

Monday, July 16, 2012

We may not all have the same amount of money/resources, but we all have the same amount of time to work

The school's income influences how you get paid. Pay attention!

A school doesn't make real money until it hits \$30,000.

30,000

- billing

the amount left to collect for the month } $\div 30 \text{ days} = \text{daily goal}$

Are you on track for the month?

What are you doing to meet your goal? How will you make a difference?

It's not about the school - it's about who's running the school. Teaching is not the job - it's recruiting & running the business.

The best way to make a school successful is to enroll new students. Sell \$69 special only as a last resort - enroll them w/ \$69 down. Get them committed immediately

Know what model you're working - focus on it.

\$453,000 per year
37,750/month

BBC 75 x \$150 x 12

LP 75 x ~~\$200~~ x ~~\$200~~

Black Belts 75 x \$100 x 12 (retain them - they assist you)

Private Lessons 30 min x \$50

\$450,000 per year

Adult Only - no kids around - based on fitness

KB 100 x \$125 x 12

KM 100 x \$125 x 12

TKD 100 x \$125 x 12

problem w/ KM -

not a lifetime of material

1,000,000 per year

child LP 100 x \$200 x 12 → get fitness students from parents

adult fitness 100 x \$125 x 12 → get kid students from their kids

after school 100 x \$400 x 9 → will also feed evening program

summer camps 100 x \$600 x 3 → will feed after school program

In order to reach your model, you must have the enrollment procedures correct. Enroll everyone the 1st day.



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People need your help to enroll, to see all the benefits, to see that enrolling will change their lives. — In order to achieve this, you must role play your enrollment presentation. You are teaching parents to be better parents, to see what is best for their children

If you had to spend \$1000 today, what would you buy?
\$10,000? \$100,000?

This job can put you in the position to think like this!
You must have the mindset that you will do whatever it takes.
Don't save ~~because~~ because of the fear of scarcity — save because you want to buy something or do something or to make investments. If you worry you won't have money later & you'll need that savings, you will — your thoughts create a self-fulfilling prophecy.

You must believe that making money is easy.
You must believe that you deserve money.
Don't let the people around you drag you down.

Right now, focus on after school. Everyone is waiting until school starts to enroll for evening classes, but they are looking for after school now. Also, recruit for kickboxing.



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