

| Module 1 | Module 2 – Successful Private Training | | | | | |
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| Introduction – Who Do You Want to Be? | Private Training Service Options | Day Training | Board & Train | Training Packages | Private Training Pricing & Policies | Initial Consults |

| Module 3 – Building a Thriving Class Business | | | | | |
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| Defining Class Success | Class Types | Filling Your Classes | Keeping Classes Full | Handling Various Skill Levels | Class Business Tips |

| Module 4 – Money Matters | | | |
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| Pricing & Policies | Choosing a Pricing Strategy | Pricing Examples | Avoiding Rate & Policy Mistakes |

| Module 5 – Solving the Mysteries of Marketing | | | | | | | | |
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| Marketing Marvels | Finding Your Marketing Message | Effective Branding | Choosing Your Marketing Projects | Referral Source Projects | Public Projects | Retention Projects | Creating a Marketing Schedule | The Role of Your Website |

| Module 6: Business Set Up | | Module 7 |
|---------------------------|------------------------------------|----------------------------------|
| Setting Up the Business | Protecting Yourself From Liability | Conclusion – The Path to Success |