



ASSOCIATION OF ESD PROFESSIONALS

HOW TO MONETIZE YOUR ESD BUSINESS

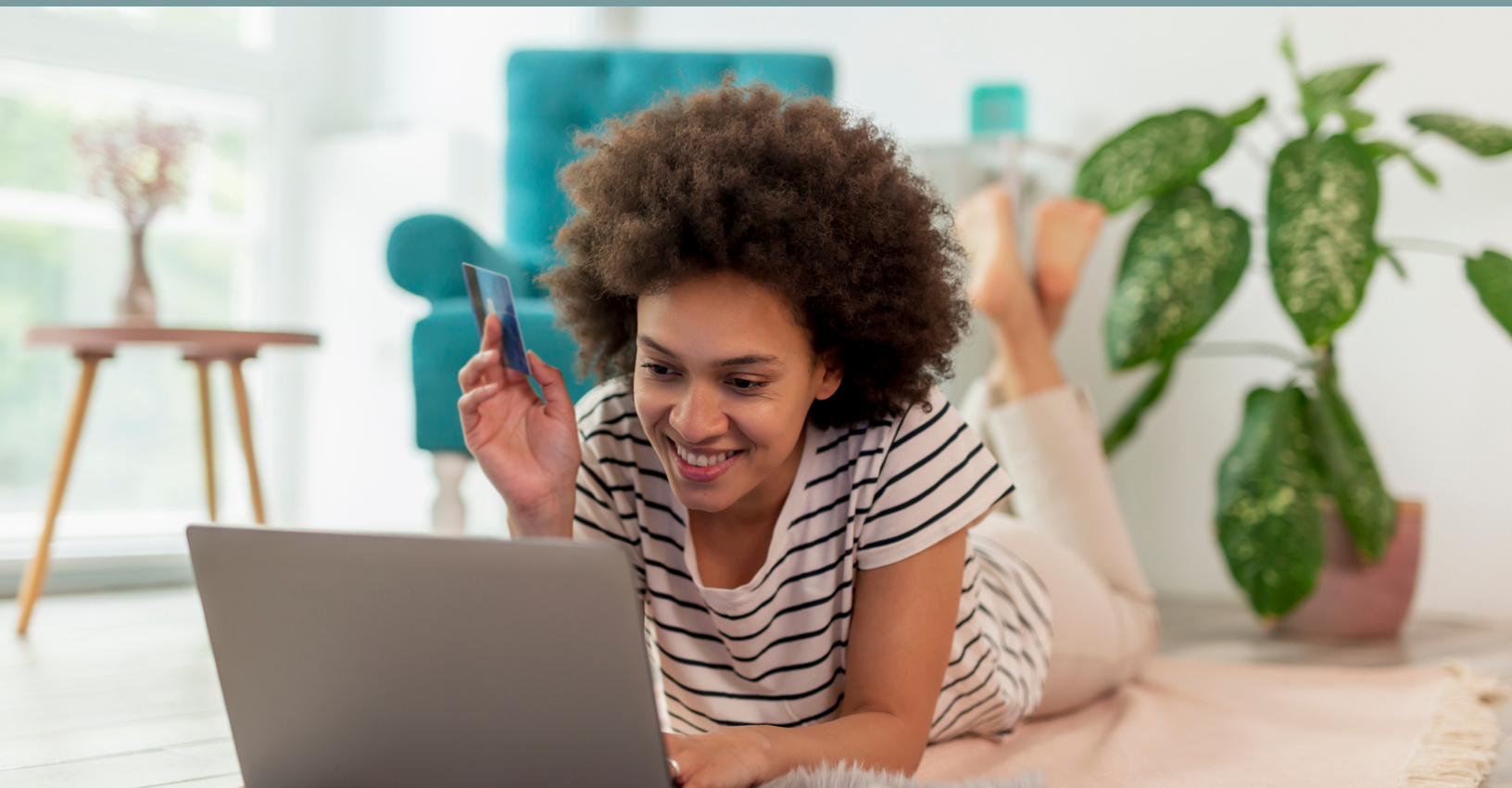




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HOW TO MONETIZE YOUR ESD PRACTICE



If you've been following the Association of ESD Professionals for a while, you have likely picked up all kinds of insights about forming your own empowerment self-defense (ESD) business, choosing between a for-profit and non-profit structure, and even getting your taxes right! We are dedicated to serving ESD professionals who wish to make a living while changing the world.

