

Marketing Quick Start

1. The very first thing is to get business cards and hand them to everyone you know, every time you see them and everyone you meet.
2. Facebook.com – post that you are a CPR Instructor
3. Nextdoor.com – List local classes
4. Thumbtack.com – Offer cpr service and get leads, Cost about \$3 a lead.
5. Hang poster to local colleges that offer nursing, message or Medical Assistant programs
6. Post notice at local businesses that have community boards. (Starbucks, Grocery Stores, YMCA, etc.
7. Sent letter with a train 10 get one free coupon to local daycare, preschool centers, nursing homes.
8. Sent letter to local churches offering a Friends and Family cpr course during their worship service to the entire congregation.
9. Craigslist.org
10. Started a blog for my business
11. Mail out post cards reminding students their card is up for renewal 45 days before it is.
12. Mail out a post card after 12 months reminding them to review their book monthly
13. Booths at local festivals, fairs, health fairs and safety week.
14. Donate gift cards for a free class to the various fundraising auctions around.
15. Do free demo classes for scouts, 4H, city council and such.
16. Use the free bulletin boards up in local businesses like Starbuck and Grocery Store.
17. Wear and train in T-shirts with your business name and phone number.
18. Host pediatric parties for new parents. They pay a package price, and you supply teaching infant cpr/aed, and the books, cards and healthy heart snacks.
19. Baby showers to teach it for expecting mons and their friends.
20. Advertise to homeschool coops
21. Donate prizes for the 4h horse shows and county fair.
22. Advertise to the local swimming pool, community center and public sports coaches.
23. Even if you work elsewhere, when filling out forms for yourself or you kids--list your cpr business as employer-with contact info.
24. Offer the healthcare provider classes to Dentist, Dr. offices, Pharmacy. Every shopping mall has 1 or 2 doctor's office. As you walk by, just drop off a card.
25. Let your local family services office or private foster parenting organizations know of your service-by law they have to have cpr and first aid before they can foster or adopt.
26. Local ROTC and civil air patrols are always looking for instructors to teach the cadets.
27. Have a magnetic sign on your vehicle advertising your business., or a bumper sticker.
28. Nothing grows this business like a referral so tell your students.
29. Contact the local Hotel and Restaurants.
30. Heath Clubs and Personal Trainers.