

# PREPARING FOR THINGS OTHER THAN VIOLENCE

Strategies For Adding Preparedness Training Into Your Firearms Course Curricula

---

---

---

---

---

---

---

---

## Things We Will Cover

- Present the case for adding preparedness course offerings into your curricula
- Who are these prepper people, anyway?
- How to create, staff and market course offerings

---

---

---

---

---

---

---

---

## What I Hope You Will Take Away

- A minimum: Two Things
- Start a broader conversation
- We are teaching people to be helpful
- We are teaching people to be better citizens
- **Preparedness is not an individual sport**

---

---

---

---

---

---

---

---

### What I Hope You Take Away

- Improving your current curricula by infusing more preparedness training into existing offerings
- Identifying new course offerings focusing on preparedness that helps educate others and build your business

---

---

---

---

---

---

---

---

### In Today's Presentation

- No trade secrets
- I will talk about “we” and “us” as the firearms training community at large
- You chose this presentation for a reason, so please ask questions along the way

---

---

---

---

---

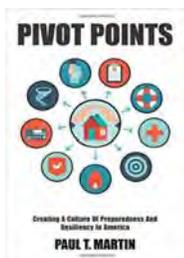
---

---

---

### Background

- Author of two books on preparedness



---

---

---

---

---

---

---

---

**Background**

- EMT-B\*\*
- General Class Ham radio operator: K0AUS
- Storm Spotter
- NRA instructor/Texas DPS instructor
- Host of the Paul T. Martin Preparedness Conference in Austin
- Owner: PrepperDepot.org

---

---

---

---

---

---

---

---

**Background**

- Attorney, admitted in TN, FL and TX
- Lobbyist for P&C Insurance Industry

---

---

---

---

---

---

---

---

**WHY DO I WANT TO  
ENCOURAGE YOU TO  
DO THIS?**

---

---

---

---

---

---

---

---

---

Why Do I Want You To Do This?

- Pivot Points – Building a culture of preparedness
- Creating this culture is a multi-faceted approach
- **You are one of the avenues to do this**
- You are not competitors; you are colleagues

---

---

---

---

---

---

---

---

Why Do I Want You To Do This?

- Creating additional revenue streams and leads for new students helps ensure your business' viability
- I hope you take what you learn here today and not only implement it, but improve on it

---

---

---

---

---

---

---

---

**You are ALREADY In The Preparedness Training Business**

---

---

---

---

---

---

---

---

You Are ALREADY In The Preparedness Training Business



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

I AM HERE  
I HAVE A GUN

---

---

---

---

---

---

---

---

- You are training them to meet their self defense needs in these situations...
- But that's not the **ONLY** need they have in those situations.

---

---

---

---

---

---

---

---

## PREPARING FOR THINGS OTHER THAN VIOLENCE

Strategies For Adding Preparedness Training Into Your Firearms Course Curricula

---

---

---

---

---

---

---

---

## PREPARING FOR THINGS OTHER THAN VIOLENCE

Strategies For Adding Preparedness Training Into Your Firearms Course Curricula

---

---

---

---

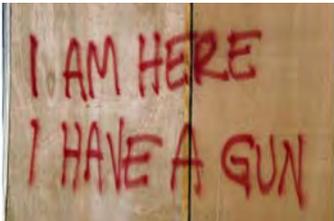
---

---

---

---

What skills other than self defense might you need in this situation?



---

---

---

---

---

---

---

---

Preparing for a low frequency/high severity event

Higher frequency events?

---

---

---

---

---

---

---

---

At your next firearms class...

- Ask these two simple questions to make your point about the need to be prepared.

---

---

---

---

---

---

---

---

Why add preparedness training to your curriculum?

---

---

---

---

---

---

---

---

Three Reasons

Equips people to be better prepared

- Teaching self defense is teaching preparedness
  - What are the odds I will need to defend myself?
  - What are the odds I will need to survive an ice storm?

