



## Practical Business Skills for Driving Instructors: How to Set Up and Run Your Own Driving School

By John Miller



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Over 20,000 people apply to become an Approved Driving Instructor each year, but whether you are a sole trader or franchisee, you will need more than just the instructional skills that are tested in the official DSA qualifying exams.

Practical Business Skills for Driving Instructors, by the author of the definitive Driving Instructor's Handbook, provides solid, practical advice to help you set up your own business. Each business topic is dealt with in the author's down-to-earth style including: preparing a business plan, financing the business, choosing and maintaining a car, book-keeping, sales and marketing, and presenting a professional image.

Whether you are just considering becoming a driving instructor, or have just passed your ADI exams, Practical Business Skills for Driving Instructors will help you ensure your new career is a huge success.

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### **Editorial Review**

#### About the Author

John Miller has over 30 years' experience in the driver training industry. He is an experienced instructor and a qualified LGV instructor. He is also the author of The LGV Learner Driver's Guide and co-author (with the late Margaret Stacey) of The Driving Instructor's Handbook and Practical Teaching Skills for Driving Instructors (both published by Kogan Page).

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