



# 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 &amp; 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> )	✓	?
Videos (add videos to promote business / classes)	✓	?
Search Engine Optimization to bring students	✓	?
Help with creating Social Media Posts	✓	?
<b>Cost for landing page marketing services</b>	<b>none</b>	<b>??</b>

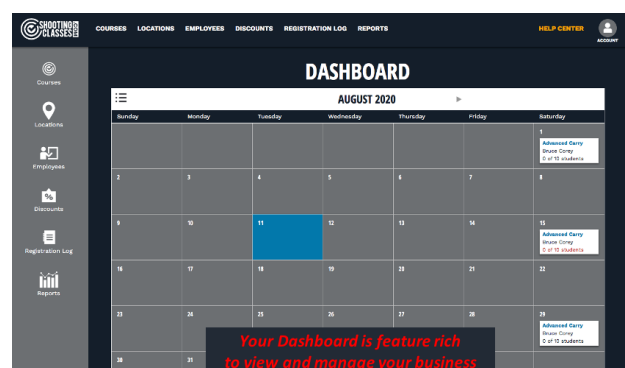
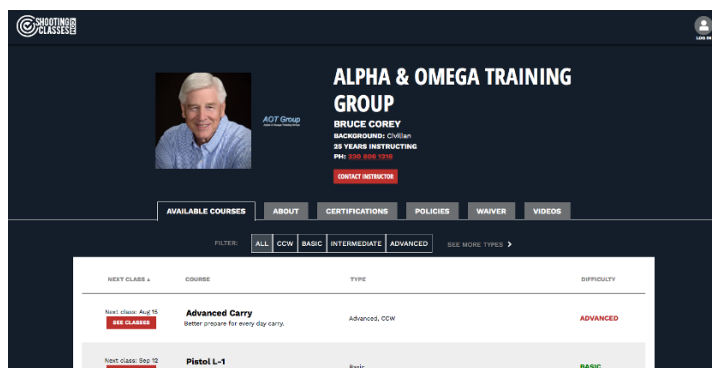
## STUDENT REGISTRATION

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 2-week reminder email with full class details and requirements	✓	?
Students receive 24-hour text message reminder prior to class	✓	?
<b>Student cost to register on ShootingClasses.com</b>	<b>none</b>	<b>??</b>

# 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)	✓	?
Instructor Earnings Report ( <i>by class, monthly and annual</i> )	✓	?
<b>Administrative Costs*</b>	<b>\$5 / \$10</b>	<b>??</b>

\* There is no cost to create an account on ShootingClasses.com. No subscription required, no annual or monthly fee. You only pay our minimal fee when a student registers for one of your classes: \$5 for classes \$100 or less / \$10 for classes greater than \$100



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