**Guide to a "healthy" 3-7 hour IBDD “The Class”**

Below is a simple approach to getting a successful healthy class with FREE marketing. The key to filling classes is building honest relationships, being you, offering good content and following up!

* Email/Contact your personal and professional resources a letter of introduction specific to your business and add links any marketing materials
* I am a big fan of starting your intro letters off with a “Definition of Success”.
* Ask alumni to write a review and post on social media and GOOGLE Reviews
* Email/Contact your local Sheriff, Police, Fire and State Patrol offices a letter of introduction and add links any marketing materials (FREE class??)
* Email/Contact people in your community a letter of introduction and add links to any marketing materials. Think outside the box! PTA, HOA, Preppers, Scouts, Teachers, ETC. Offer DISCOUNTS & FREE classes to people that you think will refer
* Use every social media recourse available (professional and "like minded" groups)
* Google radio stations in "your state". Introduce yourself (FREE class?)
* Google all stations in "your state". Introduce yourself (FREE class?)
* Google your city's "official site" and place this class on their Community Event Calendar. "Friendly" class descriptions only.
* Place this class on your Chamber of Commerce Community Event Calendar. "Friendly" class descriptions only
* Google "gun stores and ranges" within a 30 mile radius and send them a letter of introduction and add links to the marketing materials
* Build a simple letter that has a list of hotels and restaurants within a 20 minute radius of your class location. Encourage travel and attach to all emails, etc.
* Offer alumni a FREE class when they bring a friend that pays full price during your “off season”. We do this occasionally in the colder months to encourage training
* At the end of the day it is usually “word of mouth” that fills classes

Contact/email/post and re-post all the above (when applicable) using the marketing TIME guideline below:

* 10-8 weeks prior to class: "Save the Date"
* 7 weeks prior to class: Registration OPEN
* 6 weeks prior to class: Get Registered!
* 5 weeks prior to class: Get Registered!
* 4 weeks prior to class: Get Registered!
* 3 weeks prior to class: Have you registered yet?
* 2 weeks prior to class: Get Registered NOW! Spots are still open!
* 1 week prior to class: Last week to get registered!
* The day before class: THIS WEEKEND! Join us!