欢迎，并祝贺您开启自己的性教育教育家和演讲家的旅程！

如在许可协议中所述，请注意我们的关系不是以雇员/雇主，特许人/特许商，或其他安排。相反，我只是个受过教育的同事，谁已经成功地把性教育派对推向市场，并且我正在为您提供一个工具，您可以用来支持和改进您自己的业务。

由于这是您自己的业务，除了几个要求以确保我知识产权的完整性，您可以按照您自己的方式来做这件事。因此，在此培训手册中包含的是一些意见，而不是规则。这些意见基于对我有帮助的。欢迎您使用我所有的建议，或不理会它们。无论什么对你有效！

做在家中的性教育派对是我一生中最大的喜悦之一。它对我而言是极好的乐趣（在我个人的体验中，大部分的“工作”实际上就是参加派对，
drinking wine, and talking about sex with awesome people- and they pay me to do this. It’s incredible). It’s also been endlessly rewarding. Party guests very typically express immense gratitude for the information, insight, and compassion I provided at the party, and consequently, I feel a great sense of purpose in my life. In my experience it’s not uncommon to form special bonds with party guests because of this emotional exchange, and I’ve built lasting friendships and mentorships with a number of party guests as a result. My best friend and I met when she hosted a Female Orgasm 101 party 7 years ago and we hit it off.

Partying, talking about sex, connecting with other human beings, and impacting people’s lives in a positive way is clearly second to none when it comes to the ways one can earn a living. Let’s be honest- this is a dream job. But to be clear, just because it’s fun and fulfilling doesn’t mean it’s easy. You’ll be running a sexuality education and speaking business, and just like any other business start-up, there will be a learning curve. There will be a demand for a personal investment of your time, resources, and money. There will be no guarantees to your income, and your success or failure, like any other independent business owner, depends upon your own skills and personal effort.

When I started speaking professionally in 2007, I was not known. I was 21 years old, living with my parents, and had $8 in my bank account. Since then, I’ve built a business model such that over 20,000 people in 16 states and 1 Canadian province have paid for and attended an in-home sex ed party with me. As the next step, I’m scaling the business to include facilitators like you to make the reach even greater.

Below are things I’ve learned along the way that helped me make the transition from a broke 21 year old to where I am today. I’ve attended the Business School of Hard Knocks, made all the mistakes, learned all the successful tricks the hard way, and I want to share it with you so you don’t have to reinvent the wheel. My hope is that this manual will help you cut out the guesswork so you can better avoid pitfalls and maximize triumphs.

My goal is for this list of helpful advice to be a living document. I plan to update, change, and adapt my suggestions as I continue to learn and grow this enterprise.

**What to do after you sign up**

After you’ve signed the Licensing Agreement and paid the first installment of the License Fee, here’s a basic check list to get you started:

___ Visit www.thesexologist.org and create an account via the “log in” link.

From here, you’ll find the Training Manual, the Official Scripts, a copy of the Licensing Agreement, the forum where you can communicate with other facilitators, and the payment page where you can pay the royalty fee. See more about the Official Scripts on page 28.

___ Schedule your training session by emailing jill@thesexologist.org.
If you selected an in-person training in San Diego, be sure to arrange your flight, hotel, and other travel arrangements. If applicable, you’ll also need to pay the final installment of the License Fee before training starts. See more about Training on page 28.

___ Line up your first few parties.

Remember you can’t present your first party until after you’ve completed training, but you can book them in your calendar so you’re ready to go as soon as training is completed. See more about scheduling parties on page 7.

___ Receive your starter kit in the mail.

See more about your starter kit on page 3.

___ Submit your information for display on the facilitator directory.

Send your photo, contact information, pricing info, the names you’ve given your vulva puppet and penis pillow, the geographical areas you’re willing to travel to for parties, and a brief bio about your relevant credentials to jill@thesexologist.org.

___ Square away your administrative tasks

This includes establishing your speaking fee and product pricing, ordering business cards, creating social media accounts, and setting up your credit card processing account. See more about business organization on page 25.

Box o’ Sex Toys

Not long after signing the Licensing Agreement and paying your first installment of the License Fee, you’ll receive a big box of sex toys and plush genitals in the mail, and it will be glorious! After basking in the awesomeness that is your life, here’s what you might want to do next:

1. Take a box o’ sex toys selfie.

What better way to let the world know you are now in business than posting a picture of you and your starter kit on Instagram and Facebook?

2. Take inventory

Compare the items you receive with the Invoice included in your box, and make sure everything is there. It should be, because I’m a good counter, but just double check. If an item is backordered, that will be noted on the invoice and will be shipped out to you as soon as it becomes available.

3. Test your products
a. Compare them with the descriptions and pictures on the merchandise section at www.thesexologist.org

b. It is especially important to understand the features and uses for every product so you can relay this information accurately to party guests. Insert batteries and turn on each vibrator, testing out all the speeds and being sure you know how to turn it on and off. You can put the vibrator against the tip of your nose to get a sense of how the intensity of the vibration will be felt by genitals.

Sample the lubricants by putting a dime-sized dollop in the palm of your hand and rubbing your hands together. Taste and smell the edible products, and of course, sample a dab of the clit cream 😊

4. I suggest getting acquainted with your vulva puppet and penis pillow, and personifying them with a unique name.

Here I am with Margeaux and Winston

Sex Toys

This section will make much more sense after you attend the in-person training session and read the party scripts, but here’s a basic outline of the toys in your starter kit to help familiarize you until then:

