

Building Out Your Sustainable NRA Training Practice (Gen1)



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GunSafety4U®

DRAFT



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The Purpose of this Seminar...

... to provide “Best Practice” business methods, “pothole” prevention, and a toolkit that can be used make it easier and faster for NRA Instructors to **build their Practice...**

We’ve included the Good, Bad, and Ugly that we have observed and encountered on our “Journey” as NRA Practitioners.

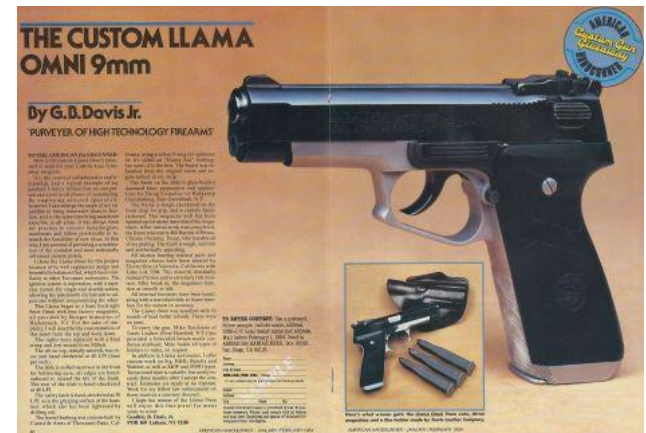
This is the first of 4 Modules. The next is “Growing a Sustainable NRA Practice”, the third is “Financial Management and Succession Planning in Your NRA Training Practice”, and the fourth is “Gun Handling Training in 2026.”



GunSafety4u® Why?

- 2019- Began as a Retirement Hobby Extension
 - The Long Path to Instruction
 - Junior Rifle Shooter at 14 (NYS), Pistol Permit (20), made me appreciate a cherished right...
 - LEO (21) Albany County SO, High Risk Unit Specialist and Supervisor, Pistol Team Leader (PPC) , Supervisor, Warrant Unit, NYS DCJS Police Academy Instructor
 - Began Shooting Bullseye for fun, NYS Gunsmith Lic.
 - UPS Inv. Service (27), MBA
 - Built numerous logistics companies (\$100mm to \$6.5 bn in turnover per year)
 - Retired CEO Logistics Companies Feb 2020 (62)

Most Importantly, like all of us here, a Shooting Enthusiast for years...



What it took to Begin - Jan 2020...

- **Basic, Instructor, CRSO Classes (3 different TC's)**
 - Assisted TC's in Basic Courses
- **Legal**
 - Corporate Structure – DelCo, Florida LLC
 - Liability Containment – Rte. 19 Billboards, Asset Protection, Participation Agreement, Collateral, ADA / Adaptive Shooters, Junior Shooters,
- **Market Research**
- **Budget** (Investments and Operating Assumptions)
- **Web and IT Needs** (including Logo and Site Design)
- **Equipment and Supplies Plan**
- **Contacts and Local Retailers Support...** Feet on the Street
- **More Legal**

Assisting others with Classes, being mentored, TC Sounding Boards (4) was critical to success What made them successful varied.

My only choice, per my Counsel (lawyers), was to teach NRA Courses, and **Focus on Delivery**. Innovation/ custom made solutions, needed to become a Certified Coach. Retirement Asset Protection was the most important objective.

Florida is a mature, *highly commoditized* market, commercially driven, with **limited range and classroom capacity**. **Insurers drive Holster centric activities out.**

Lots of Seniors, Transplants, broad demographics, and diverse political and lifestyle cultures in Pinellas require inclusion, and “vanilla” branding. We assume that 65% of customers with “CWP” are “skeptical or burned” by poor training

Most FL Instructors (*those that actually teach something*) are employed by retailers or ranges.” CWP” (3- hour CWFL Check-offs) were 95% of the Market. NRA courses were perceived as a “nice to have” but not a necessary pathway to a CWFL/ CWP



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Why do we call it a “Practice”



