

Wed June 12, 2013

px for kids ~~add~~ - Video streams

Boo camp → regular program  
Groupon (feel like they are already students)  
→ regular program after.

On your floor you need to be at 80% capacity  
Summer Camp / classes etc...

Use hyper planner correctly for Summer Camp.  
Use 30 minutes plan for all type of  
Summer Camp.

Even if the groupon don't sign up, build  
the list and work the list. Email  
Mail - keep working the list. Leave  
a message with a tip.

Retention - ① Schedule their classes!

(communicate with everyone coming in!)

② Reminder text or email.

Be vigilant about retaining students.

Prospects: constant communications, 1<sup>st</sup> week  
of every month they get reminded what's  
going on in the school.

Students → plan - write it all out.

Drop outs - Work the list  
They might come back.  
They might have friends

Treat them like they're still a member.



We open at 11am to work the lists!  
Follow the process! ask for cash!

Kickboxing:  
Treat them better than anyone else  
Put them on your list.  
Ask them to bring friends.  
Go through them to find someone else!

Kickboxing & KM can be to build the  
Tae Kwon Do class with their kids.  
Bring their kids, their friends etc. etc...

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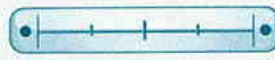
record pause stop



jump



bookmark



0% jump to position 100%



playback speed



volume