

Become a

Ken Brown

Certified Engraver

In short, it is a 10 week period in which you do 10 projects....one per week. There is some flexibility in the time allowed but most finish within 12-14 weeks max if an extension is requested.

This is much like getting your Ph.D. in college. You take an extra step, make an extra commitment, and when you're finished, you have a much better chance at better jobs and higher pay. Simple as that.

This Seminar with Ken is basic to it all. You'll learn more than you'll imagine and it will be the foundation to all you do with Engraving. Becoming Ken Brown Certified raises your skill level to a place where you're more confident. You'll receive a special binder of material that will prepare you for every angle and connection and step you should take to become successful doing events in department stores where fees are excellent and guaranteed, whatever the amount of product they sell and bring to you during an event.

And, if you never go into a department store, the more detailed critiques and comments and encouragement along the way in doing your 10 assignments for your Certificate will prepare you for better work wherever you sell your services. Many students have sent back their evaluation forms and stated the Certification process was invaluable in their getting events. They comment that the extremely detailed critiques and additional support material were worth far more than the price of the Class and Certification combined.

HOW DOES IT WORK?

You receive a packet with assignments for doing 10 projects over a 10 week period. You do the first one and wait for the critique and evaluation before you proceed to the next item. You may be extended reasonable extra time if requested. The entire process is done via email.

Critiques cover every stroke of every letter plus spacing, centering, and other detailed comments to help your progress in many ways.

WHAT IS THE COST?

The published price is \$1800. Yes, that is a considerable amount on top of the Seminar fee. The powerful benefits of the finished Certification are more than worth it. You and I spend a lot of time emailing back and forth as I thoroughly critique your projects and make suggestions for improvement. Each stroke of each letter is evaluated; critiques average a two pages of comment....for each project.

IF YOU PURCHASED THE \$350. HoverCam before the online Workshop, that cost is deducted from the \$1800. Ken Brown Certification fee, making your fee \$1450. You may pay half the \$1450. when you leave the Workshop and the other half in 60 days.

The HoverCam then becomes an even more valuable asset for photographing your Certification projects in 4K resolution, to better allow Ken to see your work for comments.

Think of the Certification/HoverCam cost in terms of paid events...IF YOU START AT \$600.00 PER DAY...the bare-bones minimum you should price your fee.....that's less than 3 events to cover your entire cost of the process AND the HoverCam. AND, you get the Certificate and a personal letter of endorsement for your accomplishments. Any additional letters you may want personalized for specific store people will be sent if you request them. I'll personally sign and date each letter.



One of the compacts you'll receive.

NO TALENT? CONSIDER THE BUMBLEBEE.

Below is a poem I wrote early one morning while in a hotel room in Palm Beach Gardens, Florida, in March, 2006. NORDSTROM hired me for a 3-day grand opening at a new store. As I began getting dressed for the first day, marveling at the fact this huge company had flown me to Florida, paid for my hotel and food, just so I could sit for 3 days, at \$1500.00 each, and Engrave fragrance bottles. All expenses plus \$4500.!

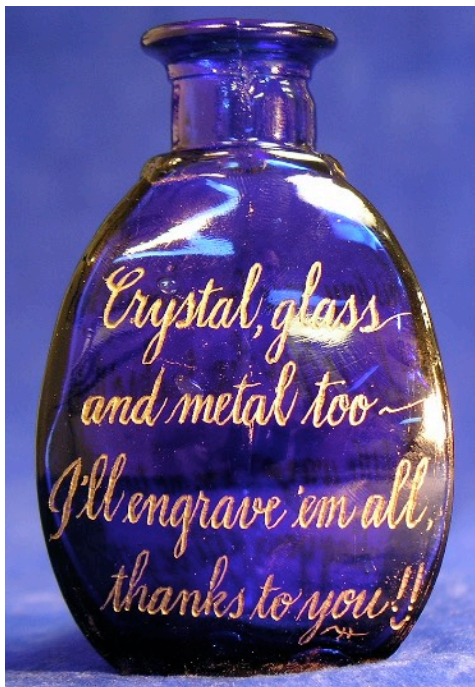
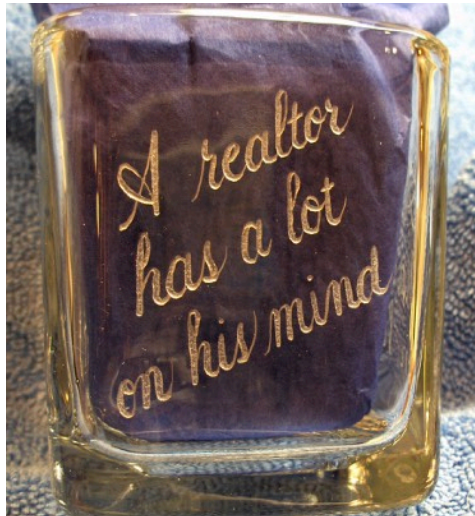
As I thought about it, it occurred to me that growing up I never had any natural artistic ability. It was almost strange to realize this all came from a passion for something that I loved and worked hard to learn. I didn't know I couldn't POSSIBLY become a professional lettering artist. Then, a poem came about as fast as I could write it down on a sheet of hotel stationery.