A **Practice** is a business where professionals work products involve long hours and high levels of skill. One person or many. *Everything outlined in the NRA Trainer’s Guide applies to your Practice (Business). Your Practice is the business extension of your individual role as an NRA Trainer ... (BIT: Introduction and Ethics)*



Generally, the purposes for different practices to exist are: *to Instruct, to Consult, to Deploy Expertise for the benefit of others, or to Implement Processes. (BIT: Roles and Responsibilities)*



Practices utilize and develop Faculties (each Faculty member can lead a Training Team). Faculties are learning entities as well. **(BIT: Organizing)**



Practices can have varied economic Models; Commercial, Altruistic, Advocates, add-on revenue and capabilities, and can leverage resources

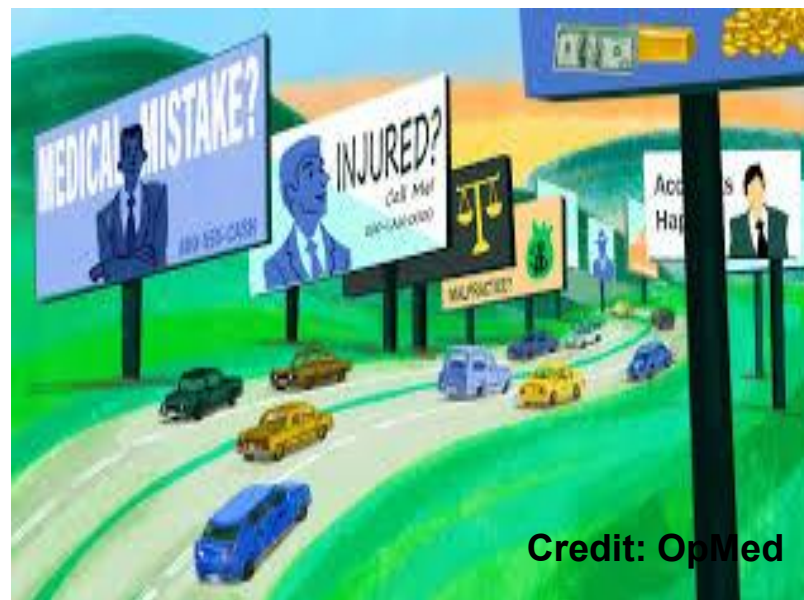
Varied Ownership Types exist...Profit Driven, Non-Profit, Advocacy, Partnership, Corporation, or Club.



Design of your Practice:

Preparing for the Future

- Sole Proprietorship/ DBA
- LLC (Limited Liability Corporation)
- C-Corp
- S-Corp
- LTD
- PC or PA (States dictate requirements)
- **Legal Advice and Insurance requirements will drive structure.**
- **Design includes Entities, Legal Agreements, and Communications.**

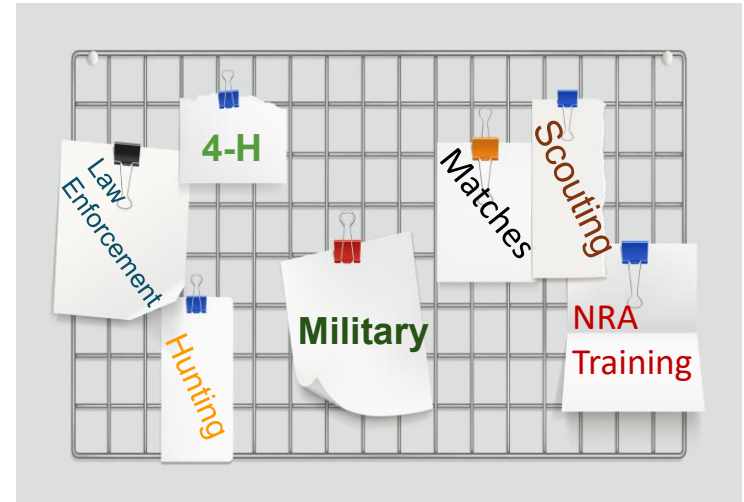


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Why BIT is the Most Important Training that you will have...