<table>
<thead>
<tr>
<th>Product</th>
<th>Party Demonstrated</th>
<th>Retail Price/Your Price</th>
<th>Notable features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clit Cream (“Cherry Orgasm”</td>
<td>$10/$6.50</td>
<td>Extremely popular!</td>
<td></td>
</tr>
<tr>
<td>Product</td>
<td>Activity</td>
<td>Price</td>
<td>Description</td>
</tr>
<tr>
<td>-----------------</td>
<td>----------</td>
<td>---------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Bomb”</td>
<td></td>
<td></td>
<td>This is an edible cream that when applied topically to the glans clitoris, dilates blood vessels for increased sensitivity, as well as a flavored cunnilingus experience.</td>
</tr>
<tr>
<td>Coochy Cream</td>
<td>Both</td>
<td>$10/$6.50</td>
<td>Also very popular, this is a shave cream designed for grooming pubic hair.</td>
</tr>
<tr>
<td>Wet Lubricant</td>
<td>Orgasm</td>
<td>$18/$11.70</td>
<td>A hypoallergenic silicone based lubricant, waterproof for fun in the tub or shower.</td>
</tr>
<tr>
<td>Liquid Love</td>
<td>Fellatio</td>
<td>$10/$6.50</td>
<td>A flavored lubricant designed for enhancing fellatio for all parties. The person using their mouth enjoys the delicious pina colada flavor, and the person using their penis enjoys reduced friction and warming sensations.</td>
</tr>
<tr>
<td>Butterfly Wings</td>
<td>Orgasm</td>
<td>$30/$19.50</td>
<td>A flexible internal/external stimulating vibrator with 3 speeds. Waterproof.</td>
</tr>
<tr>
<td>Blue Ring</td>
<td>Both</td>
<td>$30/19.50</td>
<td>The top selling vibrator, this product stimulates the clitoris during penile-vaginal intercourse. It can also be used to enhance masturbation and oral sex.</td>
</tr>
<tr>
<td>Raspberry</td>
<td>Orgasm</td>
<td>$30/$19.50</td>
<td>Slick vibrator with a curved edge for internal G-spot stimulation.</td>
</tr>
<tr>
<td>Product</td>
<td>Category</td>
<td>Price</td>
<td>Description</td>
</tr>
<tr>
<td>--------------</td>
<td>----------</td>
<td>-------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Flutter</td>
<td>Orgasm</td>
<td>$30/$19.50</td>
<td>A clitoral vibrator with a fluttering tip. Waterproof</td>
</tr>
<tr>
<td>Ben Wa Balls</td>
<td>Orgasm</td>
<td>$15/$9.75</td>
<td>Two small metal balls designed to be inserted into the vagina as weights to strengthen the pelvic floor muscles, although they can also be used for pleasure.</td>
</tr>
<tr>
<td>Tube</td>
<td>Fellatio</td>
<td>$15/$9.75</td>
<td>A sex toy designed to be lubed and stroked over a penis.</td>
</tr>
<tr>
<td>Mitt</td>
<td>Fellatio</td>
<td>$15/$9.75</td>
<td>The hand fits inside the mitt and when lubricant or massage oil is applied to the nubbies, it creates a surprisingly pleasant (looks weird, feels great!) sensation on a penis, back, shoulders, feet-wherever.</td>
</tr>
<tr>
<td>Flavored Condoms</td>
<td>Fellatio</td>
<td>$5/$3.25</td>
<td>A pack of 3 strawberry flavored latex condoms can be used to enjoy fellatio with a significantly reduced risk of STI transmission.</td>
</tr>
<tr>
<td>Oral Sex Game</td>
<td>Fellatio</td>
<td>$15/$9.75</td>
<td>A fun game for folks to try at home, in which they roll the die and move their game piece to different oral sex activities</td>
</tr>
</tbody>
</table>

**Carrying an Inventory**

I recommend carrying a small inventory of products; just enough for 1-2 parties that can fit in one suitcase. It is easier to make a sale when the product is available at hand at the party rather than the party guest having to wait for the product to be mailed. Is also saves money (shipping products involves either charging the guest a shipping fee, or absorbing that fee yourself; either way it’s an expense). Lastly, it saves you time. If you carry and deliver inventory the night of a
party, your work in that transaction is finished. If you don’t, you must later invest time tracking, packing and shipping orders. If you prefer, you can build an inventory slowly by purchasing a few extra items with each order to keep in stock. You are not required to carry inventory.

Placing an Order

To order product, you’ll visit www.thesexolgoist.org and order the items in the chart above. At checkout, be sure to enter the Instructor Discount Code. This code must not be shared with anyone. It will periodically change, and the latest version can be found under your login.

How to Book a Party

There are myriad ways to acquire clients and book parties, but here are the strategies that have been the most successful for me.

First Generation Hosts

1. I recommend you start by personally asking all of your family and friends (via phone, email, in person, direct Facebook message, etc.) to host a party with you. Most will be very agreeable to helping you launch your business and see you in action doing your passion which until now they likely have only heard you talk about. Of course most importantly, most will also be very interested in an awesome sex ed party experience! Try not to have pre-judgements about who might be interested- my first ever party was hosted by a childhood classmate I hadn’t seen in years, and my second ever party was hosted by my 65 year old grandmother!

2. Announce on your social media platforms (Facebook, YouTube, Instagram, Twitter, Tumblr- everything you use!) that you are now a licensed facilitator of Female Orgasm 101 and Fellatio 101, and that you are looking for people to host a party. When people comment or reply, ask them for their email or phone number so you can follow up and arrange the details. See more about social media advertising on page 25.

3. Advertise. Here are the advertising methods that have generated party leads for me, in order of how successful they have been over the years, from most to least successful.

   a. Free publicity.

      If you can convince a local newspaper to write an announcement about your licensure, a radio morning show to bring you on to talk about the sex-positive, medically-accurate mission of Female Orgasm 101 and Fellatio 101, or a popular blog or podcast to do a feature on you and this program, that will be worth its weight in gold!

   b. Craigslist.
Post an ad on your local Craigslist page. I usually post under “service offered” and then “event services”. I typically write a paragraph explaining the service I offer, a paragraph about the parties, a paragraph about me, my credentials, and my philosophy, a call to action and my contact info. Here are a few sample posts I’ve used:

#1

Whether it’s a cooking class or a wine tasting class, in-home classes are the hot new way to party! A class you and your friends will never forget is a SEX ED with Dr. Jill.

Dr. Jill fills in the gaps for everyone whose sex education consisted of fallopian tubes and "don't have sex or you're get pregnant, and die". Sex Ed Parties are hilarious, tasteful (don't worry, it's never vulgar or embarrassing), and best of all, super informative!

Unlike the sex ed from high school, these classes teach everything you *really* want to know about sex, all in the comfort of your living room, and with your closest friends with you. Perfect for a bachelorette party, birthday bash, girls' night, couples parties, or just because you think this would be ridiculous amounts of fun and totally Instagram worthy.

Choose from Fellatio 101 or Female Orgasm 101.

Dr. Jill is a sexologist and the only person in the world with all three of their degrees in sex. 21,000 people and counting have booked Dr. Jill for an in-home Sex Ed Party. Won't you be next?

Email jill [at] thesexologist [dot] org to inquire about how to get your sex ed on. Visit www.thesexologist.org to learn more.

#2

If you're planning a bachelorette party, birthday bash, or girls’ night, an in-home class with Dr. Jill in a unique idea!

Let me entertain and educate your party guests with an in-home party topic like Fellatio 101 or Female Orgasm 101.

I'm a sexologist with a Ph.D. in human sexuality and have presented my fun and funny in-home sex ed parties to over 20,000 people all over the country! Learn expert tips, and have lots of laughs while you do! Sure to be an unforgettable party you and your friends will be talking about for years to come!
Learn more at http://www.thesexologist.org/private-parties.html

To get a price quote and book your party, email jill[at]thesexologist.org

c. Tabling events.

