

Monday, February 18, 2013

Look at your school as 3 separate businesses: TKD, KM/WXF, afterschool

- Know how many people come in for each program

- advertise accordingly

- 13% of the population are on a shift schedule - build your daytime classes w/ those people, & w/ stay at home moms

Also, some business owners can adjust their own schedule

Shift workers: factory, medical, police, stockers (lg retail), security, call centers, fire department

Schedule classes w/ local businesses for their employees

- Figure how many people you need in each class to make the amount you want

How many classes do you have per week? Per month?

How much does it cost you to run each class? expenses/#classes

Use that to figure how many students you need.

Then add the desired profit to the expenses & figure again how many students you need.

Gear your marketing toward filling small classes

Deal w/ the #'s → your paycheck is #'s

Base your schedule on how much you want to make & the demand - not what you feel like working

Fill a class: market it, chief inst. teaches it, gear curriculum toward the desired group

What should you be teaching at noon? KM, WXF, TKD?