

# Growing a Sustainable NRA® Training Practice (Gen2)



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Founder



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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 **grow** 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 second of 4 Modules.* The next is Financial Management and Succession Planning of your NRA Training Practice



# 2020-2022 Results... (Review from Module 1)

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

		Total Classes	Students	RSOs	Total Students	LE (FL K) Classes	LE Students	Instructor Candidates
2020	6mo.	21	93	20	113	0	0	0
2021		58	176	22	198	0	0	0
2022		31	111	13	124	3	14	0
2023		37	110	26	136	12	41	50
2024		54	120	53	173	8	24	86

## 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 on 80-90 % of phone calls**



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# Competitive Environment Gen 2 (2023-2024)

**Competitive players went into attack mode... Ranges Dropped CWP Pricing after COVID, Permitless (7/2024) killed the CWP class market...**

**Hotel “one bullet in a bullet trap” was pushed around Florida. Scams trying to trap NRA instructors flourished.**

**The opportunity was seized to overhaul communications for “the High Ground” and highlight our “Minimalist Philosophies...”**

- **WE ONLY Sell Training.** NRA Training. No Merch. Period.
- Multi-cultural, Inviting, Politically Agnostic, and “No Testosterone”. We break down barriers... Inroads into key demo groups.
- If our students don't come back to the range, or don't enjoy shooting, or are still apprehensive... We Failed!

**Surveyed Best in Class “Informatics”**

- Made it Easier with Less Hype, become the “One Stop Shop” for information that our customers want.
- All Content comes from the Sources... Regulators, State of Florida, Tax Collectors



# Competitive Environment Gen 2 (2023-2024)

**Brought Calendar in-House (Google plug-in) on site, non-transactional...**

**Emphasized Free Consultations, Get to know Students...**

- **Learn about Market... Our customers are our focus group**
- **What is common and what do Individuals want/ need.**
- **Do they know what that is?**
- **Look for “Landmines” think: (“Safe-Space Triggers”)**
- **Sell Couples and Friends Pricing (10% off)**
- **How did you find us?**

**Benchmarked our sites and Brand against competitors and partners**

**Then in 2024 Permitless Carry Came to Florida (7/2024)**



# Business Strategy... Gen 2 (2023)

Instructor Courses were added to the Course Catalog and Shifted the Mix

The opportunity was seized to Overhaul Communications for “the High Ground” and highlight our “Minimalist” Philosophies...

**WE ONLY** Sell Training. Why?  
Pure Mission, no Inventory Costs,  
and Mel (The Tax Man)

Vanilla, And then there is Vanilla.  
And when we run out of Vanilla,  
we'll get some Vanilla.

**Critical focus on Customer  
Satisfaction.**

Surveyed Best in Class “Informatics”

Made it Easier with Less Hype, become the “One Stop Shop” for information that our customers want. Added Content *from the Sources*... Regulators, State of Florida, Tax Collectors



# Business Strategy... Gen 2 (2023)

Needed to Control our Schedule better. (Google plug-in) on site, still Non-Transactional...



Made the investment of Time with Customers, Get-to-know... Everywhere

Use customers as our focus group

What is common and what do Individuals want/ need.

Sell Couples & Friends Pricing (10% off)

What can we do better? Ask!



Benchmarked our sites and Brand against competitors and partners. Again...

We're Flattered. And our Public is better served...



# Web Strategy...Gen 1 c.2020 (Review)



## 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 CCW, shooters thinking about instructor training**

**Benefits: Exceeds Florida CWP Requirements, foundation for all NRA Pistol Shooting courses**

Are you a new firearm owner or planning on acquiring one? Has it been years since you had the time to fire one? Did you get your CWP and want 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, refined 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 8-hour course includes classroom and range time learning to shoot revolvers and semi-automatic pistols. Students will complete live 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 Q&A 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
- Marksmanship and Shooting Range Safety

We offer the NRA Basics of Pistol Shooting in the On-line "Blended" format, the ILT (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 input on 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 ineligible to possess a firearm. If you feel that you might have an impediment to firearm ownership, please contact the instructor prior to registration. Wear t-shirt type collars for safety.

\$150 for Tuition, Books, and Range Fees. VETS/LEO Family discounts are available, Ammunition required: 100 rounds. Course time: Approximately 8 hours

Please contact us at [gbdavis@gunsafety4u.com](mailto:gbdavis@gunsafety4u.com) or call 727-470-0960.

