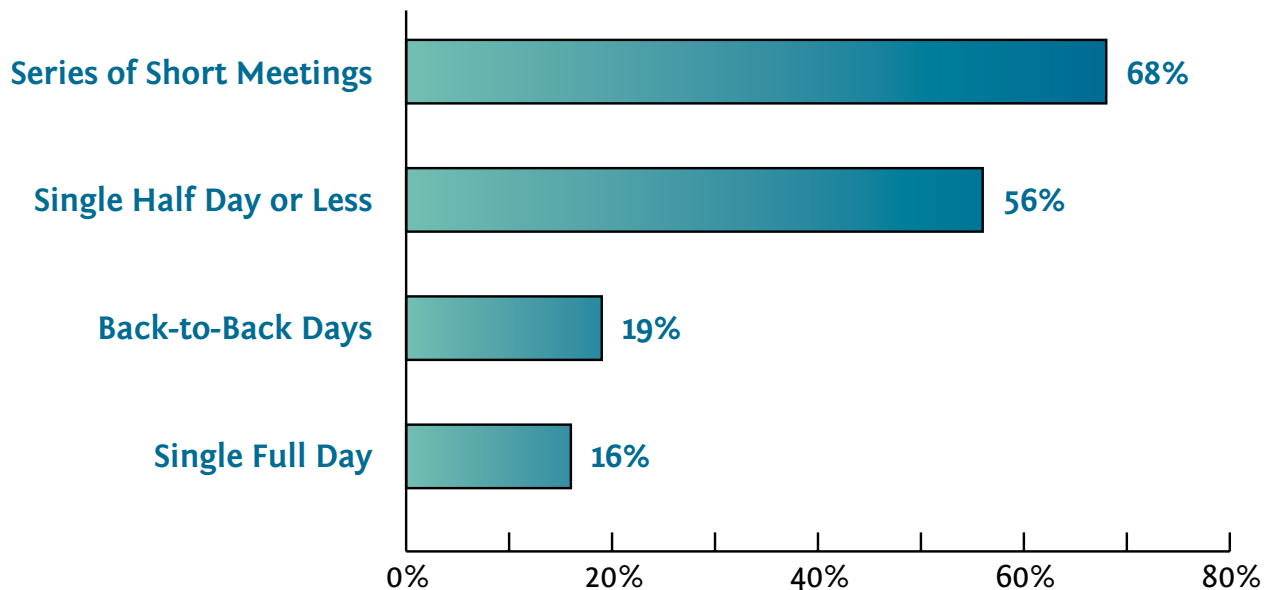
What are the biggest benefits that Etiquette Training provides?



Question Five: How do you structure your Etiquette Training programs?

Analysis: Etiquette Training gives you great flexibility in how you structure programs. The most popular are series of short meetings, following by classes that last a half day or less. At the same time some trainers offer programs over back-to-back days (like a camp or multi-day seminar) or a single full day (especially for Business Etiquette training).

How do you structure your programs?



Stay Up to Date on the Latest Etiquette News

Staying up to date with the latest news and cultural activity is essential in the etiquette field. Etiquette Moms creates thoughtful commentary about a wide variety of topics from etiquette to entrepreneurship. Agree or disagree, we are delighted to hear your thoughts. You can find the Etiquette Moms blog at www.etiquettemoms.com/category/blog.

Thank you!

