

Monday, March 4, 2013

Break-a-thon

- parents impressed w/ the charitable attitude
- kids had fun
- relaxed & friendly atmosphere
- always good to do charity work

Stay focused on all areas of your business always

End every month w/ more people training than last month

Lack of attendance is the silent killer

Enroll new members & retain the ones you have

Recruiting that involves talking w/ people

- build your syndicate
- buddy days - be referable
- now is the time to reactivate people - the holidays are over & life has returned to normal.

Mark all your cards ABCD - or w/ stars A=4 stars, B=3 stars, etc

- fix people by getting them on a schedule
- private lesson
- hot button - what do they love about classes?
- put on a team

D Student

- invite back <sup>to an event</sup>, make them feel like a part of the school (continue communication)

C Student

- get on a schedule

B Student

- find hot button

A Student

- give them what they want, keep them excited

Make everyone feel like a part of the school, a part of the team

Be honest w/ yourself about what grade each member is.



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jump



bookmark



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playback speed



volume

## Monthly report

Divide pmts made by # current members =  
ave. Student value / month

\* Amt entered should be higher than returns/cancellations  
OSB will then be higher

Feb contracts are behind being entered — please account  
for any discrepancies

If someone is past due, 1st get them back in class. Catch  
them up before they hit 3 months.

Renew prior to expiration — 6 months prior, especially if  
they exp during the summer

Cash out highest new balances

## Follow the Curriculum

- 90% students should have been awarded the white  
stripe last week
- Follow all the same planners, stay on same week

Start marketing Summer Camps NOW



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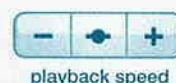
jump



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