How to Build Your ALTS Business From Scratch

Thursday, August 27, 2020

Adult Learn-to-Swim Programming Committee

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Now What? You have just become ALTS certified. What’s next, how do I put my new skills to work, how do I reach more adults that can benefit. These and more, are questions that will now enter your mind. BUT what is certain is that if you don’t take action your time here will become a waste of time, if you don’t take action your gift will not sow seeds and grow. So take that step, take control, make YOUR Legacy come to reality. I will go into detail on all the parts and pieces, they will differ according to the state and city you are in but the pieces will all still need to be done, be persistent, find someone in the business that can mentor you and be another set of eyes to bounce things off of. So keep and open mind and make sure you do something every day, it takes longer than you should but figure 30 days to get it all together. Let’s get Started……..
Sole Proprietorship

- This is the most simple business entity there is, as the name implies, the establishment only has one owner. That owner may choose to use his or her name or a DBA “doing business as” name. The requirements are minimal—just a social security number and the necessary permits and licenses. Benefits are that income is taxed once, Sole Proprietorship are not subjected to as much government involvement and taxation as some other business types. A major point is that under the law, there is no distinction between the individual and the business, so if you were to encounter financial problems it could jeopardize the owner’s personal assets.
Partnership

- This formation takes place when two or more individuals for a written agreement to operate a business together. This choice is also fairly simple and inexpensive to establish. This business allows for shared responsibilities on the flip side, when conflict arise, unresolved issues can endanger the business.
Corporation

- Going through the process known as “incorporation” sets up the most flexible type of company. Its owners have limited liability because the corporation has separate legal standing. The owners are protected for personal legal action, however, corporations undergo a great deal of scrutiny and are held accountable for their actions at a higher level.
Limited Liability Company (LLC)
- this type of business have many of the same built-in advantages as corporations, however there is quite a bit of paperwork required to form and operate an LLC to ensure it will not be taxed as a corporation.

Although all four of these common business entities are fairly straightforward, you might consider retaining the services of an experienced business lawyer. For today’s purposes I chose the Sole Proprietorship business type though many of the steps are the same.
Name and Slogan

• This is where you get to put your own identity and creative thought processes into place. This isn’t easy, take your time, write down every idea, ask for opinions but at the end of the day, it’s got to “speak” to you. Remember it’s your identity, be clear what your primary offering is in choosing this name, keep it short, memorable, relevant and maybe even form a short acronym. Again take your time! The final decision will feel right once you get it right.

• Slogans can help sell products but can be used for other purposes as well. What is the objective that the entrepreneur is attempting to achieve with the phrase. Marketing Slogans - to sell products or services. Set forth your philosophy or code of ethics. Don’t contradict your statement or purpose, Don’t produce one that sounds good but serve no purpose.
Name and Slogan

- Once you settle on your name, most states require you to file for a Fictitious Name on the state level for instance in Florida the state website is Sunbiz.org, there you can check the name to make sure no one else is using it. In Florida this filing cost $50 and is in essence your State level business license. They also require you to run an ad in your local paper. Contact your local paper classified advertising department and they will send you a form to fill out, in my locale for instance this ad cost $25. Once this has run in your paper and there are no objections you then can finalize your application with the state. You will need to investigate how your state handles this process. Usually this application can be submitted online and typically takes less than a week to finalize. During this waiting period it’s a great time to begin work on your Logo.
Design Your Logo

- This is important just as first impressions are, I would say critical would be a better definition. You can absolutely design your own logo, only issue is that for things like printing, embroidery, banners, website, and social media they all require certain types of files:
  - PNG files for Social Media and Website
  - PDF files for Sharing
  - EPS files for Printing
  - SVG files for Editing

- I found Designhill to be simple and effective and more importantly affordable, I was able to design mine for a one time fee of $35 and was able to download all the files for future use. There are many vendors and price levels for services so search around and find what works for you. Mine is simple, States what I do and my slogan states my purpose.
Back to the legal stuff!

