



FEATURES FOR INSTRUCTOR TRAINING BUSINESS

How does your business stack up?


LANDING PAGE “MARKETING”

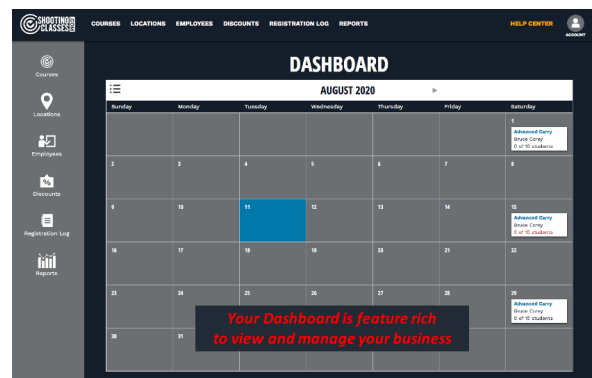
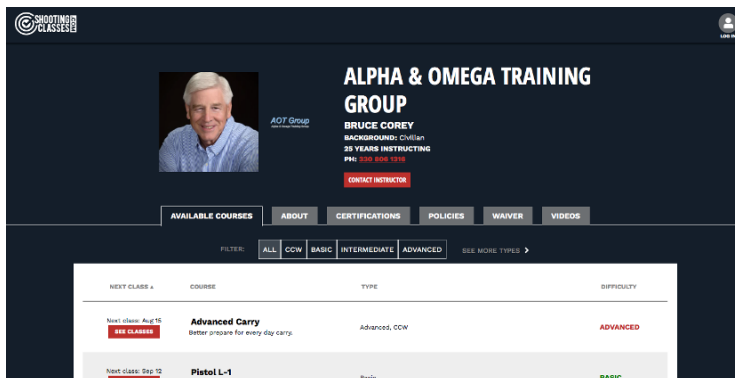
Feature		Your Business
Professional Presentation of you and your business	✓	?
Bio, Background, Certifications	✓	?
Courses listed (<i>detailed description & requirements</i>)	✓	?
Classes schedule (<i>date, time, location, fee</i>)	✓	?
Policies (<i>student acceptance required for registration</i>)	✓	?
Waiver (<i>student acceptance required for registration</i>)	✓	?
FAQ's	✓	?
Reviews	✓	?
Videos / Photos (<i>add video sand photos to promote business / classes</i>)	✓	?
Search Engine Optimization to bring students	✓	?
Help with creating Social Media Posts (<i>personal URLs</i>)	✓	?

STUDENT REGISTRATION

Feature		Your Business
24-Hour Registration / Payment Processing	✓	?
Easily search by Instructor, zip code / type of class desired	✓	?
Student provides background information	✓	?
Student agrees to all Terms & Conditions, Policies, Waiver	✓	?
Students notified if Driver's License or CCW required	✓	?
Student can include referral information (<i>instructor use</i>)	✓	?
Student can include comments if needed (<i>instructor use</i>)	✓	?
Students can direct message instructor with questions	✓	?
Student pays with credit card	✓	?
Instructor receives both text message and email notification of pending registration for acceptance	✓	?
Upon acceptance funds are deposited directly into Instructor's chosen bank account. (<i>no waiting to be paid</i>)	✓	?
Students receives confirmation email with full class details and requirements	✓	?
Students receive 1-week reminder email with full class details and requirements	✓	?
Students receive 24-hour text message reminder prior to class	✓	?

ADMINISTRATIVE MANAGEMENT:

Feature		Your Business
Personal Dashboard to view calendar and manage the business:	✓	?
Calendar showing all scheduled classes w/ current status	✓	?
Course creation, manage & editing	✓	?
Schedule classes (<i>single or auto schedule multiple classes</i>)	✓	?
Include multiple instructors, w/ bios and photos (<i>instructors receive text message notifications when assigned to a class</i>)	✓	?
Create Add Ons to offer with classes	✓	?
Create Promo code discounts to offer students	✓	?
Create Private (<i>password protected</i>) classes	✓	?
Select auto approval option for specific courses (<i>non-live fire, intro to firearms, CCW, etc.</i>)	✓	?
Registration Log showing all student details	✓	?
Class Roster (<i>includes contact details, emergency contact details, Add Ons purchase for class use</i>)	✓	?
Add expenses summary on class rosters. (<i>Tracked on Yearly Earnings Report</i>)	✓	?
Reschedule students (<i>reschedule to future class or other class</i>)	✓	?
Auto Responder Emails (<i>communicate with students from rosters</i>)	✓	?
Student cancellations (<i>updates roster, registration log, Yearly earnings report, etc.</i>)	✓	?
Class Certificates (<i>auto generated, including ability to add state required information – CCW, etc.</i>)	✓	?
Add videos and photos to promote business and recent classes	✓	?
Text & email notifications (registration details and class reminders)	✓	?
Add FAQ (list FAQ's and answers asked by students)	✓	?
Add Student Reviews	✓	?
Instructor Earnings Report (<i>by class, monthly and annual</i>)	✓	?



**If you are serious about your firearms training business
Then ShootingClasses.com was made for you!**