

Monday, July 25, 2011

Posters in school to advertise birthday parties.

Schedule show & tells immediately upon school starting;

Referral event at least once per month.

Get your name out there in multiple ways—so people recognize you & your school

Follow-up with movie leads (all roads)

Advertise to outside people — AND current students. Promote events & programs & things constantly in multiple ways — signs, posters, announcements, text, council. Commercial in your school.

Students should assist you in marketing:

wave their lanyards at the school

Refer friends

Give testimonials

Wear T-shirts

wear dog tag medals

Send pictures of friends & you on Facebook

Where are your new members coming from?

Living Social, flyers, referrals,
Metrics, newspaper, internet

Make sure to include the source on each membership (where they heard about you.)

Every month, calculate your retention rate.
 8% per month $\approx 100\%$ per year

Assign dots on the floor
Call roll every class
Schedule their classes

} will improve
retention