Find our Class Schedule: <https://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.



Course Catalog – Basic Courses and my (one person) Qualifications

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



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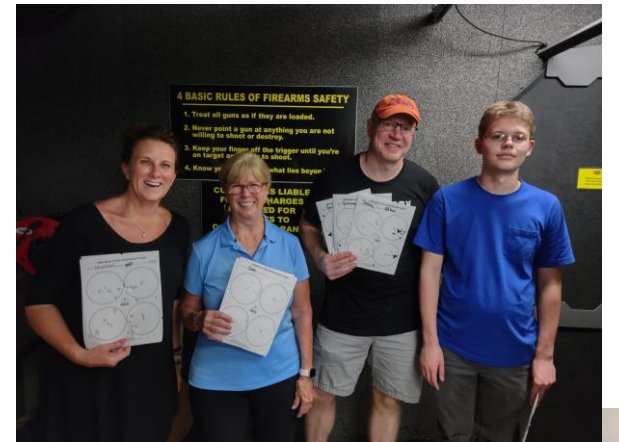


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# Web Strategy...Gen 1 (Review)

Lots of Pictures... Dwell time estimate 40 seconds. Polled 60% of customers on PC/ Tablet

But only 12 pages of Content

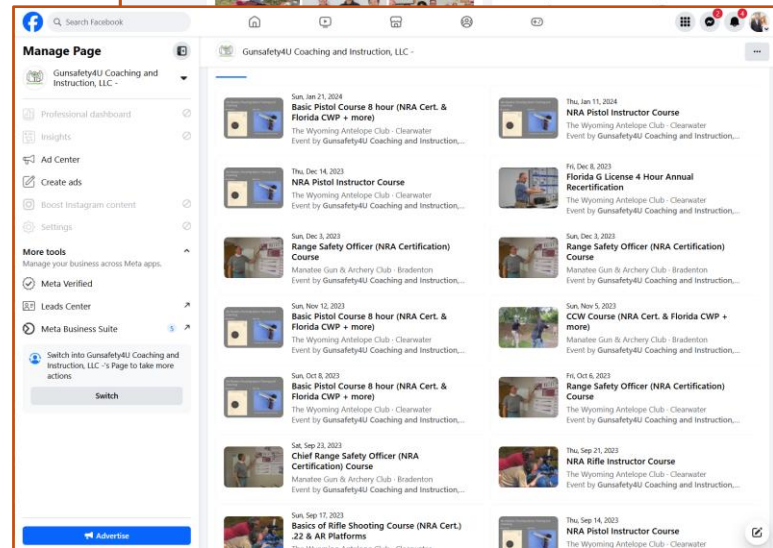
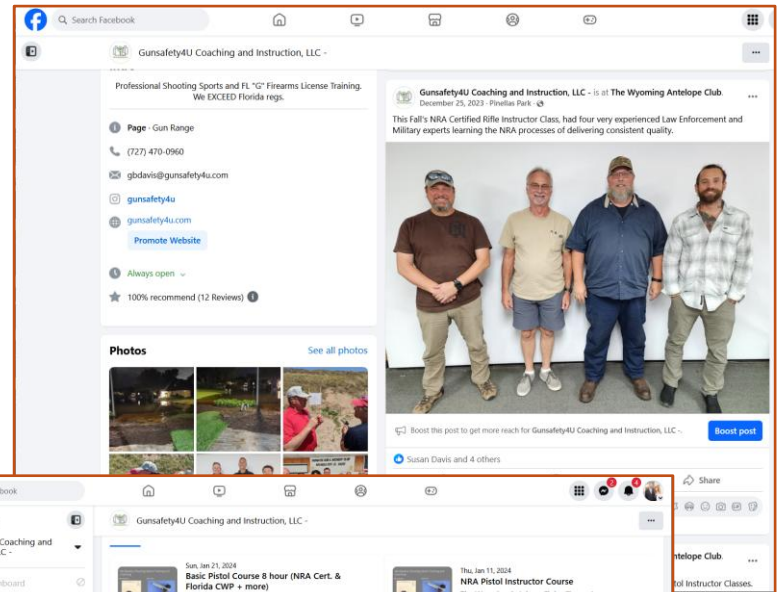
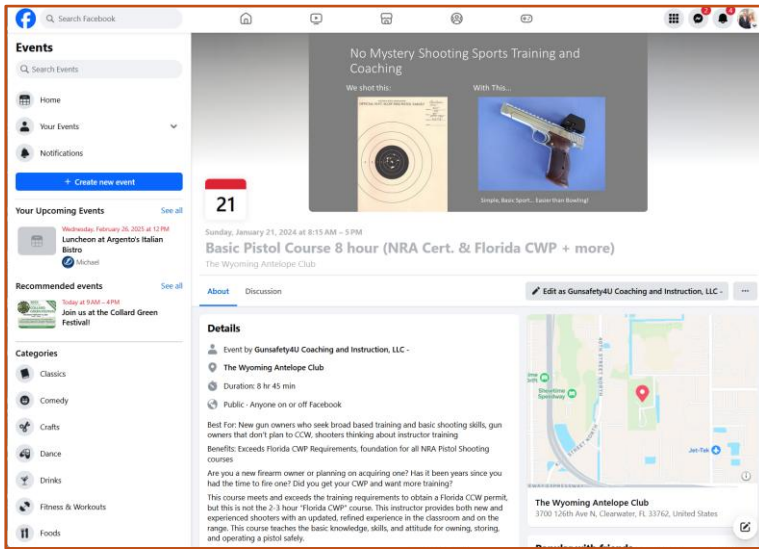


