

Wednesday, May 25, 2011

Hard cut leads

School ad — twice in May

Living Social — internet special ads

-online only \$25 1 month, w/unif

-Schools DO NOT collect the money — the student must bring in the purchased coupon from online

Marketing is the 1st job of MA instructors

Chief Master In Ho coming to BBT

Learn how to text leads w/ the video
(talk to Mr. Kosciuszko)

Utilize KungFu Panda — could dramatically improve your business, if you work it.

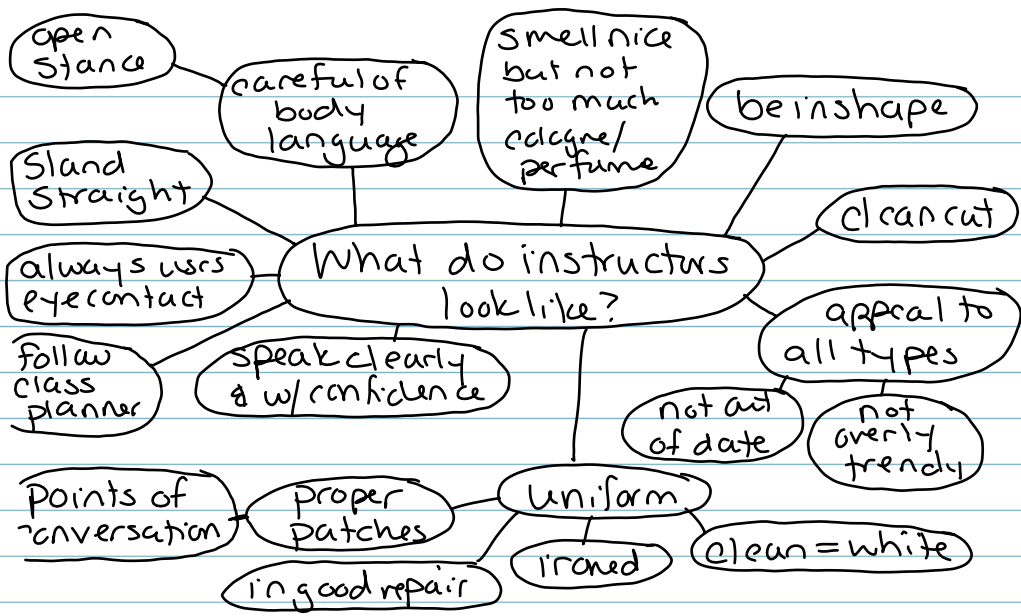
Within 1 month ~~WXF~~ will be socialized — more connection to Facebook → great marketing opportunity. Make sure your students are using WXF.com.

Monday meeting — wear uniform

Wednesday meeting — wear what you wear at the school when not in unif. (workout

○ pants & polo shirt — KA stuff only)

Look like
the instructor
↙



BBT — make sure students know how to ask for an autograph
 — make sure all ATA memberships are current — otherwise, results won't be processed.

Kung Fu Panda — more than just trying to sell \$59 specials. You may find the next great instructor, a life-long student.

Everyone is worth teaching — no matter how awkward they are.

Review Phone script — whoever answers the phone should know the script.

