



“Successful people take decisive action. They don’t over-think everything; rather, they trust their gut. When they are presented with an opportunity that answers their greatest challenge, they say YES to it immediately, knowing that it was divinely given. They don’t hesitate; they don’t delay. They know

that because the opportunity was presented, it was meant to be. This is ONE universal characteristic that makes them successful and helps them create results that astound all others around them.”

~Dr. Tracy McClelland



Dear Nursing Friend,

Are you ready to **make 2017 your best year ever**? Are you **tired of the long 12 hours shifts** consuming you and your family's life? Have you considered expanding the business you already have and growing it into an amazing empire? Have you decided to **move forward** and **stop procrastinating** once and for all?

I ask you these questions because 7 years ago someone asked them of me? It changed my life. Let me share with you **how I got started** just in case you haven't read my free book for nurses, "**25 Reasons to Become a Nursing Entrepreneur**".

Seven years ago after my business had been operational for several years and profitable 5 out of 7 of those years, I was walking across my bedroom feeling so **elated, full of gratitude and joy**; I wondered to myself if there are other **nursing entrepreneurs** who are truly enjoying their business and making the kind of money we have been so blessed to receive? I also wondered whether other registered nurses would like to know **how to start their own Health Career Training Center** and thrive in their communities? All of these thoughts were in my head and at first I wasn't sure what to do with them. So, I sat down on my bed and I begin to **ask God for direction.....**

In 2010 we (The Nursing Success Team) developed, created and published "**How to Own and Operate Your Own Health Career Training Center**" which is the compilation of the Nursing Success System business model for proven success as a nursing entrepreneur.

Nursing Success System

The Nursing Success System is exactly what it's titled, **a system for success**. The system originates from years of mistakes, trial and error, and finally getting it right methods for what should happen and what should not happen if you want success in your business. The **system for nursing business success** is the best practices that will inevitably save you money, offer you the smartest most economical ways to bypass the heartache of a failed business.

Imagine for a moment why there are so many successful McDonald's restaurants across the world? Just in case you are not aware of how this company originated its start. The hamburger business was originally started by the McDonald brothers in California, but only serviced the people in that city locally. They were successful selling hamburgers, fries, and milkshakes in their local business. But it was only until someone had an **expanded vision to share this great idea with the world** was McDonald's Empire born. It was Ray Kroc a salesman by trade but a business minded person who began with an agreement to sell Milkshake machines across the country and eventually take over the business of hamburger sells. Ray Kroc built systems around his business teaching everyone involved the vital keys for success in opening a McDonald's restaurant and turning it into a profitable business.

The nursing success system is a **business model designed for registered nurses** to have an **opportunity to open and operate an already proven successful business. You learn step by step** how to use our blue-print for success in building your own nursing business. Nurses leave the event **in 4-6 days and begin building their nursing empire.** Why is it a system? Because **its' method driven**, no matter what state you live in, like McDonald's restaurant.

There is a system (method or best practices) for doing everything:

- How to Open the business
- How to recruit customers
- How to get state approval for your training classes
- How to qualify for Government funding programs and get paid
- How to Market yourself in Your Community
- How to make your first \$1000 in two-weeks
- How to host health fairs and get sponsors to pay you
- How to manage your classroom
- How to get contracts for training
- How to build yourself into a Public Speaker
- How to one-day write and publish your own book
- How to become the recognized and most respected nursing educator in your community

The list goes on.....and on.

So then, the question many people both nurse and non-nurses ask is, **why are you sharing this information with others?** Why don't you just open up these business across the U.S. yourself and make all of the money?

Because I truly believe there is more than enough success for everyone. I wanted to share my legacy with as many nurses as possible who ever dreamed of having financial freedom, free time to spend doing whatever; and be able to take those exotic vacations to destinations you've only day dreamed about.

Honestly, I can't be in 252 places at once, with the internet I can **share my joy** and share information that will impact the lives of many for years to come. I feel as though there are some nurses who resonate with my vision and want to make a difference in the world. I also love connecting with people on a higher level, changing their lives.

