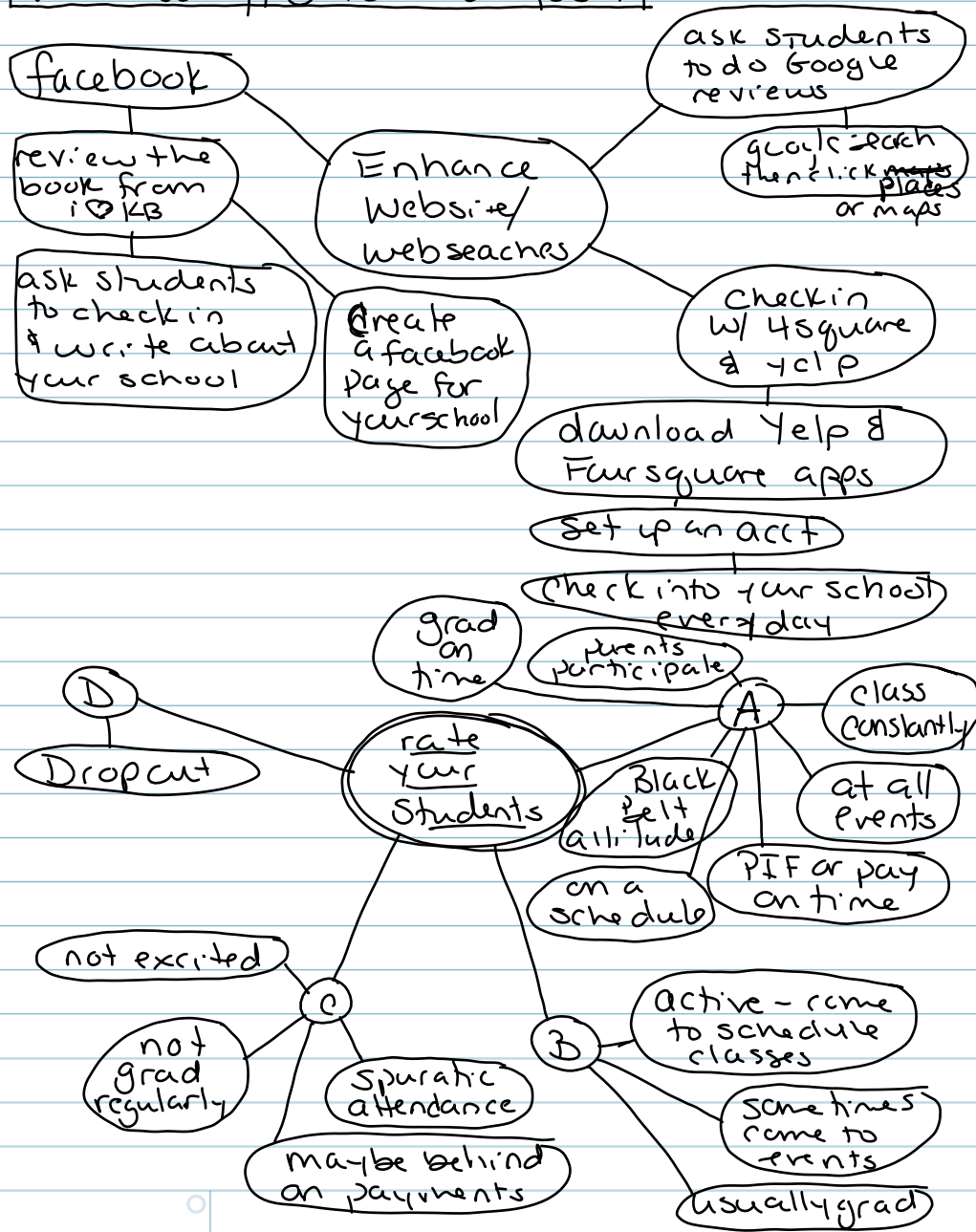


Wednesday, October 26, 2011



Pre sell Summer Camps

A students — upgrade & do business

- get them to write reviews
- bring friends
- keep them active

B student = beware

- get them to A status
find their hot button
- intro them to A students
(make sure A students know how to make them feel accepted)
- get them to bring their friends
(stronger connection to the school)

C student = caution

- must be on a schedule first
- private class
- keep them informed of school activities (facebook, email)

D student = dropout

- keep them informed of school news
- pleasant exist strategy — keep them as friend of the school
- invite to big events (RRT)

Only try to upgrade A students — B & C students will likely dropout if they ~~don't~~ are presented to.

Parents should also have friends in the school

- Post an upgrade list (ask permission from parents to give ~~or~~ XMA unif & invite to LP training)
- No school camp (28th) — bring friends