Bridal shows, expos, trade shows, community festivals, networking events, fundraising events, or other events that allow vendor tables can be helpful in passing out information and chatting with potential clients. You can collect email addresses and follow up with folks later, or even book parties right on the spot.

d. Networking.

Networking both online and off has been beneficial for long term growth. Offline networking might look like attending networking events, fundraisers, and community events, exchanging business cards and sharing your passion while hearing about the passions and businesses of others. You might make a party host out of one of the other networkers, or you might find that your work is complimentary and you can exchange or refer clients to the other (for example, I built a great relationship with a yoga studio that specialized in teaching how to use yoga positions for sex. I sent plenty of people her way, and she sent lots of people mine).

Offline, this could look like sharing other people’s relevant blog links you believe in in exchange for them sharing information about you and your Sexology Parties business to their followers.

e. Flyering.

A well placed flyer, business card, or promotional brochure of my parties has acquired some leads in the past. The most successful locations have been (with permission) inside bridal shops, and on college campuses.

f. Paid advertising.

This includes radio spots, print ads in magazines and newspapers, and online via banner ads and google ads. This has by far been the least successful strategy for me, and given that it’s the most expensive, I have abandoned these methods two years ago.

Collectively, all party hosts acquired from any of the above methods are First Generation hosts, and they are the hardest clients to earn. From there it gets easier, and the focus becomes less about bringing in new, First Generation clients (although that’s important too), but rather more about retaining and building upon the clients you have. There is two ways to do this; one is repeat hosting, and the other is creating Second, Third, and Fourth generation hosts.
1. Repeat hosting

Let’s say in your first week, you have 3 Fellatio 101 parties scheduled; one to be hosted by your old college roommate, one to be hosted by your best friend, and one to be hosted by someone who saw your ad on Craigslist while looking for ideas for a bachelorette party. These are First Generation hosts. At those three parties, you can invite those same hosts to book you again a few weeks or months later for Female Orgasm 101. Repeat hosting is double the parties for your effort.

2. Second, Third, Fourth… Tenth Generation hosts:

Let’s say that at your first Fellatio 101 party hosted by your old college roommate, there are 10 guests. At the party, you can invite all 10 guests to host their own party. Guest A decides to host, inviting their work friends, Guest B hosts, inviting their neighbors. Guest C doesn’t book at your old college roommate’s party, but 4 months later when they are in charge of planning their sister’s bachelorette party, they remember you and call you up to do a party then. These are Second Generation hosts. Of course when Guest A hosts their party, there are 10 more guests there. Guest B has 15 guests. Guest C has 12. And all 37 of those people can book their own party as Third Generation hosts, and on and on and on.

After years of presenting sexuality parties in homes, it’s not uncommon for me to ask a host how they heard about me, and realize I can track it back 8 generations from a party I did years before. It’s important to start off strong, using all of your resources on social media, advertising, friends, family, and acquaintances to build a solid base of First Generation hosts. All the work you put in up front to secure First Generation hosts will pay you dividends for years in additional generations.

One more strategy that has garnered me Second, Third, and Fourth generation hosts is giving away a free party. I know this might sounds counterintuitive to do a party for free, the fear being that not only will you not make money; you’d actually be losing money since you’ll still be responsible for overhead (royalty fee, travel costs, mailing host packets, etc). It is a gamble, however, for me, this has been a very productive strategy when used sparingly (1-2 times per year). Here’s what I do:

Many charity events, such as a non-profit organization’s fundraising event, seek donations of items to list in their silent auction. What I’ve done is donate a free party, listing the value at what my speaking fee would have been. The pros are that the charity gets to raise several hundred dollars from your gift, you get to help out a cause you care about, and the donation can usually be a tax write-off (ask your accountant). Your name and in-home party services will be advertised and announced at the fundraiser, so even those who don’t win your party will hear about you (be sure to also include lots of business cards with your donation). For the party that does win, while you won’t earn a speaking fee, you’ll still have the opportunity for revenue from the sale of sex toys at the party. And of course, all the guests in attendance can book you as Second Generation hosts with your full speaking fee a few weeks or months later.
I’ve also donated free parties to bars in my area to give away as prizes for special events like pub quiz or a Halloween costume contest. I once donated a free party to a popular radio show. The person who won never claimed the prize, but the publicity and exposure of the prize itself generated noticeable profit for me via other bookings and product sales.

The last method I’ll share for booking parties, I can’t guarantee, but on occasion, I may be able to provide you with a free party lead. I regularly receive email inquiries to do a party in a geographical location or at a time that is not feasible for me. In those cases, I will contact facilitators who serve that area and pass along this First Generation host to you.

**Booking Incentives**

There will be occasions when party guests express interest in hosting their own party, but are hesitant to commit on the spot. In the world of business, it’s often true that “a bird in the hand is worth two in the bush”, in that it’s better to spend a little to be guaranteed a party booking, than to have the guest go home and fail to follow back up with you, and lose the booking. As such, over the years I have utilized different incentive strategies to secure additional party bookings from guests at parties, although most times I find I don’t need to offer a booking incentive at all.

1. **Discount speaking fee**

   After my presentation, I invite the guests to book their own party, and sometimes offer a discount if they select a date and place a non-refundable deposit at once. For example, if your speaking fee is usually $300, you can let a potential host on the fence know that if they book a party tonight and place the deposit, you’ll knock $50 off.

   I’ve also used a similar strategy in incentivizing guests to fill last minute dates in my calendar. Like an airline might offer steep discounts for last minute bookings because it is better to get some money than leave a seat empty, sometimes I’ll offer a steep discount if someone books a party for a later that week.

2. **Free gift**

   If you carry inventory, you can offer a free product to guests who book their own party that night and give you a deposit.

3. **Gambling game**

   If I’m really trying to drum up business, I will bring a gift bag full of bulk candy (Laffy Taffy, Now and Later, Hershey chocolate- anything flat and rectangular) on which I’ve put stickers that say things like “10% off your order”, “$5 off a vibrator”, “free clit cream”, “$3 off your order AND host a party”, and “grand prize”, which you can make whatever you want. I say I’m going to end the party with a game. It’s optional to play, and the way it works is the guests reach in to select a piece of candy that has a prize on it. The catch is whatever candy you get, you have to follow through. So, if you get grand
prize, you have to take home the grand prize. If you get a free clit cream, you have to take home the free clit cream. If you get host a party, you have to host a party. Then ask if anyone wants to play. In exchange for giving some guests a few bucks off their product purchase, you can secure bookings with other guests.

This is very successful at booking parties, and if you’d prefer to eliminate the overhead of purchasing bulk candy, and the time of affixing stickers to a million little pieces of candy, you can do a similar concept with envelopes, dice, or a game wheel.

Someone wants to book a party, now what?

