
How to get training gigs (even when you're overqualified)

For Excel, analytics, BI, and other
technical subject matter trainers.

THE SETUP

**Wrote the book.
Earned the MVP.
Taught 400K+
learners.**

Still passed over.

If you've built a distinctive career as a technical trainer, you may have noticed this. Here's what's actually going on.

REASON 1

Training orgs sell predictability, not excellence.

They place instructors into corporate engagements. The corporate buyer wants a safe, defensible choice.

MCT and MOS are checkboxes procurement can point to. Your body of work is less templated, which reads as risk.

REASON 2

The MVP paradox.

Microsoft MVP is objectively harder to earn than MCT or MOS, and renewed annually on proof of community work.

But it isn't a teaching credential, and procurement teams don't always know the difference.

The harder credential loses.

REASON 3

Live room \neq recorded content.

In their view:

- Books prove depth.
- Recorded courses prove clarity.
- Neither proves you can hold a live room.

Fair question on the surface. The fix is to package your live work the way they're trained to read it.

Employee thinking, applied to contractors.

As an employee you expect it. An outside audience and a public body of work can read as a flight risk to some employers.

What's harder to anticipate is how often training orgs hiring you as a contractor think the exact same way.

You're independent. They still want to standardize you. Worth knowing going in.

Translate what you've built into what they buy.

- 1. Quantify your live work.**
Sessions × attendees × years. Make it concrete.
- 2. Reframe recordings as proof of scale.**
A course with 200K learners is market validation.
- 3. Put MVP in context.**
Spell out the selectivity. Don't assume they know.
- 4. Offer a raw live teaching clip.**
Closes the classroom-control objection fastest.

THE REFRAME

Two kinds of clients.

Hire YOU

Light up about the book, the audience, the MVP. Want what you've built.

Hire A RESOURCE (who happens to be you)

Want to sand off what makes you distinctive. Want you cheaper, smaller, quieter.

Work with the first group.

**Keep writing.
Keep teaching.**

**Don't water it
down.**

The right clients show up eventually,
and they don't ask you to be anyone
else when they do.

Read the full post →

stringfestanalytics.com/blog