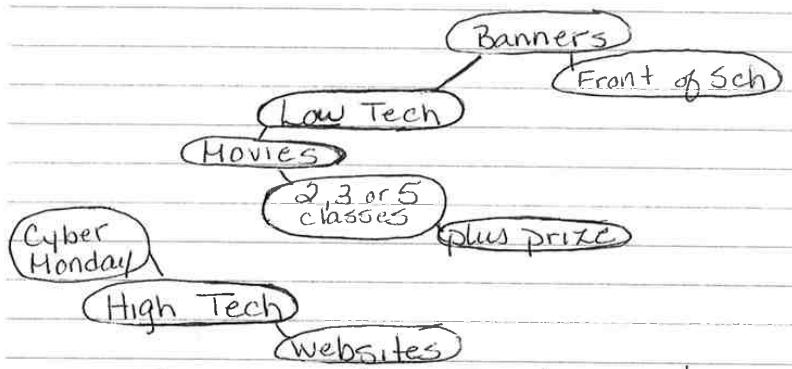


Monday, December 5, 2011

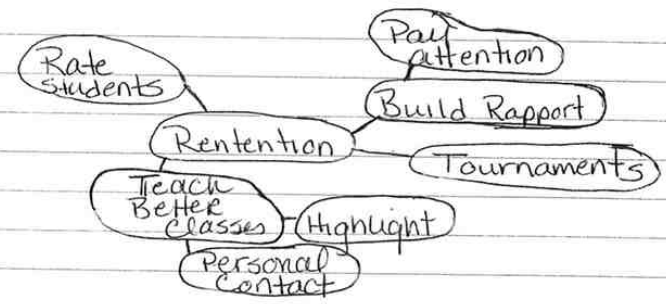
- ① Low Tech } Marketing
- ② High Tech }
- ③ Retention
- ④ Pricing Summer Camps + after sch.



\* Dec Marketing For January!  
 Plan - you must be out!

Fight the darkside - your laziness and doubt  
 Market constantly to develop top of mind awareness -  
 People should know about you - then when they  
 decide to DMA, they think of you

- Dress the part TKD unif, KB, KH
- Drive people to sites & call forward phones



- Graduation - Team names let them pick  
 as they get higher in rank merge  
 teams.

- 2011 - School Champ Plaque
- Certificate Sch. Champ
- Patch for unif or belt



Upgrades

- XMA unif give away