It has become one of my favorites of these poems that eek out of my head and into my pencil and paper at the most unexpected times.

The Bumblebee

One day I spoke to a bumblebee;
I asked just how it came to be
That tiny wings I could hardly see
Allowed it fly so effortlessly.
Replied that humble bumblebee,
***“I cannot say for the life of me,
Except to state emphatically,
I know not how this came to be!
I’m not aerodynamically
The model of a streamlined bee
But need to get from A to Z
And do it very hurriedly.
So I just use what was given to me,
And make the best of what I have, you see.”***
And what I learned from that bumblebee
Has helped me quite dramatically!

Ken Brown.
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These are all items done by students who had never held a drill and who got their Ken Brown Certification. Each is doing events and earning from \$800. to \$1000. per 8 hour event.

This selection represents a banker, two real estate agents, a horse-breeder, a furniture salesman, and a publisher of inspirational prints.

Through the years, many students have reached retirement, or were nearing that event, when they decided this would be an excellent way to produce an extra stream of income. And it works for anyone willing to practice what they learn in the Seminar and followup Certification.

WORDS FROM A SUCCESSFUL KEN BROWN STUDENT



WHY I CHOSE TO LEARN FROM THE BEST

Looking back on my life from the time I was a young boy until today, when I learned a skill or trade I realized I had always learned from the best, and that started with my Dad. When I learned to be an auto mechanic it was from an engineer at General Motors and later from a top race car mechanic and engine builder. When I started a career in auto sales I learned from top sellers in my area, and when I started in woodworking I learned from the best in the world at American Woodworker Magazine. So when I was looking to change careers because of my bad back, a friend showed me an article on engraving and a course offered by Ken Brown. I checked and he was the best.

In the long run taking Ken's course, if only to add to you artistic skills or to become Certified and earn a nice income, will save you money. How you ask? You won't be buying

needless or wrong equipment, and you won't be making all the mistakes of a newbie. Ken already made them and he will teach you how to avoid the same mistakes and take years off your learning curve. You will be getting personalized instruction in a small classroom setting. If you choose to become Certified you will learn Ken's marketing plan that he uses himself. Ken's marketing plan is worth more than the cost of equipment and three day course and will have you earning income in short order.

Since becoming a Certified engraver I am doing engraving for Nordstrom, Sak's, Bloomingdales, Macy's, small wine stores and jewelry stores to name a few. I continue to receive calls from other stores because they received my name from a satisfied customer.

Save yourself time and money and make the call to Ken and schedule yourself for a class and do what I did. Learn from the best. I promise you it will be a decision you will not regret.

Ron Snayberger,
Ken Brown Certified Engraver
FLORIDA



This is the Certificate format each Certified student gets on completion of all the requirements. Two signed and dated copies are provided. One for the wall and the other for the book of photographed samples to show prospective clients and department store personnel you've done the work

So there you have a good idea of what Certification is all about. If you have the desire to progress far beyond what you would otherwise, add this to your learning and, like Patti, Ron, and numerous others. You'll discover the rewards are worth the work and relatively small investment.

Best wishes,
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