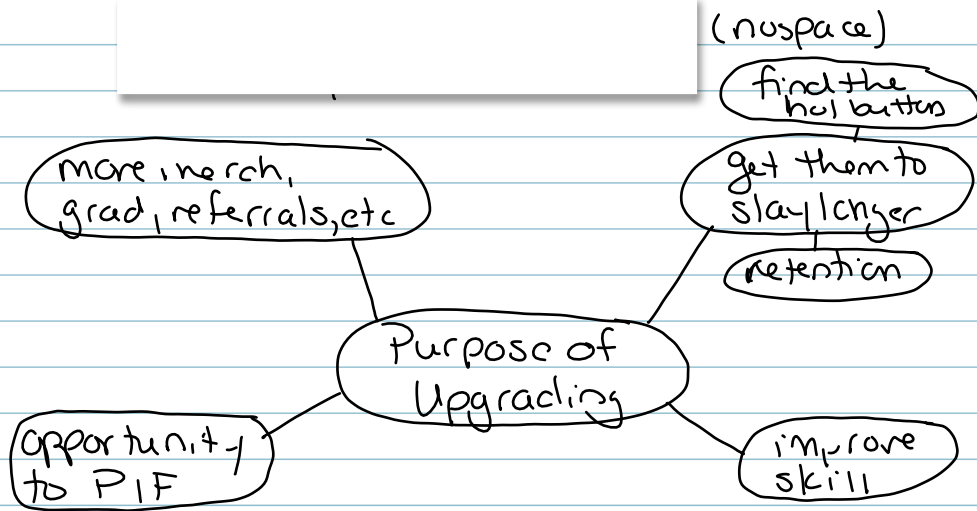


Monday, April 25, 2011

Grandmaster petition — at least get the name & email. (send a thank you for signing the grandmaster petition)

ATA text marketing test



6 week tournament schedule

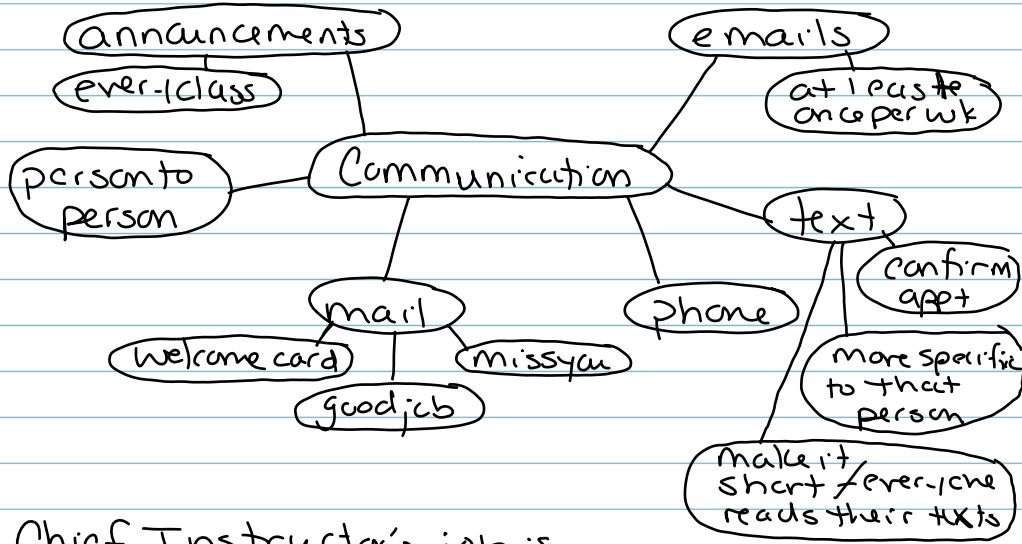
WC - 41 competitors

Mand - 21 comp.

Have parents help judge & score keep

Increase retention





Chief Instructor's job is

to create assistant instructors

Critical instructors should: be able to

kick & punch, be competent teachers,

be confident, know protocol

Collar certification - May 21

- make sure they know how to present themselves

students

email

text

mail

phone

person to person

announcements

prospects

email

text

mail

phone

confirmations

email

text

phone

weekly email

daily class conf. text

what should it say? ^{dates, lines}
(make it short)

If someone calls (including MC) in the middle of an intro or upgrade, let them know you can't talk by saying something like "I'm with one of our future black belts, Johnny. Can I call you back?" (Preframes the appt.)

Confirmation text:

"Looking forward to seeing you tonight at 7:00. Remember to wear loose clothing & we are located _____. Please call _____ w/ questions."

Missed Class text:

(text by the end of the night)

"Johnny, we missed you in class tonight. I hope you're feeling well. We'll see you Wednesday."

New Students determine your future.
Upgrades & cash determine your month.

What did you do last week to get new students?

- yard signs
- sticky VIPs on cars
- buddy day
- contact leads/hitlist

Ask for testimonials

○ NEED Paperwork MONDAY