



SAMURAI WOLF DEFENSE

A complete step-by-step guide to setting up and launching your business. Follow each step in order. Keep this document in a safe place.

PREPARED BY MFS CONSULTING · 2026



READ BEFORE YOU BEGIN

This guide walks you through every step needed to launch Samurai Wolf Defense. Complete each step in the order listed. Steps marked **URGENT** must be completed before teaching your first class. Store all login credentials in a secure password manager app such as **Google Password Manager** or **1Password** — never write passwords on paper or share them via text message.

1

STEP 01 — COMMUNICATIONS

Your Google Account (Email & Phone)

A

Accessing Your Gmail

Your business email has been set up through Google. This is your primary email for all student communications, booking confirmations, Square receipts, and vendor correspondence.



Go to: mail.google.com — or download the **Gmail app** on your phone (iOS or Android)



Sign in with your credentials below. If prompted for 2-Step Verification, enter the code sent to your phone.

GMAIL LOGIN CREDENTIALS

EMAIL ADDRESS


samuraiwolfdefense@gmail.com

PASSWORD

[TO BE PROVIDED BY MFS CONSULTING]

RECOVERY
PHONE


[Your personal cell number]


 **Tip:** Set this Gmail as your default email on your phone so you never miss a student booking or inquiry. Go to Settings → Mail → Default Account and select your new business email.

B Accessing Your Google Voice Number

Your business phone number has been set up through Google Voice. This is a free service that rings your personal phone — students and clients will see your business number, not your personal one.

 **Go to:** voice.google.com — or download the **Google Voice app** on your phone

 **Sign in** using the same Gmail credentials above. Your business number will appear on the dashboard.

 **Turn on call forwarding** so calls to your business number ring your personal cell. Go to Settings → Calls → Forward Calls.


GOOGLE VOICE BUSINESS NUMBER

BUSINESS NUMBER

[TO BE PROVIDED BY MFS CONSULTING]

LINKED TO GMAIL


[Same Gmail account above]

 **Important:** Use **ONLY** your Google Voice number on business cards, flyers, social media, and your website. Never give out your personal cell number for business purposes.

C Your Google Drive (File Storage)

Google Drive is automatically connected to your Gmail. This is where your signed student waivers, certificates, and business documents will be stored.


 **Go to:** drive.google.com — sign in with your Gmail credentials


 Create the following folders to stay organized: **Student Waivers · Certificates Issued · Business Documents · Class Rosters**

Square — Point of Sale & Payment Links

A Logging Into Square

Square is your payment processor. Students can pay online before class using payment links you share via Linktree or text. You can also accept in-person payments using the free Square app on your phone.

 **Go to:** squareup.com — or download the **Square Point of Sale** app on your phone

 **Sign in** with the credentials below. Once logged in, go to **Online** → **Payment Links** to find your 3 class payment links.

SQUARE LOGIN CREDENTIALS

EMAIL

samuraiwolfdefense@gmail.com

PASSWORD

[TO BE PROVIDED BY MFS CONSULTING]

WEBSITE

squareup.com

B Your 3 Class Payment Links

Each class has its own payment link. When a student wants to book, send them the correct link — they pay securely online and the money goes directly into your Square account.

SQUARE PAYMENT LINKS

BASIC PISTOL
FUNDAMENTALS


[Square link — TO BE PROVIDED]

CONCEALED
CARRY (CCW)

[Square link — TO BE PROVIDED]

ADVANCED
TACTICAL

[Square link — TO BE PROVIDED]

 **Important:** Square will deposit your payments into your bank account within 1–2 business days. You will need to connect a business bank account (see Step 5) before you can receive payouts.

Linktree — Your All-in-One Link

A Accessing Your Linktree

Your Linktree is a single link you share everywhere — your social media bio, flyers, business cards, and QR codes all point here. It contains links to book all 3 classes, complete the waiver, and contact you.