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# Social Media Strategy...Gen 1(Review)



**Facebook for "Presence".  
Catalog, Pictures, Schedule  
(FB Events).... Worked, Not  
Great.**

**All companies look the same.  
You get lost in the noise**

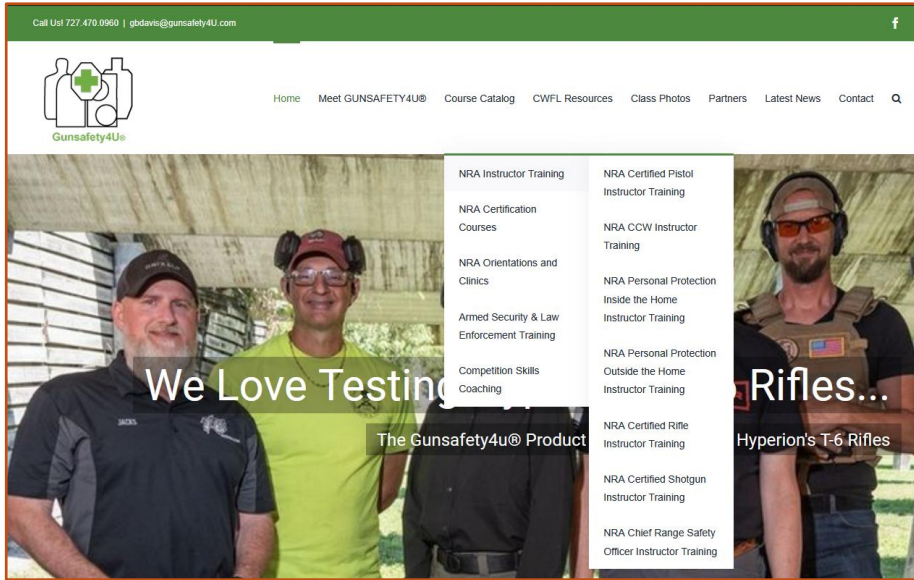


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# Web Strategy... Gen 2 (2023)



**We added Instructor Courses to the Offering and Course Catalog, adjusted schedules for 2-3 week bundle.**



## Certified Pistol Instructor Training



**Best For:** Experienced Handgun Shooters and Marksmen, who desire to teach others, utilizing NRA Methods and Materials. Instructors must deliver these courses safely and effectively, encouraging student participation and inclusion, to NRA quality and ethical standards.

**Benefits:** Be part of the "Gold Standard" of training, give back to others, improve your craft and expertise.

**This course consists of 2 sections: BIT (Basic Instructor Training) and NRA Pistol Instructor Training.**

**BIT Course topics include:**

- Ethics
- Policies and Procedures
- Roles and Responsibilities
- Organizing your Course
- Generating Publicity
- Course Training Adaptive Athletes

**NRA Pistol Instructor topics include:**

- Basics of Pistol Shooting Lesson Plans (Introduction)
- Pistol Knowledge and Safe Handling
- Ammunition Knowledge and the Fundamentals of Pistol Shooting
- Basic Pistol Shooting Instructional Method
- Shooting Positions and Shooting Qualification
- Evaluating and Improving Performance of Beginning Pistol Shooters
- Scoring Targets and Selecting and Maintaining a Pistol
- Continued Opportunities for Skill Development
- And much more...