You’ve asked friends, you’ve posted on Craigslist, you’ve told the world that you are so jazzed and can’t wait to present some Female Orgasm 101 parties, and someone has said, “Great! How do I sign up?” Yay! Another living room full of people will be getting sex-positive, accurate, uplifting sexuality education! What’s next? Here’s what I do:

1. I thank them, and share with them my excitement! We’re going to share an amazing sex-positive learning experience together- WOOT! Pump them up; this is a party after all!

2. I have them select a date. Before anything else, this is the most important part. They can always decide on a topic, a start time, and even a location later (some hosts consider co-hosting with a friend, or possibly renting a hotel). But deciding and confirming a date with a deposit is what solidifies that spot. If they have a particular date in mind that you have available- great! If not, I narrow it down by asking if they prefer a weekday or weekend. From there, I say, “how about X date…” and keep offering week dates or
weekends, as per their preference, until one works for them. I’ve learned that this is a superior method than having them look out of their calendar to select dates, because too many options can be overwhelming, plus it gives you more control over your schedule.

I found that parties booked 3-8 weeks in advance to be best, and I recommend trying to steer hosts to booking in that window if possible. Unless you’re actively trying to fill a last minute spot, parties booked less than 3 weeks away have smaller turnout because the host has less time to invite guests, and guests have less opportunity to clear their calendar.

Similarly, except for special circumstances (such as big elaborate out of town bachelorette party that is booking a year in advance) parties booked more than 8 weeks out have a higher likelihood of cancelling (because unforeseen things happen), and they spread out the distance between host generations. For example if you follow a genealogy line, if a guest at every party booked their own party 4 weeks out, by the end of the year you’d have 13 parties from that line. If they instead booked 10 weeks out, you’d only have 5 parties from that same line.

3. After a date is selected, I collect the deposit, calculate the total based on mileage and my speaking fee, and provide a balance due at their party based on speaking fee + mileage – deposit.

4. I inform them that I will be mailing them a host packet. Typically I include 3 things in this packet (and by packet, I mean a simple envelop).
   a. A business card
   b. A reminder magnet for their refrigerator. I use vistaprint.com to order small magnets like this, which I fill out in marker
   c. A post card (or when I was just starting and was trying to keep down my overhead costs, just a printed paper), with all the information the host will need to hold a successful party. For this I include:
      i. Another reminder of the date/time/topic/address of the party
      ii. An invoice indicating the deposit paid, travel costs, and balance due
iii. Things I’ll need, such as a table (folding table, card table, TV dinner table, and coffee table all work) for the demonstration items and a close place to park

iv. My policies, which for me include that the deposit is non-refundable for cancelled or rescheduled parties, and that parties that start more than 15 minutes later than scheduled will be charged extra.

v. Tips on inviting guests, including creating a Facebook event page. More on this below.

vi. Coaching hosts on inviting guests

Check with the host first, but usually, they want to have as many people attend their party as possible. This is because they want to feel successful as a host, spend time with their friends,
share the sex ed experience with lots of people, and have more people with whom to share the speaking fee.

Likewise, you want a full house as well. Of course, you have a mission to spread sex-positivity across the land, and the more people who attend each party, the more people who have access to accurate sex ed. Larger parties tend to have more energy, which make them generally more fun for you and the guests alike. From a business perspective, bigger parties are more lucrative in both the short and long term, because after party product sales are generally higher since there are more people to sell to, and more people = more opportunities for Second Generation hosts.

For these reasons, it’s advantageous for both you and the host to ensure lots of guests are invited and attend. This is an art and a science because let’s be honest- humans can be very flakey.

If you’ve ever planned a big event yourself, or even a small informal house gathering or night at the bar, you probably know that people flake. There will be some people who can’t make it because of more serious reasons, such as an illness, family emergency, or their childcare fell through. There will also be people who bail last minute for what you may consider less legitimate reasons. There will be people who text “I’m 5 minutes away” when they actually haven’t even put pants on yet, and have no intention to because they got sucked into a binge watching session on Netflix.

Of people who RSVP “yes” to a wedding invitation, about 5% are no-shows on average- and this is a wedding! For house parties, this can range from 10-50%! So for example, if your host invites 10 guests, 7 may RSVP “yes”, and of those, only 4 might actually show up. It’s best to avoid this disappointment by planning ahead. Here is a list of theories I’ve developed as to why someone might decline an invitation, or bail last minute on an invitation, and strategies I found helpful to minimize guest flakiness and secure large turn-outs.

1. Some invitees may be nervous about being invited to a “sex party”.

   Perhaps for them the idea of sitting around in a friend’s living room learning about vulvas or sucking on carrots sounds awkward. They may have misconceptions about who you are, or what the party will be about. They may mistakenly think the party will be vulgar or embarrass guests. To remedy this, I ask the host to create a Facebook event page for the party, inviting their guests there, and inviting me as well. Then I post introducing myself. This generally alleviates any discomfort and false impressions. Here is a sample that I’ve used in the past:

   Hello! I’m Dr. Jill, and I’m the sexologist who will be hosting this super awesome parting with ____. I just wanted to introduce myself because I know when you’re invited to a sex party, it can be intimidating, but I assure you I am totally a nice person and not at all creepy 😊 This party will be incredibly fun, empowering, and tasteful, I promise! Be sure to check back to this event page regularly, because I’ll be posting sex themed trivia and contests. It’ll be a party before the party!
2. The host doesn’t have a lot of friends.

There are a few ways to coach the host through this “dilemma” that is usually not a dilemma at all.

First, they probably have plenty of people in their life who would love to come for a sex ed party, but they make the assumption that certain people won’t be interested. At parties I’ve presented, I’ve had guests from all walks of life that the host initially wrote off including men, older people (I’ve had several parties with guests in their 60s), pregnant women, devoutly religious folks, self-identified “prudes” and “virgins”, and intimate family relations like mothers and daughters- and they all had an incredible experience!

Second, if the host really does have a small social circle, they can ask their guests to bring friends of their own. With the host’s permission, I will offer a little contest and post it on the Facebook event page, offering a prize or product discount to the person who brings the most people with them not already on the host’s guest list.

3. They forgot.

I know it’s shocking, but there are people whose lives do not revolve around learning about orgasms- and they may forget all about the invitation. Encouraging the host to invite/remind people via multiple venues (in person, text, Facebook, a phone call), ensures that people who want to go don’t miss out because they flaked out. I also ask for the host to provide me with a final (or close to final) headcount the day before the party. This helps both so I can make sure I bring enough carrots, pens, business cards, etc., and also ensures that guests will be hearing from the host the day before as a reminder.

