

Host Success Pack

Independent Event Partnership Programme

Just Self Defence | Est. 2005

CONFIDENTIAL — REGISTERED HOSTS ONLY



Congratulations on Becoming a Host.

Just Self Defence is proud to be partnering with you.

This pack contains everything you need to run a successful JSD event.

AFFILIATED & ACCREDITED



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Welcome to Just Self Defence Hosting

Thank you for becoming a JSD Host.

Just Self Defence was founded in 2005 by Chris Renton — a professional self-defence instructor with over two decades of real-world experience. JSD is affiliated with the Self Defence Federation (SDF) and ASMAA SDF, and was recognised at the UK Martial Arts Show 2026 with the Hall of Fame Top Instructor Award.

JSD provides practical, beginner-friendly self-protection training for everyday people — structured around the 4 Phases of Defence. Participants learn to recognise danger early, manage confrontation calmly, and respond effectively under pressure. No experience, fitness, or prior training is required.

As a JSD Host, you are helping to bring that training to your local community. This pack gives you everything you need to make your event a success.

What's Included in This Pack

- **Host Process & Checklist** A condensed overview of the 6-step hosting process, plus a full printable checklist.
- **Course Menu & Pricing** Details of all available JSD courses, including fees and income examples.
- **Responsibilities Overview** A clear summary of what the Host and JSD are each responsible for.
- **Travel & Location** Coverage area and guidance on events outside the standard operating area.
- **Frequently Asked Questions** Honest answers to the questions hosts ask most.
- **Support & Contact Details** How to reach JSD at any stage of the process.
- **Attached Documents** Host Agreement, Venue Safety Form, Registration Form, Enrolment Form, Promotion Guide, Checklist.

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The Host Process — Your Simple 6-Step Roadmap

The process is designed to be simple, manageable, and straightforward. Your full detailed checklist is attached separately.

1	2	3	4	5	6
Enquire	Secure Venue	Agree & Book	Promote	Manage	Deliver
Contact JSD with your preferred course and dates before confirming a venue.	Book provisionally once dates are confirmed. Avoid large upfront payments.	Pay the £50 deposit (redeem your £20 reg fee) to confirm the instructor.	Market your event 3–4 weeks before. See the Promotion Guide for tips.	Handle bookings, collect forms, submit everything to JSD one week before.	The instructor arrives and delivers the course professionally and safely.

Course Menu & Pricing

All courses are beginner-friendly and suitable for mixed or single-gender groups. Maximum 16 participants. You set your own ticket price.

1. One-Day Self Defence Course

Ages 16+ (12+ with participating adult)

Practical personal safety and self-defence training covering awareness, confrontation management, practical responses, and post-incident decision making.

Duration:	4hr or 6hr
Instructor Fee:	£190 (4hr) / £250 (6hr)
Recommended Price:	£55pp (4hr) / £65pp (6hr)
Example Profit:	~£580 (4hr) / ~£640 (6hr)

2. Teenager Self Protection

Ages 13–16

A focused 2hr course covering awareness, confidence, communication, and personal safety tailored for teenagers.

Duration:	2hr
Instructor Fee:	£150
Recommended Price:	£25 per person
Example Profit:	~£200

3. Knife Awareness & Tactical Strategy

Ages 13+

Awareness-based course covering risk recognition, avoidance, tactical thinking, and emergency decision making.

Duration:	2hr
Instructor Fee:	£150
Recommended Price:	£25 per person
Example Profit:	~£200

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4. Kids Safety Hero

Ages 6–10

A fun, beginner-friendly child safety awareness class covering personal safety fundamentals.

Duration:	1hr
Instructor Fee:	£75
Recommended Price:	£12 per person
Example Profit:	~£92

5. The Switch — Mindset Training

Ages 16+

A specialist workshop focused on overcoming fear, hesitation, and freezing in high-pressure situations.