- **BIT is the “Wireframe”** that you “hang” things that you learned from NRA Classes that you have taken, so you can assess different approaches to meet NRA Standards, merchandising, and marketing choices that you will make for your business
- **Sets NRA Expectations “Guard Rails”**
 - **Training requirements** for specific courses
 - **Trademarks:** (think: Value of Highly Protected Brands)
 - **How do you approach different Lesson Plans?** (think: “What is common to all?”)
 - **Procurement and Publicity vs. Promotion**
- **Budget Exercise:** (think: “What do I want this Practice to be”). What will it cost?
- **Training Aids:** (think: “Independent Trainer = Self Contained”)
 - Everything on Wheels, Protect From Damage, Modular Approach
 - NRA Trainer and Firearm Requirements (by Discipline)
- **Facilities:** Classroom/ Range: Cost, Range Capability, Availability



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Operationalizing BIT...

Making BIT Work for You!



Purpose: think: (“What is the Goal of MY Practice”)



Design: think: (“What Business format is best for me/us”)



Resources: make lists: What Resources do you have? What can be leveraged? What do you need to get? Where do you spend, where do you scrimp?



Faculty Readiness: What qualifications and experience does your Faculty/ training team have? Weak Spots? Practice and Coach/ Pupil...



Customer Requirements: think: (“What do my customers in a 50-mile circle want out of a class?”)



Market Environment: Make lists: Regulatory rules, Competitors, Range Capacity... Overcome “Blockers”, and remove “Excuses” to get a booking



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The Most Important Ingredient: *Trainers and Coaches...*

Motives of Instructors: What do they want to get out of training others?

- Knowledge, Skills, and Attitude (safety and more) are the bare minimums they need. But what drives them?

Demographics: Does your Faculty Fit the client base?

- Differentiation (think: What's important to my Customers?) BUCKETS...
- State and Local Regulation

Faculty/ Training Team Model: Revenue Sharing vs Volunteers...

- Cash (a rate or a share of revenue overheads & materials)
- Training/ Certs, Classroom Hours...
- Equipment and other Merchandise
- Reimbursed Conferences



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Customers: Meeting Demand and THEIR Choices



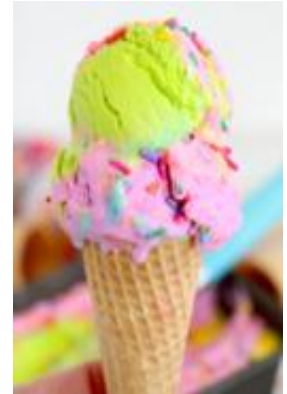
Your Practice must decide to be either **Customer Driven** (do anything for the customer) or **Offering Driven** (configure the offering to customer needs and fill the gaps. Think: (the PURE NRA Shop)



“Sticky” customers are insurance for sales referrals and same store (returning customer) sales. They are fickle and high maintenance, so work hard to have more than one. *This is critical to Success...*



Referrals are the Evidence of a Winning Practice. We work very hard to speak to every student before class to get THEIR requirements & expectations.



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Our Team's Actions and Words (Creating Demand for Vanilla)...

Proud to be “*Exclusively NRA*” and *we live it*, in Courses, LE Training, and Coaching (*We are Offering Driven*) think: (“*Differentiator*”)

We *welcome* non-NRA Competitors Offerings- CWP, USCCA, One-offs, and the *Florida CWP Market* “made” our NRA Courses the “Premium Offering” in the *Florida* Market think: (“My Opportunity to *Seize Market Leader Position*”)

- *The less rigorous courses and Instructors are our “feeder network”*

“No Mystery” Firearms Training... Minimize to explain jargon where we can't or shouldn't... Teach “etiquette” and the “little things”... *What are your Little things?*



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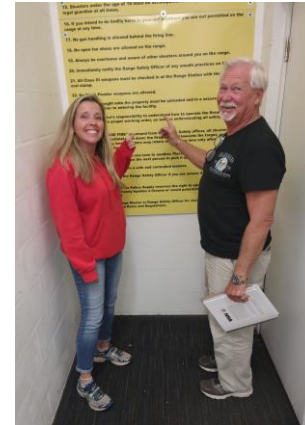


More Actions and Words (Creating Demand for Vanilla)...

