

Wed Oct 24, 2012

High rank camp - let people have options  
what they want to train.  
What did we learn?

- double stick system (continuous fyd)

- Teaching better, marketing better: monitor  
and adjust.

- Everyone teaches like their instructor.

- Learn the different things you practiced  
at camp.

- Have a system.

- Carry yourself professionally and don't  
talk down to people.

- School operators meeting: ATA Strong  
90 coins from ATA Strong, sanctioned  
tournaments then return to ATA for a  
letter and the jacket.

ATA Strong merchandise - for referral.  
red coins to give.

- Keep your office clean and neat!  
Ready to do business.

- Personal f p camp training: make  
it a personal story for your students.

How do we use the tournaments?

- Bring trophies back to school to be  
represented.

- Announce the ATA Strong tournament  
in Ft Lauderdale see 3/29

Reward upgrades - rewards retention.

Black Belt testing list due!  
Name - ATA #! & rank - testing ex

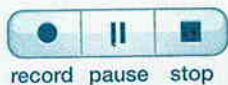




mid terming,

scoring: 15 points total,  
UNF Dec 15, Start time 9am.

All competitors in Tournament should have  
school patch.



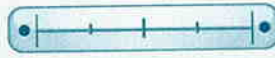
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jump



bookmark



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playback speed



volume

Monday, October 29, 2012

Master Clark's Master Mind weekend

- went to several quality businesses
- always greeted & said hope to see you back
- The schools w/ amazing customer service hit around \$70,000
- Great impression every time you come in

### Good Habits

- Have new student orientation
- Teach parents to have kids do boring things right before karate
- Greet every student - <sup>friendlier than</sup> expected
- Open when the hours on the door say
- clean & organized - over the top
- Go over & above
- Work w/ them extra (don't play favorites)
- Handwritten notes
- listen attentively - <sup>let them vent if</sup> they need to
- Focus on health & nutrition
- Follow thru on promises -
- Members don't bother each other

### Bad Habits

- people get hurt
- too hard - difficulty, intensity, info.
- forget presentations
- people get embarrassed - student or parent
- school dirty
- bug infestation
- don't know the material (Student missed class)
- don't have the equipment
- too many & surprise fees
- nickel & dimed experience
- fees higher than expected
- boring classes, no rapport
- promises not kept - juniors teaching - start/end late

What are you willing to spend to keep your students?

Unexpected things have the most impact.

Don't be obvious about giving them promotional items.

Ideas: mail starbucks cards \$7.50

edible arrangement

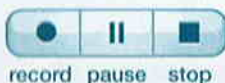
nail salon or spa discount coupon (free)

(have at least 5 business partners)

restaurant gift cards

Send a book to kids - educational & fun

This boosts referrals



record pause stop



jump



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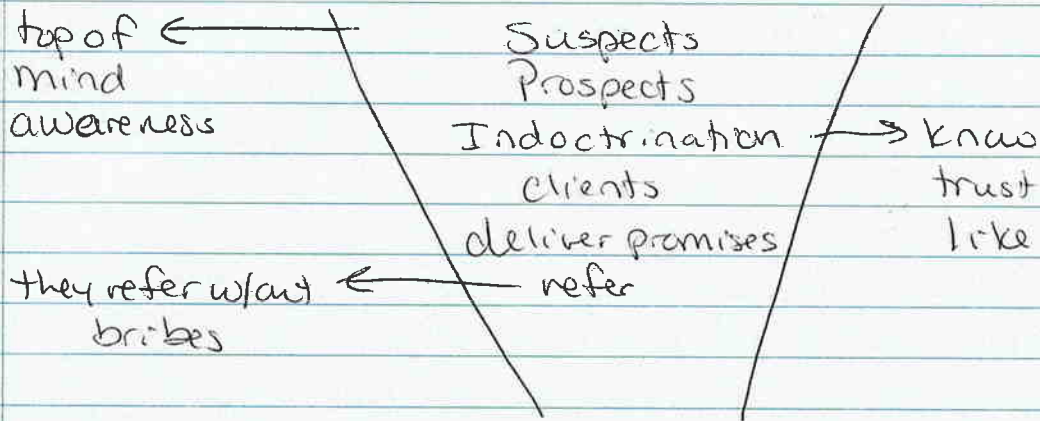


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Referrals are not clients — they are prospects  
 Don't push them to enroll too soon.

Recommended book — Good to Great

BBT — one ring dedicated to KM members testing for Black  
 - ATA fit in the ring, right before testing

