

Monday, August 22, 2011

Conversion of the \$59 special - Is it working? During 1st enrollment?

- Must be done quickly - 1st week or 2
- Some people enrolled only for the summer - then leaving (just on vacation)

Metabody - 10 free classes

Living Social - Did it work?

News paper Ad for September - 6 wks for \$69

Also includes blurb about after school

KA website - now has option to buy online

I ♥ KB - must have at least 4 classes/week

★

7:00 M, W
8:00 T (if Thurs if possible)
10:00 Saturday

KA website will list certain times for new students - those are times for you to do intros.

Every school needs to sell same programs

- eliminate sales books
- more casual/less pressure sales process
- 7 month basic or 12 month basic
- to upgrade - try LP program for 20 days w/ free XMA unif. Simplify the process

- We will not be fighting cancellations so much.
If they don't want to train, we will let them out.

We want the best reputation in Jax

- Each school will have its own website —
which will make our sites dominate the
front page of a Google search

A days - ~~Mon & Tues~~ - Mon & Tues - Farms, rambos, SD
B Days - ~~Wed & Thurs~~ - Wed & Thurs - spar, ~~SD~~
Kicks

By 1st of Sept - give 10 upgrade names to
CMC. They will be mailed info.

9 days left in the month

Hand out missing mem tracking
& missing receipt tracking

Tournament this Saturday

Be there on time

Bring competitors & judges

* Start the new enrollment programs now