---

---

---

---

---

---

---

---

Three Reasons

Additional revenue streams

- Preparedness course offerings can offer additional sources of revenue for you
- Courses generally attractive to current students
- Relatively easy to incorporate

---

---

---

---

---

---

---

---

### Three Reasons

Bring non-gun people into the gun community

- Science and math
- Character development/crisis leadership
- Good citizenship/understanding of the law

---

---

---

---

---

---

---

---

### 3 Reasons: Why teach preparedness?

- Equips people to be better prepared
- Additional revenue streams
- Brings non gun people to the gun community

---

---

---

---

---

---

---

---

### WHO ARE THESE PREPPER PEOPLE?

---

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

Demographics

- Data is difficult to come by
- Most estimates: 3M in the United States
- Phil Cox, CEO of Legacy Food:
  - Fiscally conservative
  - Politically independent or Republican

---

---

---

---

---

---

---

---

Who Are These People?

- Christians
  - Evangelical Protestants
    - Southern Baptist
    - Church of Christ
    - Non Denominational
- Mormons

---

---

---

---

---

---

---

---

Who Are These People?

Homeschool groups

- Emphasis on self reliance and hands on learning
- Preparedness courses gives homeschoolers opportunities to visit with each other

---

---

---

---

---

---

---

---

### Who Are These People?

CrossFitters

- Varied work out routines and emphasis on peak performance
- “You’re preparing for an unforeseen natural disaster, or a burning building, or Armageddon.” - <http://nyti.ms/2lzDwJt>

---

---

---

---

---

---

---

---

### Who Are These People?

LGBT Community

- Concerns for their own personal safety
- Concerns of financial crisis

---

---

---

---

---

---

---

---

### Who Are These People?

Political Conservatives

- Fear a number of scenarios
  - Riots/civil unrest
  - Financial collapse
  - Terror attacks
  - Threat of gun control

---

---

---

---

---

---

---

---

### Who Are These People?

Political Liberals/Progressives

- Food supply concerns
- Sustainable living/alt energy/rainwater collection
- Fear over Trump Administration actions
- Collectively, the "REI Crowd."

---

---

---

---

---

---

---

---

## THE GUN PEOPLE AND NON-GUN PEOPLE

---

---

---

---

---

---

---

---

### Think of them as three groups

- Gun people who are interested in preparedness – primary market
- Gun people who are not interested in preparedness – secondary market
- Non gun people – tertiary market

---

---

---

---

---

---

---

---

### Ways to market to non-gun people

- Six Axioms of Preparedness
  - All that you have on you is all you have.
  - Execute the basics well.
  - It pays to be a winner.
  - The odds are low, but the stakes are high.
  - Good preparedness is good citizenship.
  - You're crazy until you're not.

---

---

---

---

---

---

---

---

### Ways to market to non-gun people

- Stress the obligations of good citizenship
- Stress the obligations of faith
- Stress the opportunities to teach kids about STEM

---

---

---

---

---

---

---

---

### CHALLENGES IN MARKETING TO PREPPERS

---

---

---

---

---

---

---

---

---

### Challenges with Preppers

- Cheap
- **Procrastinators**
- Rationalists
- High maintenance
- Many self-professed experts

---

---

---

---

---

---

---

---

### Managing Challenges

- Get testimonials.
  - "I didn't want to spend the money but glad I did."
  - "What I learned saved my life."
  - "I could have made serious mistakes."
  - "I took this course and it enabled me to rescue others."
- Offer to write them for your students

---

---

---

---

---

---

---

---

### Managing Challenges

- Early bird discounts?
  - Somewhat successful
  - Family discounts (bring friend or spouse for \$X off admission)

---

---

---

---

---

---

---

---

### Managing Challenges

- Make resources available on line for your high maintenance customers
  - Many will expect you to be the Consumer Reports of preparedness
- Do a regular newsletter with lessons and tips
- Have articles on:
  - Get home bags
  - First aid kits
  - Communications plans

---

---

---

---

---

---

---

---

### Managing Challenges

- **The Fear Trade**
  - The instructor/proprietor who uses the fear trade to their advantage gets the business
- May be the most important aspect of your marketing planning

---

---

---

---

---

---

---

---

### Managing Challenges

- What is the fear trade?
- It's easier to sell guns and training when things are going "boom" around us.
  - Fear of gun control legislation
  - Terrorist attacks
  - Active shooter incidents
  - Riots
  - Talk of financial collapse

---

---

---

---

---

---

---

---

### Managing Challenges

- The Fear Trade works...but WHY does it work?
  - It increases salience and self-efficacy
  - **Salience**: how important something is; how much of a priority it is.
  - **Self-efficacy**: the ability to do something about a situation on your own
- The event increases the salience; YOU provide the self-efficacy.

