

Monday, July 23, 2012

Master Apollo - guest - Philippino escrima

Do something extraordinary to keep your students during the summer

- classes - including camps - must be structured

Students feel stronger/faster/better when they are in a structured environment

You must know your school model

- order marketing materials based on your model - & then put those materials out

- write out your model again & review it daily to keep it fresh in your mind

- Are your internet leads helping your model? These leads will reflect, to an extent, your marketing efforts

- Review your new enrollments - do they work for your model?

Push after school program NOW - before parents commit to a different program.

Build programs w/ the highest return 1st  
After school, LP, etc

Stick fighting

- makes you more powerful - any age or gender
- reinforces distance and faking