How does Nursing Success System Work?

Nurses (Both LPN & RNs) who either already own businesses or those interested in becoming entrepreneurs register for our **4-day Certification Event; HTC™** (Healthcareer Training Coordinator Certification)

- Nurses receive certification through the National HTC® Association
- Certification and curriculum accredited through the American Nurses' Credentialing Center and Commission on nursing accreditations.

The Training is hosted through HTC Academy™ our very own nationally recognized training Institution that offers curriculum development and certification training for our health care providers.

Nurses complete the 4-Day training, learn a wealth of information, meet other amazing nurses from across the country as well as have a ton of fun, and on the 4th day complete the certification exam. Once

the event is complete in its entirety **nurses earn about 37.5 hours of CEUs, recognized nationally** no matter where the certification course was held.

Who was this Business Model Designed For?

The Nursing Success System business model was designed for registered nurses who are innovative, go-getters. These are nurses who know what they want and aren't afraid to go get it. They don't need anyone to babysit them, they only need direction and coaching.

About CEUs

Each day of the certification event, an allotted amount of continuing education credits are distributed for training. To receive all 37.5 CEUs participants must complete the entire event and turn in their CEU white slip to receive a certificate of completion from the course. Nurses who complete both event and successfully pass the certification exam will receive two certificates. One certificate of attendance will be issued at the end of the event and HTC® designation certificate will be mailed later.

About the HTC™ Certification Exam

The HTC™ which again stands for **Healthcareer Training Coordinator Certification** exam is an 80 question exam that exemplifies competency in information demonstrated over the 4-Day training. The Certification **exam only pertains to information covered** at the event and is given only after a course review is conducted with the group. Exam analysis is conducted every 6-months to update questions and evaluate effectiveness of the exam by its Education Executive Committee. There are also 7 Bonus questions which replace any incorrect items marked on the exam.

Once exam is successfully completed at the event and graded 1-week later, nurses with an 80% or higher score will **receive the authentic HTC™ lapel pin**, and certificate of successful certification as an HTC®.

Why become certified?

There are many reasons to obtain an **official HTC® certification designation**. Whether it's the hallmark designation of a nursing entrepreneur woman owned business – the Certified Healthcareer Training Coordinator® (HTC®) designation –**defines your status** in healthcare among nurses as one of professionalism and distinction.



HTC™ certification elevates your standing in the nursing community, boosting your career opportunities and earning you increased credibility and respect within the profession and your organization.

Ultimately, becoming certified will:

- Help you earn credibility and respect in your field.
- Open more opportunities for advancement.
- Increase your earning potential by as much as 40%.*
- Prove your willingness to invest in your own development.

- Demonstrate your commitment to your profession.
- Improve your nursing education skills and knowledge.
- Enhance the profession's image by promoting competent, confident businesses owned by nurses
- Represent your personal achievement.
- Build confidence in your knowledge of the profession.
- Invite greater recognition from your peers.



Visionary & Founder of Nursing Success System

HTC® Certification program

Dr. Tracy McClelland RN, MSN, DBA

Founder of Nursing Success System

Once Certified then what?

As a new nursing entrepreneur you will have a **true blue-print** of where to go from here in **building your Health Career Training Center**. Sure, you will have some questions and there may be times when you feel like “I don’t know if I am coming or going”. Those expressions are usually offered by the nurses who have the most enthusiasm about their new business. They tend to want to get everything done in a week.....trust me it doesn’t work that way.

With the tools we give you in the 4-Day Certification you will begin mapping out your journey with our help to **start becoming your own President and CEO** and building your own successful and most profitable Health Career Training Center.

How to Maintain Certification

Bi-Annually the National HTC® Association hosts its NHTCA® Conference where various speakers are invited **to teach our nurses how to become Savvy business owners**. Even seasoned HTCs who are a part of the association can be selected to give presentations to the group. Conferences are usually **held in** various luxurious **vacation spots such as Las Vegas, Cruises** and we continue to build the list. At the annual conference registered participants not only receive CEU credits but are also renewed for another 2 years as an HTC®.