 **Go to:** linktr.ee → click **Log In** in the top right corner

LINKTREE CREDENTIALS

YOUR LINKTREE URL


linktr.ee/[TO BE PROVIDED]

LOGIN EMAIL

samuraiwolfdefense@gmail.com

PASSWORD

[TO BE PROVIDED BY MFS CONSULTING]

 **Your Linktree contains:** Book Basic Pistol · Book CCW · Book Advanced Tactical · Complete Waiver · Contact / Email link. Share the Linktree URL everywhere instead of individual links.

Lockton Affinity — Firearms Instructor Insurance

A Apply for Insurance Coverage

Firearms instructor insurance is **not optional** — it protects you personally and professionally in the event of any incident during a class. You must have this in place before teaching your first student.

 **Go to:** www.locktonaffinity.com

 **Call:** 1-800-748-5552 — ask for **Firearms Instructor liability coverage**

 **Have your business email ready** (your new Gmail above) — all policy documents will be sent there

B Request Your Certificate of Insurance (COI)

Once your policy is approved, you must request a **Certificate of Insurance (COI)**. Many shooting ranges require you to provide this before they will allow you to teach on their property.



When you call Lockton Affinity, specifically say: *"I need a Certificate of Insurance emailed to samuraiwolfdefense@gmail.com and a physical copy mailed to my business address."*



Once received, save the COI PDF to your Google Drive in the **Business Documents** folder. You will need to show this to every range you work with.



Save a copy on your phone so you always have it available when you arrive at a range or event.



Do not teach a single class until you have received and saved your Certificate of Insurance. This is for your legal protection.

INSURANCE POLICY DETAILS (FILL IN ONCE ISSUED)

POLICY NUMBER

[Fill in when received]

POLICY START DATE

[Fill in when received]

POLICY RENEWAL DATE

[Fill in when received]

MONTHLY/ANNUAL COST

[Fill in when received]

COI SAVED TO

Google Drive → Business Documents folder

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STEP 05 — BUSINESS BANKING

Open a Business Bank Account

A

Why You Need a Separate Business Account

Mixing personal and business money is one of the most common mistakes new business owners make. A dedicated business account keeps your finances clean, makes tax filing much easier, and protects your personal assets.



You will need the following to open an account: Your LLC formation documents (EIN number) · Government-issued photo ID · Business address · Initial deposit (varies by bank)

B

Recommended Business Banks

The following banks are recommended based on fees, ease of use, online banking features, and compatibility with Square payouts. Compare and choose what works best for your situation.

BANK	MONTHLY FEE	BEST FOR	ONLINE BANKING	WEBSITE
Chase Business Complete TOP PICK	\$15 (waivable)	Established businesses, branches nearby	<input checked="" type="checkbox"/> Excellent app	chase.com/business
Found #1 BEST FREE MFS RECOMMENDED found.com/refer/NX2683	\$0 — No fees ever	Built for self-employed & small business owners. Tax tools, invoicing & expenses built in.	<input checked="" type="checkbox"/> 100% online · Mobile app	found.com/refer/NX2683
Bank of America Business	\$16 (waivable)	Full-service banking, Florida locations	<input checked="" type="checkbox"/> Strong app	bankofamerica.com
Wells Fargo Business	\$10 (waivable)	Wide Florida ATM network	<input checked="" type="checkbox"/> Good app	wellsfargo.com/biz
BlueVine EARNs INTEREST	\$0 — No fees	Online-only, earns 2%+ APY on balance	<input checked="" type="checkbox"/> 100% online	bluevine.com
Mercury	\$0 — No fees	Tech-forward, great for small businesses	<input checked="" type="checkbox"/> 100% online	mercury.com



MFS Consulting recommends Found as the #1 choice for new small business owners like you. It is 100% free — no monthly fees, no minimum balance, no surprises. Found is specifically built for self-employed individuals and small business owners with built-in expense tracking, invoicing, and automatic tax savings tools. Open your account fully online in under 10 minutes using the exclusive referral link below.


