

Wed March 28, 2012

Summer Camp — Tax for kids

Make kids work!

Why do we do Summer Camps?

1. Retention
2. New members (people can even try 1 week free)
3. Upgrades — (some of the weeks free if they upgrade to Sp.)
4. Cash outs (if paid in full → 2 weeks free)
5. Equipment sold (uma package)
6. Feed after school

How do we do it? Show preview in class
Reactivate students who dropped out. (Old members).

Signs!! Now.

Referrals! If they bring someone for Summer Camp they can have some credit.

KM for Kids: No booze etc... No arm bars!

Direct mail — for Summer Camp.

Flyers!

Collar Certification — CPR certified!!