What exactly does an HTC® do?

Besides being the President CEO of her own company, HTCs manage, delegate, teach, reach and inspire people to grow, mature and advance. **HTCs use their nursing skills to an elevated level** that earns them the seal of respect in the community, as well as the big bucks in their bank accounts. HTCs coordinate training classes and yes at first maybe the one teaching the classes. She organizes files, set-up classrooms and teaches classes.

What Kind of Classes Can an HTC® Teach?

An HTC can teach any kind of class he or she has expertise in and more. Some of the most typical classes are listed below:

- Certified Nursing Assistant (per state)

- Medical Assisting (National certification)
- Phlebotomy
- EKG Technician
- Patient Care Technician
- Home Health Aide
- Medication Aide
- Dialysis technician
- CPR
- ACLS
- PALS
- LPN Program (varies per state)
- Certified Billing and Coding
- X-Ray Tech
- Surgical Tech

HTCs also become **master networkers** in the community. Attending events, social and non-social like ball games. She becomes **customer service driven** and offers a quality service each and every time. The HTC® also **gets invited to special events in the community** to talk and share about the services offered in her training center. The invitations always stemmed to more customers and inevitably a **successful nursing business for the RN**.

Earning Potential of an HTC®

As for the earning potential of an HTC® **the sky is the limit**. This is most definitely a business where **you can control your earning potential**. It's completely up to you. A trained experienced HTC® **can earn as little as \$50/hour and as much as \$400/hour** and more. **Earnings typically come from providing services for people, such as training classes for groups**. Imagine if you will that you are hosting a CPR class for a group of people, 8 students is a good number for recertification and your fee is \$50 per person. The class takes approximately 1.5 hours to successfully complete. Your earning potential for that one and a half hours of time would be \$267/hour

Another Picture for Earning

Imagine that you are conducting a C.N.A. Class at a rate of between \$750/student to \$1900/student. The courses in our training centers are designed to be short so the class is 4 weeks in length and you have enrolled 11 students. Your earning potential for this class is **\$8,250.00 in 4 weeks or \$20,900 in 4 weeks**. The price variation is based on competitors' rates, states, and locations for training. **An HTC® offering classes** throughout the year can **very easily earn a 6 and 7 figure income annually**.

Benefits of Becoming Affiliated with National HTC® Organization

One of the **biggest benefits** is affiliations to something bigger than just you alone. You are able to reach other nurses with businesses already functioning and doing well. **Joining a nationally accepted and recognized nursing organization** can boost your reputation and your credibility in the business and healthcare field. **Building your brand** can be accomplished easier with affiliations to an already established brand.

Health Career Center University and the National HTC® Association is an **already established brand** that has a track record for successfully training students and assisting them with gainful employment. You also have an opportunity to build a network of friends, sort of a sister-hood; you become birds of a feather and you flock together; exchanging phone numbers, emails, and sometimes advice.

Has Anyone Completed the Certification?



CERTIFIED HTC'S™



Nurses from across the country from state to state have attended the Nursing Certification seminar for RNs.

In only a year nearly 20 new businesses have been formed in states such as Texas, Ohio, Georgia, Florida, Alabama, Tennessee, Oklahoma, Maryland and the list is continually building.

What Do Nurses Say about the Nursing Success System Certification event?



“ I was never skeptical about the business model, Tracy is a person of integrity and her program is filled with quality and success opportunities.” I opened my career center in less than 60-days after the event and started making money in my business. I walked into the HTC® Certification seminar with no prior knowledge of starting a business and left with a blue-print for success. I feel great everyday knowing that I am making a difference in the lives of others as well as making money doing what I love.”

