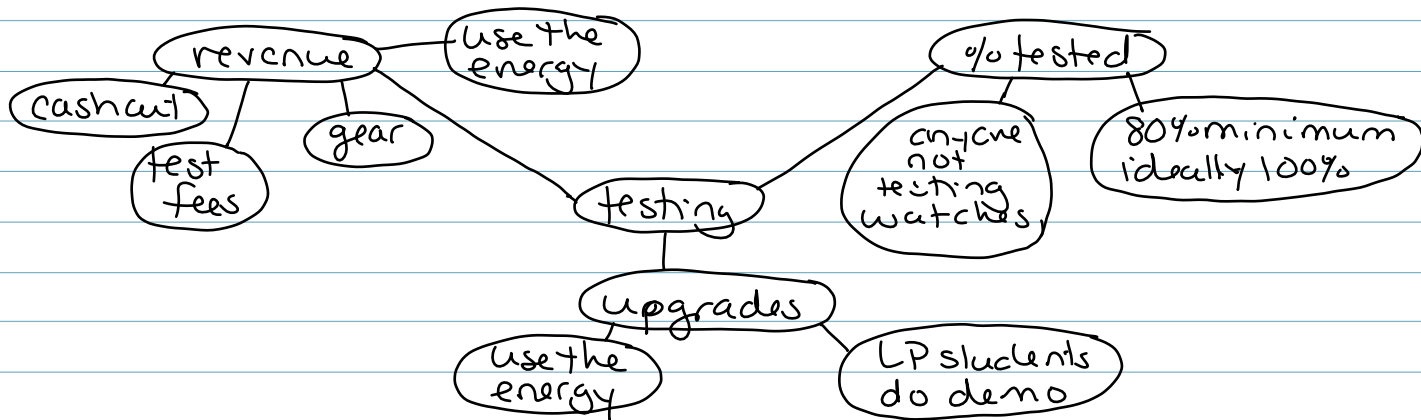


Monday, February 17, 2012

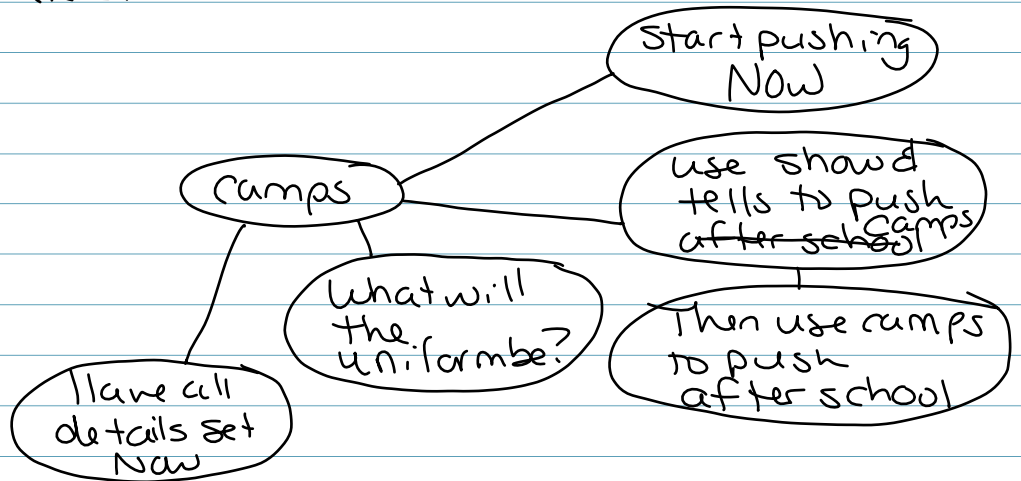
Is the school ad working?
\$69 specials converting?

Monday meeting is TKD Uniform!

An ATA member won the fights on TV this weekend - using basic TKD (works at Victory MA)
- talk about this in your classes - TKD does work
- maybe show a clip in the adult class



- warn parents ahead of time that testing will be crowded and hot - much less likely to complain.
- all testings should be on the same weekend.
- Set big goals, especially for graduation.
- If juniors/part timers are helping w/ business, give them big goals, inspire them to excel.



- Last Monday, we shared our plans to make \$5000 for the week personal production. Did you make it?
What is your plan to do \$5000 this week?
- To reach a certain number, set a goal significantly higher. Leave room for people to say no, so you don't get desperate.
- Stretch yourself, reach for more than you think will happen. Then make yourself believe you can do it — do everything possible (and then some) to reach the goal.
- Are you just trying to stay afloat, or are you working on getting rich? Push for bigger goals. This is not a rehearsal.
- A crowded class brings good energy — as long as it's organized.
- Assign classes & post the lists of students in each class.
- sq footage of mats → ÷ by 35 for kids, 35 for adults = ~~total # of students~~ ^{of that # =} Then 80% of that # is max number of students for that space.
- People see small classes & think something is wrong w/ your school — they are less likel. to enroll. If you don't have students to fill the classes, encourage students to attend more often
- Use attendance tracking ever, week — scheduling is a science. You need the #'s to make educated decisions.
- Attendance is an indicator of where the money is headed
Track totals for each class, day, week, month
- Money's not important, but the lack of it is.