

get wordperfect certified!

Hate office politics? Want to be in total control of your job and set your own working hours? These are some of the benefits of working from home as a WordPerfect Certified Instructor.

WHAT IS A CERTIFIED INSTRUCTOR?

In today's high-tech society, people increasingly are turning to experts for help.

Certified Instructors (CIs) are expert WordPerfect users who have passed an advanced level WordPerfect test. CIs provide high-quality training to their clients. You'll find CIs in every state and in most large cities. In this article you'll meet three *WordPerfect Magazine* readers who work full-time as Certified Instructors.

HOW CAN YOU BECOME CERTIFIED?

Before you become a Certified Instructor, you must become WordPerfect certified. WordPerfect's certification program thoroughly tests a candidate's abilities to use WP products (WP6.0 DOS, WP6.0 WIN, Group-Wise—previously called Office—and InForms 1.0). Certification is issued only to those who pass the test.

The program has three objectives:

First, to set performance-based standards for the use of WP software. Second, to provide the highest quality training materials for trainers and users worldwide. Third, to provide users with the tools they need to succeed through partnerships with WordPerfect, the Novell Applications Group.

Becoming certified allows you to provide the best available service and training to customers. Certification also allows you to maximize your product expertise and marketability.

How can you become certified? WordPerfect provides the necessary study materials (a student manual and practice exam) to help you prepare for a certification examination. Also, many Certified Instructors and authorized training centers offer classes to help candidates prepare for certification exams. For a list of Certified Instructors and authorized training centers in your area, call WordPerfect's SpectraFax information retrieval service (801/228-9921).

Each exam question resembles true-

Boost

your skills

and earning

power

BY LISA DOWNS BEARNSON

to-life scenarios. After you've completed your studying and are thoroughly familiar with a WP product, you're ready to take the exam. An official WP certification examination is offered in two categories—System Integration and Product Use. System Integration determines your expertise in planning, installing, maintaining and troubleshooting specific WP products in a network environment. The cost of this test is \$120. The Product Use exams determine your expertise in using specific WP software products. Costs may vary depending on the product. The average is \$100.

WHERE TO TAKE THE EXAM

WordPerfect has tried to make certification examinations as convenient as possible. The tests are offered through Drake Training and Technologies and Sylvan Learning Centers. There are hundreds of these testing centers in the U.S. and Canada. The centers allow the exam to be taken in a high-security testing environment. To find the nearest testing center to you or to receive more information about the tests, contact Drake (800/2WP-EXAM) or Sylvan (800/869-1100). Most tests take between one to two hours to complete. The exams are computer corrected immediately after completion, so you learn your score almost instantly.

You must call at least one business day in advanced to schedule your test, and fees must be paid at registration (VISA, MasterCard or money orders in U.S. currency are acceptable). Once you become certified, you're eligible to join WP's partnership programs. These programs offer qualified leads, free software, technical support, newsletters and many other benefits available only to valued partners.

HOW TO BECOME A CERTIFIED INSTRUCTOR

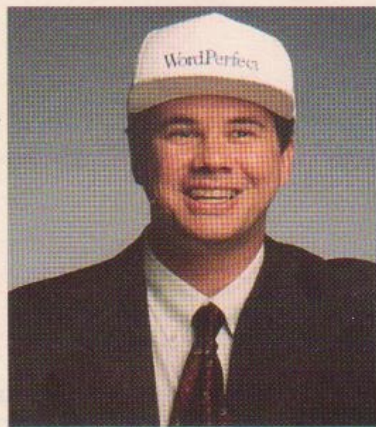
Once you pass the certification test, you can become a Certified Instructor (CI). To become a CI, you must validate your teach-

ing skills through an evaluation process. CI status is evaluated based on an actual video tape of the candidate teaching a WP class, course materials from the class and student references. For more details call 800/993-3700.

MORE QUESTIONS?

If you have other questions about the certification program, try WordPerfect's SpectraFax information retrieval service (801/228-9921). This service can fax you information concerning the certification program. You can also call WordPerfect Certification's toll-free line (800/993-3700) for immediate answers to your questions.

Now here's a look at three people who make their living as Certified Instructors.



Kendall Callas is a trainer and macro programmer for San Francisco law firms.

KENDALL CALLAS: SAN FRANCISCO, CALIFORNIA

In San Francisco, Kendall Callas, 38, is a WordPerfect

Certified Instructor who has been a self-employed independent PC consultant for 10 years.

During this time, he's narrowed both his services and clientele. He now focuses on WordPerfect training and macro programming for San Francisco Bay area law firms. His work includes everything from individual tutoring, seminars and classroom training to implementation planning and productivity consulting.

According to Kendall, being self-employed lends variety and flexibility to his life. "You have considerable freedom in the work you choose to do, and you control your appointments," he says. He enjoys personal satisfaction from a job well done. As an independent consultant, he doesn't need to cut through office politics to institute change or to objectively identify and correct productivity problems. The work has real impact and clients are appreciative.

The trade-off for the freedom and variety is a need for discipline. Time must be

budgeted for administration, preparation, transit and—of course—billable hours. An independent consultant should invest at least a third of his or her time in marketing.

