



## **So you want to be a CPR Instructor... What should you expect?**

In this brief "white paper" I will attempt to explain what is involved with the CPR instructor training and what you can do with your "certification" once you complete the BLS Instructor training.

First, a little about myself. I have been in the "training business" since 1989. I started out as an American Heart Association CPR instructor and started teaching American Red Cross first aid. I taught classes for the adult education division for the local school board. In 1992, I moved across the state of Florida from the Palm Coast area to the Tampa area. I started working for a company that went out to businesses and schools to teach CPR/First Aid. This was a new and novel concept back then. I finally started my own company in 1993 and have been in the business ever since.

There are many reasons why one would want to start to teach CPR training. I personally like the interaction with the classroom students and seeing that bulb above their head spark on when they "get it". Others teach as part of their job description, or by demand from their employer to "save money" and cut budget(s) for training costs. Let's face it, training costs money. Becoming a CPR instructor will NOT give you the opportunity to offer the training for free, there are equipment costs (manikins) and student materials (books/cards) that will be an on-going cost since all students must now have books.

OK, so on to what to expect. Once you complete the CPR/BLS instructor training course, you will have the ability to create, advertise, & train students in the act of CPR. If you do this in-house for your employer, then the advertising component will be a snap. If you are going to offer this as a business service to other organizations that need the training, then expect to spend some money on advertising for postage, post cards, business cards, etc. Your total cost for equipment should be budgeted for about \$750-\$1000 capital equipment cost, and your marketing budget should be about \$250 for postage/printing.

Wow, that is a lot of money that I did not expect to spend! How can I expect to make my money back, it will take me forever! Know what... I will say to you learn the phrase "would you like fries with that order?". CPR by itself will not make you much money. It is time intensive, labor intensive, and equipment intensive. You will make the money on the other courses that you can now offer. First aid, HIV/AIDS-Infection control, Domestic Violence, Medical Errors, and so on. These



courses can be offered by distance learning (home study) by mail, fax, and online (set up for additional cost). BUT, you have NO teaching time, just give the book to the student, have them take it home, read it, take the test, and bring the test answer sheet back to you (say at a CPR course) and at a charge of \$20-25 additional per subject, that is A LOT of fries to add to the order! You should always ask when someone calls for a CPR class if they need an additional subject like first aid or HIV/AIDS-Infection control training as well.

Upon completion of the BLS/CPR instructor training course you will be able to start scheduling the training classes, and in about 2 weeks will get by mail the video that you indicated in the course (that is included in the cost of the training). In the mean time, you should start to look on ebay or craigslist for a good set of used manikins. You MUST have manikins before you teach your first CPR class.

As the training center director, I am here to answer questions, and to help you to get over any of the "hurdles" that you WILL come across. I can be used as a "resource" for instructors for all aspects of CPR and continuing education training. Please feel free to contact me at (813) 855-1225 x711 with any questions that you may have.

Since all of the BLS/CPR instructor courses are taught by me personally, I look forward to seeing you soon in one of our scheduled classes. Please don't hesitate to ask questions or voice any concerns about the "business" of training. See you soon!

Stephen Woodin, Owner  
Safety Services  
ASHI BLS Training Center