So if you want to make money and do the work you're passionate about, know that you're not alone. This guide is for you if:

- You want to learn more about the nuts and bolts of running your ESD business.
- You really want to make a living doing work that you love in violence prevention.
- You fell in love with ESD, and now you want it to be a career. You just don't know how to make that happen.
- The realization has hit: this is what you want to do with your life! So now you need to shift from side gig to full-time commitment.
- You need to set a price for a workshop, talk, or course you have been asked to give, and you feel totally out of your depth.

We are happy to share with you this starter guide to making money as an ESD professional.

TEACH ESD & MAKE MONEY TOO!

We know it is hard when you're getting started. To build a successful (and financially sustainable) ESD business, especially when you don't already have an established network, can be challenging. You may strongly believe that ESD should be free for all to learn. However, here is something to think about. When you go to a surgeon, you don't want a surgeon who moonlights as a bartender. They may be fun to talk to, but they also may be tired, less focused, and less experienced than the person who dedicates all their time and energy to their craft. While doctors provide lifesaving skills, we don't necessarily think that they should be offering their expertise for free.

Of course, we might think that health care should be free and universally available to all, and we still understand that our surgeon has to make their way in the current economic reality of our world, and has their own bills to pay.

In this How-To Guide to Monetizing your ESD Practice, we will support you in laying the foundation for a purpose-driven and financially sustainable ESD vocation.



HOW TO PRICE YOUR CLASSES (& YOUR TIME)

How can you even put a monetary value on safety? We know that pricing classes and workshops is a big ethical and logistical challenge for many ESD professionals.

Try thinking about it differently. You aren't just putting a price on safety or self-defense education; those are obviously priceless. You are deciding how you want to value your time, energy, and knowledge—how you wish to be compensated for your work. You are also acknowledging that the empowering experience you deliver, the opportunity you provide to learn critical life skills, and perhaps even the equipment or materials you use are worth a lot to the people paying for them.

Think back to the analogy of the surgeon moonlighting as a bartender to make ends meet. Wouldn't it be great to support yourself entirely—or at least bring in extra income on the side—by doing what you love?

CONSIDER THIS...

If you're unsure about if or how to charge for your time or the experience you provide, think about it this way:

- A haircut for longer hair can cost anywhere from \$75-500 USD.
- Zip-lining costs \$125-250 USD in many tourist destinations.
- A massage can range between \$80-500+ USD/hour.
- A facial can range between \$175-800/session.



Still having a hard time putting a price on your work? Remember: You are providing life-changing, life-saving skills! You empower! You are changing the world one client at a time.

PRICING || MAKE IT ACCESSIBLE



If you don't want to price out people who need the skills but don't have the resources, there are many options to make your classes more accessible:

- You can seek **sponsors** to cover the cost of some participants or entire events. Many banks set aside a certain amount of money for charity and community events. Tap into that. Many larger foundations can write a check under \$10,000 without board approval. You can choose a price that you think is fair for your community and get sponsors to do the rest.
- You can offer a **sliding scale** fee for those who want to attend. Then they can choose to pay what they can along that scale. Other participants may even choose to give you more than the “official price” of your event. You may be surprised. It is important to keep in mind that you will never know if or how much someone will pay for your offering until you are willing to put a price on it. So go forth and prosper.
- You can offer a set number of full or partial **scholarships**, and price out your regular workshop price in order to accommodate that. This is a subtle way of pricing your offering such that participants with more resources cover the costs of additional discounted or pro bono entries.
- If you are struggling to settle on a “fair” price, sit with it... and do some **research**. Write out different prices and see what feels right. Look into other offerings in your area or nearby areas, taking into account any differences in economy, workforce, etc. You can even try saying the number out loud. Do you get a good feeling when you say it? Are you low-balling it?
- Ask for suggestions or **mentorship** from the ESD community. You are part of a whole network of ESD professionals, many of whom have been working through these challenges for years, if not decades! Take advantage of that wealth of wisdom, and ask for help.
- Get **feedback** from a trusted friend. They don't have to work in ESD, as long as they have some experience running a business. There is support all around you.