**Pre-Requisite:** You must have completed the NRA Basics of Pistol Shooting Course, you must be able to demonstrate safe pistol handling and operations with a Single and double action revolver, and at least one type of semi-automatic pistol as outlined in your BoPS Handbook. You will need to qualify on a Level 4 Instructor's target (.22 LR and red dot optics are permitted). I will forward the prerequisites after you have been interviewed (Questionnaire review).

**IMPORTANT:** Students must not be ineligible to possess a firearm. If you feel that you might have an impediment to firearm ownership, please contact the instructor prior to registration.

\$395 for Tuition, Books, and Range Fees. VETS/LEO Family discounts are available, Ammunition required: 50 rounds. Course time: Approximately 16 hours over 2 day or 4 evening sessions.

Please contact us at [gbdavis@gunsafety4u.com](mailto:gbdavis@gunsafety4u.com) or call 727-470-0960.

Find our Class Schedule on Facebook: <https://www.facebook.com/GUNSAFETY4U>





# Web Strategy... Gen 2 (2023)

## Clarified and re-presented our Philosophies...

- K,S,A & F
- **Minimalists...** civics on conduct, ammunition, responsible use.
- **WE ONLY Sell Training.** Why? Pure Mission, no Inventory Carrying Costs, and Mel (The Tax Man)
- Multi-cultural, Inviting, Politically Agnostic, and “No Testosterone”. We break down barriers...
- **If our students don't come back to the range, enjoy shooting or are still apprehensive... We Failed!**



### No Mystery Shooting Sports Training and Coaching

**Training is supposed to de-mystify, build confidence, and Be Fun!**

We offer **ONLY** “decades tested” professionally delivered NRA training. It is designed for everyone, in a friendly, safe, welcoming environment. We believe shooting sports are for all, and we *focus in inclusion of first-time shooters, specialty training, and specialized training for Adaptive, Senior, and Women shooters.*

We also offer the “Refuse to be a Victim” Personal Safety Course, we train RSOs (Range Safety Officers), and offer specialized 1-on-1 coaching for Adaptives, Seniors, and Women, that seek a welcoming atmosphere...

We believe in Common Sense Safe Ownership, Use, Storage and Common-Sense Regulation... Side by Side

### What is Important...

**The ONLY group that matters to us is our students.** We strive to Continuously Update, Upgrade and Enhance your experiences both in the classroom and on the range.

Our foundation is built upon NRA training programs and methods (the Gold Standard). Simply stated, they are time proven (decades and decades...), delivered to standards developed by the NRA and enhanced by our team and tools. We work to exceed NRA requirements and exceed your expectations. The NRA mandates that every course student gains and leaves with 3 things:

1. Knowledge
2. Skills
3. Attitude

At Gunsafety4U® we also work to make things FUN. If you leave our room still nervous, or not having a fulfilling day, we have failed. Guiding our students to perform at NRA standards is the minimum requirement. Making sure that you WANT to go to the range later, be safe, and enjoy one of the most varied sports is our mission.

At Gunsafety4U® we are minimalists. We keep it simple. We build on basic training, and then if you wish we'll get you to the next level, and another, and another. If you want to be an instructor, we can assist you in achieving those goals. Our instructors are trained to and must perform at the quality, ethical, and professional standards of the NRA. We also take a holistic approach to rounding out our instructors and giving them something extra. Polish...

