



How Being a NauticEd Associated Sailing Instructor Works

Foreword

Naturally, being NauticEd, we've developed some of the most high-tech systems for you to use regarding student sign off and marketing yourself as a top instructor.

The 2 main systems are electronic sign off on a student's practical competency and social proof that you're an awesome instructor.

Electronic sign off means you're doing no paper work. You take your student out, teach and test them out then make about two clicks on the internet and you're done! The student's Sailing Certificate and Resume are automatically updated in real-time with their practical sign off information. Before they arrive home from a great day of sailing instruction on the water with you, their Sailing Certificate has already been updated.

NauticEd has been designed so that you do what you do best. Teach students behind the wheel with the wind in your faces. No more proctoring and grading tests in a class room. Your students show up on the boat with the theory done and out of the way. We've done our part and delivered to you a student ready and willing to go. Now the practical job is up to you.

Social proof is used in almost every purchasing decision these days and most purchasing decisions are made from research done online. So if you're a savvy marketer, you'll understand that having a socially proven profile as a great sailing instructor on the internet will help your business and your associated sailing school business grow faster than the competition who are not using social proof.

Social proof means that your students are publicly rating your abilities for others to see and review on the internet. Some Instructors might fear this concept and some might embrace it to give them the competitive edge. Albeit, there are still some people that can never be pleased and so we've added the ability to turn some ratings off.

Welcome to NauticEd and what a back office sailing instruction system should look like in the 21st century.

Oh and by the way – there's no cost for all this stuff.

Come join us and get involved the fun way.

Grant Headifen
Director of Education
NauticEd

Getting Signed up

First, as you sign up you will become associated with an existing NauticEd affiliated sailing school. If your sailing school is not affiliated with NauticEd yet, no problem. Just have the principle of the sailing school sign up at the school sign up page.

When you sign up you can select your school that you work with or for now select "My school is not listed". Then you can associate with the school later by editing your profile. You can even associate with multiple schools if you desire when you edit your profile.

Fill out the info as completely as possible and do an excellent job (use good grammar and no spelling/typo errors – you can edit it later) of writing a compelling sales pitch to sell your instructor abilities and competencies.

Upload a very professional photo of yourself. As you'll see later, all this will automatically build a webpage for you.

Approving a Student's Competency

You can electronically approve a student's competency after you've tested them out on the water by logging in and from the left menu selecting "Search a student". On that page you'll need to enter the student's email address that they use for NauticEd and their secret logbook code. The secret logbook code is listed under their profile when they log in – it is NOT their password. You'll need to ask the student for their secret logbook code.

Once you enter their details, you will be able to select the practical level to which you are issuing a passing practical competency stamp.

That was EASY!

Practical Evaluation Standard

From the left menu, when logged in, click on Practical Evaluation Documents. There you will find the check box list of items you'll need to practically evaluate the student for the appropriate rank.

Student Ranking of Your Performance

After you have issued a practical evaluation, the student will be invited to rate your performance as an instructor. This is where the rubber meets the road. Your instructor career can be made right here. Good ratings will propel you and your school. Bad ratings give you the opportunity to fix what went wrong and to get back in the good graces of students at large. With out this you'd have never known why you weren't getting the referrals you expect. IE Ratings Are GOOD.

Your student rating will be made up from the following:

Teaching Ability:

Depth of Knowledge:

Friendliness:

Condition of Vessel:

Professionalism:

But never fear – if you get a bad rating and you feel it's unwarranted, you can just hide that rating from public view until you have the chance to fix it with the student.

Reviewing your Student Reviews

You can see what all your students have said about you from the left menu. Just click on My Student Reviews. If there are any you don't like just click on "hide from public". However, don't use this as a wholesale way of dealing with poor reviews. If you're getting poor reviews there is a reason and your lack of referrals will be directly connected.

Your NauticEd Instructor Public Profile and Webpage

A webpage on NauticEd has been automatically built for you from the information in your profile. View this public page from the left menu under "My Public Visible Profile". You'll notice when you start to get reviews that those are listed here. Again, you can make any of these reviews hidden if need be.

Editing Your Profile

You can make changes to your publicly viewable information, view your students, edit your associated schools etc from the left menu. Click on "My Private Profile".

Your Associated School

Your information is displayed on the Sailing School page on NauticEd. From the main NauticEd page, click on sailing schools. Then find your school. You will see that you are listed as an instructor with that school. Any reviews from your students will be listed here along with your sales pitch, photo and credentials

Real-Time Display of the World's Best Instructors

At the top of the sailing school page, we present the best worldwide sailing instructors as rated by their own students. This data is presented in real time and so that as you take more students out and consistently get good ratings, you can be recognized as the world's best sailing school instructor. Imagine what that does for your business.

So there you have it! Electronic competency verification and a social proof marketing system all in a box ready to go.

Come join us

Sincerely,

The NauticEd Team.