Duration:	1hr
Instructor Fee:	£100
Recommended Price:	£20 per person
Example Profit:	~£190

Responsibilities — Host & JSD

YOUR RESPONSIBILITIES

- Sourcing and paying for a suitable venue
- Promoting and marketing the event
- Managing participant bookings and communications
- Collecting participant payments and handling refunds
- Distributing and collecting all required JSD forms
- Submitting all information to JSD one week before
- Paying the remaining instructor balance 7 days before
- Ensuring the venue meets basic health and safety standards

JSD'S RESPONSIBILITIES

- Providing a qualified, professional instructor
- Delivering the agreed course safely and professionally
- Supplying training equipment where required
- Conducting a safety briefing at the start of the session
- Providing all required participant forms
- Providing the Host Success Pack and organiser guidance
- Providing promotional support materials where available
- Operating with appropriate public liability insurance

Full legal terms are set out in the attached Host Agreement, which must be signed and returned to JSD before your event is confirmed.

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Travel & Location

JSD courses are primarily delivered within the **West Yorkshire** operating area. Courses outside this area may still be available — however, additional travel or accommodation costs may apply depending on location and travel time. Please contact JSD before confirming your venue to discuss availability and any associated travel costs. All travel requirements are assessed at the time of enquiry.

Support & Contact Details

If you have any questions at any stage — before, during, or after your event — please don't hesitate to get in touch.

✉ **Email** justselfdefence@gmail.com

☎ **Telephone** 07770 808979 Please text — Chris will call you back as soon as possible.

■ **Website** www.justselfdefence.co.uk

■ **Facebook** facebook.com/JustSelfDefence

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Frequently Asked Questions

Q1. Do I need any experience to become a Host?

No. You don't need any hosting or martial arts experience. Your role is simply to organise and promote the event locally while JSD delivers the professional training. If you're ever unsure about anything, ask before you do — support is available throughout.

Q2. How much money can I realistically make?

This depends on your ticket price, venue costs, participant numbers, and any additional costs you choose to incur such as paid advertising. A typical example: 16 participants x £55 = £880, minus instructor fee £190 and venue hire approx. £110, leaves a potential remaining balance of approx. £580. You can also run more than one event to create ongoing income or raise funds.

Q3. What support does JSD provide?

JSD provides a professional instructor, course structure and delivery, all participant forms, organiser and venue guidance, promotional support materials where available, and course equipment where required. The Host Success Pack is designed to guide you through every step — even if you have never organised an event before. Contact details are at the end of this pack if you need further help at any stage.

Q4. What if I can't fill all 16 spaces?

This is exactly why Step 1 asks you to gauge interest before committing. Testing interest first protects your time and money. That said, 16 is the maximum — not the minimum. If you think you can realistically get 10–12 people, simply adjust your ticket price accordingly — for example £60–£65 instead of £55 — to ensure the event still works financially.

Q5. How far in advance do I need to book the instructor?

Anywhere from two weeks to twelve months — it all depends on availability. We recommend booking as early as possible to secure your preferred date, especially for weekends which tend to fill quickly.

Q6. What if a participant turns up without a completed enrolment form?

This is fine. The instructor carries spare copies for anyone who signs up after the host has submitted the registration form. You can also send participants a copy in advance and ask them to print and bring it on the day. All participants must have a signed form before training begins.

**Ready to make an impact in your local community? Thank you for becoming a Just Self Defence Host.
We look forward to working with you.**

Just Self Defence in Action

Real courses. Real participants. Real impact.



Chris Renton — UKMAS Hall of Fame 2026 | Top Instructor Award



Event Promotion Guide

Filling Your Course with Confidence

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You are responsible for promoting and filling your event — but don't overthink it. Most successful events are filled through simple local networking, social media, and word of mouth. This guide gives you everything you need to promote with confidence, even if you've never done anything like this before.

1. Where to Promote

Social Media

Post on Facebook, Instagram, and TikTok. Share in local community groups, neighbourhood pages, and any groups relevant to your audience. Use a mix of posters, short videos, and simple text posts. Posting several times over a few weeks works much better than a single post.