---

---

---

---

---

---

---

---

### Managing Challenges

- Example:
  - November 2015 Paris nightclub attack
  - Salience went way up
  - Firearm trainers were the providers of self-efficacy
- Question: How long is the fear trade good for?

---

---

---

---

---

---

---

---

### Managing Challenges

- How do you position yourself to take advantage of the fear trade?
  - Be able to **OFFER** these courses quickly
    - You must take advantage of increased saliency, as it's only temporary
  - Must be able to **ARTICULATE** how this will increase self-efficacy
    - Think like a pitch man

---

---

---

---

---

---

---

---

### Managing Challenges

- How do you position yourself to take advantage of the fear trade?
  - Have courses to address situations ready to go
    - Active shooter
    - Force on force
    - Home invasion
    - Security and survival in a post-hurricane environment
    - Earthquake Emergencies – dealing with the first 72 hours

---

---

---

---

---

---

---

---

### Managing Challenges

- Is utilizing the fear trade **ethical**?
- Central question:
  - Are people going to be better off if they take your training?

---

---

---

---

---

---

---

---

Why the gun community is a good messenger for preparedness....and why it isn't.

---

---

---

---

---

---

---

---

### Gun Community as Messenger

- Innate desire to help others in stressful situations
- Possess first responder skills and mindset
  - Trained to bring order out of chaos
  - Trained to be disciplined and to control emotions
  - Trained to deal with danger
- Wide contacts in first responder community

---

---

---

---

---

---

---

---

### Gun Community as Messenger

- “Dip, tats and Velcro”
- Lack certifications
- Quickly expresses contempt for those who aren’t as prepared or don’t know as much

---

---

---

---

---

---

---

---

### Gun Community as Messenger

- Pro Tips:
  - Understand that just because the students aren’t as prepared or trained as you doesn’t mean they aren’t intelligent.
  - Your qualifications are an asset but are not an anointing.

---

---

---

---

---

---

---

---

## INCORPORATING PREPAREDNESS TRAINING INTO YOUR EXISTING CURRICULA

---

---

---

---

---

---

---

---

**Infusing Preparedness Training Into Current Courses**

- This strategy can be a good first step towards offering more stand alone, “prepper only” courses.
- It involves taking your current courses and putting preparedness strategies into them.
- **What does this look like?**

---

---

---

---

---

---

---

---

**Incorporate Preparedness Into Existing Courses**

- Safety briefings before the range portion
  - Medical gear
  - “Can you hear me now?”
  - Procedures and assignments for injuries
  - Memorize the street address

---

---

---

---

---

---

---

---

**Incorporate Preparedness Into Existing Courses**

- Keep your vehicle well supplied for emergencies and explain to students
  - What you carry, and
  - Why you carry it

---

---

---

---

---

---

---

---

**Incorporate Preparedness Into Existing Courses**

- Explain the need for:
  - Being a good witness
  - Being a trained first aid provider
  - Having a family communications plan

---

---

---

---

---

---

---

---

**Incorporate Preparedness Into Existing Courses**

- Become their own first responder
  - Hurricane Katrina
  - Civil unrest
  - Snow storms
- Weave these things into your examples

---

---

---

---

---

---

---

---

Incorporate Preparedness Into Existing Courses

- Benefits:
  - People get preparedness training
  - **Helps shift attitudes away from “shooting someone” to “helping someone”**
  - Encourages students to take your preparedness course offerings

---

---

---

---

---

---

---

---

People need to understand that preparedness is a best practice of good citizenship.

---

---

---

---

---

---

---

---

CREATING STAND ALONE PREPAREDNESS TRAINING EVENTS

---

---

---

---

---

---

---

---

### Events I've Done

- Cabela's Preparedness Conference



---

---

---

---

---

---

---

---

### Events I've Done

- Cabela's Preparedness Conference
  - 40-50 attendees
  - Held on first or second Saturday after New Year's
  - Held at Cabela's to entice people to come out
  - Five years in a row

---

---

---

---

---

---

---

---

### Events I've Done

- Topics:
  - Get Home Bags
  - Guns for Preppers
  - Canning/gardening
  - Communication
  - Pet Preparedness
  - Dealing with aftermath of self defense shootings
  - Creating a storable food/water plan