★ OPEN YOUR FOUND ACCOUNT — [FOUND.COM/REFER/NX2683](https://found.com/refer/NX2683)


USE THIS LINK TO OPEN YOUR ACCOUNT · EXCLUSIVELY RECOMMENDED BY MFS CONSULTING

C

Connect Your Bank to Square

Once your business bank account is open, you must connect it to Square so your student payments are deposited into the correct account.

 **Log into Square** → go to **Account** → **Bank Accounts** → **Add Bank Account** → enter your business checking account and routing number

 Deposits typically arrive **within 1–2 business days** after a student pays. You can also enable **Instant Deposit** in Square for a small fee if you need funds same-day.

BUSINESS BANK ACCOUNT DETAILS (FILL IN ONCE OPENED)

BANK NAME

[Fill in when opened]

ACCOUNT NUMBER

[Fill in when opened]

ROUTING NUMBER

[Fill in when opened]

ONLINE BANKING URL

[Fill in when opened]

ONLINE BANKING LOGIN

[Fill in when opened]

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STEP 06 — STUDENT MANAGEMENT

Liability Waiver & Student Registration

A

Accessing Your Online Waiver

Your liability waiver has been set up as a Google Form. Every student must complete this before attending any class. Responses are automatically saved to your Google Drive.

 **Before every class:** Send the waiver link to your students via text or email. They complete it on their phone and you receive a notification.

WAIVER LINKS

GOOGLE FORMS WAIVER LINK

[TO BE PROVIDED BY MFS CONSULTING]

✓ **Best Practice:** Add the waiver link to your Linktree so students can always find and complete it before class. You should also keep a few printed copies in your range bag for students who did not complete it online.

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STEP 07 — MARKETING


Set Up Your Social Media Accounts


A Create Business Profiles

Create the following social media accounts using your new business Gmail. Use **@samuraiwolfdefense** as your handle on every platform for consistency.

 **Facebook Business Page:** facebook.com → Create → Page → Business. Upload your logo and cover photo from your brand kit.

 **Instagram Business Account:** Create a personal account first, then go to Settings → Account → Switch to Professional Account → Business.

 **TikTok (optional but recommended):** Create account → go to Settings → Manage Account → Switch to Business Account.

 **All profiles:** Add your Linktree URL in every bio field. This is the only link you need to share — everything else is connected from there.

SOCIAL MEDIA ACCOUNT DETAILS

HANDLE (ALL PLATFORMS)

@samuraiwolfdefense

FACEBOOK PAGE URL

[Fill in after creating]

INSTAGRAM URL

[Fill in after creating]

TIKTOK URL

[Fill in after creating]

Recommended Next Steps & Upgrades

A Optional Upgrades — When You're Ready

The following upgrades are not required on day one, but are strongly recommended as your business grows. Contact MFS Consulting to discuss pricing and implementation for any of these.



Professional Business Phone — Phone.com · Upgrade from Google Voice to a dedicated business line with voicemail transcription, auto-attendant, and call routing. ~\$12–15/month. Website: phone.com



Full Website Build · A professionally designed website with online booking, class pages, about section, and contact form. Contact MFS Consulting for a quote.



Google Business Profile · Get listed on Google Maps and Google Search so people can find you when they search "firearms training near me" in Florida. Free to set up — MFS Consulting can optimize it for you.



Branded Email Address · Once your domain is purchased, upgrade to [\[email protected\]](#) for a more professional appearance. Approximately \$6/month via Google Workspace.



Email Marketing (Mailchimp) · Build a student email list and send class announcements, promotions, and training tips. Free up to 500 contacts. Website: mailchimp.com



CONTINUED SERVICES — MFS CONSULTING

Upgrade Options & Ongoing Support

Your initial setup package has laid the foundation. The following services are available on an ongoing or one-time basis as your business grows. All services provided exclusively by **MFS Consulting**. Contact us anytime to get started.