We work with other TCs and Instructors to “fill courses”, *theirs and ours*. We place Customer Service FIRST. Students’ needs, schedules, requirements come first, not our class sizes...

We (our faculty) Shoot, a lot... and all of us volunteer at the ranges where we live or teach (required by the Practice)

We donate NRA Posters and Awareness Signage to our Range Partners (Mounted or Framed)



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What we don't do (or say)...



Just like we “Never Criticize a Student’s Firearm”, we also don’t down-talk other trainers or organizations, or their approaches. We empathize with any of their disappointed students, and then we give them an “*apology discount*” for our competitor, making it a win-win.



We don’t use “Forbidden Words” (Faculty)... Weapon, Tactical- “Schmactical”, anything that could be construed as teaching or advocating any modalities that enable unlawful, unsafe, or overt conduct including Open Carry in Florida. Plain Vanilla, nothing colorful...



We discourage any aggressive non-civilian methods or terminology, firearms, ammunition, holsters, markings on firearms or anything that could be used against us by the “Billboard Bandits” on US Route 19 (Attorneys).



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What else we don't do (or say)...

We don't charge Deposits... why?

We don't train Instructors that want certification for "NRA Instructor Discounts" as their stated goal

We don't leave a Dirty Classroom

We don't over-promise or shortcut.

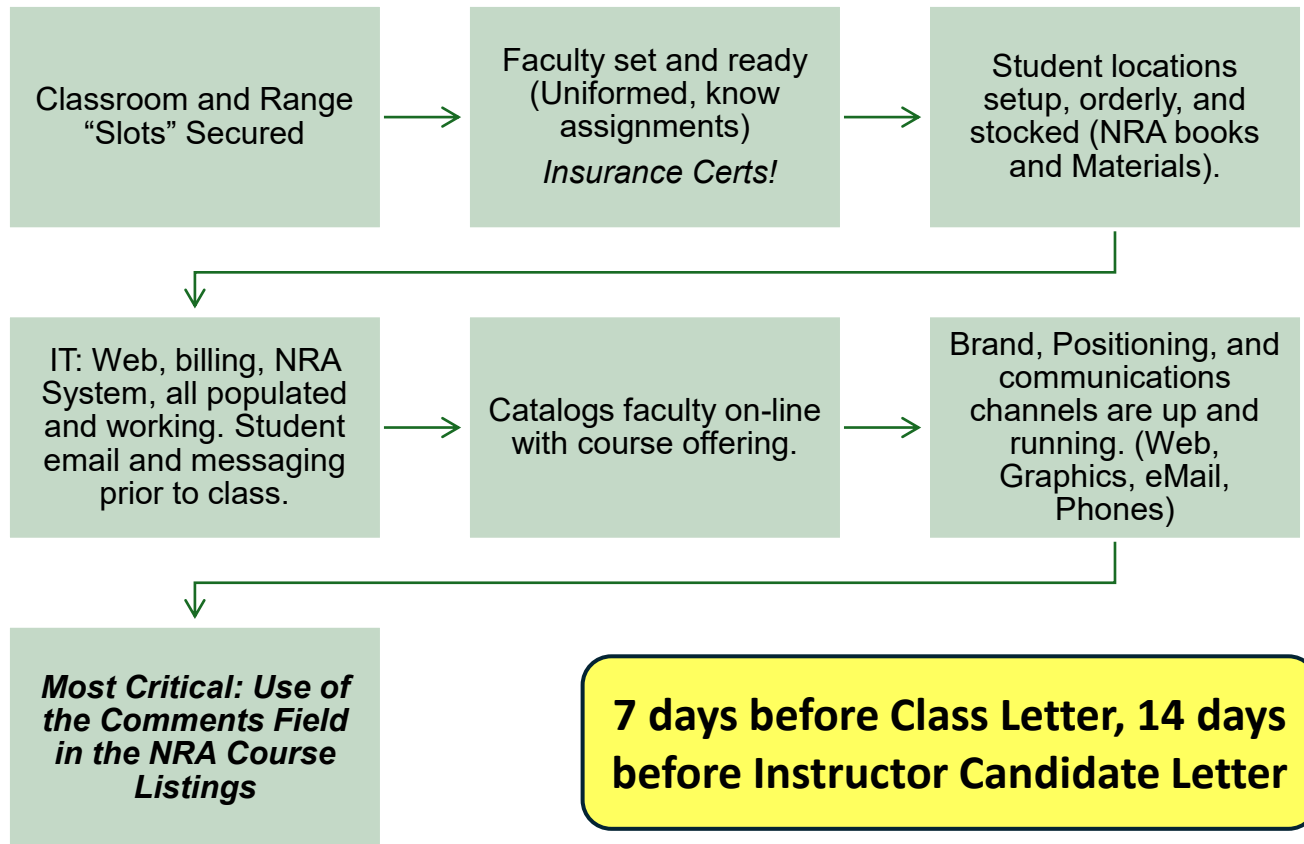
We don't pass Unqualified Students...
EVER!



