

Monday, April 23, 2012

Pricing - write down all prices for mem.

* Always write the source on all memberships.

Write all the sources - location, referral, flyer, etc -
only & all ways they heard about you.

* Watch your AC - keep the bill down. No higher than 76°, then
turn it warmer at night. Martial Arts training in Florida
will be hot.

Track your marketing - what is working? We are generally
focusing on people who work out & are looking for
something different

Where do you market?

Where should you not market? (they can't afford)

- government subsidized housing
- flea markets

Mother's Day workshop coming up in May - Don't worry if
no one signs up that day. The purpose is to give the
mom's a great feeling about you & your school - they
will be more likely to keep their kids in class & to talk
well of you. (invite adult students' moms too)

KM class - invite the guys to bring their wives for a
month for free.

Intro class - adults prefer to take a regular class (but if
they walk in, do an intro anyway)

- kids always do an intro.

Pricing - should be the same across the board

Role play intro - work w/ someone different

- make sure both parents attend
- minimal enrollment percentage - 80%
- what is your

percentage this month?

(Not counting specials?)

Without counting coupons?

- Always a positive attitude.

Purpose of intro

preframe LP

Stop objections

enroll today

TKD is a
long term sport - Black Belt

Where are you in percentage of your monthly cash goal?

You should be at least 75%

(goal = \$20,000 personal production) → \$5000/week