Things You **Will** Hear Us Say or Promote:

- Civics of Firearm Usage in Densely Populated Areas, including Firearms Types, Ammunition, Secure Storage, Manners and Courtesy at Ranges
- Safety and Staying Safe While Handling, Using, and Cleaning Firearms
- Pros and Cons of Internet delivered Firearms Related Information
- Opportunities to Learn, Practice, and Stay Current (on the Range and not)

Things You **Won't** Hear Us Say or Promote:

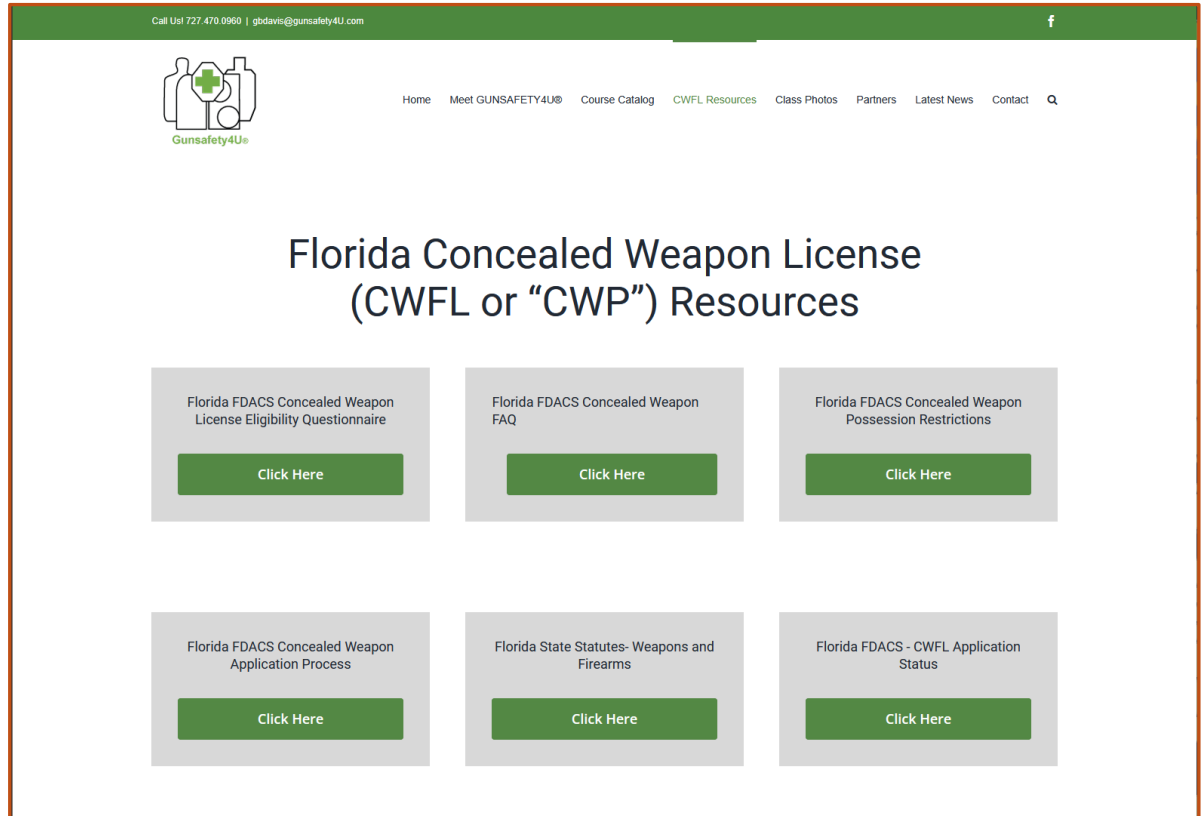
- “Tactical” (Schmactical) ANYTHING
- “Weapons”... WE call them Firearms...
- “Open Carry” (ever), We live in Florida!
- “You should only buy...” We don't sell stuff...
- “That Firearm is... (not good, crappy, etc.)” We may comment on safety (due to condition)
- Politics... Not our thing here...

**BE SAFE, and HAVE FUN!**

# Web Strategy... Gen 2 (2023)

## Deployed Upgraded “Informatics”

- Made it Easier with Less Hype to find Florida Regs, NRA Membership, channel partners, Licensing Authorities.
- Content *from the Sources...* Regulators, State of Florida, Tax Collectors



# Web Strategy... Gen 2.5 (2023-2024)

Emphasized Free Consultations, Get to know Students...

