



## The Benefits of Becoming a Second Saturday Leader

- **Proven success** – In 30+ years of offering Second Saturday Divorce Workshops, tens of thousands of people have attended throughout the country, with up to 75% becoming clients over time
- **Minimal cost** – one client's fees can pay for a year of Second Saturday costs
- **Support** in starting and running your workshop - Robust operating manual, templates, handouts and coaching calls
- **Access to revolutionary marketing strategies and technology**
- **Differentiating yourself from your competitors** through association with a long-standing non-profit organization and a program that makes a difference in your community – public outreach and publicity
- **Leveraging the halo effect of WIFE.org:** from the attendees to the media, everyone appreciates and wants to spread the word about the amazing community service work that you are doing through your workshop

**more benefits**



- **Ongoing support** through one-on-one Q&A with Second Saturday team members and other Second Saturday leaders around the country sharing what's working for them.
- **Your participation in live 'best practices' calls** covering topics from 'Filling the Workshop Seats' to 'Following Up with Attendees,' 'Vetting Your Other Speakers,' and 'Leveraging the Halo Effect of WIFE.org.'
- **Access to our Second Saturday Leader Portal**, which contains presentation and marketing information, everything from the entire presentation to template flyers, press releases, evaluation and sign-up forms, tip sheets and follow-up copy
- **SecondSaturday.com content and videos**
- **Use of national logos** from many women's and industry publications where WIFE.org and/or Second Saturday have been featured
- **Becoming part of an amazing, passionate community** of high-integrity like-minded professionals, all working together to help others and help each other
- **Leaders are part of the Second Saturday national legacy** that was started over a quarter century ago. Enhancing your relationship with other professionals in your community