Other trade-offs include feeling isolated, with no co-workers to interact with. When you bill by the hour, there's also the pressure to deliver value every minute. Also, your income is unpredictable and subject to the whims of the economy—and if you don't work, you don't get paid. Without the luxury of company-paid benefits, good health is a prerequisite for self-employment. Kendall twisted his ankle during a recent cross-country ski trip, and his earnings plunged while he couldn't make his rounds.

Kendall works 40-something hours a week, which produces 15 to 30 hours of actual billable time. While he sometimes bids a flat fee for a particular job, his usual rate is \$75 an hour.

To succeed as a WordPerfect consultant requires a blend of skills, Kendall says. You need good people skills, a head for business and strong writing and phone skills.

Kendall uses his PC to mail brochures and sales letters. He also uses it for invoicing and recordkeeping, as well as for writing instructional materials and articles. It's also used for desktop publishing brochures and advertisements. Kendall has a financial district mailing address (mailbox) and sports a toll-free 800 number on his professionally designed stationery.

Kendall tries to take advantage of every possible marketing technique. To increase

his visibility, for two years he served as president of the San Francisco PC Users Group. In 1988 he started a consultants networking group called PC Professionals. The group is comprised of trainers, VARs and system integrators and meets monthly for dinner to share gripes and war stories, and to provide

each other emotional support and occasional leads.

Kendall keeps in regular touch with a



Norma Leone, a CI in upstate New York, mostly does on-site training at a wide variety of companies.

database of several hundred local law firms by phone and mail. He also advertises on a small scale in the yellow pages and local computer tabloids.

To keep his name in front of clients and potential clients, he started a twice-quarterly newsletter titled *WordPerfect in the Law Office*. If you work in a law firm and would like a free sample copy of this newsletter, contact Kendall at 415/WP-MACRO.

NORMA LEONE: PITTSFORD, NEW YORK

By the age of 58, many people are looking forward to retirement. But, at 58, Norma Leone's career as a Certified Instructor has just begun. She returned to college at 42 and graduated the year she and her husband celebrated their 25th wedding anniversary.

With her degree behind her, Norma planned to become a professional freelance writer. First, she found she needed to learn to use a computer. When she couldn't find a good book that explained the ins and outs of computers, she taught herself. Then she wrote a beginning computer book to teach others what she'd learned.

Soon, people from her community (near Rochester, New York) began asking her to teach computer classes. She started by teaching children, then progressed to adults. Her computer classes quickly became WordPerfect classes because that was the program she used and liked. Her fascination with WordPerfect drew her to seminars at the company's Orem, Utah, headquarters. During her first trip to Orem, Norma discovered the Certified Instructor program. Once she became certified, she began teaching on a regular basis. She found that certification convinced people she not only *knew* WordPerfect products, but that she *knew* them *well*.

Norma mostly does on-site training at a wide variety of companies and corporations. She charges \$60 an hour, which she says is on the low end of the pricing scale. Her workload of 20 to 30 hours per week allows her to spend time with her family.

How does Norma find clients? Because she's a Certified Instructor, WordPerfect often refers her name to WordPerfect customers who call from upstate New York. Norma also hands out business cards and brochures at local computer shows, sends press releases to newspapers and does mass

mailings to former class attendees.

Norma has also produced professional videos that show how to use WordPerfect. For more information about these videos, call 800/597-3068.

For Norma, working at her own pace, setting her own schedule and being her own boss are some of the real benefits of working on her own. However, she warns that only self-motivators can make this job work. On the days you don't feel like getting out of bed, no one else will do the work for you.

MIKE ADAMS: ROANOKE, VIRGINIA

As a youth, Mike Adams always loved video games. In college, he took some computer courses primarily to take his mind off his foreign language studies. He worked for the government during the summer and brought home a PC and a WordPerfect reference manual. He learned the WordPerfect macro language by reading about it.

During this time, his mother was attending graduate school and was having a tough time formatting her term papers, theses and dissertations. Mike wrote a complete program, called *Thesys*, for his mom. The program used the WP macro language to format her papers. Mike formed his own company and now sells this product. (For more information, call 800/843-7977.)

Also during this time, while reading through *WordPerfect Magazine* one day, he noticed an ad for WordPerfect certi-

cation. Soon after that, at age 22, he became one of WordPerfect's youngest users to become certified.

Now Mike has a lucrative WordPerfect consulting business. He gets his clientele strictly by word of mouth—he got his first consulting job, and his business snowballed from there.

Mike is currently taking a break from college life to do consulting and manage his *Thesys* business. His lifestyle gives him freedom no other job would. His consulting

assignments vary from customizing macros to setting up WP systems.

Mike works 30 hours a month and charges \$100 per hour. He advises other WordPerfect consultants to set hurdles for users that they're sure to jump over. "The more knowledge you share," he says, "the more you get back." □



Mike Adams, age 22, gets his clientele strictly by word of mouth.

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For help, press: F1.

Your documentation will look like this:

Type: [A] [:] [↵] [INSTALL] [↵] For help, press: [F1]

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