• First Search for your local county business development page, most will have info about what type of business license you will need and what is required, Florida now call it a Business Tax and not a license, once again your county may differ, most have departments dedicated to new businesses and will typically be very helpful with the necessary forms and requirements. In Sarasota County for instance that tax was only $14. Now if your opening a Home based business as mine is and your in a City Limit, there is likely another license that will be required as well as a check by zoning to see if a home based business is allowed in your area. They do have “test” questions to qualify and are easily met. My City Business Tax was $82. My city and county did not allow for online submittals so a trip to those locations might be in order. All in all a pretty simple process just smile when you meet with the gatekeepers in those departments, they are use to jerks so be kind.
Do you need a Federal ID number?

- In most cases for a Sole Proprietorship the answer is NO as long as you have a Social Security Number. In the other business types you will likely have to file for an EIN Employer Id Number if you have employees. If your asked for a W9 then you can find one at IRS.gov and file out and present to the party that might require one.
Open a Business Checking Account

- Do not commingle your Dollars! Many banks offer a basic business checking account with no monthly fees if you maintain a relatively low ledger balance. You will need to inquire as most have a business banking side and will have you verify info thru thier processes to set up, just takes a couple days. One tip don’t order checks thru your bank. I found that VistaPrint was $18 compared to the bank wanting $45. My bank also offered a Business Credit Card and Debit Card that is kinda nice so that you can pay for expenses within the Business record keeping realm.
Liability Insurance

• Yes, Absolutely, without exception you need to be covered! Don’t think your covered by some other policy. You need to protect yourself, crazy things can and do happen. I found a Swim instructor specific Liability Policy issued by United States Fire Insurance Company, thru Sports and Recreation Providers in Wheaton IL, 630-665-7011. There are other options so search to find some, expect to pay $250-$450 a year for $2M in coverage. There is coverage thru USMS for USMS sanctioned sessions but has it’s limitations, check with USMS for a certificate to understand the requirements.
Set up a Payment Connection

- Paypal, Venmo, Squaretrade, you will need and want other avenues than Cash or Check to facilitate collecting funds. Paypal seems to be widely utilized and simple, only takes about two days to verify your deposit account and your open for business. I will go into info later concerning Scheduling and find Paypal is a platform that is usually offered.
That pretty much covers the steps of setting up you’re business, but you’re not done. Getting exposure and creating a user friendly platform is critical, that big word MARKETING now comes into play.

MARKETING - is the business process of creating relationships with and satisfying customers. With the focus on the customers, marketing is one of the premier components of business management. Three basic marketing concepts involve creating a message, branding and positioning. Now customers are available 24 hours a day, 7 days a week through various channels on devices such as smartphones, notebooks and tablets. You have to be able to reach out to customers in real time and on the go with texting, email, social networking, blog marketing and online marketing. Let’s break down and explore these platforms.
Domain Name

- Many website builders offer the ability to buy a custom name for a yearly fee or you can use one they assign you for free, problem is that free one isn’t going to be short or memorable. Purchasing one is simple and not that expensive, I purchase one thru GOOGLE DOMAINS and was able to get one close to my business name and costs $12 annually. I settled on www.waddleswimacademy.com. There will be multiple options and price points so you just have to decide how important that is to your business. As you will see i decided to stay all within the Google Platform as integration and support made things a bit easier for the tech novice.
Dedicated Email and Phone

- Also in the Google world you can get a dedicated email within the Google Domain site that will be an extension of your Domain name. As to the phone, I decided to keep cost down and use my personal phone number but you can get a separate one if you want more privacy.
Website

- You can definitely create your own or pay someone but why not try it yourself. I opted for the NEW GOOGLE SITES, I found it to be easy to learn and easy to modify and maintain. This will take a little time as you will need to research keywords. Google also has a Keyword Planner that can assist you. You will want to use very specific keywords in your descriptions that rank the highest, ie. Adult Swim lessons ranks pretty high.
Website Development

• Gather your thoughts, the message branding and positioning have to be considered and thought through. Make sure you have access to pictures you want to use, links to forms or other materials. Here is a snip of what Google Sites looks like:

• I would suggest watching a tutorial or two on YouTube as this will speed up your learning curve, one such tutorial I found helpful was at https://youtu.be/OsNat-3-D3s, Let’s take a look at that now. If your at a loss on content I am a big fan of searching to see what others have done, play with it, be patient and once your done, let it rest and look at it over the next couple of days you will definitely make changes.
Yes, I know..... But your missing out if you don’t play, regardless of the age group you end up working with you still need a presence and it’s free. I do recommend setting up business accounts as there are more tools and benefits over a personal account and it you have a current personal account you can link them together and make posting much easier, Let’s explore the major three platforms, Facebook, Instagram and Twitter, what’s cool is once they are set up and all linked together you can post on Instagram and it will feed out to all three.
Facebook

• Like i said… I know but you gotta play, there again you will need your website, content material, contact info and your scheduling program in place, you have the ability to add a Book Now button that will link directly to your scheduler, I use Acuity Scheduling and it works beautifully, I will cover that later. Once again as you set up the account they walk you thru the content you will need to add, I decided to not invite friends until I was happy with the content and did a launch all at once.
Social Media

Instagram

- Limits content but a lot of people on the platform and as pointed out earlier, once you do a post here it will automatically sync to Facebook and Twitter at the same time once set up to share.
Twitter

- An American online news and social networking service on which users post and interact with messages known as Tweets.
Scheduling

• Get this right and your world really becomes less complicated. There are many out there and a simple google search will allow you to evaluate, but I highly suggest Acuity Scheduling! This software is amazing, you are allowed to create appointments, set your Calendar for your days and times you want to be available, Create appointment types, from private lessons to your group lessons even ALTS! You will set up forms that include what I call Swim Intake forms as well as your Liability Waiver, and you can link to your Paypal account to accept payments. I played around with this for a week but once you set it up it makes life so much easier! Let’s take a look at some of the features, and oh yeah when you get a request you can share the link to the scheduler and they set their own appointments.
Set Appointment Types

Categories are sorted alphabetically. Click and drag appointment types to reorder or move them to a new category.

Learn more »

- Private Swim Lesson - Arlington Park (30 minutes @ $35.00)
- Private Swim Lesson 5 Pack-Arlington Park (30 minutes @ $150.00)
- Private Swim Lesson - Arlington Park (45 minutes @ $45.00)
- Private Swim Lesson 5 Pack-Arlington Park (45 minutes @ $200.00)
- Private Swim Lesson - Arlington Park (1 hour @ $70.00)
- Private Swim Lesson- Your Pool (1 hour @ $85.00)
- Semi Private Swim Lesson- Arlington Park (2 person min) (30 minutes @ $20.00)

ALTS - RL Taylor

- RL Taylor- Adult Learn to Swim Jul 9-25th (4 hours 30 minutes @ $60.00)
Scheduling

- Set Availability

### Availability

**Default Client Scheduling Limits**

- **Display start times:** Based on appointment types
- **Allow clients to:** Reschedule, cancel, edit forms
- **Minimize Gaps:** Avoid any gaps

**Prevent clients scheduling new appointments:** less than 12 hours in advance and more than 365 days in the future

**Prevent canceling or changing appointments:** less than 12 hours in advance.

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**Waddie's Adult Swim Academy**

- **Private Swim Lesson - Arlington Park**
- **Private Swim Lesson - Arlington Park**
- **Private Swim Lesson - Your Pool**

**AVAILABILITY** Using default limits

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• Setup Intake Form
Scheduling

• Setup Terms and Conditions
• Payment Settings
Scheduling

• Client Scheduling Link

It really is awesome, I first signed up for the free account but soon upgraded to the next level that turned on many features more specifically the ability for a client to pay. This cost $15 Monthly but the best money spent on simplifying your life.
Email Marketing

There again many options but I chose to use Mail Chimp, I use their Free Version and It works great, I created a campaign for my launch and the results were really good and the emails are very professional looking. This program integrates with Acuity Scheduling so your clients flood over to Mail Chimp. Here is part of a report generated:

- Open rate: 71.5%
- Click rate: 32.5%
- List average: 62.8%
- Industry average (Health and Fitness): 15.5%

108 Opened
49 Clicked
13 Bounced
0 Unsubscribed

Successful deliveries: 151 (92.1%)
Total opens: 282
Last opened: 7/7/19 5:29PM
Forwarded: 0

