

Monday, November 12, 2012

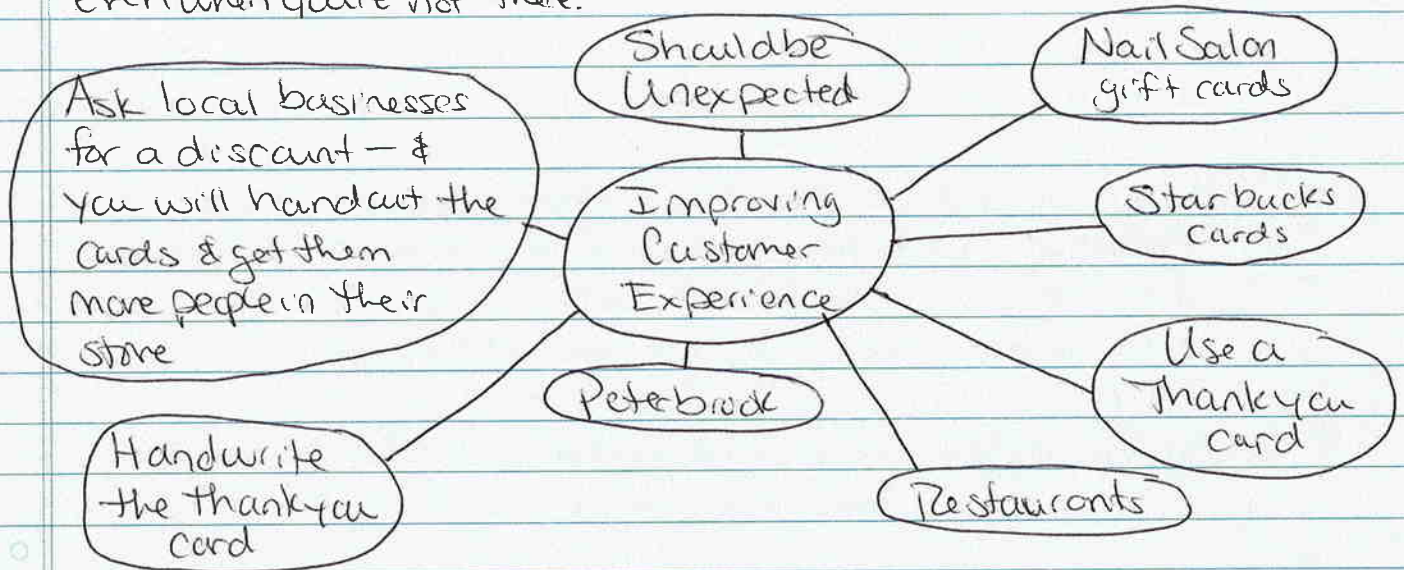
Accomplish your personal production goal by the 15th.

- What do you have remaining?
- How are you going to accomplish it?
- You have 3 days - divide the remaining balance by 3. That's your goal for each day.
- Thanksgiving is next week - people may go out of town & will start spending on Christmas. They should pay you 1st.
- Compress your work in order to compress your cash.
- If your goal is very large, perhaps expand the goal date to the 20th. Still before Thanksgiving.
- Sell - Thanksgiving camps, Fitness boot camps, gear & mem for Christmas gifts, Black Friday sales (Order extra holiday items to sell Now)