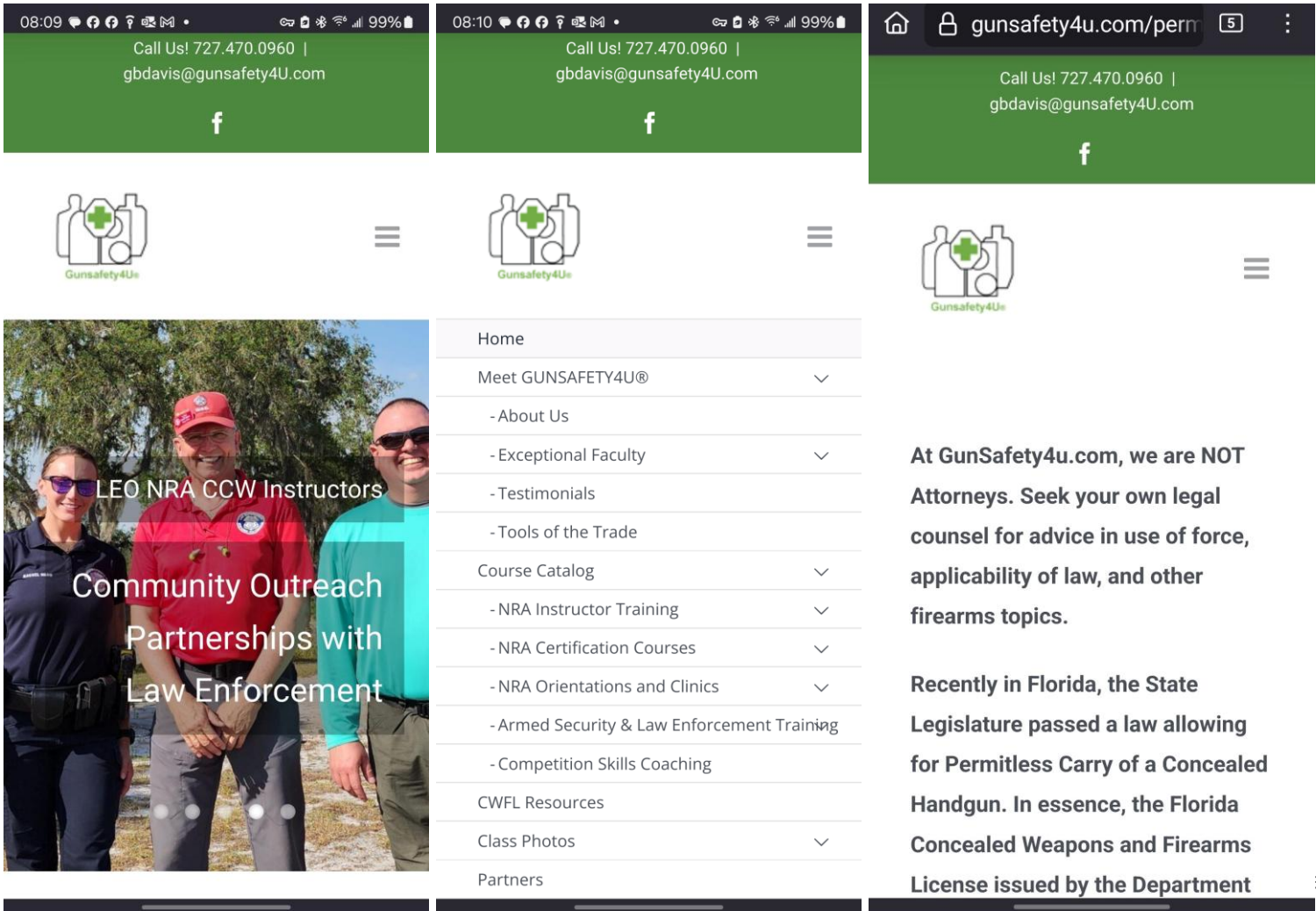
- Learn about Market... Our customers are our focus group
- What is common and what do Individuals want/ need. Do they know what that is?
- Look for “Landmines”
- Sell Couples and Friends Pricing (10% off)
- How did you find us? (The BIGGEST Question of all...)
- Still on FB, Minimal Instagram...
  
