

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 a individual sport**

What I Hope You Take Away

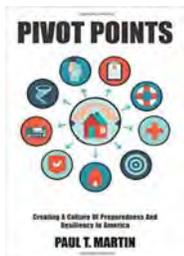
- Improving your current curricula by infusing more preparedness training into existing offerings
- Identifying new course offerings focusing on preparedness that helps educate others and build your business

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.

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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

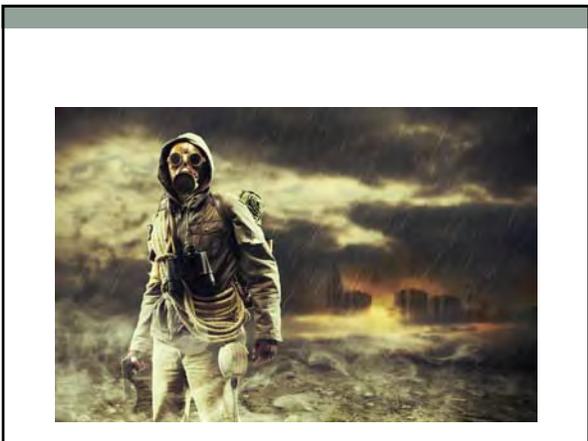
Bring non-gun people into the gun community

- 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
512-267-4817
Prepperdepot.org
