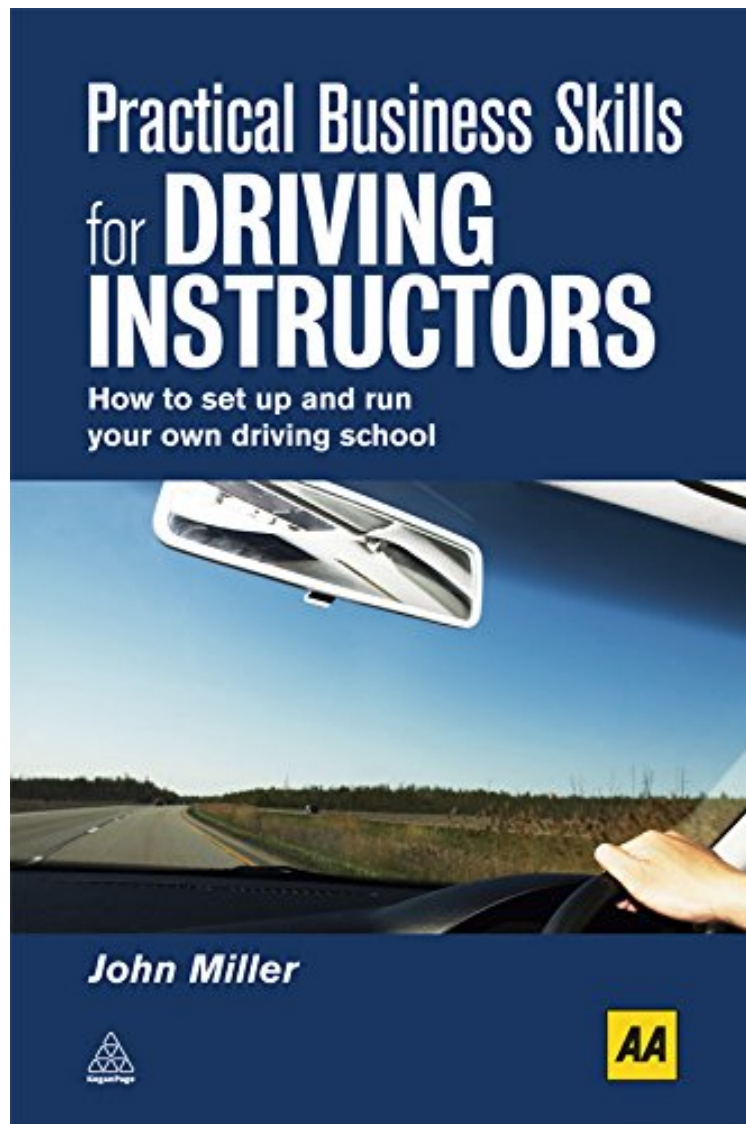


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## Practical Business Skills for Driving Instructors: How to Set Up and Run Your Own Driving School

*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.

**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).