TO ORDER ANY SERVICE BELOW

Contact MFS Consulting

Website: [\[YOUR WEBSITE HERE\]](#)

[\[YOUR EMAIL HERE\]](#)

[\[YOUR PHONE HERE\]](#)



Ongoing Consultation & Retainer

Stay ahead with dedicated consulting support. Priority access to MFS Consulting for strategy, marketing advice, and operational guidance — on your schedule.

MOST POPULAR

STARTER RETAINER

\$297 /mo

- ✓ 2 × 30-min strategy calls/month
- ✓ Email support (48-hr response)
- ✓ Monthly business review
- ✓ Access to MFS resource library
- ✓ Priority scheduling

GROWTH RETAINER

\$597 /mo

- ✓ 4 × 45-min strategy calls/month
- ✓ Priority email + text support
- ✓ Quarterly brand & business audit
- ✓ Social media content planning
- ✓ New class launch support
- ✓ Discounted à la carte services



One-Time Consultation Sessions

QUICK CALL

\$75

30 minutes

STRATEGY SESSION

\$135

60 minutes

DEEP DIVE

\$250

2 hrs + written report




AI Receptionist — 24/7 Automated Call Answering

Never miss a lead again. An AI-powered virtual receptionist answers calls, responds to inquiries, qualifies leads, and sends booking links automatically — 24/7, even when you're teaching.

\$99 /mo

+ applicable minutes

- ✓ 24/7 automated call answering
- ✓ Answers questions about classes & pricing
- ✓ Qualifies leads & captures student info
- ✓ Sends booking links automatically via text
- ✓ Escalates urgent calls to you directly
- ✓ Custom script written for your business

 Minute-based billing applies for call duration beyond the base plan. MFS Consulting provides a full breakdown of minute rates at setup.

Dedicated Business Phone Line

Upgrade from Google Voice to a fully dedicated professional business line with voicemail transcription, auto-attendant, and call routing. Powered by Phone.com.

\$50/mo
PER MONTH

- ✓ Dedicated local Florida business number
- ✓ Call forwarding to your personal phone
- ✓ Voicemail with email transcription
- ✓ Professional auto-attendant greeting
- ✓ Completely separate from your personal line
- ✓ Powered by Phone.com



Website Hosting & Maintenance

MFS Consulting hosts and maintains your website so you never worry about downtime, renewals, or technical issues. One flat rate covers everything.

BASIC HOSTING

\$49/mo

- ✓ Website live 24/7
- ✓ SSL certificate (https://)
- ✓ Domain renewal managed
- ✓ Monthly uptime monitoring
- ✓ Security updates

MANAGED HOSTING

\$99/mo

- ✓ Everything in Basic
- ✓ Monthly content updates (up to 2)
- ✓ Performance optimization
- ✓ Backup & recovery
- ✓ Google Analytics reporting
- ✓ Priority support



Full Website Build — 3 Edits Included

A professionally designed, fully functional business website built specifically for your brand. Includes class listings, booking integration, contact form, and mobile-responsive design. Three rounds of revisions included.

\$999

ONE-TIME

- ✓ Custom design using your logo & brand
- ✓ Home, About, Classes, Book Now, Contact & Waiver pages
- ✓ Mobile-responsive on all devices
- ✓ Square booking integration
- ✓ 3 rounds of revisions included
- ✓ Additional edits billed à la carte (see below)



Website Updates — À La Carte

Need changes after your 3 included edits? All updates available on demand. Quote provided within 24 hours — no work begins without your approval.

