

Monday, January 23, 2012

NB marketing - sticky VIPs to mail box poles  
(most L2s - magazines to businesses  
this month - hold sign at Atlantic & 3rd  
so far)

KM school - hand flyers for students to put up at work or apartment  
(2nd - call old students (Alfonso are back.)  
highest 2a) - call/email leads

How to sustain your marketing efforts?

Total # L2s for 2011 → are you retaining them?

Should retain at least 80% each year.

Should have 1-year's enrollment + 10%

Keeping the same instructor helps retention

Why do clubs retain so well?

Set schedule, more personal time w/ each student

How to get more 1 on 1 time?

Progress check - sit down w/ each student every month (even after the upgrade)

Instructors have scheduled classes too → students can count

on always having the same instructor, feel obligated to him/her

You don't have 200 students - You have 20 in class right now - focus on them

How many scripts do we have?

VIP - works about 50% of the time (if you engage them)

find if they have interest & what they want to accomplish

- Where can you VIP - bank, grocery store, car shopping, gas station,  
coffee, movies, restaurant

Give everyone you meet your card

- Works best if your clothes identify you. Be conscious of

body language - use hands, smile, stand straight, angled, eye contact

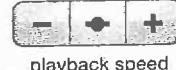
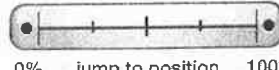
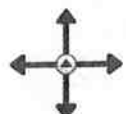
3 feet away, don't cross arms (closed off), match their voice

- Ask questions - "Have you ever thought about MA?" → investigate

the experience. "Have you heard of our school?" Invite them

to come in. Get cell # & send text w/ video → 727.27, text words:

WXFit1, FLKrav1, Karate America 1 (get them to text & then they get auto responder)



00:00 / 00:00

jump

bookmark

0% jump to position 100%

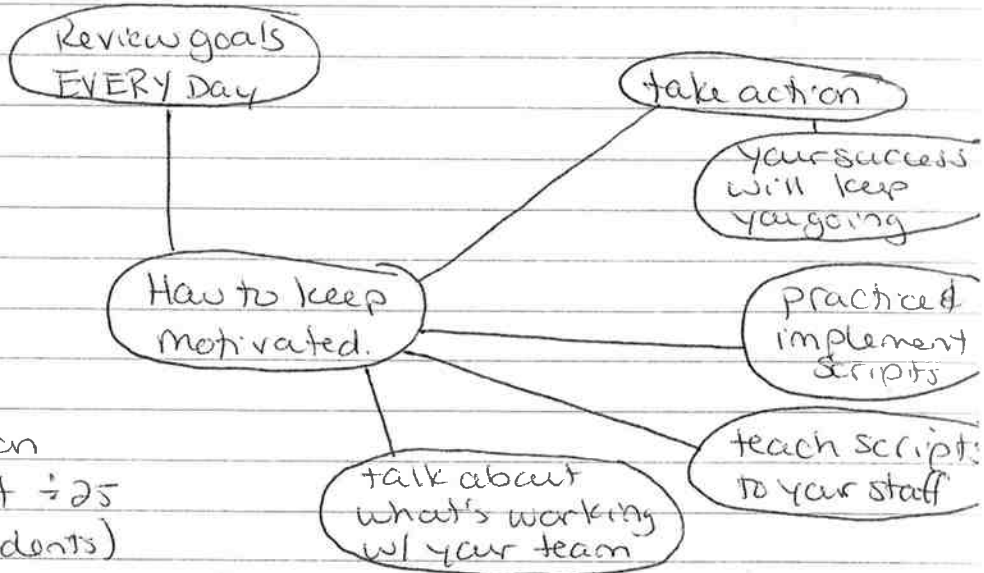
playback speed

volume

- If they say they've never thought about MA - "Have you ever thought about what you would do in a dangerous situation / defend your child?" "MA is one of the fastest ways to get in shape." Then investigate more

Intro

Upgrade  
phone



max # students on  
your floor:  $\text{sq ft} \div 25$   
(1000 sq ft = 32 students)

If you have a class that's too full, move one belt rank - don't rearrange the whole schedule (messes up the whole school.)

Be aware of community schedules - Baptists go to church Wed & Sun, Indian worships Saturday, Jewish on Saturday

