

Why Other Driving Instructors In Your Local Area Could Be Earning Much, Much More Than You

“Wish I’d known about this sooner!”

Being a Driving Instructor is a good life... isn't it?

- **Well you are your own boss...**
- **You can almost choose the hours you want to work...**
- **You can spend more time with your family...**
- **And you get to easily make around £25K a year... don't you?**

To the wannabe Driving Instructor it all sounds like a really good deal. It's no wonder then that so many people sign up to become qualified Driving Instructors. It's quite possible you signed up for exactly those reasons too.

Realty check: Of course you know, and we certainly know that it's not quite as simple or as straight-forward as that. **There are hidden pitfalls around every corner.** Some days are fine and may go according to plan but there are just too many days when things don't work out as expected.

Whether you're an independent instructor, a member of a small driving school or a franchisee you will at some point experience the real and sometimes painful negative aspect of being a DI. And yes... you probably already know what it is...

DOWNTIME!

The main problem with downtime is you are not only losing income, you are also losing the one irreplaceable resource you have in your business...

TIME!

When it's gone it's gone forever. Time is very precious to you and you only have a very limited amount to work with. So, it's just too valuable to lose or waste and you really do need to be making enough money to cover every single hour of your working day.

But are you?

Well it might surprise you to learn that some of your local competitors are making considerably more than you because they have figured out how to make the most of their available time. Many are working at full capacity and therefore do actually earn that magical figure of **£25K** and in many cases it can be much more.

Some make as much as £30K and their businesses run like absolute clockwork.

The fact is, some Driving Instructors are making as much as **£10K** a year more than their rivals for doing exactly the same job.

Want to know how they do it?

Well, in just a moment I'm going to explain exactly how they do and you can do it too... but first you need know something very important.

It's about marketing...

Driving Instructors are notoriously hopeless at marketing. It's a fact! But it's not their fault... and it's not your fault. It's just not what you have been trained to do. Let's face it, it's definitely horses for courses here.

Driving Instructors are great at teaching people how to drive, whilst marketers are great at... well marketing. However, the fact remains that if you want to promote your driving service and get many more paying clients you really do need to get your name out there.

Cost-effective marketing is key to making more money. Plain and simple!

If you're an independent then you might be relying on your flyers, newspaper ads or even Pay Per Click ads... if you have a website. If you're a franchisee, then you're relying on the franchisor to send you plenty of clients. However, whichever way you look at it, it's costly and it absolutely sucks.

I mean it sucks because it's money you just can't afford to lose. If you have to pay for your advertising and marketing then you should at least expect a decent return for your investment. The fact is... it very rarely works out that way. But you still have to keep on spending on advertising and marketing... just in case.

Savvy Driving Instructors Who Are Making More Money, Also Pay Much Less For Their Marketing

Your DI business has to not only provide you with a means of making a good living it also has to generate enough profit to be able to cover all your overheads too. Okay, so you know this already and therefore you know how important it is to make every working hour count.

Advertising and marketing may well be a necessary evil but you do need to fill those hourly slots somehow. The good news is you can still advertise but **you don't have to pay anywhere near as much** as you might be doing right now.

So, if you are paying much less for your marketing over a year, you will obviously have much more money in your pocket. Well, that's just another reason why these savvy Driving Instructors I mentioned earlier, are probably making more money than you. **They simply spend less and get more.**

In a business that generates revenue solely from your skills and valuable time, you have to look at every possible way to earn more and save more. It makes pure business sense... don't you agree?

Okay well now it's time to tell you how it's done...

We've so far identified the two big killers of your business.

They are downtime and ongoing marketing costs. Each of these frustrating, cash draining and demoralising issues are responsible for you not hitting your financial targets week after week. Of course if we break them down and analyse them more closely we can see there are inherent reasons why these two issues exist.

Downtime is caused by simply not having enough students to fill your available working hours. But as you know very well this conclusion is all too simplistic.

The causes can be many including when someone decides to cancel their appointment at very short notice. Some might not even have the curtesy to cancel at all. They will just not be at home when you arrive.

That's the worst type and the impact it can have on your business and your moral can be devastating.

Another cause is when there is just not enough students looking for driving lessons... or they are all going to your competitors... Yikes!

Whatever the reason for not filling your daily diary, it's just not what you need to grow your business or even maintain your standard of living. In an ideal world you want to be able to **fill ALL your available slots EVERY day** and you want to be able to do this for as little financial outlay as possible.

That's exactly what those crafty Driving Instructors I keep on telling you about are doing, and that's why they are making so much more money than most other instructors.

It's all because of what they know...

Many Smart Driving Instructors Get So Many Enquiries, They Have To Turn Some Away

Can you imagine having so many students you are barely able to cope with getting round them all every day? Phew! If only...

Fact is, there are some instructors who are so successful they do very often get more than enough enquiries. Actually many more than they can realistically handle. And why is this?

The answer is simple...

The more students you successfully teach to drive and pass their tests, the more recommendations you are likely to get. And we all know that recommendations cost nothing to acquire other than a happy new driver.

So in order to get more enquiries you just need more fee paying students. And to get more students you just need to be able to **tap into a pool of eager wannabe drivers**. If it sounds too simple that's because it really is.

You see, here at **LessonsPerHour**, we already have such a pool of eager people all desperately wanting to learn to drive. There are some **living in your local area**, who are ready and willing to fill those empty slots you have in your diary. These red hot leads have already paid their fees and are waiting for you to accept their offers.

