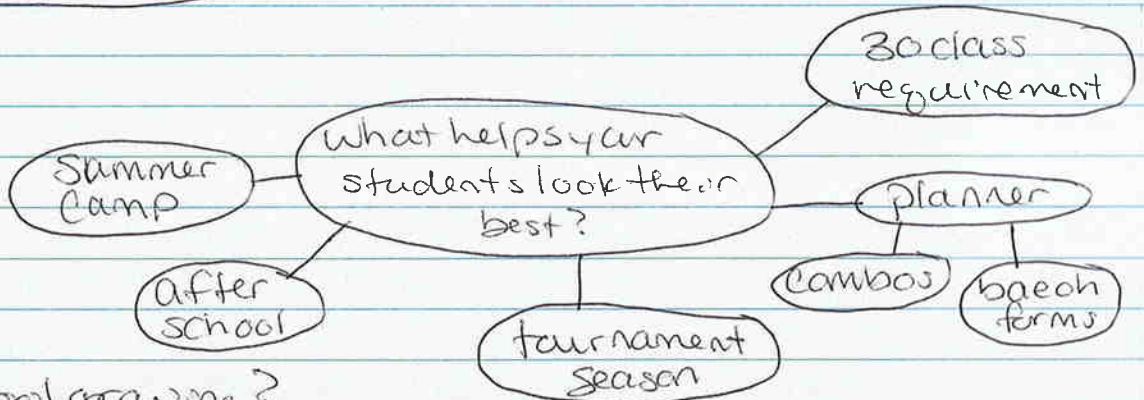
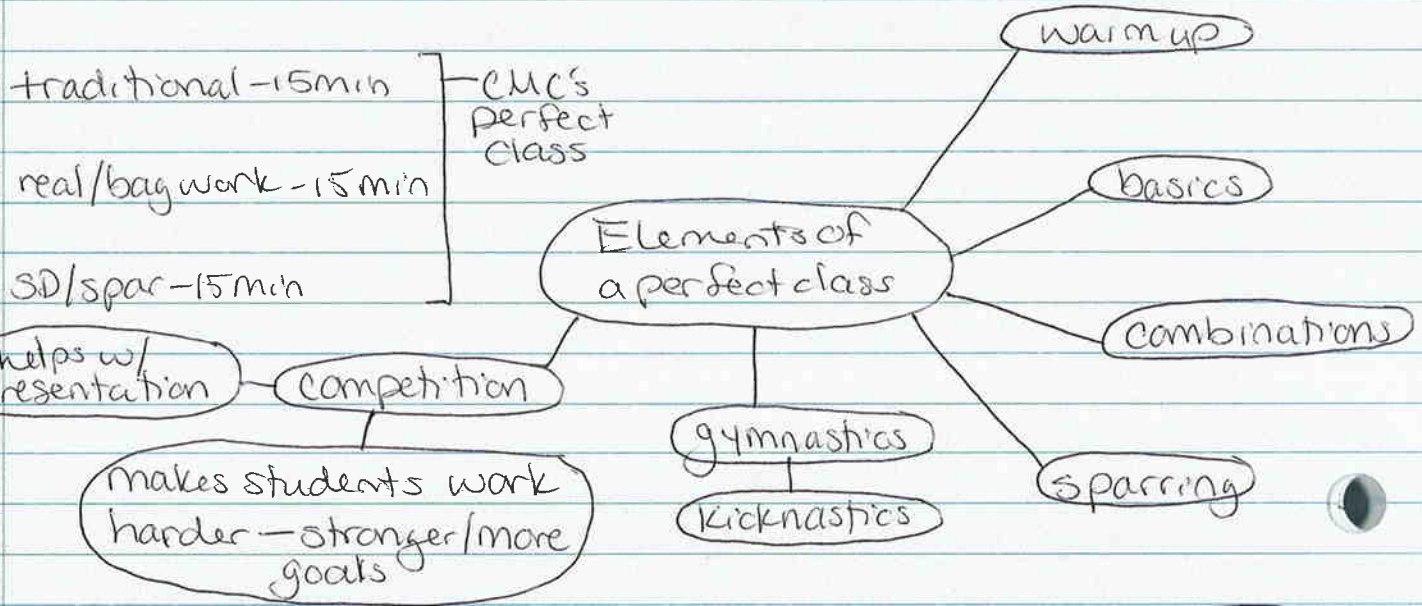


Monday, July 9, 2012

Hand out leads

Work this month even harder - June we had BBT, testings, & some schools had on extended billing



Is your school growing?

- compare your last few testings
- work on your school model
- monitor retention - do you enroll more than you lose
- (people are signing up for/searching for after school now) → Market for it

Combat BME was the division that grew the most at this World Champs.

CME will schedule a white belt testing at HQ - so he can see them

What part of your model are you marketing right now?  
TKD, after school, KB, KM, LP

- Some marketing is inside your school market for LP → make them an A student  
XMA uniform  
try LP & XMA classes

Once your model is complete, you should be able to buy some leisure time/freedom — hire quality people who can assist you in running/maintaining your school.

- You can still get more camp enrollments (& they will help feed your afterschool). Continue marketing camp.

Put the car decals on your car — & encourage your students to put them on their cars

The TapOut school is having to change from MMA to just a fitness center. If TapOut can't make MMA profitable in a school, who can?