The Night of the Party- A walk through

Like everything else you do, with every party, you’ll gain confidence and knowledge. This is another good reason you might be most comfortable starting with your friends and family as your first few hosts. As time goes on and you get more sex ed parties under your belt, you’ll learn what works for you and what doesn’t, what preparation strategies are best, and ways to book parties. In the meantime, here’s a helpful list of what I do to make this experience the BEST party everyone in that room has EVER attended:

Before you leave your house

Pack your bags or suitcase, and don’t forget all the items on this checklist:

_____ Your Business Cards, and if you use them, party brochures/post cards
_____ Host’s phone number and party address
_____ All of your demos products available for purchase
_____ Inventory for the products you have available (if applicable)
_____ Sex dollars
_____ Any prizes, raffles, or giveaways you offer
Money Bag, with approximately $50 in small bills and coins for change and your Square
Pens
If you use anything to prettify your table, such as a table cloth or acrylic raisers, don’t
torget those!
Extra Batteries

For Fellatio 101, also don’t forget:
Your penis plush
Carrots
Cut up paper or note cards

For Female Orgasm 101, also don’t forget:
Your vulva puppet
Painter’s tape or something similar
Pin the Clit on the Vulva™ body and all 6 parts
The sexual response cycle chart
Identical cut up paper or note cards and an envelope

Also be sure to arrive on time, and in this case, on time means 20-30 minutes early so you have
time to greet the host, bring in your bags, set up the demo table, and prepare the carrots or Pin
the Clit on the Vulva™ game. Since most parties are held in the early evening, plan accordingly
for rush hour traffic.

At the party

There is no set way to set up your table display, and you’ll learn to be accommodating as you
never know what sized table you’ll be provided. I’ve demonstrated on everything from an entire
dining room table, to the corner of a TV stand, and everything in between.

For Female Orgasm 101, I set up the tester bottle of lubricant, clit cream, and coochy cream in
the forefront, with the inventory bottles for sale lined up behind them. Next to this display, I lay
out the vibrators. If there is room, I also display the inventory vibes for sale behind them. Also
prominently I prop of the vulva puppet. In the background, displayed less prominently, I lay out
the Sex Dollars, pens, paper, envelope, and the 6 vulva pieces for Pin the Clit on the Vulva™.
You can also display your business cards/party brochures, or you can place them ahead of time
on seats so guests have them in their procession. If you have a raffle product, set this up
prominently.

Next I use painters tape to affix the Vulva board to an unobstructed wall in the party room.

For Fellatio 101, I similarly set up the edible lubricant and coochy cream with the inventory
bottles for sale lined up behind them. Next to this display, I lay out the tube, mitt, vibe, and
game. Behind this I prop up the penis pillow. In the center, I place the plate or tray of carrots, the
raffle product if applicable, and sprinkle some edible condoms about. Have napkins or paper
towels on hand too!
After set up, I prepare the carrots in the host’s kitchen. I ask the host for a cutting board and knife. I rinse each carrot under running water while running my hand up and down it to remove the “hairs”. Next I chop the grassy part off the big end of the carrot, pat dry with a paper towel, and place on a plate or cutting board. You’ll need enough for each guest, plus one for yourself.

Once your set up is complete and the guests have found their seats, its show time! Follow the script and have an amazing time you sex ed rock star!

After the presentation

Questions

You’re welcome to provide a Q and A session after the presentation. In my experience, few guest questions relate to the program material (because the program is so thorough, I already answered most of them). Most post-party Q and A relates more broadly to sexuality in general, “I heard ____ , is that true?” type questions, as well as questions related to the field of sexuality and my career, questions about my personal sex life, and my opinions (like my thoughts on 50 Shades of Grey or neo-natal circumcision). While I feel comfortable answering any and all of these questions, if you don’t for any reason, this is totally acceptable. You can decline certain questions, or set boundaries with the guests about what types of questions you will answer.

Recall that per the professionalism and integrity under which I granted you the license, do not answer questions that you don’t know the answer to. Don’t guess! If you don’t know, refer them to another professional such as a medical doctor or therapist. You can provide a resource such as the ASSECT.org database of sexuality counselors and therapists.

Do not give medical advice unless you are a licensed medical doctor.

Feedback

It can be incredibly helpful to ask guests to provide feedback about your presentation so you can continue to develop and grow your skills as an educator and speaker. You can either provide blank paper, or have already printed up sheets of paper for them to fill out, with questions about what they learned, what was their favorite part, what they thought of you, and the program.

Product Sales

After you’ve answered questions, at that time you can invite guests to purchase and take home any of the products you demonstrated during the party. Because the large majority of the party, as per my mission, is focused on sexuality education and the products only serve as tools to further that conversation, it’s possible that guests forgot that items are for sale. Here are two ways you can facilitate this sales process, both of which will make more sense upon completion of the in-person training and reading the Official Scripts:

1. You offer a free product via a raffle
If at the beginning of your party you offered a product via raffle, and gave out raffle tickets for correct answers to trivia questions throughout your presentation, you can segue into the sales portion of the party by drawing the raffle winner. After excitedly revealing and bestowing the prize, you can remind everyone of all the other items you have available, the pricing, and welcome them to come shop the table.

2. You offer a product discount

If throughout your party you gave out “Sex Dollars” for correct answers, you can segue into the sales portion of the party by asking people to count up their dollars. You can remind everyone of all the other items you have available, the pricing, and welcome them to come shop the table with their Sex Dollars, and real dollars for any purchases above that.

In the beginning of my career, I did the sales section more formally. I used a separate room in the host’s home to meet with each individual party guest privately, keeping the inventory with me to hand out there. I transformed into just making the sales and exchanges right from my demo table naturally, because guests were eager to get their items right away, and discuss their purchase with their friends. I find this also does not disrupt the party energy in the room the way private ordering does.

Collect Payment

Don’t forget to settle up with the host and collect your speaking fee balance! You might be thinking this is a silly thing to put in a training manual, wondering how you could ever leave your “job” and forget to get paid. However, I catch myself about to do it all the time. First, I’m so high on the experience of an amazing, uplifting, positive sexuality education experience that it doesn’t feel like “work”. Also, the atmosphere is very party like, and it’s easy to get caught up in laughter and chit chat with guests after the presentation. Don’t forget your money!

After the party

1. Within 48 hours of the party, log-in to www.thesexologist.org to pay the royalty fee for using the licensed material. At check-out, I ask that you please include the date of the party, the topic, the number of attendees, and the city. I’d like to keep records of how many people have had access to sex-positive education, and where. This data will also be helpful in determining occasional bonuses for facilitators, and awards at the annual facilitator training convention.
2. If you do not carry an inventory, you’ll want to ship out orders at this time. If you do, this is a good time to place an order from www.thesexologist.org.
3. Follow up with anyone who expressed interest in hosting a party, but did not commit that night.
4. Send the host a follow up thank you email expressing your appreciation for the business, or if you have paper Thank You cards, mail one of those.
Starting a sexuality education business is exciting, but reading this dull document— not so much. Here is a tree that looks like a vulva to break up the boredom. Enjoy!

