

Wed 7/11/12

Levels 1 - Master Richardson & his guys  
Passing out flyers - people calling -  
Marketing: 1 - Pick up flyers now / Sep: KM  
2 - after school

Write your own Marketing plan to  
support the flyers. What are you  
& your team doing to get levels 1?

Send all callers to website to sign.  
Keep a list of everyone who comes in  
and didn't sign.  
Script should be filled out completely  
when someone calls.

Have someone hold sign in street  
Sign up procedure: Present on  
Intangible things that are helping  
you:

Tone of voice  
The way you look  
Body odor  
Breath  
Sloppy desk  
Are you engaging?  
Acknowledge them as soon as they  
come through the door.  
Your students!  
Your body language  
On the floor you sell everything all the time!

Equipment package: 3 success packages.

for KM: different T-shirts for advanced students?

7 basic techniques:

check our own students! Beginners need to look like Martial Artists.

- ① High block - (different ways to teach & combine)  
(in front stance)
- ② #2 front kick (foot formations) (different foot formations).
- ③ #3 side kick (offensive side kick) (#1 defensive)  
(Knee position - foot - pivot - posture - body line) (hand position)
- ④ 1-4 Combo  
add 7 & 8 Combo & up.  
(add on!)  
(In fighting distance & all!).

your school goals → your personal goals.  
(bragging rights - money etc.)

Filter what's in your mind, clean your subconscious (superscience). Control your subconscious.

You need to have a feeling of accomplishment at the end of every class.  
Make your beginning students strong & sharp.