Friends, Family & Colleagues

This is often your most powerful starting point. Ask people you know to share your posts, mention the course to others, or even book a place themselves. A personal recommendation goes a long way.

Local Community Groups & Organisations

Contact local gyms, schools, charities, community centres, parent groups, fitness instructors, and youth organisations. Many are happy to share or display information about community events at no cost.

Posters & Flyers

Place posters in gyms, cafés, shops, workplaces, sports clubs, and community notice boards. Always ask permission before displaying materials. A simple, clear poster with the date, location, and a contact link is all you need.

Workplace Promotion

If you work somewhere with colleagues, this can be an easy group booking. People often feel more comfortable attending with someone they know, so encourage friends and colleagues to book together.

2. Your Simple Promotion Schedule

Start promoting approximately 3–4 weeks before your event date. Small, regular activity over several weeks performs far better than one big push.

Week 1	Week 2	Week 3	Week 4
Launch	Build	Urgency	Final Push
Announce the event. Post on social media, tell friends and family, contact local groups.	Share again with a different angle. Focus on who it's for and what they'll gain.	Highlight limited spaces. Share any bookings you've received to build social proof.	Last call posts. Remind people booking closes soon. Chase anyone who showed interest.

3. What to Say — Sample Social Media Posts

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Feel free to copy, adapt, or use these as inspiration. The most important thing is that it sounds like you — don't worry about making it perfect.

Launch Post

■ *I'm hosting a Just Self Defence course on [DATE] at [VENUE]. It's a beginner-friendly, practical self-defence day — no experience needed, no fitness required. Just real, useful skills for everyday situations. Spaces are limited to 16. Link in bio / DM me to book. ■*

Urgency Post

■ *Just a reminder — my self-defence course is coming up on [DATE] and spaces are filling up. Only [X] places left! Perfect for anyone wanting to feel safer and more confident. No experience needed. Drop me a message to grab your spot.*

Word of Mouth Nudge

■ *If you've been thinking about it — now's the time. Know someone who would love this? Tag them below or share this post. The more the merrier and it's always better with a friend! ■*

4. What to Say When Someone Asks

When you're talking about the course face to face, people will have questions. Here are simple, confident answers to the most common ones.

Q: Is it suitable for me? I'm not very fit.

"You don't need to be fit at all. It's designed for everyday people — any age, any size, any fitness level. If you can walk in, you can take part."

Q: Do I need any experience?

"None whatsoever. Most people who attend have never done any self-defence before. That's exactly who it's designed for."

Q: Is it going to be aggressive or intimidating?

"Not at all. It's delivered in a relaxed, supportive environment. There's no sparring, no pressure, and no embarrassment."

Q: What will I actually learn?

"Things like how to spot danger early, how to handle confrontation calmly, and simple responses if things escalate. Practical stuff for real life."

Q: Is it worth the money?

"Most people say it's one of the most useful things they've done. You leave feeling genuinely more confident and aware — and that stays with you."

5. Creating Urgency & Useful Phrases

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Urgency Phrases

- Limited spaces available — only 16 places per course
- Booking closes [DATE] — don't miss out
- Only [X] places remaining
- Early booking recommended
- Spaces are going fast — secure yours today
- Don't wait until it's sold out

Real Reasons People Attend

- Feel safer walking home at night
- Build real confidence — not just fitness
- Practical skills for everyday situations
- Beginner friendly — no experience needed
- Something different to do with friends or colleagues
- A course that could genuinely change how you carry yourself

6. Important Promotion Guidance

- Always represent Just Self Defence professionally and accurately.
- Do not make exaggerated or misleading claims about the course content or outcomes.
- Ensure all dates, times, venues, and pricing you advertise are correct before posting.
- Avoid making the course sound aggressive, intimidating, or confrontational — focus on confidence, awareness, and personal safety.
- JSD logos and branding materials may be used for promoting your event. Do not alter or misrepresent the JSD brand.
- JSD may provide poster templates and promotional support where available — contact JSD if you need assistance.