---

---

---

---

---

---

---

---

### Events I've Done

- Cabela's Preparedness Conference
  - Pricing: \$25-60
  - Length – 7 hours
  - Number of presenters: 5-6
  - Compensation for presenters:
    - \$25
    - Free attendance
  - Venue Rental: \$300
  - Length of presentations: 30-60 minutes

---

---

---

---

---

---

---

---

### Events I've Done

- Cabela's Preparedness Conferences
  - Mix skill levels (basic and advanced)
  - Determine the number of speakers you want, then subtract one
  - **Always do evaluations**
  - Vary times based on importance of subject matter

---

---

---

---

---

---

---

---

### Events I've Done

- Preparedness Field Day
  - August in Central Texas at KR Training
  - Multiple stations going simultaneously
  - Live fire training late in afternoon
  - 10+ presenters
  - Local Boy Scouts provided labor
  - Admission: \$50

---

---

---

---

---

---

---

---

**Events I've Done**

- Preparedness Field Day
  - Trapping
  - Chain saw usage
  - Solar power and cooking
  - Fire extinguishers
  - Ham radio
  - First Aid

---

---

---

---

---

---

---

---

**Events I've Done**

- Preparedness Field Day
  - Logistical dumpster fire
  - Almost cancelled event
  - Very well liked by attendees
  - Boy Scouts were a big help
  - Profit on a per hour labor basis was poor

---

---

---

---

---

---

---

---

**Events I've Done**

- One Day Basic Preparedness Seminar
  - Hosted at a local country club
  - Charged \$100 (included lunch)
  - Marketed as a "jump start" program
  - Basic food storage/water filtration
  - Pet preparedness
  - Basic communications

---

---

---

---

---

---

---

---

**Events I've Done**

- One Day Basic Preparedness Seminar
  - Relatively easy to do
  - Venue rental can be expensive
  - Good for non-gun people
  - Country club allowed us to market to new audience

---

---

---

---

---

---

---

---

**Events I've Done**

Preparedness Summer School (coming in July)

- Saturday/Sunday
- Mornings: on the range
- Afternoons: indoor classes
  
- Designed to address feedback from last Cabela's conference

---

---

---

---

---

---

---

---

**Community Service Projects I've Done**

Why are these necessary?

- Promote community safety and readiness
- May lead to revenue producing business
- **Helps develop your credentials as a preparedness instructor.**

---

---

---

---

---

---

---

---

**Projects I've Done**

Webb School

- Siren
- Emergency Medical Training
- EMR certification
- Ham radio club
- Storable food and water
- CERT training

---

---

---

---

---

---

---

---

**Projects I've Done**

Round Rock Independent School District

- Disaster Response course
- Six Axioms
- Table top exercise

---

---

---

---

---

---

---

---

**HOW DO I GET CREDENTIALLED?**

---

---

---

---

---

---

---

---

---

### Credentialing Realities

- Good news: There is no “must have” credential
- Bad news: There is no “must have” credential

What credentials do you need, and how do you get them?

---

---

---

---

---

---

---

---

### Credentialing Suggestions

- NWS storm spotter
- Ham radio license
- Emergency medical training
- NRA certifications
- Community Emergency Response Teams (CERT)
- FEMA

---

---

---

---

---

---

---

---

### Credentialing Suggestions

- NWS storm spotter – **FREE**
- Ham radio license – **under \$50**
- Emergency medical training – **varies**
- NRA certifications – **varies**
- Community Emergency Response Teams (CERT) – **FREE**
- FEMA - **FREE**

---

---

---

---

---

---

---

---

### Credentialing Suggestions

- Blogging
- Write a newsletter
- Host preparedness speakers at your facility
- Attend preparedness conferences
- Seek out opportunities to be a presenter

---

---

---

---

---

---

---

---

## THE BLUEPRINT

---

---

---

---

---

---

---

---

### First Steps

**1. Set three goals for the next 12 months regarding preparedness training offerings.**

- Get credentials
- Infuse existing curricula with preparedness training
- Host one stand alone preparedness course
- Host a preparedness conference

---

---

---

---

---

---

---

---

**First Steps**

**2. Take a calendar and map out when you wish to get these things completed by and budget time for them**

- Conference: 3 months, minimum
- Credentials: choose the easiest ones first
- **Infusion of training: complete that in first 60 days**

---

---

---

---

---

---

---

---

**Next Steps**

**3. Make decisions on content**

- What will you infuse into current curricula?
- What stand alone courses will you offer?

