

Monday, January 30, 2012

Hand out leads

Adults want to learn life skills too
(or else Anthony Robbins wouldn't
be a billionaire)

Grupon - here and Miami

Kickboxing is fitness & wt. loss

- mix between personal training & group classes - feels like personal training
- Students who lose wt & get fit WILL refer
- we need more knowledge on nutrition (book - Wheat Belly)
(get excerpt for free at Barnes & Noble.com)
- Cross fit diet - Paleo diet
- Once the kickboxing classes are full, they will fill your kids' classes w/ their children.

Recruiting - everyone is interested in fitness & wt loss right now

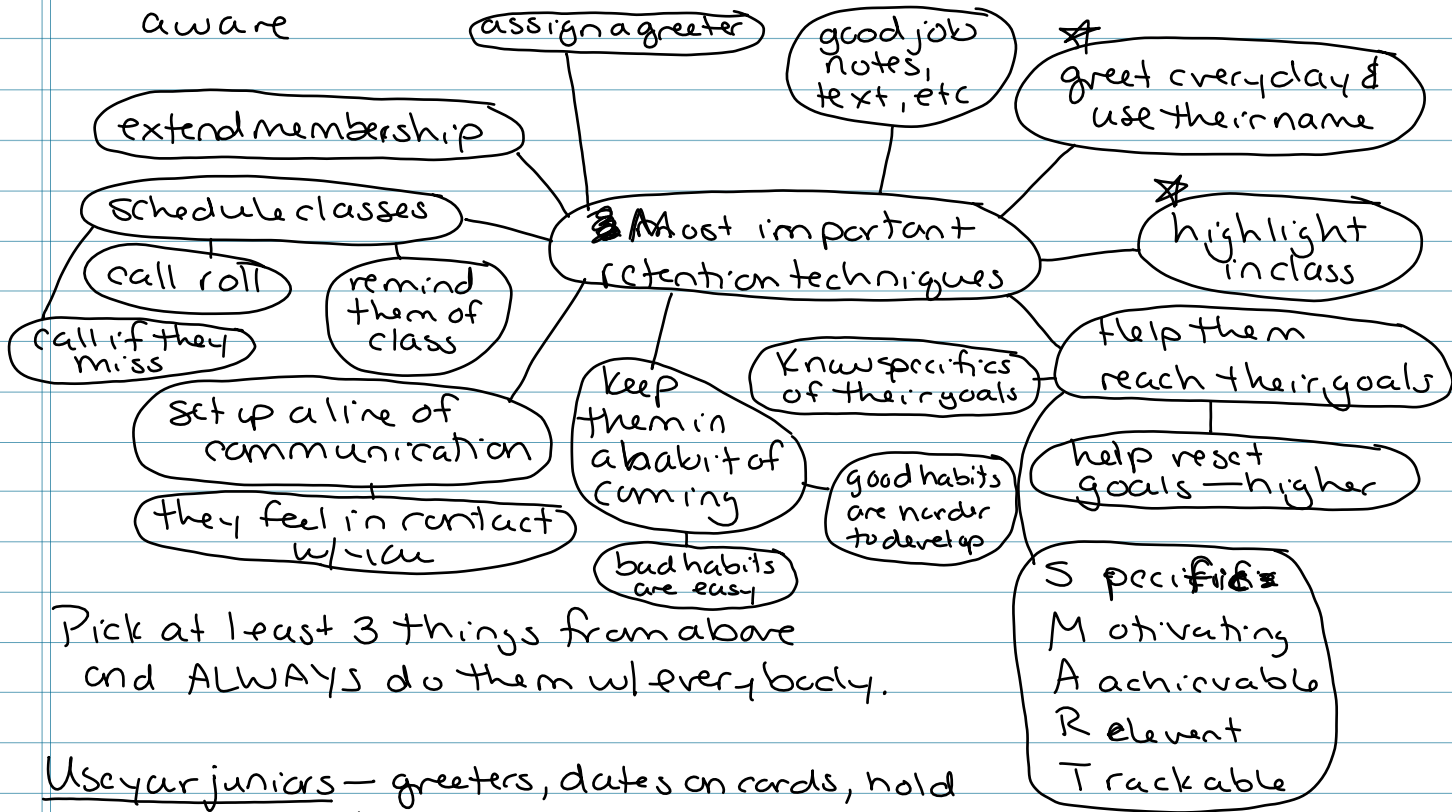
- guys won't admit they are overweight - or that that's why they came to your school.
- people are more likely to return right now - people start & restart things in January
- Referrals happen more now - if you are referrable (Book - Raving Fans)

Retention - know their name and WHY they are there - help them to continue to reach their goals

- Parent conferences every month w/ every parent - discuss progress & goals (NOT just money)
- How many people are in your school training? (KNOW your #!)
(200 students should = \$40,000/mo)
- energy & structure. Knowledge. Rapport
- Generally, you have rapport w/ the people you spend time with, which is usually the competitors and super stars
- Hand out Monthly Report from ASF - Have your total # of accounts increased? What's
- new students ~~for~~ last year as compared to the year before & compared to what you had to start & what you have now (retained)

Retention (continued)

- The average school will have one year enrollment + 10%
- student roster - pink highlight - behind on dues
 - yellow - expiring
 - green - large balances (for cashouts)
- When someone cancels or stops coming, you should feel like a family member died - you should be that intensely aware



Pick at least 3 things from above and ALWAYS do them w/ everybody.

Use your juniors - greeters, dates on cards, hold sign outside, help w/ private lessons, good job notes...

Devil is in the details - everyone does the big things. The truly successful do the little things, too.

Have students post your flyers - apartment mail centers, break room at work, fitness center at housing complex...

Recruiting is like brushing your teeth - a habit.

It is not episodic. It is daily.

Graysan - do presentation for everyone - but LOW pressure

"Do I have to enroll now?" → "How important are your goals?"

25% of people will cash out

- Fitness is a lifestyle - you have to continue working out