À LA CARTE PRICING

Simple Changes	\$250	Text updates, photo swaps, price changes, contact info, class listing edits
Moderate Changes	\$250–\$500	New page, booking form updates, new class section, gallery, promotional banner
Complex Changes	\$500–\$850	Full page redesign, new feature integration, payment system changes, complete rebrand
Rush Request	+\$100	Same-day or next-day turnaround on any update



Domain Registration & Branded Email

MFS Consulting handles full domain registration, setup, DNS configuration, and connects a branded professional email to your domain. No technical knowledge required on your end.

DOMAIN SETUP

\$149

 + domain cost

- ✓ Domain name search & registration
- ✓ DNS configuration
- ✓ Redirect setup & website connection
- ✓ 1-year registration included

Domain cost ~\$12–20/yr for .com

BRANDED EMAIL ADD-ON

\$14.99

 /mo

- ✓ e.g., [\[email protected\]](#)
- ✓ Powered by Google Workspace
- ✓ Works on phone & desktop
- ✓ 15GB storage included
- ✓ Requires domain purchase first



Email Marketing Campaign — 7 to 10 Emails

A professionally written and designed 7–10 email nurture sequence. You provide your email list and choose your email provider — MFS Consulting writes, designs, and loads the entire campaign. *Nothing in this service is free.*

\$499

ONE-TIME

- ✓ 7–10 fully written branded emails
- ✓ Welcome sequence, class promos & follow-ups
- ✓ Loaded into your email platform
- ✓ Automated scheduling configured
- ✓ Subject lines optimized for open rates
- ✓ Client provides email list & platform access

RECOMMENDED EMAIL PROVIDERS

Mailchimp

mailchimp.com — Free up to 500 contacts

Klaviyo

klaviyo.com — Best for automation

ActiveCampaign

activecampaign.com — Best for sequences



SMS / Text Marketing Campaign

Text messages have a 98% open rate — the most powerful way to reach students instantly. MFS Consulting builds your full text campaign including booking reminders, class announcements, and promotional messages.

\$299

ONE-TIME

- ✓ Full SMS campaign written & built
- ✓ Booking confirmations & class reminders
- ✓ Promotional messages configured
- ✓ Follow-up sequences set up
- ✓ Loaded into your SMS platform
- ✓ Client provides contact list & platform access

RECOMMENDED SMS PROVIDERS

SimpleTexting

simpletexting.com — Easy to use

Twilio

twilio.com — Most powerful

EZTexting

eztexing.com — Best for small biz



Google Business Profile — Setup & Optimization

Get found when people search "firearms training near me" on Google Maps. MFS Consulting sets up and fully optimizes your Google Business Profile for maximum local visibility.

\$499

ONE-TIME

- ✓ Full profile creation or claim & verify existing
- ✓ Category, description & keyword optimization
- ✓ Upload logo, cover photo & gallery
- ✓ Business hours, services & Q&A setup
- ✓ Linked to your website & booking page
- ✓ Review request strategy provided




Curriculum Build-Out — À La Carte Custom Quote

Need professionally structured class curricula — lesson plans, student handouts, assessment criteria, and instructor notes? MFS Consulting builds out complete course materials. Pricing based on customization and complexity.


PRICING BASED ON SCOPE

Single Class	Custom Quote	Lesson plan, student guide, and instructor notes for one class
Multi-Class Series	Custom Quote	2–5 classes as a cohesive program with progression & assessments
Full Academy Program	Custom Quote	Complete multi-level academy with branded materials & certificates

 Contact MFS Consulting for a free 15-minute consultation and custom quote. Pricing based on number of classes, depth of content, and turnaround required.



Additional Services — Available À La Carte

 **Please note:** All marketing services listed below are available at an additional cost and are billed à la carte. None of these services are included in your initial setup package. Contact MFS Consulting for a quote on any item.



Social Media Post Design

Branded post graphics for Instagram/Facebook. Priced per post or content pack.



Print Materials

Updated flyers, banners, brochures — designed and print-ready.



Paid Ad Campaign Setup

Facebook/Instagram ad setup and audience targeting to reach new students.