---

---

---

---

---

---

---

---

**Next Steps**

**4. What will you infuse into current curricula?**

- Security/safety issues during an extended power outage
- First aid tips in the event of an injury on the range
- Family communication planning
- What to keep in your vehicle in case of an emergency
- Do a lunch presentation on preparedness

---

---

---

---

---

---

---

---

**Next Steps**

**5. What stand alone courses will you offer?**

- Food preparation and storage
- Alternative energy solutions
- Best gun options for preppers
- First aid for trauma

---

---

---

---

---

---

---

---

**Next Steps**

**5. What stand alone courses will you offer?**

- Rainwater collection
- Gold and silver investing
- Preparedness while traveling

---

---

---

---

---

---

---

---

**Next Steps**

**5. What stand alone courses will you offer?**

- Criminal defense attorney on rights
- Pet preparedness
- Building a get home bag

---

---

---

---

---

---

---

---

### Next Steps

#### 5. What stand alone courses will you offer?

##### Topics to AVOID:

- Anything taught by a financial advisor who doesn't recommend gold and silver
- Faith based presentations
- Infomercials

---

---

---

---

---

---

---

---

### Next Steps

#### 6. Find instructors for stand alone courses.

- Police/Fire/EMS
- County Extension office
- Experienced preppers in your area
- Experienced disaster relief workers
- REI
- Meeting people at conferences like this

---

---

---

---

---

---

---

---

### Next Steps

#### 7. Venue selection

- Cabela's works well. \$300 for large conference room for all day.
- Avoid places that don't allow for concealed carry.

---

---

---

---

---

---

---

---

### Next Steps

#### 8. Creating the agenda and getting logistics squared away.

- What will you charge attendees?
- Will you compensate your presenter(s)?
- What are your AV needs?
- When do you want PowerPoints/materials?

---

---

---

---

---

---

---

---

### Next Steps

#### 9. Various Pro Tips

- Plan early
- Hard deadlines for power points
- Expect last minute sign ups
- Hammer people with updates

---

---

---

---

---

---

---

---

### Next Steps

#### 9. Various Pro Tips

- Work in news stories into your marketing materials
- "Here's a story about...and here's a class on how to deal with it." (increases saliency and self efficacy) aka problem/solution

---

---

---

---

---

---

---

---

### Next Steps

**• 9. Various Pro Tips**

- Set policies on “groupies”
- Do surveys for each presentation
- Reign in questions from audience

---

---

---

---

---

---

---

---

## LET'S DESIGN A CLASS

---

---

---

---

---

---

---

---

### Situation

- Storm/Hurricane season started early...and people are not only having to deal with dangerous weather but looters as well.
- Media reports of significant grid down conditions leaving people without power and drinking water for days.
- Overburdened first responders mean police, fire and EMS are unable to quickly respond to 911 calls.
- You decide you want to offer a class – immediately – to help people prepare for these situations.

---

---

---

---

---

---

---

---

**Situation**

- What would you teach in the course?
- Who would you get to teach it?
- How would you go about marketing it?

---

---

---

---

---

---

---

---

**My Suggested Course**

- Storm Season Readiness Conference
- Market through:
  - Newsletter
  - Blogs/Your Website
  - Social Media
  - Ask presenters to do the same

---

---

---

---

---

---

---

---

**My Suggested Course**

- Speakers:
  - **NWS/local EMA – Storm Season Outlook/Spotter Training**
  - REI/Sporting Goods – Latest Gear
  - Local Chainsaw Dealer – How to run a chainsaw
  - ER Doctor/Tactical Paramedic – Common Injuries Post Storm
  - Guns – Dealing with Property Crime/Looting

---

---

---

---

---

---

---

---

### My Suggested Course

- Speakers:
  - Insurance Agent– Insurance Issues
  - Lawyer – Legal Issues During a Disaster
  - Veterinarian – Pet Preparedness for Severe Weather
  - Outdoor Enthusiast – Food, Water and Lighting in Grid Down Conditions
  - Volunteer Group – How You Can Help Others During A Disaster

---

---

---

---

---

---

---

---

### QUESTIONS?

---

---

---

---

---

---

---

---

---

### Contact

Paul Martin  
[pmartin@namic.org](mailto:pmartin@namic.org)  
512-267-4817  
Prepperdepot.org

---

---

---

---

---

---

---

---