

Wed May 9, 2012

Marketing: what steps do you have for this month? that's the only hard job we have.

Email - invites
Call opt students to reactivate / email buddies / class / seminar

Street signs around student neighborhoods.

Movie theatre / Money pages

Anyone holding sign in street

Business to business: summer camp flyers or Mother's Day workshop -

Flyers on mail box

Email teachers for show / Tell

Mothers to refill

frequency of these activities...

Sales: who is responsible for sales?
Everyone

Teaching: ① perfect 7 basic techniques

② every student working on their flexibility

③ Cardiovascular: enough that they don't fatigue after 1 hour

Motivational

The perfection of each single technique change your life, every move is a technique counts.

2 Sparring is cardio - form done right (strong), warrior combos...

Difference parents need to see between Argentina's program and leadership

What's the difference and when will they see it?

Graduation material
Dress different (see & feel difference)
More classes available → child moves / looks better
Class should move better

9 areas of business (income)

1. Cash out
2. Past due (get them in class)
3. Testing fees - - prepaid
4. Upgrade - - now payment
5. Merchandise package (required equipment)
6. Ask for Referral
7. Ask Mo's to an event