Code of Conduct

While I know you are all courteous and professional individuals, it won’t hurt to remind you that it might be helpful to create a Code of Conduct for yourself and your business in your dealings with your clients. For me, this includes never forgetting that I am a guest in someone’s home. Even after getting very comfortable with certain hosts after multiple parties with them, it’s important to be respectful and mindful of their space. Always wait to be offered a drink or snack, never assume you are invited just because the party guests are helping themselves to food or pouring themselves drinks. Always return emails and phone calls promptly. Always follow through with promises. Be on time!

Parties often include alcohol, and truth be told, sucking carrots in a room full of people is easier for most guests with a drink or two. I have a couple of things to say about alcohol. First, I suggest advising your host that if they choose to serve alcohol at their party, that they keep it to a minimum. Before mentioning this to hosts, I presented at too many parties where the guests got sloppy drunk. Obviously it is impossible to teach sexuality education, or any topic for that matter, to people at this level of intoxication. They also generally regret it the next day when they realize they missed out on really great sexuality information.

It’s your business and you can conduct yourself as you wish, so if you’re of legal age, a host offers you an alcoholic beverage (which they often do), and you choose to imbibe with your guests to get into that party atmosphere, you’re free to do that. I recommend doing so professionally and responsibly!

Setting your Fees

You are permitted to set your speaking fee however you see fit, although as a guide I recommend charging between $200-$500, with an average party fee of $300.

Why I recommend a flat fee
There two methods for collecting a speaking fee; per person, or a flat rate. I started my business charging per person, and switched over to a flat rate. Although there are pros and cons to both, I found charging a flat rate to be more stable and lucrative.

One of the cons of a per person rate is that it is a challenge to ensure accurate payment, especially from guests who arrive late or must leave early. With a flat rate, the host becomes responsible for your payment, and the task is theirs to collect fees from their guests if they wish.

In my experience some hosts treat their guests and pay for the party in full themselves, and some collect cash from guests individually before the party starts, so when I arrive they are prepared with the payment. I traditionally ask hosts who plan to treat their guests to consider having guests contribute a nominal $5-$10. The rationale is that for many people, “free” is misinterpreted as “worthless”. You might suspect that free is good, and people invited to a free party would be more enthused than someone invited to a party in which they were asked to pay. However my experience has been the opposite and I theorize being asked to pay makes people take the invitation and your time as a professional more seriously. Also guests are less likely to bail on the host last minute and pull the “I’m just going to stay in and watch Netflix” routine, because they’ve financially committed and don’t want to leave the host hanging.

Another pro of charging a flat rate is that it incentivizes a bigger audience because the more people who attend, the cheaper it is each. This provides an opportunity for lower income folks, or others for whom a several hundred party would be otherwise out of the question, to book a party with you if they can gather a large group. I once did a Fellatio 101 party for a group of self-described “poor college students” who managed to pack 58 people into their living room, making their individual contribution a very manageable $5.75 each.

Other things to consider when setting your fees:

1. Your credentials.

   If you have advanced degrees or years of experience as a sexuality educator, you should be able to command a higher speaking fee, especially if you work your credentials into your advertising.

2. The going rate for other home party entertainers in your area.

   Do a little research and find out what DJs, magicians, face painters, photo booth rentals, and princess/character party actors in your area charge for a home party. Once you get a ballpark range, recognize that you can probably charge $50-$100 more than they do because you have the benefit of a monopoly- DJs have other DJs they are competing with for business, but you’ll likely be the only sex educator offering classes on female orgasm, and you can charge a premium for that.

3. Your overhead.
It might be helpful to think about how much you want to bring home from a party as profit, and add your expenses on top of it. Remember from each party, a $90 royalty is due. If you are willing to travel farther distances for a party, if you offer a hostess gift or booking incentive, or if you incur other expenses, you want to consider that as well.

4. Cost of living. If you live in an area with a higher cost of living, you may want to set your fee higher to accommodate that. For example facilitators living in New York City or Southern California should probably be commanding a higher speaking fee than if they lived in rural Mississippi.

5. When you want to work.

If school, kids, or work schedule is such that there are days, weeks, or times of the year that are more desirable for you, money can be a powerful motivator for people to book parties that are convenient for you, and this can help inform your fees. For example, years ago, Friday and Saturday night parties were by far the most popular nights. What would happen is someone would call interested in booking a Friday or Saturday night, and I would already be booked. I offered the Thursday before as an alternative, which would give me 3 parties that week instead of 2, but they would often decline in favor of booking the Friday or Saturday of the following week.

This would go on and on, and I’d be booked every single weekend 6 months in advance, but my weekdays would be largely empty. I wanted more weekends for my social life, so I amended my speaking fee, increasing the rate for Fri-Sun parties. This motivated more people to book Mon-Thursdays, which drove business up on those dates I could never book before, I got my weekends back, and on the occasion that someone did book a Friday or Saturday night, I knew I would be paid a premium for it. You can similarly price afternoons differently from evenings, summers differently than the school year, or weekends differently than weekdays to steer bookings to days that best work with your schedule.

Product Pricing

Again as an independent business owner, you can price your products as you see fit, just as I sell my products at a price that I deem appropriate.

I have a set retail price, for example, I sell the popular clit cream for $10. As a part of our licensing agreement, you are afforded a 35% buying discount, which means you get to purchase clit cream for $6.50 instead of $10 (35% off). When you resell it to your party guests for the full retail price of $10, $3.50 is yours to keep ($10 retail - $6.50 wholesale = $3.50 profit).

You can set your retail pricing the same as mine, or you can change them, higher or lower.

Reasons you might choose to keep the pricing the same is to have congruency between the pricing on my website, and the price your customers see.
Reasons you might choose to raise the price on all, or some of your products, is if you notice that one product in particular sells exceptionally well, and guests often remark that it’s a great deal. Similarly you may choose to lower the price if a product sells less well.

**Travel expenses**

Although I’ve been able to write-off mileage and tolls as costs associated with business travel on my taxes, about 4 years ago I sought to recoup some of these costs from clients, as well as seek compensation for the time I spend traveling (especially for parties that involve traveling between the city and the suburbs at rush hour on a Friday). I’d do this by charging per round trip mile from my home zip code to the party zip code, and this would commensurate with the time and cost associated with the travel. If I charged 32 cents per mile, and the party was in my hometown, it would end up being a nominal $5-$10. If the party required an hour of driving, I knew I’d be able to count on $30 or so for my travel time.

When a host is booking a party, I would calculate this cost ahead of time to provide an accurate price quote for the total cost of the party.

