

Wednesday, October 5, 2011

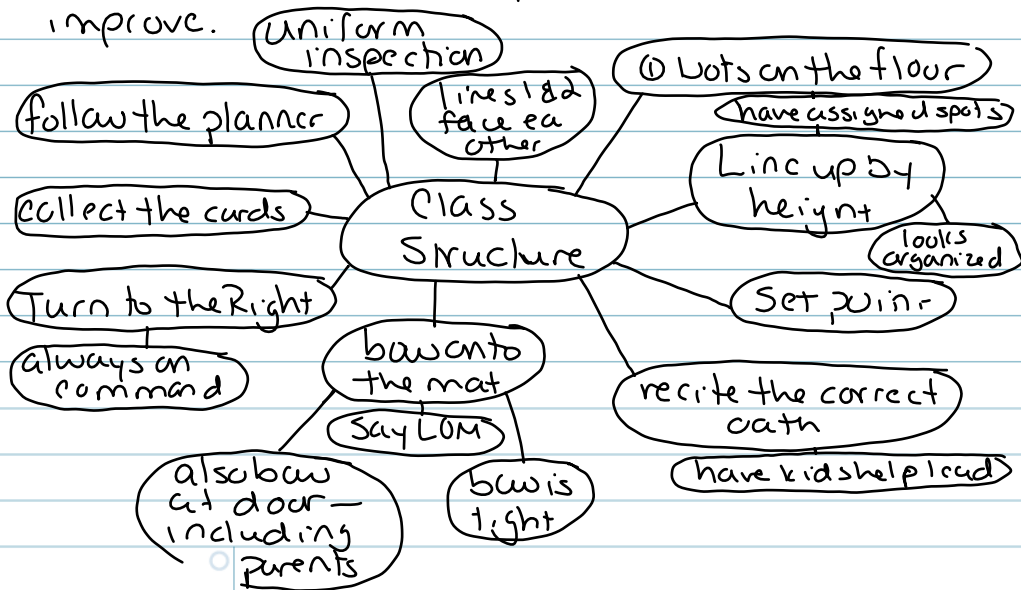
What to wear when teaching kickboxing?

- Not uniform
- wear something we sell - w/ i = n i = t  
workout - cuts

Wear for TKD classes?

- clean white uniform - should be perfect, look like a military uniform
- Never casual
- shin guards & cup do not go over uniform

Our schools already look sharp - but it's the top 20% who always improves, so that means we must always continue to improve.



Structure is the foundation of Martial Arts

### Importance of the uniform

- establishes authority
- increases the military aspect
- various patches provide goals  
people are motivated by many things

### Midterms - same for ATA

- retention of high ranks
  - helps ATA not run out of equipment
  - helps ATA to plan
- \* Follow the midterm schedule

Never call students out for making a mistake

Get your students to write reviews online  
(google etc)

Class cards - recommend the longer term &  
cheaper price

Role Play basic enrollment - EFT → have card  
in hand (from DP) and ask to keep prints on same card

Invitation - train 30 days on LP - on a schedule

Personal Goals - always have them with you

Make sure you clean your school - moms especially  
will notice

Martial Arts Blandin FL.com ← new 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 member 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.

