

Abraham Education × Hira Ventures

PROGRAM GUIDE

Certified Trainer Program

Get licensed to deliver *Engaging Muslim Students in Public Schools* to districts, and get paid for every session you run.

Twelve seats in the founding cohort · muslimstudents.co/trainer · info@abrahameducation.com

WHY THIS EXISTS

There is a gap, and almost nobody is standing in it.

Districts are asking for training on Muslim students and there are almost no qualified people to send. What they get instead is a general diversity session from someone who has read about the community rather than lived near it. Teachers can tell the difference within ten minutes, and they check out.

Michael Abraham built this program to close that gap and has now trained more than 7,000 educators with it. There is more demand than one person can serve. So the work now is to certify other people to deliver it, properly, with the fidelity that made it work in the first place.

7,000+

educators trained

200+

districts and
organizations

17

states delivered in

12

founding cohort seats

This program is for Muslim educators. We are building a bench of trainers who can speak to schools about Muslim students from inside the community rather than from a book.

What you are actually licensed to do

Reading the book teaches you the ideas. The trainer track teaches you to put them in front of forty public school teachers on a Tuesday in November who have already had three trainings this year and are grading on their laptops.

- Deliver the program to a district staff that has never met you
- Use the materials, the deck, the handouts, and the name
- Take a place in the booking bank, with a profile on the site
- Quote, invoice, and be paid through the vendor agreement

Two tracks, and where you start

Track one is the program. You take Engaging Muslim Students in Public Schools the way a district staff takes it, self-paced and on your own schedule. Nobody delivers material they have not sat through as a learner. If you have already been through a live delivery, you test out of this and begin at the deep dive.

Track two is the trainer track. Everything after that, and where the license is actually earned. Two parts are required because they protect the material and your certification. Two are optional because they grow your own income, and neither gates your license.

The honest version of the optional parts

The required parts protect our name and yours. The optional parts make you money. They are separate on purpose, so nobody pays for something they were told they needed in order to be certified.

The path

Either your school enrolls you or you enroll yourself. It changes nothing about what you are licensed to do.

Stage	What it is	Time
1. Sit the program <i>required</i>	The whole program, self-paced, as a participant	~8 hrs
2. The deep dive <i>required</i>	The book, section by section, and every question that comes	6 sessions, ~12 hrs
3. Speaking and the room <i>optional</i>	Public speaking, and running a room that did not choose to be there	3 sessions, ~6 hrs
4. Getting your own schools <i>optional</i>	Outreach, the brand behind you, quoting and invoicing	3 sessions, ~6 hrs
5. Practicum <i>required</i>	Recorded segments, co-delivery, then solo delivery scored on the rubric	until ready

The deep dive

This is the longest part of the program, deliberately. It is the difference between someone who can deliver this once to a friendly room and someone who can deliver it anywhere.

You read the book alongside the program, then make a section by section pass through the material. For every section, four things:

1. What it is for

The job that section does inside the whole. What breaks later if you rush it, and what you are allowed to cut when the schedule collapses, which it will.

2. The research under it

Where the claims come from. You will be asked. A trainer who can name the ground they are standing on holds a room that a trainer who cannot will lose.

3. The questions teachers actually ask here

Not the questions you would expect. The real ones, collected across 200+ districts, including the ones asked carefully in front of colleagues and the ones asked bluntly once the door is closed. You will learn the answer, the tone, and when the honest answer is that you do not know.

4. The school needs that surface here

Every section pulls something out of a staff. A section surfaces a scheduling problem, a parent communication problem, a discipline pattern nobody had named. Learning to hear what a principal is really raising, and what to do with it in the moment, is what turns one booking into three.

Anticipation is the whole skill. Knowing which question is coming in section four, and what a principal is really asking when they raise it, is what you are paying for.

You also learn the fidelity line: what must be delivered as written, what you may adapt to your room, and what may never be added. That line is what protects your certification and everyone else's.

Speaking and the room

Public speaking as a general skill, not only for this material. Voice, pacing, presence, and what to do with your hands. Then the specific problems that come with a mandatory professional development session:

- The hostile question, and the difference between answering it and winning it
- The derailer who wants the session to be about their classroom
- The room that will not talk, and the three moves that open it
- The room that is grading on laptops
- Timing, and knowing when to cut an activity and move
- Opening a session with people who did not choose to be there

3 live sessions, about 6 hours.