Clicks per unique opens: 45.4%
Total clicks: 79
Last clicked: 7/7/19 5:29PM
Abuse reports: 0

24-hour performance:
• Of all the Marketing parts and pieces fact is that emails remain to have the highest capture rate on impressions and click thrus. So please make them look good as possible and relevant. Always link to your website, that is where you want everything to tie back to.
USMS Registration

- Register your business with USMS as a club, this gives you great exposure, their SEO (search engine optimization) is much more effective than you can make your website on your own. Clients will reach out to you, it allows you to take advantage of your certifications and gives you a status that no other swim instructors will enjoy. Cost is $60!
SSLF FUNDING

• Apply for the Swimming Saves Lives Foundation Grant- this will allow you to reach more people and offer scholarships to those in need. There is some record keeping involved but well worth the effort.
Finally, there are no shortcuts, yes you can spend dollars for the parts and pieces you are not comfortable with, but try it on your own first and if you hit a brick wall then get help. All said I spent under $550 for everything including the liability insurance, if you already have that in place then I’m at just $300 to launch!
Finding Your WHY — Inspiration from an ALTS Program Making A Difference

Thursday, August 27, 2020

Adult Learn-to-Swim Programming Committee

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Central Adult Learn-to-Swim, Inc. was formed in 2018 by William Kolb and Amy Benton.

Located in West Louisville at Central High School, we are our city’s sole provider of barrier-free access to adult swim lessons and aquatic fitness programming.

In April 2018, we taught 40 adults to swim with our first SSLF grant.

In April 2019, we taught 70.

Since our formation, we have taught over 250 adults to swim and feel safe around the water and have a over FIVE HUNDRED people on our waiting list.

Despite our success, graduates still lack equitable access to public aquatic facilities...
Program Overview

• All beginner sessions are totally ***FREE*** of charge— we have removed ALL financial barriers to becoming an adult swimmer.
• Our classes are for adults with limited to no prior swimming experience or those with a fear of water who wish to learn the basics of swimming (steps 1-11)
• Beginner sessions are taught in a group format by volunteer instructors at a 1:2 student to instructor ratio
• Each session consists of four one-hour classes
• Students come to our program with a broad range of experiences, both positive and negative.
• We allow students to become familiar with our curriculum, choose their own end goal, and move at their own pace to reach that goal.
• This looks like learning to float to save yourself in an emergency to accomplishing all five American Red Cross skills or anything in between... or beyond.
Who makes ALTS happen?

- Masters Swimmers
- ALTS Instructors
- Masters Coaches
- Aquatics Directors
- Community Leaders
- Sponsors & Partners
- "Friends of the Water"
Who do you want to teach?

- fearful non-swimmers
- **fearless** non-swimmers
- swimmers with some experience
  - good and bad
- continuing ALTS students
- ALTS graduates
Special Guests

Who are you and why are you here?

Patricia Mathison

D’Andria Cole
What kind of program do you want to have?

- nonprofit, for-profit
- grant-funded
- group classes
- private teaching
- April-only programming
- year-round programming
- Something else?
WHERE?

Location, location, location… facilities, facilities, facilities…

- water depth
- entrances/exits
- accessibility
- other facilities — restrooms, parking, etc.
- existing programming/relationships
WHERE?

“THIS… is where adults learn to swim!”
What makes our program different?

- first contact & follow-up
- introductions
- GIVE THANKS
- utilize a “lead” instructor/conductor
- comfort first — breathing before getting wet
- tension drills/relaxation to eliminate all doubt
- “student showcase” after every class
- pomp & circumstance -- graduations & mini graduations
CELEBRATE!!!

- share stories with writing, photos, and videos
- Ask students to share THEIR OWN stories and testimonials
- tag, tag, tag and share, share, share!
- there is no such thing as “too much” good social media presence

How?
Community Building

• chit chat at swim practice
• host a Fitness Series event
• invite ALTS students to your practices, meets, events
• celebrate ALTS success in newsletters
• make fliers and decorate bulletin boards
• visit your students, engage in their community
Get published!

- magazines
- newspapers
- radio
- local TV spots
- YouTube/Facebook Live
- more!
Why?
QUESTIONS?