SIMPLE STRATEGIES FOR MONETIZATION



There is a lot of wisdom to the old saying, "don't put all your eggs in one basket!" Yes, it is good to have a focus, a niche, and a target audience for your ESD work. And, you should consider additional options for generating revenue that are connected to that work. But there are many ways to make money. If you want to work full-time as an ESD professional, then it is a good idea to have multiple streams of income.

1 || CONTRACTS

Consider seeking out contracts at schools, companies, and organizations for ongoing training.

When we're starting out with our ESD practice, we may often focus on one-off events—a workshop, a special class at a studio, or a company workshop during a certain awareness month. Think bigger! Ask yourself, what organizations, businesses, or educational institutions need what I offer, and how often do they need my services? These entities often have a budget for professional development or programs for their students, clients, or employees.

Make a list of all the different possibilities in your area. After that, start thinking, "What would be fun and aligned for me?" In the beginning, getting any contract is exciting, but eventually you will want to define your target audience and cater to your niche. When you get clear about your niche, you signal to others exactly the type of client you want to attract, and it becomes easier to find those dream clients. It is also more accessible for people to refer your business.

2 || POWER PARTNERS

Referral partners can be a boon to your business.

Okay, so you do ESD. With whom do you wish to partner??? Psychologists, Therapists, Counselors, AA Groups, Churches, Schools, Nurses, Hair Dressers (they talk to people all day), Masseuses (they love giving tips to their clients) think outside the box. Would law enforcement and the fire department offer safety trainings to the community with you? Are there martial arts schools in the area? Offer what you do, discussing how your programming would benefit their school or dojo. Speaking of schools, have you looked into educational institutions?

Think of industries at high risk for violence; social workers, divorce attorneys, shelters, healthcare workers, and domestic violence centers. It is essential to know that there are several things you can do to get clients, and referral partners can be your superpower.

3 || MIX IT UP!



Don't Put All Your Eggs In One Basket!

There are so many options for creating additional income streams related to your ESD project. Start thinking outside the box! The possibilities are endless, but you could start with:

- A clothing or accessories line.
- Other swag like journals, stickers, water bottles, or anything else functional and fun for your students or community!
- Consulting for non-profit and/or for-profit organizations.
- A single online course or multiple online courses.
- A podcast.
- Public speaking.
- A sponsored blog or paid ads on your website.
- A subscription package.

And so much more. Get creative, and look for potential revenue-generating initiatives that are aligned with your ESD passions!

3 || GRANTS

To Grant Write or Not To Grant Write?

Do grants seem intimidating? They can be. However, they are also straightforward. They ask a question. You reiterate the question in your answer. You do need to dot your i's and cross your t's, and it takes time to sit down and do the actual writing. You can do this!

If you don't have the capacity, consider seeking support from someone who has the experience, loves supporting a good cause, and is interested in writing a grant for you in exchange for a percentage. When you offer incentives in exchange for professional support, you will be amazed at what you can accomplish!

So what happens if you want to write grants, but you are an LLC, S-Corp, or Partnership. There are grants out there for business owners, too. There are also grants you can write in partnership with a nonprofit, be it public or private. (Hint: A school is a public nonprofit!) Talk to school counselors, activities coordinators, the principal, parents, or the PTA. Many schools or districts may have funds available. Even if they don't partner for grants, they might know people who may be interested.



CONCLUSION



We know that monetizing your ESD work might be well outside of your comfort zone. However, we also know you have all the skills and passion you need to make it happen. In fact, part of your own process of empowerment may just be taking the giant leap into entrepreneurship!

Remember, the possibilities for monetization are limitless. If you can dream it, you can do it. You've got this! You are capable! Get out there, get uncomfortable, try new things, and be bold.



Want more tools for running your non-profit or for-profit empowerment self-defense business? Contact us at hello@ESDProfessionals.org to tell us what resources you would love to see.

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CONTACT US

www.esdprofessionals.org
hello@esdprofessionals.org

+1 (703) 232-1636