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Our Go to Market.... 2 weeks before Launch (2020 and really Every Class since)



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2020 Launch Day: Time to Excel



Courses Delivered. No injuries, no unmet expectations, no incomplete skills, Including Safety Attitude. This means **Smiling** Students, handshakes “**at the exit**”.



Be ready to Flex to meet *unknown things that come up*. **What has “come up” at your Courses?**



Exhibit “Grace Under Pressure” while ensuring NRA Standards are met (Student Metrics and Instructor Guidelines). Be prepared to work later than the recommended times... Seniors, OEFL, Adaptive, and many others...



Time is Money think: (Watch Range Ratios). **Our practice standard, 2 shooting stages most... Instructor Check offs after others leave....**



Gather feedback before they leave. Ask each student personally what could be better... And mean it... **Know what your students will post, BEFORE they do it.**



Follow-Ups:

Referrals, Next Booking, Nurture Reputation

Premiums, Remembrance

Letter with Certificates, your **Key “after sale closer”**



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Web Strategy...Gen 1

Utilized Simple Education Template (*Built for 8th Grade Students*) for Simple Navigation, Significant Customization, Fast Delivery of Graphics

Course Catalog – Basic Courses...
My (one person) Qualifications

Lots of Pictures



Basics of Pistol Shooting - NRA Certification Course
Best For: New gun owners who seek broad based training and basic shooting skills, gun owners that don't plan to C.W. shooters thinking about instructor training.
Benefits: Earns Florida CWP (Certificate of Weapon Proficiency) Foundation for all NRA Pistol Shooting courses
Are you a new firearm owner or planning on acquiring one? Has 8 years since you had the time to fire one? Did you ever CWP or have more training?
This course meets and exceeds the training requirements to obtain a Florida CCW permit, but this is not the 2-3 hour Florida CWP course. This instructor provides both new and experienced shooters with an updated, relevant experience in the classroom and on the range. This course teaches the basic knowledge, skills, and attitude for owning, storing, and operating a pistol safely. This 3-hour course includes classroom and range time learning to shoot revolvers and semi-automatic pistols. Students will complete a fire training and a nationally standardized shooting qualification while on the range with an NRA Certified Instructor.
Most importantly, during this course you will build the confidence and enthusiasm needed to have fun AND be safe. Students will be exposed to skills improvement methods that you can take home for the future. There will be GSA, time, quality NRA Class Materials, and a hands-on shooting skills experience.
Course topics include:
- Gun Safety Rules
- Proper Operation of Revolvers and Semi-Automatic Pistols
- Ammunition Knowledge and Selection
- Pistol Selection and Storage
- Shooting Fundamentals
- Pistol Inspection and Maintenance
- Aftermarket and Shooting Range Safety
We offer the NRA Basics of Pistol Shooting in the On-line "Blended" format, the 8.7 (Instructor led Classroom) format, allowing you to learn from home, and complete the course with a short "at-the-range" session. These choices allow for the most convenience as you begin your NRA Training Journey.
We will provide handguns to use if you do not have one and will provide target or current choices in handguns. Please contact the instructor for details. Students that do own a handgun should bring their handgun and 100 rounds of ammunition.
IMPORTANT! Students must not be eligible to possess a firearm. If you feel that you might have an impediment to firearm ownership, please contact the instructor prior to registration. Please I don't type unless for safety.
\$150 for Tuition, Books, and Range Fees. VETS/LEO Family discounts are available. Ammunition required: 150 rounds. Course time: Approximately 3 hours.
Please contact us at gunsafety4u@gmail.com or call 727-470-0960.
www.nra.org www.gunsafety4u.com

