

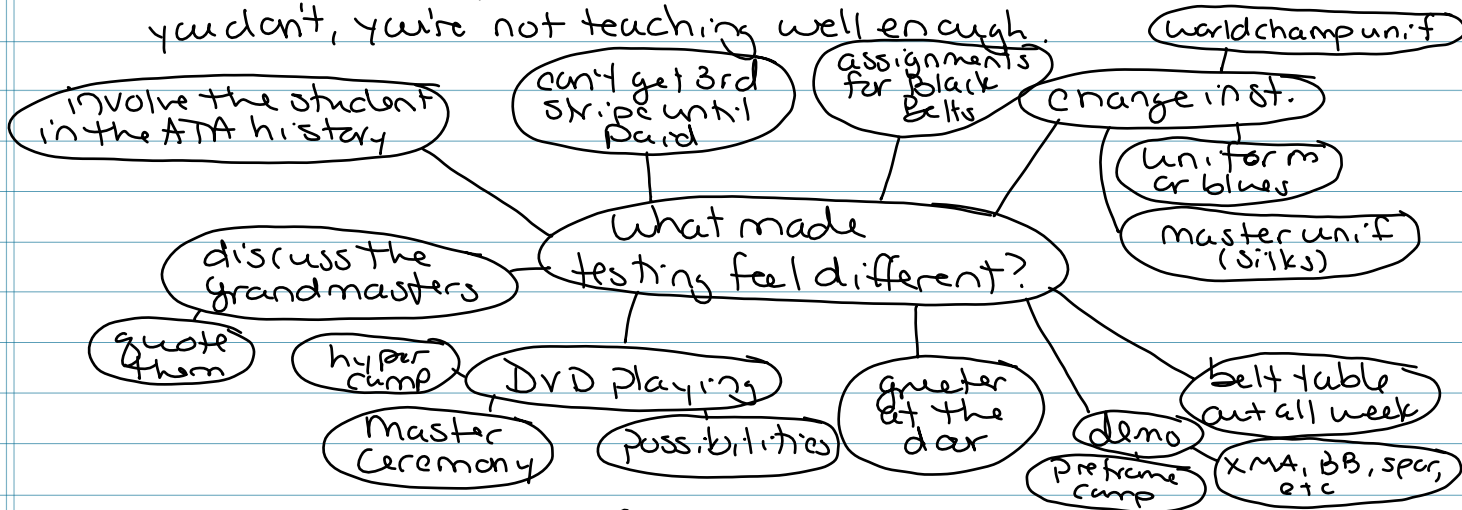
Monday, April 30, 2012

Hand out leads

Testing

How many students tested? What percentage?

- Brown & Red belts test 1/2 ranks (2r, 2D, 1r, 1D)
 - Don't rush the students, especially the younger students. Then they move too quickly then get stopped at 2nd or 3rd degree and can't move forward for a long time
- 100% participation - even if they are not ready to test, they test for a stripe or at least come to cheer
- Students should feel they have progressed each testing
- What was your cash goal for testing? Did you reach it?
- You should feel proud when you watch your students. If you don't, you're not teaching well enough.



Write down every idea - from meetings or anywhere

If you do everything week now, you'll be hugely successful
Business on testing day - find the time & have a plan

Camp - How many weeks have you sold?

How many do you have remaining to sell? Percentage?

At least \$40,000 is available for camps.

Each week should have a theme (a cool title)

ex., Sword, Self-Defense & MMA, XMA, Sparring, review for testing, Kamas, Instructor camp, Olympics training, XMA staff, XMA demo team

Seminars during the summer - (still need retention for those not coming to camp) boot camp, anti-car jacking, wt. loss challenge, knife fighting, father's day fitness
Mother's Day - work out w/ mom, child & woman self defense, free training during May (posters up in local businesses), parents night out

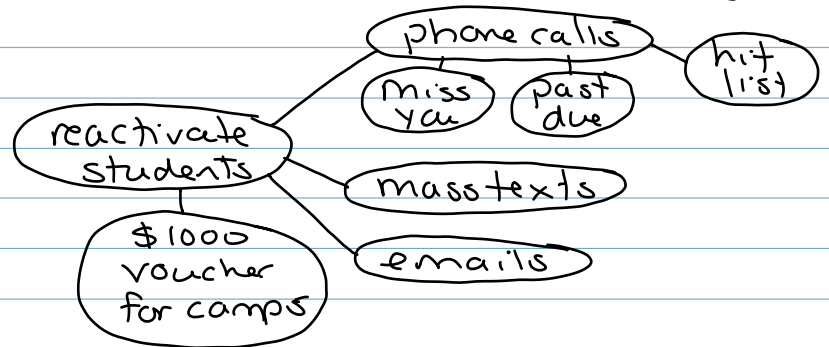
Purpose for extra events - retention, cash, upgrades & find their hot button, make an A student & reactivate D students

Excitement

trumps experience
- work hard & be enthusiastic & you'll be successful

If you have experience

but you don't work & don't care, you will not be successful



New kids MMA gloves will be in soon

Anyone who wears a KA shirt at BBT gets 10% off at the pro shop

Do you have momentum in your school? Up or down?