



**American Personal & Private Chef
Institute & Association**
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“The Business of Doing Business as a Personal Chef” ©

More and more culinary academy alumni and restaurant professionals are exercising their option to become Personal Chefs rather than pursue a career in institutional cooking. Why? They have a desire to operate their own businesses, work better hours and have more flexibility!

The American Personal & Private Chef Institute (APPCI) is the education branch of the American Personal & Private Chef Association (APPCA), offering members the opportunity to start, or grow, their personal chef businesses through the use of highly effective and proven, repeatable techniques developed over the last decade from a successful personal chef's experience.

Once you become a member of the APPCA, you have immediate access to the education tools, and other benefits, that will enable you to blend your culinary skills with our business experience and expertise to achieve the success you desire.

These training systems are continually being updated to address changing market conditions and to share the winning techniques of other successful personal chefs. This gives you the latest and best information available in the personal chef industry today for a fair price! *Expect the quality and commitment that no others can duplicate!*

Exercise Your Personal Chef Training & Membership Options

Option A – PC101 – “The Business of Doing Business as a Professional Personal Chef” ©

This training option is the core of the APPCI educational materials and prerequisite for other educational offerings. This home study course lays out the path you need to follow toward a successful personal chef business startup or refine your profitable business. We believe you will not find a more complete, straightforward learning experience available anywhere in the industry.

The Training Manual contents are highlighted below:

- Create your Mission and Vision Statement
- Create and complete your Business Plan
- Establish & monitor your Finances
- Customize your business forms, presentation and collateral material with “ready-to-use” samples
- Develop your startup checklists to manage costs and save time and avoid missing important steps
- A complete Press Release Kit with sample templates
- Scores of Sample Forms critical to your PC business
- Quick Start DVD** with scores of valuable files.

This Option A also includes:

- Access to the online Members' Only Discussion Forum
- A Web-link Referral from personalchefsearch.com**
- Custom Web site design & hosting services from www.personalchefhosting.com
- Personal Chef Office online menu & business software**
- 1st year's membership in APCA Membership**
- Access to **General Liability Insurance**.
- “A Day in the Life of a Personal Chef”* © - 2-hr. **DVD** format.
Plus Bonus DVD "Dinner Parties for Fun & Profit"

\$505* (includes S&H)

Option B – Live Seminar “The Business of Doing Business as a Personal Chef” ©

Many people absorb information easier and faster in a classroom-style environment. If you prefer the power of the group dynamic, then the 2 day Live Jump Start Seminar IS the answer for you. Join other new and established members for an instructor-led two-day seminar session that digs deep into the Training Materials and provides the greatest level of detail and interaction you can get from any program! This Option includes:

- ALL OF OPTION "A"** (as listed above) including the one-year Association membership and the video entitled, *“A Day in the Life of a Personal Chef”* (2nd edition, now 2 hours in **DVD**). Review the entire “The Business of Doing Business as a Personal Chef©” Program “one bite at a time” with highly detailed explanations and industry insights.

\$ 950*

- A section on **Internet Marketing** for getting your Web site optimized for better local search engine results and more hits which means more clients.

Option C – Video Enhanced “The Business of Doing Business as a Personal Chef” ©

Not everyone can pick up and travel for a two-day live seminar. This Option B program includes the industry’s only Personal Chef Video Seminar Library available now in DVD or VHS. You’ll see an entire seminar with detailed explanations, discussions, and attendee questions and expert answers. Get the advanced tips and information a live seminar provides, again and again in the comfort of your home.

INCLUDES ALL THE MATERIAL & BENEFITS IN OPTION "A" ABOVE, PLUS:

- The Video Seminar Library Series:**
- Seminar Series – 3 DVD or VHS (over 6 hours)
 - Jane Thompson’s Audio CD – “Creating an Effective Press Kit.” (43 mins)
 - Packaging and Container Tips DVD or VHS
 - Pressure Cooking for Personal Chefs DVD or VHS
 - Figuring It All Out (Financial Mgmt) DVD or VHS
 - Low Fat Sauces and Special Diets DVD or VHS

\$ 895*
(includes S&H)

Option D – Affiliate Membership Program for Established Personal Chefs

This program is for established working personal chefs who wish to affiliate with the leading national professional association. The APCA has a single, non-discriminatory membership structure – members have equal access to some of the best benefits available in the industry, including:

- Professional affiliation with THE Personal & Private Chef industry innovative leaders – The APPCA.
- Access to the most complete AND affordable training systems and products, as initial training or ongoing business development of your Personal Chef Service.
- Web referrals to your business from the www.personalchef.com and www.personalchefsearch.com websites.
- Immediate access to local and regional chapters, where applicable, group-peer interaction in person as well as local group marketing opportunities.
- Access to A Plus rated liability insurance coverage at national association rates.

\$ 350*

** This option is subject to approval based on your qualifications by private phone interview with the Executive Director*

Membership and Personal Chef Program Registration Form

(Please print legibly or type the form and mail or Fax after completion.)

Personal Chef Name _____

Address _____

City _____ **State** _____ **Zip Code** _____

Phone _____ **Email** _____

Please select the Professional Personal Chef Program of your choice below: Circle **DVD** or **VHS** Circle **PC** or **Mac**

<input type="checkbox"/> Option A - \$505* Basic Home Study Program (Incl. 1st yr. membership)	<input type="checkbox"/> Option B - \$950* 2 Day Live Seminar (Incl. 1st yr. membership)	<input type="checkbox"/> Option C - \$895* Video-Enhanced Home Study Program (Incl. 1st yr. membership)	<input type="checkbox"/> Option D - \$350 * Membership Only (1 Year)
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** The fees quoted here are subject to change without notice. Make checks payable to: APPCA*

Enclosed is my check or Money Order for all materials, shipped upon release of funds, for: \$ _____

Credit Card Number: _____ Expires: Month _____ Year _____

Name on Credit Card _____ **All fees are non-refundable.**

Signature _____ Date _____

Note: Materials are for educational purposes only. You are not purchasing a business plan, franchise, or distributorship. As an independent business owner you may operate your business the way you wish and earn as much money as your efforts and drive to be successful returns to you. APPCA can not guarantee any specific earnings as a result of purchasing the APPCA/APCI Training Manual & Materials. Under U.S. Copyright and Trademark Law it is illegal for these materials to be copied, reproduced, or otherwise used as anything other than an educational manual for the use of the purchaser ALONE. Any infringement will be strenuously disputed with legal action. I understand and accept the above terms by affixing my signature above.