About Your Instructor

- Began Shooting at 14 (NRA Course)
- LEO 5 Years (Albany County Sheriff's Dept.)
- Global Investigator 8 years, CFE
- PPC Shooter 1979-, **Precision 1980-**
- NYS Municipal Police Academy Instructor
- Florida State Firearms Instructor (K License)
- NRA Law Enforcement Firearms Instructor
- NRA Private Security Firearms Instructor
- NRA Advanced Instructor/Coach.



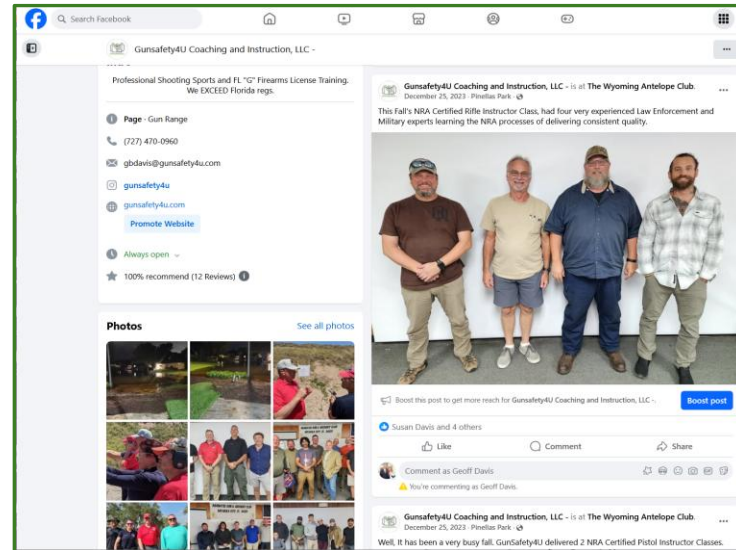
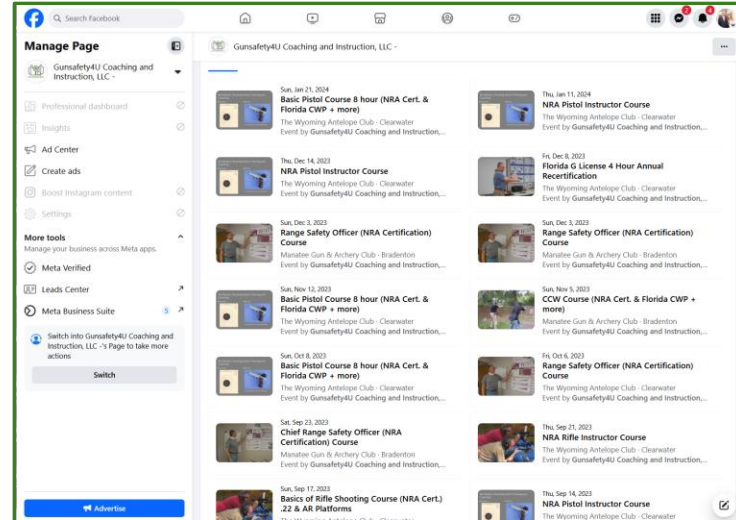
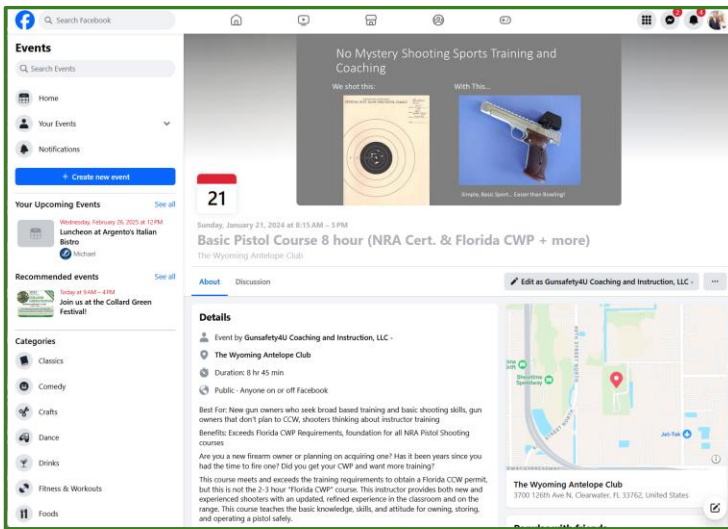


