What are the 5 basic steps for forming aquatic programming?

Step one: **Know your area.**

* If you have the means to do a demographical study do it.
* If not, visit everyone in area who offers a similar service to see what they do.
* You can also draw upon the knowledge of successful programs in other areas.

Step two**: Know your clients.**

* Do you want to service children and adults?
* Do you want to service special needs populations?
* Are you wanting to offer Learn to Swim and Aquatic adaptation?
* Competitive Swimming?
* Community Aquatics?
* Aquatic Exercise for Adults?
* Lap swimming?

Step three: **Know your facility.**

* What are the limitations of the facility you plan to use?
* Is it indoors or outdoors?
* What are the water depths?
* Can the water temperature be adjusted to service different populations?
* What are the available hours for facility use?
* Who is responsible for air quality and water quality?

Step four: **Know your business plan.**

* How much can you charge for your chosen services?
* How much is your overhead?
* What type of business are you going to form – a non-profit – a sub-S corp.-

a sole proprietorship - etc.?

Step five: **Know your marketing plan.**

* How will you let people know you are in business?
* What sets you apart from your competition?
* How much can you spend developing and distribution brochures?