Quarterly Business Review

Audit of bookings, revenue & growth opportunities with written action plan.



A Why Business Cards Matter

Business cards are one of the most powerful and affordable marketing tools you have. Every time you meet someone at a range, an event, or in conversation — a card leaves a professional impression and gives them an easy way to book. Always have cards with you.



A print-ready business card design has been created for you by MFS Consulting and is included in your brand packet. You can take it directly to any printer or upload it to an online print service.

B Before You Order — What to Fill In

Your business card design is ready but has a few fields that need your final information before printing. Make sure these are confirmed and correct before placing your order.



INFORMATION NEEDED ON YOUR CARD

FULL NAME	Alexandre Amorim
TITLE	NRA Certified Firearms Instructor · License #184126353
MILITARY SERVICE	United States Marine Corps Veteran
BUSINESS NAME	Samurai Wolf Defense
PHONE NUMBER	<input type="text" value="Your Google Voice number — fill in when received"/>
EMAIL ADDRESS	<input type="text" value="Your business Gmail — fill in when received"/>
WEBSITE	<input type="text" value="Your Linktree URL or domain — fill in when set up"/>
SOCIAL MEDIA HANDLE	@samuraiwolfdefense

⚠ Do not order cards until your Google Voice number and business email are confirmed. You do not want to print 500 cards with incorrect contact information.

C Print Specifications

When ordering, use the following specifications to ensure your cards print correctly and look professional.

CLIPBOARD CARD PRINT SPECS

SIZE	3.5" × 2" (standard US business card)
ORIENTATION	Horizontal (landscape)
RESOLUTION	300 DPI minimum
BLEED	0.125" on all sides
COLOR MODE	CMYK for print
PAPER STOCK	16pt cardstock recommended
FINISH	Soft-touch matte (preferred) or gloss
QUANTITY — STARTER	250 cards (approx. \$20–35 online)
QUANTITY — RECOMMENDED	500 cards (best value, approx. \$30–50 online)

D Where to Order Online

The following print services are reliable, affordable, and accept uploaded design files. You can upload the business card file from your brand packet directly.

PRINTER	WEBSITE	BEST FOR	EST. PRICE (500 CARDS)
Moo.com PREMIUM PICK	moo.com	Highest quality, soft-touch finish	~\$45–60
VistaPrint	vistaprint.com	Fast shipping, easy upload	~\$25–40
4Over4	4over4.com	Professional trade printing	~\$30–45
Canva Print	canva.com/print	Edit online & order direct	~\$25–35
Staples / Office Depot	staples.com	Local pickup, quick turnaround	~\$35–55

✓ **MFS Consulting Recommendation:** Order from **Moo.com** for the best quality finish that matches your brand. Select "Soft-Touch Matte" — the texture alone sets your card apart from everyone else's. Use code **MOO20** or search for current discount codes before ordering.



MASTER CHECKLIST

Before You Teach Your First Class

- ✓ Log into Gmail and set up on my phone
- ✓ Log into Google Voice and enable call forwarding
- ✓ Log into Square and verify all 3 payment links work
- ✓ Log into Linktree and test all links
- 🚨 **URGENT: Apply for Lockton Affinity insurance**
- 🚨 **URGENT: Receive and save Certificate of Insurance**
- ✓ Open a business bank account
- ✓ Connect business bank account to Square
- ✓ Purchase domain name (samuraiwolfdefense.com)
- ✓ Create Google Drive folders for student records
- ✓ Test the online waiver — submit a test response
- ✓ Set up Facebook Business Page with logo and cover photo
- ✓ Set up Instagram Business Account
- ✓ Add Linktree URL to all social media bios
- ✓ Print 5–10 copies of the liability waiver for your range bag

Order business cards (Moo.com or VistaPrint)



Questions? Contact MFS Consulting

YOUR BUSINESS SETUP PARTNER

Company: MFS Consulting

Role: Business Setup & Brand Consultant