Getting your own schools

How to fill your own calendar instead of waiting for work to be routed to you. This is the part that decides whether someone earns two thousand a year from this or thirty, and it is the part every other certification leaves out.

- Email outreach that gets replies from principals, with the sequences and the timing
- How to stand on the Abraham Education name, the signed letters of recommendation, and the reviews, without overclaiming
- What to quote for a half day, a full day, and a two day institute
- What to send a principal after the first reply, and what not to send
- How the invoice works, and how the vendor agreement lets a school pay you through the system rather than out of pocket
- Keeping a school: renewals, and why your accounts stay yours

3 live sessions, about 6 hours.

Practicum and certification

You record two segments and Michael coaches you through them. Then you co-deliver a live session beside him. Then you deliver one on your own while he watches and the participants score you.

Certification is scored on a rubric for fidelity, facilitation, handling questions, and timing, with a 4.0 out of 5 required on your solo delivery. If it is not there yet you may repeat the practicum once at no cost. If it still is not there we refund half the tuition and part as friends. We would rather do that than put someone in front of a staff before they are ready.

Then you sign the trainer license, and you are badged, listed on the site with your own profile, and in the booking bank. Monthly community of practice on Zoom after that, and materials updates for as long as you stay active. Recertification is free in any year you deliver eight days or more.

The ladder

Every step up is earned by days delivered and how participants score you. Nothing else moves you, and nobody here earns anything for recruiting anybody.

Tier	How you get there	Your split
Certified Trainer	Finish the track, pass the practicum	65% / 50%
Senior Trainer	10 days delivered, 4.3 of 5 average	70% / 55%
Lead Trainer	25 days delivered, co-runs a cohort	75% / 60%

The first number is your share when you found the school. The second is your share when we routed the work to you.

- **Your accounts stay yours.** A school you bring is yours for renewals for two years. We do not go around you.
- **Founding cohort keeps its splits.** If we ever lower them, yours do not move.
- **The book.** You may sell a copy to every participant at \$22 and keep \$8 of it.

THE NUMBERS

What it costs

What you pay

You pay for the parts you take. The core is what earns the license. The two optional parts are priced separately and can be added at enrollment or later.

	Founding cohort	Standard
Core certification <i>the program, the deep dive, the practicum</i>	\$900	\$1,200
Add: Speaking and the room	\$350	\$450
Add: Getting your own schools	\$350	\$450
Everything, bundled	\$1,400	\$1,800

Three monthly payments if you want it, no interest, first one due when you are accepted. The New York City placement cohort carries a premium on top, because what it sells is the vendor agreement and routed work rather than extra content.

THE NUMBERS

What you earn

Two rates, and the only thing that changes them is who found the school. Travel and expenses are billed to the school on top and passed to you at cost.

Engagement	You found the school	We routed it to you
Half day, 3 hours (\$1,800)	\$1,170	\$900
Full day, 6 hours (\$3,200)	\$2,080	\$1,600
Two day institute (\$6,000)	\$3,900	\$3,000

How fast it comes back

This is your money, not a school budget line, so here is the arithmetic without any dressing. At the founding rate the core is \$900 and everything is \$1,400. One routed half day pays you \$900. Two pays back the full bundle. Everything after that is yours, for as long as you keep delivering. If the payment plan is what makes it possible, take the payment plan. Nobody is charged interest and nobody is treated differently for using it.

What we will and will not promise

In New York City we route paid work to certified trainers as it comes in, and we book our own trainers before we book anyone from outside. What we will not do is put a number of days in writing for anybody.

Outside New York City there is no routed work at all yet. You would be building your own region, with our brand, our materials, and our help. We would rather tell you that now than have you find out in March. It is also the reason part four exists.

Is this a franchise or a business opportunity?

It is a trainer license. You pay once, you earn from sessions you actually deliver, and that is the only way anyone earns anything here. There is no downline, no recruiting commission, and no inventory.

How to apply

Twelve seats. We read every application ourselves. If it looks like a fit we will send you a short video prompt, two minutes of you explaining something to adults, and then we talk.

Apply at muslimstudents.co/trainer, or write to info@abrahameducation.com.

Tell us where you are starting from, which parts you want, and whether you would be paying yourself or through your school. If you are not sure yet, say that. It is a normal answer and it does not count against you.

Two half days pays for the certification. After that, every session you run is yours.

Abraham Education · 2248 Broadway #1287, New York, NY 10024 · info@abrahameducation.com

Expected outcomes described in this guide are expected, though not guaranteed.