



# Let Them Help

**How to make a living  
teaching historical  
martial arts**

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**Panoplia Iberica 2023**



# Who are *your* people?

It's not a product or service provided for money

It's a mission and a tribe

The more specific you are, the easier it is for them to find you

# Active Income

Showing up to work

Non-scalable products:  
time=money

Teaching classes

Making swords

# Passive Income

Scalable products:  
make once, sell infinite  
copies

Books, Online Courses

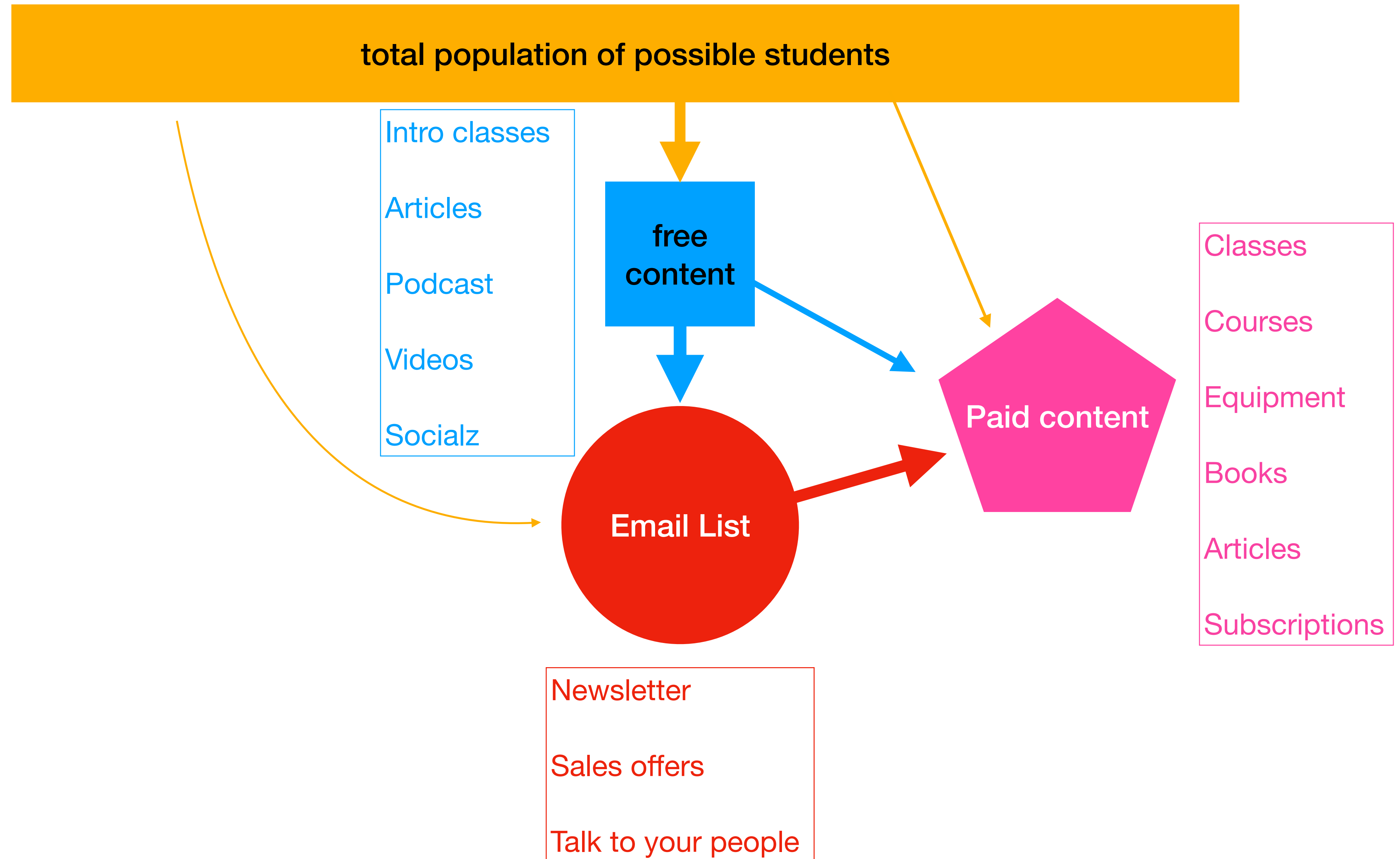
Investments

Pension

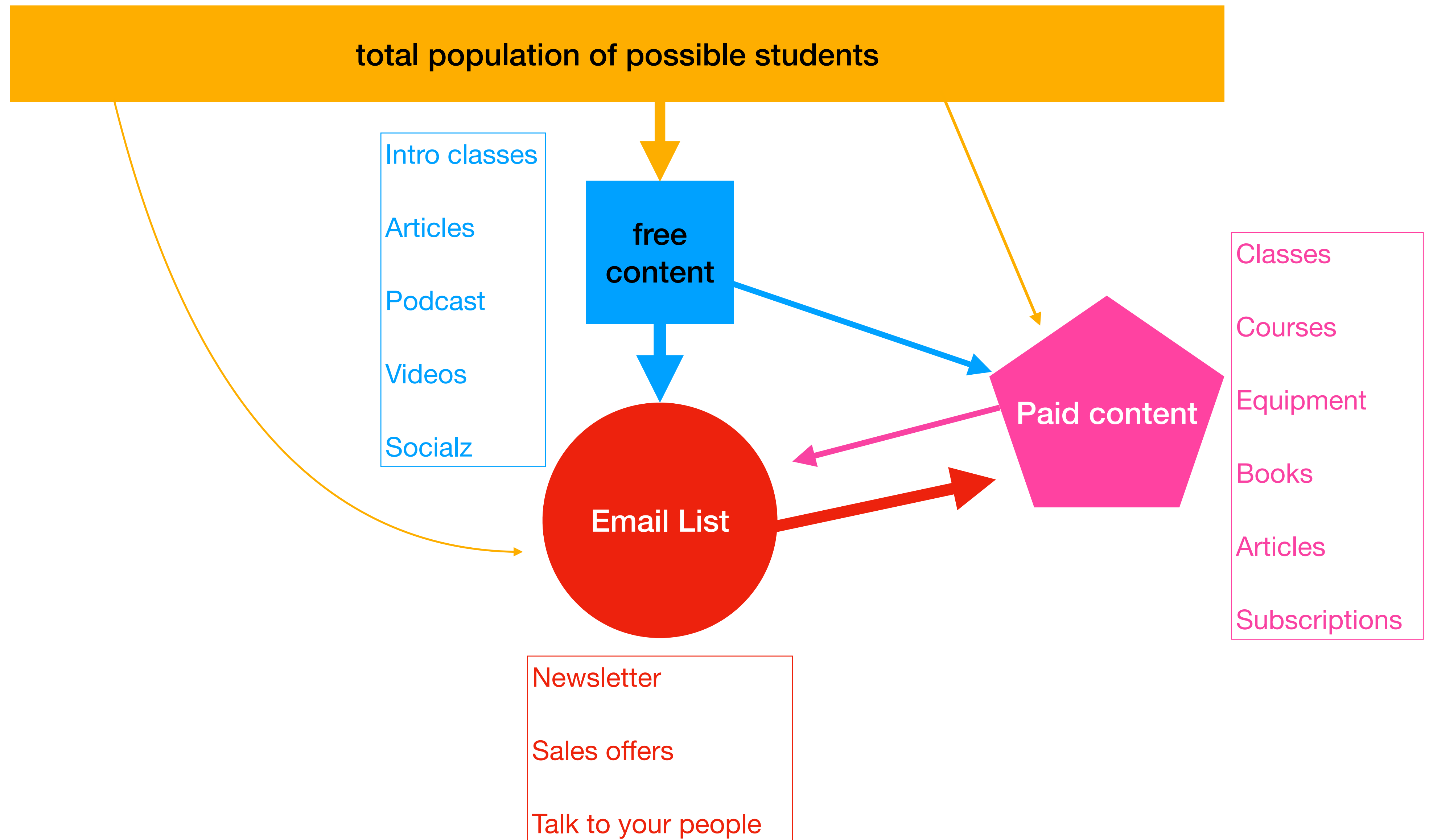
Reach	Platform	Engagement	Loyalty
How many people can hear about you?	How many people can you actually contact?	How much do those people engage with what you say and do?	How much benefit of the doubt do you get?

