

THE FEARLESS

FIREWALK

INSTRUCTOR

A checklist that can increase your confidence and
credibility as a Firewalk Instructor



Use these checklists to gauge your performance at different stages:

- Marketing
- Planning
- During an Event
- After an Event

Feel free to add to these checklists making them more specific to you, your company and the nature of your work.

By going through this process, you should be able to identify your strengths, weaknesses and areas to work on. Your notes can form the basis of an action plan while complimenting your business plan.

MARKETING	TRUE	FALSE	NOTES
I have clarity on who I want to work with and in what manner			
I have all the clients I need			
I am clear and convincing when I explain the benefits of Firewalking			
I am clear and convincing when I explain the benefits of High Impact Activities			
I am clear and convincing when I explain the benefits of my other services			
I feel confident when I talk to prospective clients			
I am well paid for my services			
I turn away clients that ask for services that I feel I cannot help with (for ethical or other reasons)			
I can signpost clients that I don't have time or wish to work with to other providers			
I have promotional materials and a website			

I have a mailing list			
I have researched and utilise Social Media			
I have high quality photographs and videos to promote my services			
I have a marketing plan and schedule			
I have a sales process			
I have a booking process			

PLANNING	TRUE	FALSE	NOTES
I dedicate at least 40% of time spent on a project to research and planning			
I work closely with the client or organising committee to reach agreement on the event design			
When I see that the client's ideas are not going to produce the desired results, I share my doubts and propose alternatives.			
Throughout the planning process, I make sure that the planned activities will contribute to the desired outcomes.			
The agendas that I design are realistic in terms of time assigned			
At all times I keep my eye on the bigger picture while never take my attention from the small details			
I have a range of checklists to compliment my planning			
I have a Health and Safety policy and manual that compliments and supports all stage of planning			
I have trusted colleagues I can turn to for advice and support			

DURING THE EVENT	TRUE	FALSE	NOTES
I always introduce myself, my team and set any ground rules at the beginning.			
When necessary, I modify the agenda to meet the emerging needs of the group			
I have a variety of strategies and tools to keep the group engaged			
I have a strategy for dealing with conflict and distraction, while remaining calm and focused			
I have the skills to read and manage a group of X amount of people			
I know how many support staff I need to manage the event and group			
I always have a plan B			
I always have a plan C			

AFTER THE EVENT	TRUE	FALSE	NOTES
I evaluate my own performance			
I evaluate my Team's performance and then evaluate it again with my Team			
I prepare a written report for the client covering – what worked well, what could be improved and next steps			
I schedule an evaluation meeting with the client			

Firewalking International trains the best Firewalking Instructors on the planet and offers Coaching for Instructors ... that means, you do not have to face the challenges alone. We have been there, done that and have the t-shirts to show for it.

There is no need to recreate the wheel. You have the drive and passion and we have the knowhow.

Contact us to schedule a free 20-minute consultation to discuss your Coaching need and decide if we are the right fit for each other.

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