

Monday, May 2, 2011

Pass out leads & monthly report (April & June)

What changes have you made in 2011 to effect your business?

- make juniors more accountable - w/ rewards
- keep better statistics - pay attention
- take extra time w/ students
- ask more - PIF, referrals
- try new recruiting methods
- send emails more - contact w/ students
- split schedule, show diff. in class
- more events

You must have a burning desire to succeed.

Inspiration or Desperation

↳ Not just normal goals, something extraordinary

When hiring, look for:

Teachable

Coachable

Burning Desire

Review Monthly report:

What is 4% of your OSR? - Should be about the same as your billing (4-6% of OSB)

- If the percentage is higher, your mem are all short - billing will run out faster

To sustain OSB, ~~put~~ put enough in to acct for the billing checks you receive. If checks are \$5000, put in more than that in mem.  
Also acct for expiring mem & cancellations.

# of total memberships — Are you mainly close to 300?

Upgrades  
New Members  
Testing  
Merchandise  
Events  
Billing  
Cashouts

For April, how much \$ did you collect from each of these categories

Billing will be the largest  
What % is each category

Don't count on one person to make your month.  
Ask everyone.

Where did your new members come from? (April)  
(% from each category)  
Signs, sticky VIPs, referrals, calls, internet

message "KarateAmerica" (nospace)  
message "FLKrave" (nospace)  
receive coupon & video

Need Paperwork

No Meetings wed & Next week Mon & Wed