credit to Naomi Dunford of Ittybiz.com

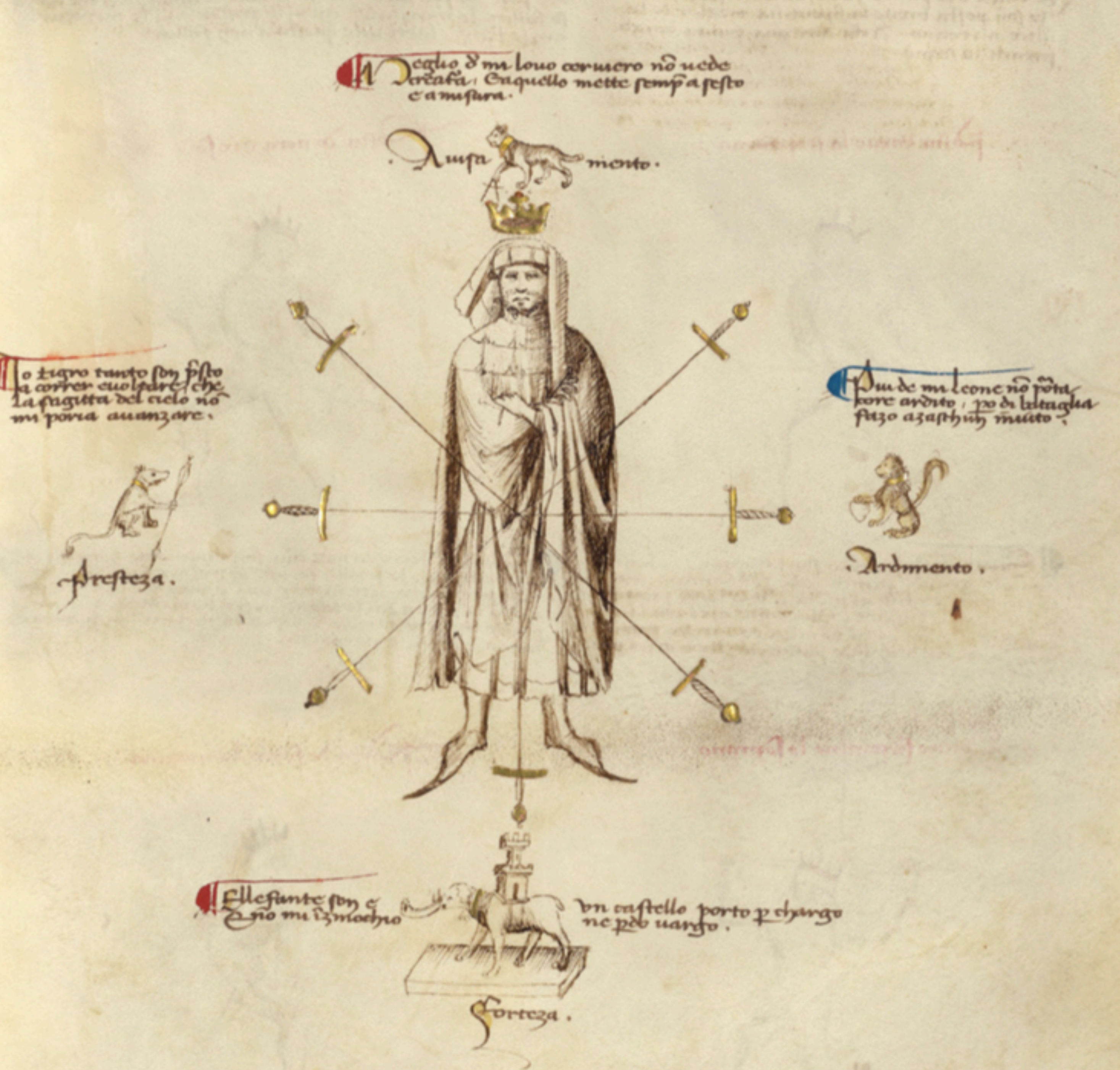
# The basic business structure without direct sales



# The basic business structure with direct sales







Foresight: pay attention. What is happening? What risks are coming?

Strength: build your platform. Gather resources.

Speed: act now. Be responsive. Develop principles to guide swift action.

Boldness: take intelligent risks.