**Deposits**

As I’m sure you’re gathering by now, I’ve done everything several different ways to see what works best, and collecting a deposit is another example of that. There was a time when I did not collect a deposit, and I found that like all businesses that work in the service industry, there was a significant loss of revenue due to last minute cancellations or reschedules, which as a small business owner is just as dangerous because even though they rescheduled and you can count on their future business, it still leaves the date vacant; a date which I may have turned away other opportunities for a paid party because I had it reserved just for them.

Cancellations and reschedules result in a loss of income that cannot be recaptured, so to diminish this I began requiring a deposit, and this remedied the problem immediately. I now seldom have a host cancel or reschedule, and on the rare occasion that they do, I have the deposit to compensate for that time. I highly recommend requiring a non-refundable deposit.

**Starting late fee**

Because a party is such a casual event for hosts and guests alike, some people forget to consider that you’re technically at work. Due to this, when I began doing in-home sexuality parties, I found that if a host set the party start time at 7pm, they might not actually be ready and prepared for me to present until 7:30, 8, 8:30, 9, or even later. Once, I was asked to sit in the living room and wait over 3 hours before starting the party because the guest of honor was incredibly late. On several occasions when I’ve booked more than one party in a night, I was late to my second party because my first party was not punctual.

To remedy this, I incorporated a policy stated in the mailed host letter that the host may incur a $10 surcharge for every 15 minutes I’m asked to wait beyond our agreed upon start time. I
also began encouraging the host to tell guests the party begins 30 minutes before my presentation so they have an opportunity to mingle, get a drink, and get settled before I start. Since implementing this policy, no one has been late and I’ve never had to actually enforce the policy and charge anyone. I recommend considering a similar policy.

**Social Media Advertising**

Aside from positive word of mouth, which is something that takes time to develop, I found that consistent, engaging, relevant social media postings have been my most effective way of growing and promoting my speaking business. It’s probably how you’ve heard about me even! And best of all, it’s free! Here’s some things that I’ve done to make social media work for me:

1. **Be interesting.**

   You’ve heard about people who buy Twitter or Instagram followers. You’ve probably seen the spam about how some organization or website to get you followers. It’s nonsense. Here’s the only tip I’ve used to garner a social media following: be interesting. If you post something that people want to read or look at, then they’ll read and look at it. If your posts are boring, unoriginal, uninspiring, or passionless, they won’t, no matter what other fancy tricks you use.

2. **Be consistent.**

   Research has demonstrated that it matters less about how often you post, so long as it’s consistent. If your style is to post once a week every week, that’s fine. If your style is to post twice a day every day, that’s fine too. Just try not to post 5 times in an hour, and then disappear for a month.

3. **Be engaging**

   Don’t just be an output, be a facilitator of an exchange. Don’t just post and share, ask questions, feedback, opinions. Engage with your followers. Moderate conversation, and don’t allow for a free-for-all.

4. **Don’t spam!**

   Don’t email anyone who didn’t specifically ask to be emailed for business solicitation purposes. Don’t tag people in a post that isn’t relevant to them, just to get their attention. Consent!

5. **Decide how much you want to show of yourself**

   Will your Twitter/Facebook/Instagram account be just for business, or will you also be posting pictures of your cat and videos you shared from George Takei? There is certainly
merit in separating business accounts from personal ones, especially if you are prone to political posts unrelated to sexuality which might alienate your clients. That said, the strength of your business is you, and an occasional selfie or personal post to humanize you and your business has merit also. Finding that balance if your choice, but I recommend it being one you made deliberately.

Whether you run an exclusively business social media platform, or one that blends business with your personal life, here are some styles of photo posts you can use, that have garnered me large amounts of likes on Instagram in particular.

1. Your starter box o’ sex toys
2. Your demo table set up right before a party starts
3. With permission, a group photo with your party guests
4. Your vulva puppet
5. Your penis pillow
6. Close ups of individual products you demo and sell
7. If you carry an inventory, a photo of a new shipment, or your products sprawled on your floor or table being sorted and organized.
8. Your home office, if you have one
9. Photos of your relevant degrees or certifications
10. Photos of the feedback forms guests fill out, saying how awesome you are and how much they learned at the party
11. Your business cards

You made it 25 pages through this guide- go you! Here are some of my favorite sex themed memes to make you smile as you get through this material. Almost there!

Business Organization

Here is a non-exhaustive list of administrative tasks I recommend undertaking to run your sexuality education party business smoothly and professionally. I’ve found it’s best to spend the time to structure and organize everything in the beginning stages to develop good habits and make it easier on yourself in the long run.
1. Set Up a Separate Bank Account

If you don’t already have one, I highly recommend that you set up a checking account separate from your personal accounts. Being disciplined in only using this account for business revenue and expenses will make life so much easier at tax time.

2. Credit Card processing

If you decide to accept credit card payments (which I highly suggest because it’s the premier modern and convenient way that most party guests prefer to pay), I recommend Square. They send you a free credit card swiping device which you can plug into the headphone jack in your phone or tablet to accept cards on the spot. They also provide a digital register where you can track cash and check payments as well as credit purchases, and they can send invoices, which can be helpful in collecting a deposit before the party.

3. Purchase office supplies, if you don’t already have them. I use:

   a. The usual suspects- Pens, paper, scissors, sharpies, tape
   b. A box or bag to carry products and education materials from home to the party and back. Over the years I’ve alternated between using a carry-on sized rolling suitcase and reusable grocery tote bags. Both work exceptionally well.
   c. A zippable money bag. You can usually get them for free from your bank, or from the dollar store (they are marketed as “pencil cases” in the stationary or back to school section).
   d. A smart phone or tablet. I can’t stress this enough. I started my sexuality education in-home party business in 2007 before smartphones. That means to book parties I needed a paper planner, I needed an actual calculator to determine product totals, sales tax, and change owed, to charge credit cards I had to write down all the card information on a piece of paper and manually enter it back at home on a device the size of shoe and hope it didn’t get declined since I already gave away the product, and to find the party address, I had to rely on printed directions from MapQuest. Doing all of this on a smartphone or tablet is of course infinitely faster, easier, and more reliable, so if you don’t already have one, this is a business expense worth undertaking.
   e. Stationary. This includes business cards (if you don’t already have them for your business), the reminder magnets, and the host packet letter. You could also make and order thank you cards to mail after the party, coupons mailers to reconnect with hosts and guests in the future, and brochures or post cards with information and descriptions of Female Orgasm 101 and Fellatio 101. I order all of this from vistaprint.com.

4. Accountant

Find a tax preparer who specializes in or is knowledgeable about home-business tax law. Be sure to contact your tax advisor for all write-offs and deductible expenses, as many if
not all of the above expenses, and more, may be a tax write-off. Keep track of these expenses throughout the year so preparing for your taxes is easier.