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Web Strategy...Gen 1

Facebook for “ Presence”.
Catalog, Pictures, Schedule (FB
Events)..... Worked, Not Great.
All companies look the same...
You get lost in the noise



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2020-2022 Results...

Didn't go Broke. Made Investments as Cash came in...

| Gunsafety Business Results | | | | | | | | | | | | | | |
|----------------------------|------|---------------|----------|------|----------------|-----------------|-------------|-----------------------|----------------|--------------------|------------|----------------|------------|--|
| | | Total Classes | Students | RSOs | Total Students | LE(FLK) Classes | LE Students | Instructor Candidates | Total Revenues | Advertising /Books | Range Fees | Repairs/ Maint | Net Income | |
| 2020 | 6mo. | 21 | 93 | 20 | 113 | 0 | 0 | 0 | 13411 | 3600 | 1400 | 0 | 8 | |
| 2021 | | 58 | 176 | 22 | 198 | 0 | 0 | 0 | 21745 | 12106 | 3857 | 130 | 1037 | |
| 2022 | | 31 | 111 | 13 | 124 | 3 | 14 | 0 | 15630 | 15630 | 3015 | 6327 | 2722 | |

In the Beginning:

25% of bookings off NRA Site

30% Retailers

45% Facebook (Remember the "Deal"), in 6 months we had 100000+, impressions, 6000 page views, 5% phone call rate... We HAD to get them on the phone. We closed 80-90 % of phone calls



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Diamonds for Us...

We thrive in the Niches- Seniors, Adaptives, LEO and Military Spouses and Families, Refugees (from Blue States). Higher than average frequency of Glaucoma, Cataracts, Rheumatoid Arthritis, SVT Joints, Mobility, neuro-muscular challenges.

Pro-Bono or cost-only work ... Adaptives, LEO "Tune-ups", Youth Groups, Cancer or Major Medical "survivors", NRA "disappointed" or "Under Served"

Sensitive Areas: Court Ordered, Probation, and FDACS Eligibility Change Re-training (after administrative actions, or 6-months after surrendered Pot-Cards), LEO "Tune-Ups"

We advertise in key spaces : Golf Course Score Cards, Healthy Lifestyle, Target Markets (Pridely and Retailers sites), for 2025 add FL State Hunting Regs Books

Key channel partnerships: SIRT, SHIELD Sights, Garrett, Shooters Global, NRA Recruiting, Ranges (where we teach), LE Agencies

The true power of the NRA Brand in Training, Coaching, Youth Programs



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Builder's Toolkit...

1. Practice and Instruction Design and Planner
2. Logo Design Planner and Sources:
3. NRA BIT Appendix H (.pdf)
4. NRA BIT Appendix H Enhanced ABC Planner (.xlsx)
5. Start up Financial Outline
6. Web Site Development Sources and Templates
7. Social Media Assessment Form
8. Photographic and Video Assessment and recommendations
9. Web Site, Advertising, and SEO Suppliers
10. Premiums Ideas and Sources
11. Equipment, Materials and Books Plan
12. Advertising and Promotions Planner



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