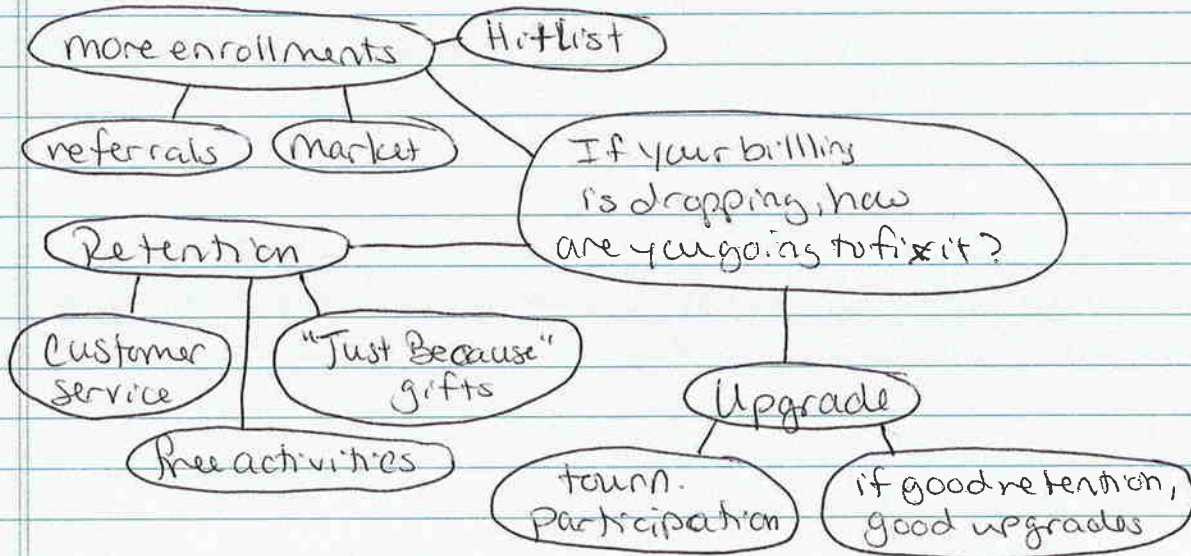
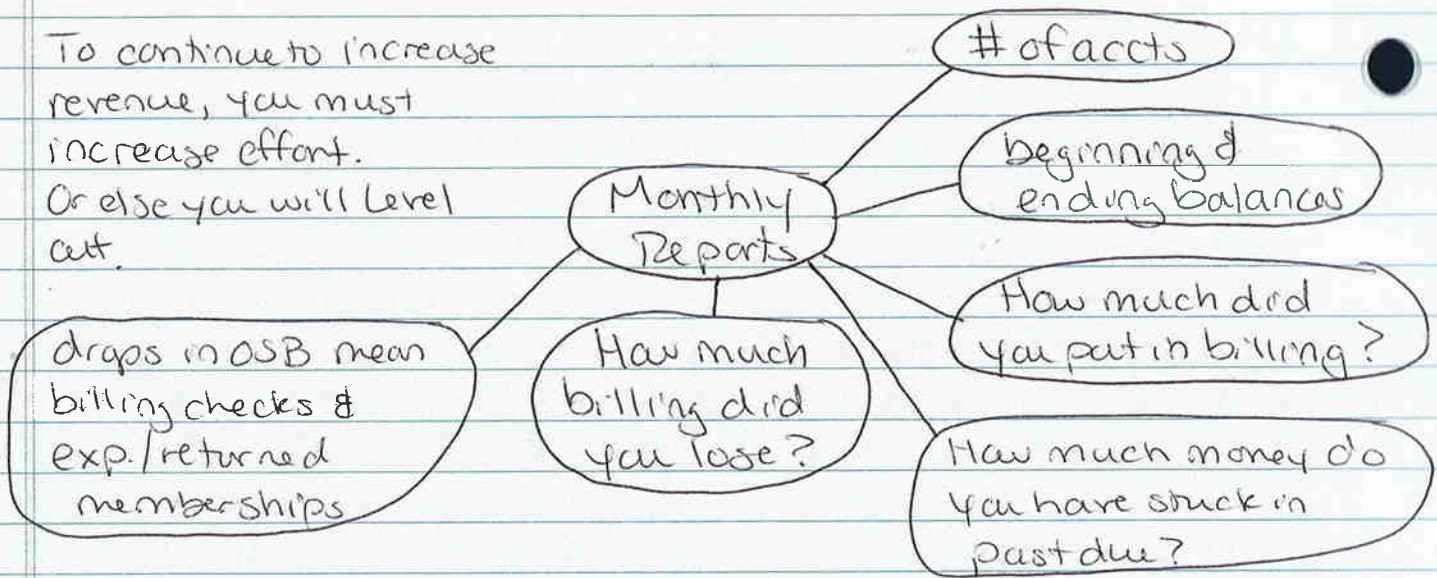
Camps should start BEFORE 9:00. Parents need to be at work by 9:00, minimally. Times should be convenient for the students, not necessarily for the instructor.

Checklist - discussed last week

- Did you use it? How did it work?
- It needs to become habit. Then your employees will do it even when you're not there.



To continue to increase revenue, you must increase effort. Or else you will level out.



Where do you think your school model will be by the end of the year? What percentage? When will it be complete?

Push unlimited classes, rather than by class prices.

"Based on your fitness goals, I recommend you train 2-3 times per week." No option of inconsistent class attendance. Also increases retention

* Recognize customer needs — & meet them (Do not base your business on what's convenient for you)