Taxes

Income tax

I am required by Federal Law to report to the IRS, collect from you a W9 Form, and send you a 1099 Form, if:

1. You sold in excess of $5,000 at wholesale prices (which is defined as retail minus your 35% buying discount).
2. You received any gifts or bonuses whose value total is in excess of $600 during the previous year.

You must report your income or loss to the Federal Government whether or not you meet the above parameters. I cannot supply you with a breakdown of your profits for the year, as I have no way of knowing what prices you charged and what your expenses were, so it is imperative that you keep your own records of every dollar that goes into the business and out.

Since you are self-employed, you may be entitled to tax deductions not available to salaried employees. I again suggest that you consult an accountant before preparing your annual tax returns. Be sure to save complete records of income including speaking fees, any fees charged for travel expenses, product sales at parties, and online if applicable, and any bonuses or gifts you earn for monthly contests. Additionally, be sure to save complete records and receipts of all your expenses in case you are able to write them off on your taxes. Again, be sure to inquire with your own tax professional, but in the past, I have been able to write-off the following:

1. Postage (any stamps purchased to mail out host packets, thank you cards, coupons, or anything else. If you sell a product on backorder that you need to ship out to a guest, I’ve been able to write that off as well)
2. Stationary (business cards, flyers, mailers)
3. Office supplies (pens, pencils, envelopes, printer)
4. A portion of my monthly phone bill
5. Professional services- accountant, lawyer, insurance, if need be
6. Travel expenses. Track your mileage by keeping a register of your beginning and ending mileage after each business use of your vehicle, the date, and the nature of the business travel. Yes, a .5 mile trip to the post office counts, and it adds up, so keep good records!
7. You may be able to deduct certain amounts of your home expenses if you devote a specific part of your home only to business.

Sales Tax

One of the perks of the product discount through my website is that I make it easy by calculating, collecting and submitting the required Sales Tax to each individual state on your behalf. As such, you don’t have to be responsible for filing for a vendor’s license, submitting Tax Exempt
forms, or worrying about tracking and filing the monthly or quarterly Sales Tax you have collected. Sales Tax will be charged to you each time product is shipped to you from my office, and you’ll pass that cost on to your customers when you resell. Sales Tax will be determined according to the requirements of the state in which the product will be delivered.

**Official Scripts**

Here are some things to keep in mind regarding the official scripts for Fellatio 101 and Female Orgasm 101:

1. Remember that as per the Licensee Agreement, you are not permitted to perform the material until after you have completed training to ensure that your clients and party guests benefit from the full value of a knowledgeable facilitator, and to ensure the integrity of the material that has made it so popular and well-received.
2. I recommend NOT READING the scripts until AFTER training. It will be tempting, I know. But this is because I think it would be advantageous to witness the presentations for the first time from the perspective of an audience, just like your party guests will receive it from you, so that you can identify with your audience. Having read it first will lose for you that element of surprise and wonder. Plus you’ll know the punchline to all the jokes!
3. After training, read the scripts. Add in material as appropriate. For example, in the intro when the script calls to share your perspective on human sexuality and what made you interested in pursuing this career, you’ll want to write in your own story.
4. Next, read it aloud to yourself. This is important practice to “find your voice” and make this “your own”. Just like a good performance of a play, you want to be well rehearsed, without sounding rehearsed at all. This will take time and practice, and perhaps quite a few go arounds talking to the mirror. When I started, I found my voice by doing the presentation aloud while I was driving alone in my car. Some people find cue cards or note cards helpful.

**Training**

Phew! This has been a lengthy training manual, and it didn’t even cover any sex stuff! We didn’t even get to talk about clits or orgasms, so you know there’s much more training to be had!

This manual sought to provide insights and recommendations into the business side of this program, and now that that’s been thoroughly explained, all future trainings will relate to the reason we’re all here: SEX EDUCATION!

**Initial Training**

Before you present your first party or event, you’ll attend an in-person training that will cover a ton of sexuality material in about 9 hours. The 9 hours may be in one day, or spread over 2 days, based on conference room availability. Be prepared for a session that will be intense and engaging! While the cost of training is included in the start-up fee, any travel costs you may incur, including airfare and hotel, are at your own expense, although likely eligible as a tax write-off.
The training will consist of a mock presentation of both Female Orgasm 101 and Fellatio 101 so you can see it in action, exactly as you yourself will be presenting it. It will also consist of a series of workshops, discussions, and activities addressing sexual diversity, sex toys, pleasure, sexuality and social justice, and other material. Upon successful completion of this training, as a participant you can expect to be able to:

1. Describe the functions of sexual anatomy, arousal, and response, as well as multiple scientific theories of the physiological origin(s) of orgasm.
2. Analyze and apply the importance of sexual homology when educating others about sexual anatomy.
3. Recognize and appreciate sexual diversity, and be better able to refrain from inadvertently making damaging assumptions of sexual homogeneity and excluding clients with invisible historically taboo sexual histories.
4. Discuss fellatio, vulvas, clitorises, orgasm, sex education, and sexuality research from a culture-historical perspective.
5. Scrutinize sexuality products such as vibrators, arousal enhancements, and lubricants in regard to their function, chemical composition, ingredients, interaction with the human body, manufacturing, and marketing.
6. Incorporate key concepts of sexual ethics and professional integrity into your sex education business.
7. Display critical thinking as is relates to sexuality by identifying and challenging your own prior assumptions and biases, demonstrating open-mindedness regarding divergent world views, and having a willingness to reconsider and revise views where honest reflection suggests change is warranted.

(By the way this fabulous definition of critical thinking is courtesy of Peter A. Fascione in the 2011 work “Critical Thinking: What is it and Why it Counts.”)

The training will be offered in person in San Diego, CA which is the method I highly recommend. Because you’ll be presenting to live in-person audiences, I believe it would be most beneficial to you and your clients for you to be part of a live in-person audience for the training. Also due to the affective learning style, interactive activities, and cooperative sharing with other trainees, in-person training provides an opportunity unparalleled by other means.

That said, I understand that due to time or financial restraints, a multi-day trip to San Diego may not be feasible. As such, I will make training available online via Skype.

**Continuing training**

Beyond the initial training, my plan is to coordinate an annual convention where Female Orgasm 101 and Fellatio 101 facilitators from across the country can meet in one place, at one time. The goal is to:

1. Recognize the accomplishments of each facilitator from the previous year with an awards banquet, and celebrate how many people we’ve provided with real, patriarchy-smashing, sex-positive, empirically-based sexuality education.
2. Provide continuing education by hosting panel discussions, workshops, and keynotes from noted guest speakers from the field of human sexuality.
3. Social, party, dance, and celebrate!