- **What more could you possibly need in order to fill your time much more effectively?**
- **What could be more financially rewarding as making every working hour actually pay?**
- **Now you would be able to maximise your valuable time, just as these other Driving Instructors do.**
- **Never again would you have to sit it out waiting for the phone to ring, hoping it will be another enquiry.**
- **Finally, a solution that makes your business all the more worthwhile and the very reason why you decided to get involved in the first place.**

And of course there's more...

Now not only do you have the opportunity to increase the efficiency of your business and **dramatically boost your profits**, you can also save an absolute fortune on your marketing costs.

How? Well **we take care of all the marketing, so you don't have to**. Our expert marketing team ensure we get a steady stream of enquiries through our system so you can select as many or as few as you need.

Now, can you see why some Driving Instructors in your local area could be making much more money than you?

Isn't it time you joined them and helped yourself to a lot more cash? **Our pool of prospects are waiting right now...**

Partnering with us is a genuine win-win situation for you, and we are totally committed to providing a first class quality service to ensure you get more out than you are ever likely to put in.

When you consider what it actually costs to acquire a new client through marketing or through paying franchise fees, **we are absolutely unbeatable**.

Getting started is really easy too. Once registered you'll get access to the database of prospects, all of which have already paid up front for their lessons. You can then

select those that fit in and around your timelines and are **willing to pay** what you are willing to accept.

The result is a full-time, fully operational and efficient business with more income and less out-goings.

How To Secure Many More Fee Paying Students In Your Local Area With Just A Few Simple Clicks

Joining the elite group of top earning Driving Instructors is a very straight-forward process. Thankfully, the internet makes it possible to do so many things much more effectively and efficiently... and a few clicks is all it takes to sign up and begin to start **earning more money almost immediately.**

Our Pupil-on-Demand™ system is tailored to suit you in every way. You register, set up your account and then get access to every learner who needs lessons in your area and beyond.

On successful registration you will become an active participant in a live 24 hour campaign. **Learner drivers will be there for the taking...** and remember... we take care of all the marketing to ensure a steady stream of eager prospects are always available for selection.

Pre-paid learner drivers are waiting for you to contact them right now. You simply select the ones you want to fill your vacant slots, get paid instantly and get on with the job.

Funds are electronically transferred to your bank and you can withdraw at any time.

Now obviously this system is becoming **increasing popular** with Driving Instructors up and down the country, so to avoid serious disappointment it would be a good idea to **get in quick** while you have the chance to secure all the additional students you can handle in your local area... and even other areas if it suits you.

Don't worry... we will ensure **you get first choice of students** in your preferred areas and you'll receive notification of new offers as they arrive. You can receive notifications by email or text... you decide.

Now you're probably wondering what this service costs and I can tell you it's probably a lot less than you might think.

First consider this...

If by using Our Pupil-on-Demand™ system you secured just one new student/hour per day, how much extra would you make in a week? £100?... £150?

Chances are you would be looking to fill more than just one hour a day. It's more likely to be at least two or even three. But even at just two additional hours a day you **could be making as much as an extra £250 a week.**

Add on what it would cost to market your business in a week and the service could be worth as much as £300 a week or even more. So when you consider that the weekly cost to join the scheme is just £57 all inclusive... **it's a complete no-brainer!**

There is a one-time setup fee of £125 to cover all the administration costs and to get you setup and logged into the secure 24 hour system. There are no other or any hidden fees whatsoever. You can get access at any time 24/7 and from anywhere. You will have your own private login and DI platform.

All fees include VAT and remember... they are genuine business expenses and fully tax deductible. So when you look at it that way it probably amounts to less than the cost of a daily pub lunch.

The best part is there is no long-term contract, no small print, no jargon and no obligation. The service is offered on a rolling month by month agreement and you can simply cancel at any time.

Now, as I mentioned earlier, this system is becoming increasingly popular with Driving Instructors up and down the country and allocated places are going very fast.

To secure your place I urge you not to hesitate, otherwise someone could get in before you. When all allocated places have been taken up, this offer will no longer be available to you or any other Driving Instructors. It's got to be on a first come, first served basis and as you are reading this right now, there is still a place for you... but not for long.

100%, No Quibble, Full Money Back Guarantee!

We know you're going to love the convenience of logging into your account, selecting new students at will, to fill those vacant slots in your daily diary, and making a lot more money than you ever thought possible.

In fact we're so sure that if you use LessonsPerHour's Pupil-on-Demand™ System to your full advantage you'll add at least a further £9K to your earnings over the next 12 months. And if you don't...

**We'll give you a full refund of your entire membership costs. That's right!
You'll get a full 12 months membership fee refund.**

You just can't lose!

There's never been a better time to be a Driving Instructor because when you partner with us you'll get...

More students, more cash, more recommendations, more cash
Less advertising spend, more prospects and more cash

Still not sure?

Then why not give it a month's trial and see for yourself. You'll be totally overwhelmed by the simplicity and time saving alone, and you'll soon realise it was the best business decision you ever made.

You have so much to gain from joining us, not least you could be right up there with the top earners in the business... in just a matter of days!

[**Click Here To Register Now**](#)

We're looking forward to welcoming you aboard and rest assured, we're here to offer our full support should you need it.

Warm regards,

(sig)

(Name and title)

P.S. Why should other Driving Instructors in your local area make more money than you for doing exactly the same work? Get even and sign up today for access to pre-paid students waiting for you to accept their pre-paid offers.

P.P.S. Remember! You can now fill all your vacant slots and we'll take care of all the marketing to ensure you get access to a steady stream of eager-to-learn drivers. Everyone wins with LessonsPerHour's Pupil-on-Demand™ System... **guaranteed!**

P.P.P.S. Latest Update! There are only a few vacant places left on our system so we cannot guarantee you will be accepted. Please register today and if you are not successful we will notify you immediately.

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