

Monday, May 23, 2011

## Collar Testing

95% excellent

Can clarify it before jacket belt — 10.1 for red collar or red black

Get better thru repetition

Make sure they have the goal set in their mind — commit them to the process

\* Push for more testers next collar test

## New Students

— How many for this month?

— Did anyone say no, even to the \$59 special?

The ones who said no, where did they come from?  
Common denominators?

— \$59 special works just as well as all other specials. If someone is not interested in martial arts, they won't be swayed by specials or ads — not until they get interested. We must always be visible, be in the forefront of people's minds, so when they're ready, they think of you.

— Especially, focus on marketing during Kung Fu Panda

- 1 Rest
- 2 Hydration
- 3 Nutrition
- 4 Exercise
- 5 Breathing
- 6 Procedures — structure, guidelines
- 7 Goals — w/ Passion
- 8 Learning — always be a student
- 9 Attitude of Gratitude

BBT — June 4<sup>th</sup> World Golf Village

— 3 prequalifications

— pass fit test

— know their form

— break 1st try

— gear & unif. check

— teach parents how to behave

— Work on extending memberships (\$ prepaid/grac)

— All Black Belts should attend

People who enrolled w/ The Karate Kid promo  
will be expiring soon

Finish strong — close all pending business

Summer — focus on retention

Monday — Closed for Memorial Day