

Wednesday, August 17, 2011

Snow trophy for class-C Ioun

KM class - only teach KM curriculum - exactly.
Do not modify, no matter what.

New marketing campaign: MetaBody

They give their clients 10 free classes with us (Yarate, KM, or WXF). Then we try to convert them.

- They receive nothing w/ the deal other than class. (but you can offer a free un.f if you want)

- They pay nothing upon coming in

- Starts w/ flyers in September

How many new members have you averaged for the year per month?

- How many do you need to enroll to make your school successful?

- Average new student value: \$2000 (nationally)

your ave. new students x \$2000 = _____

- ~~multiply~~ ^{divide} your total gross by your new mem = NSV (new student value)

- enroll more people = make more money

- If you add 10 new member mon., how much more revenue does that equal?

Daily recruiting plan.

- ② - flyers (VIP, mailboxes, businesses, apartments) (1hr/day) ^{newsletters for}
- ④ - more events (at least 2 per month) (2hrs per event)
- ③ - referrals (do extra events ~~at~~ always encourage) (do in classes)
- ① - signs always out (1/2 hr Friday night, 1/2 Sunday night)
- ⑤ - constantly call leads & old misses/appts (1hr/day)
- birthday parties & show & tells

Motivation = desperation or inspiration

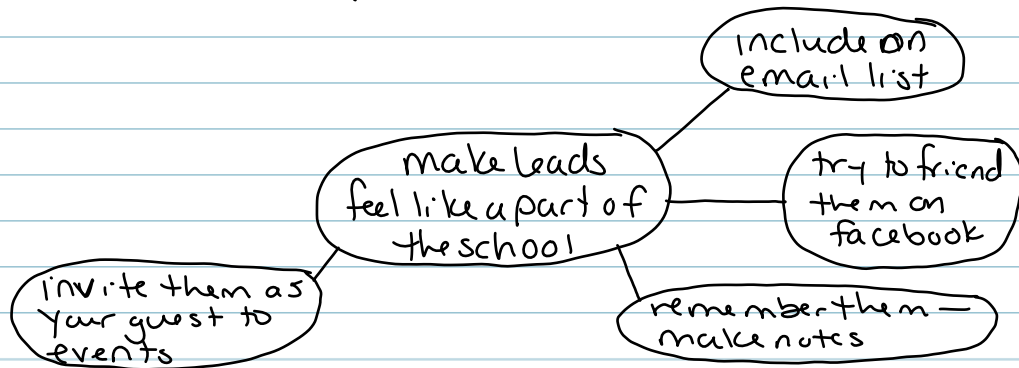
I ♥ Kickboxing - they pay for the gloves online & bring a voucher into your school

The average lifespan in America is 76

When do you intend to retire?

Gov't pays at le - will move to 70 eventually

How much \$ do you need to retire?



Do not allow any maintenance company to do work in your school unless it's Vaughn or the office has called to tell you about the work to be done already.