- 2024 ... Built up to **60 Pages of Content, Dwell Time 2:45 vs industry average of 18 Seconds, (Best in Class, per Google)**

Asked Independent Experts (NRA, Industry Marketers, Shooters, Competitors, and Litigators to Bulletproof our Web Sites, Collateral, Marketing Approach, Documents...  
**EVERYTHING**



# Web Strategy... Gen 3 (2024)

New Template, Faster Server, Google Calendar, *Mobile Device Optimized*



# Web Strategy...Gen 3 (2024 - Forward)

**AVAYA Template , Same look and feel but upgraded for Significant Customization, Download Facility, Faster Delivery of Graphics**

**8-Person Faculty bios, email integration and scheduling calendar**

**Blog and Advocacy Articles with Full SEO Workover. Site is fully indexed on Google. *Workflow enhanced for higher scores.***

**Lots of Pictures (Still) with new easy to use clickable Course descriptions**

**On-line, Registration for a class calendar for all counties, integrating with Ranges Calendars, Clickable links to NRA® Site are embedded in calendar**

***All optimized for Android and Apple Mobile Device delivery.***

***Currently at 100 + Pages of Content***

***Last Dwell Time appx 3.1 minutes***

***2800- 3200 imprints per month***



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# Instructor Training Discoveries:

- We used the Schedule to make a sort... No instructor classes on Weekends...
- Setting expectations begins on the first phone call and continues until class is over
- “Safety First” is *pure survival* for an Instructor and TC
- Guiding to success involves candor and occasionally “directed outcomes”
- If you treat students like you want them to succeed you, your graduated instructors will be skilled and rounded, generating confidence. Graduates are both a Customer (more referrals) and your Product.



# 2023-2024 Results...

**Didn't go Broke yet. Made much larger Investments as Cash came in... Focus on Service**

## **Growing and Responding (EOY 2025):**

- 20% of bookings off NRA Site (50% of Instructors of which 1/2 are referrals that use pre-registration )
- 45% Google (\$4200 SEO paid off)
- 30% Referrals (Prior Students, Retailers, Ranges)
- 5% Facebook
- **We still HAVE to get them on the phone**



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# Diamonds for Us... (Gen2 '23&'24)

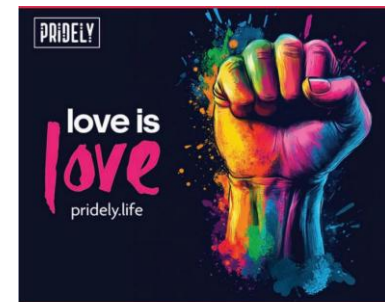
Coaching Clinics are the path to “Custom” solutions as well as “First Steps+”



International Reputation Sells... US Government help in bring in 2 Foreign Nationals for NRA Instructor Training...



We transitioned out of Web Advertising. Use SEO, and Market Focus methods (Direct to 2 periodicals)



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[info@gunsafety4u.com](mailto:info@gunsafety4u.com)



• NRA Instructor Training - All Shooting Disciplines (incl. Advanced)  
• NRA Basic Courses - Pistol (PL), Rifle (RF), Shotgun, Women on Target, Muzzleloading  
• NRA Defensive Courses - CCW, Defensive Pistol, Personal Protection (In & Out)  
• NRA Range Safety Officer; Chief Range Safety Officer  
• Florida "CC" License - G-28 (PL) and G-4 (Rifle) - We use NRA L.E. Methods  
• NRA Certified Coaching: Marksmanship Skills - Precision, Action, PPC; Adaptive; Seniors  
Exclusively NRA® Gold Standard Courses, Materials, and Methods

reserved

# The Perils in Collecting Diamonds...

**Reputation Sells, in all markets, and it crosses over. In a referral business, protect it at all costs...**

**Respond to issues that arise in the press. They may not even be something that you caused...**

**Permitless Carry, July 2024**

**Not every inquiry or opportunity will come from a place that you expect**



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# Grace Under Pressure Wins...

**Have a Game Plan in a folder in your desk.**

**Make Notes when something comes up...**

**Respond to issues that arise in the press, quickly, but only after you are “scripted”. Control your message...**

**Take any “Win” Gracefully...**



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# More Diamonds for Us... 2024

Partnerships are increasingly important...  
Ranges, Retailers,  
Manufacturers, Government



We continue to thrive in the  
Niches-



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# Growth Toolkit...

1. Web Site Assessment Form
2. Web Site Development Sources and Templates
3. Social Media Assessment Form
4. Photographic and Video Assessment and recommendations
5. Web Site, Advertising, and SEO Suppliers
6. Premiums Ideas and Sources
7. Emergency Response Plan for managing the Press
8. Advertising and Promotions Planner



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