

# First Aid / CPR Instructor

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First aid and CPR training is essential knowledge that everyone should have. Most large organizations such as businesses, fitness clubs and schools require their employees to hold a first aid or CPR qualification. With so many organizations running routine training clinics there is definitely a market for single person first aid companies to be successful, if you enjoy teaching and have a passion for first aid this job is for you.

## Before The Start-Up, Let's Not Get Ahead Of Ourselves

To be a first aid or CPR instructor you'll need to hold a first aid or paramedic certification, after which you can attend an instructor's course. You certainly don't need to be a paramedic to do this job however most instructor certifications do require you to hold a slightly higher certification than the one you will be instructing. Finally you'll need to love teaching; your success will ultimately depend on your teaching abilities and people skills.

## The Start-Up

Once you have the required certification from your local CPR or first aid council consider teaching an internationally accredited course such as those offered by Emergency First Response. Besides the initial training you'll need a CPR dummy and white board, if you can afford it buy both an adult and infant dummy. Since you'll be highly mobile a cell phone and car is essential.

## Making It Work

A steady flow of return business should be your ultimate goal. Approach large companies and organizations that run pre-scheduled courses on a regular basis and advertise your services. A few large contracts will ensure you have regular work and predictable income.

## Marketing

Market your services both on and offline. Develop a website outlining the various courses you teach and services you offer. If you do hold a paramedic qualification, consider expanding your business into medical standby for events too. Due to fierce competition between the various online first aid providers, advertising your first aid site using Google's AdWords will be difficult. Consider banner ads on local sites where your target market might frequent to drive traffic to your site.

Market your services offline by directly approaching organizations; also advertise in the local classifieds and Yellow Pages.

## Don't Forget

CPR protocols change every so often; make sure keep up to date with the very latest techniques.