Jeanie Allen RN, MSN, C-NP, HTC Georgia

“I traveled from Ohio to Atlanta to obtain my HTC® Certification; it was the smartest trip I took in 2012.” I have never met anyone in healthcare with so much energy and excitement. Tracy opens up and shares secrets that no one else will share with nurses about changing your mindset. The certification walks you through the entire business model step by step giving you a blueprint for success. The event was exciting and the information had me on the edge of my seat waiting for more.”



Patricia Stevens-Jones

RN, BSN, HTC Ohio



“I knew that I wanted to be an HTC® and going VIP for me was a no-brainer.” I needed the special attention that Tracy and her staff gives to you as a VIP. They were all so helpful in answering my questions, delivering and explaining my material and the VIP reception was nice. Any nurse who wants to start a nursing business this is hands down the best way to go. The VIP is really worth more than she charges.”

Diana Watkins RN, HTC Alabama

“ I have to admit I was skeptical....I went just to see whether this whole thing was a scam.” I sat in my seat for the first hour watching her every move with my arms crossed. I couldn't believe it; **she was amazing, so full of energy and knowledge about business.** I was spell-bound with her stories and her personal triumphs in nursing. **Before I left the event I upgraded to VIP** and have been moving forward ever since. This is the fastest way to start a nursing business.”



Belinda Duncan

RN, HTC Texas



“I have been running my business based on what Tracy taught me in the Certification event and the VIP Coaching program and I'm having huge success. When a funding program called me to say they wanted to place students in my class and pay for the students, all I could think was that's what Tracy told us would happen. This business has given me freedom to spend more time with my grandchildren and more money in my pocket.”

Deborah Maxwell, RN, HTC Georgi

I hope you have decided to **take charge of your nursing career**; we have a program that's just for you: Ready to Join us? Don't wait another minute, **Do It Right Now. Register for the Next Upcoming HTC® Certification event and Get ready for the ride of your life!** ~Tracy McClelland

“I am thankful to nurses across the country who have entrusted their nursing education with HTC Nursing Entrepreneur Academy™ and the Nursing Success System business model for entrepreneurial success!”

3 Systems to Choose from

Platinum

VIP

Basic

PLATINUM
\$Ask about the sale price



***DONE FOR YOU MULTI-CURRICULUM**

4-Day CERTIFICATION SEMINAR
Registration Open Now
See Sale Price

VIP
\$Ask about Sale Price 



***DONE FOR YOU PROGRAM**



4-Day CERTIFICATION SEMINAR
Registration Open Now
See Sale Price
*Financing available if approved



BASIC
\$2897 Regular Price
\$1997 (Home Study)
Sale Price for Live Event \$1800






4-Day CERTIFICATION SEMINAR

*Financing available if approved		Registration Open Now See Sale Price
1. 4-Day HTC Certification Seminar	4-Day HTC Certification Seminar	4-Day HTC Certification Seminar
2. Huge Training Manual	Huge Training Manual	Huge Training Manual
3. DVD(10) Home Study Program	DVD(10) Home Study Program	
4. NHTCA Membership	NHTCA Membership	NHTCA Membership
5. Membership Newsletter	Membership Newsletter	Membership Newsletter
6. Certification Exam	Certification Exam	Certification Exam
7. HTC® Lapel Pin	HTC® Lapel Pin	HTC® Lapel Pin
8. Monthly Group Calls *Recording available	Monthly Group Calls *Recording available	Monthly Group Calls *Recording available
9. 3-Exclusive Bonuses -HTC™ T-Shirt -Surprise Gift* TBA	Exclusive Bonuses -HTC™ T-Shirt -Surprise Gift* TBA	Exclusive Bonuses -HTC™ T-Shirt - -Surprise Gift* TBA
10. Apprenticeship Program***	Apprenticeship Program***	1-Free Month Membership NHTCA
11. HTC Marketing Success Kit	HTC Marketing Success Kit	
12. 20+ Sample Letters/templates	20+ Sample Letters/templates	
13. C.N.A. Curriculum**	C.N.A. Curriculum**	
14. Clinical contracts x 2	Clinical contracts x 2	
15. Jump Start Your Success (autographed book)	Jump Start Your Success (autographed book)	
16. 4-Month Free Membership NHTCA	3-Month Free Membership NHTCA	
17. HTC™ Business Training for New Start-Up Nursing Entrepreneurs' Manual	HTC™ Business Training for New Start-Up Nursing Entrepreneurs' Manual	
18. Medical Assistant Curriculum** (\$120,00 Value) (All teaching materials) <ul style="list-style-type: none"> •Instructors Notebook •Lesson Plan •Activities •Hand-outs •Tests & Answer Keys •Instructional sheet for Instructors 		
19. NCLEX-Review Material** (\$100,000 Value) (All teaching materials) <ul style="list-style-type: none"> •Instructors Notebook •Lesson Plan •Activities •Hand-outs •Tests & Answer Keys Instructional sheet for Instructor		

