

Wed 5/15/13

Selling camps - how many weeks were sold and how many are left to sell?

What are you doing internally and externally to promote your camps?

What can we be doing?

- Internally:

Email current student

Create event on Facebook

Announce after every class (even in Kickboxing)

Contact drip list (Email-mail)

Flyers in break rooms (parent's work)

Who took last year? Get them excited about something.

Any time you text schedule out or every communication, remind about camp.

How do I know FB is working for me?
You should be getting comments & likes & shares. Tell them to like and share.

- Externally:

In schools

Put your car/sign where everyone can see it.

Signs (Suma Camp).

Business to business

Other sport team to come.

Put ads up



record pause stop



jump



bookmark



0% jump to position 100%



playback speed



volume

Black Belt testing

We should know now who is testing,
Three prequals,

White belts,
Black belts
Instructors
(our 3 products).

Competitors and
Instructors are
the people who
stay longer

All staff should participate in the
seminars.



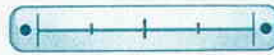
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