

Wed 2-20-13

Count your classes!

Each class needs to be profitable.  
If not enough students → add students.

Make sure your classes all of them  
are profitable. Once you are at  
capacity → raise your price!

{ Raise the price  
Lower the cost (layoff people).  
Sign up more people

Why prep up the red book?

- for desired results
- for guidance
- Accountability
- Resources
- Consequences!

Master Apollo:

Secrets of a great MA school:

To maintain consistency:

- uniformity
- Professionalism
- Caring (like it's your own school).
- Communication between staff members.