★ Golden Rule: Small, regular promotion over several weeks always outperforms one large post. Keep showing up and the bookings will follow.

Host Event Checklist

Your step-by-step guide to a successful event

Just Self Defence | Host Success Pack

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Use this checklist to track your progress from registration through to event day. Tick each item off as you complete it. If you have any questions at any stage, contact JSD for support.

Phase 1 — Before You Book

STEP 1

■ Register as a Host

Pay the £20 registration fee and receive your Host Success Pack.

STEP 2

■ Read the Host Success Pack

Review all documents, forms, and guidance before proceeding.

STEP 3

■ Choose Your Course

Decide which JSD course best suits your audience and location.

STEP 4

■ Test Interest

Gauge interest from your group, network, or local area before committing to a date.

STEP 5

■ Contact JSD to Check Availability

Email JSD with your preferred course and dates before confirming a venue.

Phase 2 — Booking & Setup

STEP 6

■ Secure a Provisional Venue

Find a suitable venue that meets JSD space and safety requirements. Do not pay upfront until one week before.

STEP 7

■ Confirm the Date & Pay the Booking Deposit

Pay the £50 instructor booking deposit to secure your date. Your £20 registration fee is redeemed here.

STEP 8

■ Sign and Return the Host Agreement

Complete and return the signed Host Agreement to JSD before promotion begins.

STEP 9

■ Complete the Venue Safety Form

Visit your venue, complete the Venue Safety & Instructor Access Form, and return it to JSD.

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Phase 3 — Promotion & Bookings

STEP 10

■ **Begin Promoting Your Event**

Start promotion 3–4 weeks before the event. See the Event Promotion Guide for tips and sample posts.

STEP 11

■ **Collect Participant Bookings & Payments**

Set your ticket price, collect payments, and manage participant communication.

STEP 12

■ **Send the Enrolment Form to Each Participant**

Every participant must complete a JSD Enrolment Form before attending.

STEP 13

■ **Chase Outstanding Bookings**

Follow up with anyone who showed interest but hasn't confirmed yet.

Phase 4 — One Week Before the Event

STEP 14

■ **Submit the Completed Registration Form to JSD**

Return the Host to Instructor Registration Form with all participant names, ages, genders and email addresses.

STEP 15

■ **Return All Completed Enrolment Forms to JSD**

Collect and submit every participant's signed Enrolment Form.

STEP 16

■ **Confirm the Venue Safety Form Has Been Submitted**

Check JSD has received your completed Venue Safety & Instructor Access Form.

STEP 17

■ **Pay the Remaining Instructor Balance**

Settle any outstanding balance with JSD no later than 7 days before the event.

STEP 18

■ **Send Participants the Event Details**

Confirm the venue address, start time, parking, and what to wear/bring.

Phase 5 — Event Day

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STEP 19

■ Ensure the Venue is Open and Ready

Arrive early to open up, check the space is clear and safe, and be available to welcome participants.

STEP 20

■ Be Contactable Throughout the Event

You do not need to be on site, but remain reachable in case the instructor or participants need you.

STEP 21

■ Collect Any Outstanding Enrolment Forms on the Day

If any participant has not yet submitted their form, collect it before training begins.

STEP 22

■ Close the Venue After the Event

Follow the closing procedures outlined in your Venue Safety Form.

Phase 6 — After the Event

STEP 23

■ Settle Any Final Payments

Confirm all costs are settled, including venue hire and any other agreed expenses.

STEP 24

■ Delete Participant Data Securely

Once no longer required, delete all personal participant information in line with GDPR regulations.

STEP 25

■ Consider Hosting Again

Successful hosts can book further courses at any time. Contact JSD to check availability.

Need help at any stage? Contact JSD at justselfdefence@gmail.com — we're here to make sure your event runs smoothly.