

No meeting Wednesday - must  
bring paperwork

Monday, October 10, 2011

On time is 15 minutes early, not 15  
minutes late.

Phone application - 4square  
click in when you arrive at the  
school. Links to Facebook & helps your  
site ratings increase

Kickboxing is selling w/ no advertising

You must have structure in your classes

- students respond to instructor command
- only 10% of the class should be no count

Energy in classes

- use voice, more quickly
- call and response

Martial Arts Blandings FL.com ← news sites  
↑ insert - your school name

(Even w/ other things going on, you should be able to keep your class' attention.)

- "You don't want to be good. You want to be outstanding."
- "Clear, not close."
- "Start Strong, End Strong."
- "It's your name. It's who you are."

30-50% conversions from the \$20 kickboxing  
- build rapport - not pressure  
- need good class times (M&W 7:00, Tues 8:00, Sat 9:00)

Karate sites: Kids - 6 wks for \$69  
Adults - 3 classes for \$20

Send everyone to the site to purchase prior to their appt. - don't wait to sell them

Multiply your current new members by 3 - will that be enough by the end of the month?  
(we are 1/3 thru the month)

Halloween specials - ask your rep for the flyers, or posters you want.