20. 2-30 min Coaching Call/mth. (Scheduled Calls)
21. 1 Free Conference Ticket (Value of Conference Registration Only)
22. Mastermind Retreat for Nurse Entrepreneurs (tba)

How to Register for the Upcoming Event

Visit Us Online www.nationalhtcassociations.com

To Register Via Phone Complete Form Below and Fax to 912-384-4390

Early Bird Special

Deadline to Register for Early Bird Right Now Special May 31st 2017

<p>Early Bird Sale Price \$1997 Right Now \$997</p>
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Call 866.384.8680 We can help you register!

Hotel Information:

Jacksonville, Florida

Ramada Conference Center

Group Name: **“Nursing Success System Training”**

Dates: June 26-29, 2017

Rates: \$71 for Kings; \$81 for Queens+ 13 Tax for up to two adults

Cutoff date: May 31st, 2017

To make a reservation: Go to: www.jaxramada.com ; then click on: “Book a Room” (TOP-RIGHT of Home page) Enter dates; then enter Login code: CGNSST in the “Group Code” box.

Or, call (800) 393-1117 and mention

“Nursing Success System Training” group

Check-in time: 3:00 pm; Checkout time: by 12:00 pm

Cancellation Policy: 24 hours prior to check-in time without penalty.
(One night’s charge)

Hotel has two floors and no elevator
Each room is Non-Smoking and includes a Free Full Breakfast buffet, Free Wireless Internet, Microwave, Fridge, Coffee Maker, Free access to Fitness Center, Free access to Business Center and Outdoor Pool. Property has on-site Restaurant, Piano Bar, and Comedy Club



Nursing Success System

4-Day HTC™ Nursing Entrepreneur Certification Event

Nursing Registration Form for CEU Credit

Name: _____

First Last

Address: _____

City State Zip Code

Telephone: _____ Email address: _____

State RN Licensed In: _____ RN License #: _____

Select one below.

I want to bring a Guest Add \$200 OR I am not bringing a guest

Guest Name: _____

Guest Address: _____

Guest Contact #: _____

Select System:

Platinum VIP Basic {Early Bird Deadline May 7th Event June 26-29, 2017} Book Hotel by June 7th

Select Payment Information Below: Checks Accepted Up to 2 weeks prior to event.**

Credit Card Type: _____ Credit Card #: _____

Code: _____ Exp. Date: _____ Ini. Authorization to Bill: _____ Amount: \$ _____

Name on the Card: _____

Billing Address: _____

Telephone (____) _____

Cancellation Policy: The deadline to receive a refund for your registration is 20 days before the event. Registration cancellations received prior to the deadline may be eligible to receive a refund less a \$35 service fee. Cancellations received after the stated deadline will not be eligible for a refund. Refunds will not be available for registrants who choose not to attend an event can transfer funds toward another event, however if event prices are different you will be responsible for the price difference.

Cancellations will be accepted via phone, fax or email, and must be received by the stated cancellation deadline.

Office Use Only: Date Fax came in _____

Application accepted: _____

Call Us at 866.384.8680
Complete Attached Form & Fax to:
Fax to: Nursing Success System-
912-384-4390