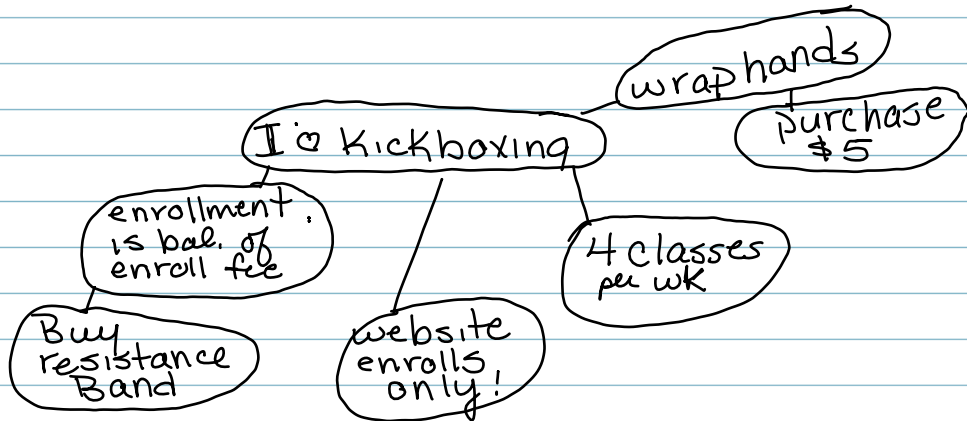
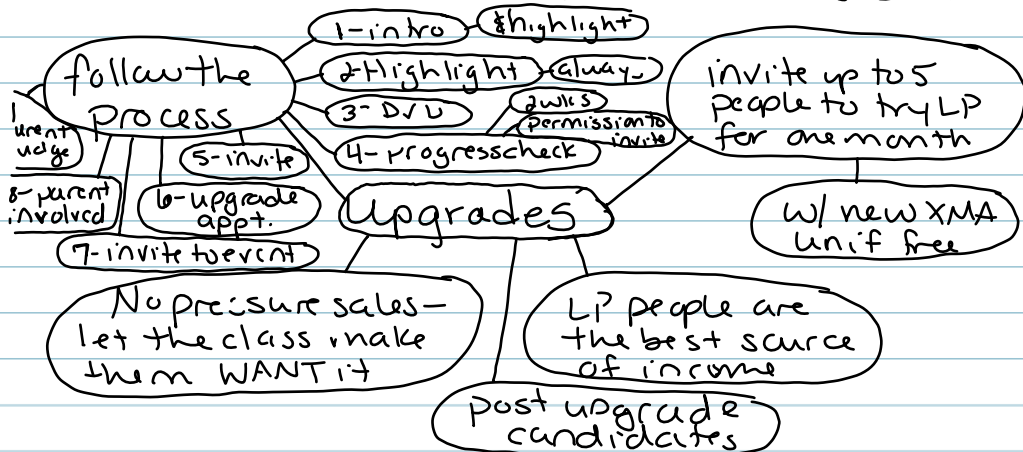


Wednesday, September 14, 2011



Class schedule changes that are made have more leads

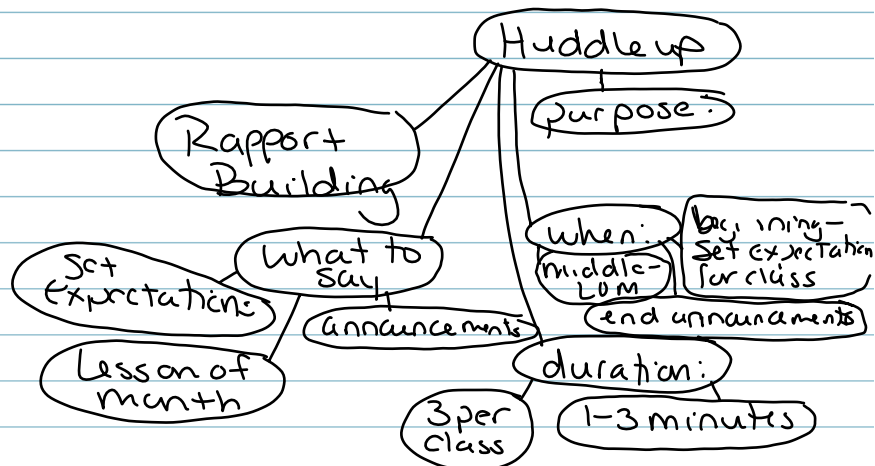
- Current students ok for 28 diet



- Study comparable industries (& what they succeed at) to get ideas - dance, gymnastics, etc

- Book: 7 Habits of Successful People

I ♥ KB 28 day challenge - class & dietary
\$97 on website, lose 15 lbs

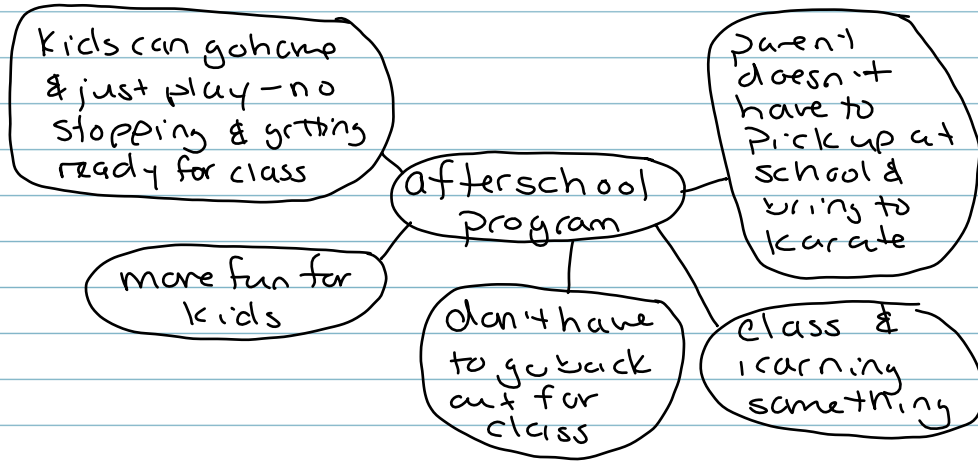


Attributes - drills (floor drills)

- drills are the primary way to teach attributes
- verbalize expectations
- empowering words - "Strong as a bull"
"fast like The Flash"
Make them memorable - "faster than a speeding bullet"

Upgrades - Make sure parents don't feel badly if they can't do LP. Keep everyone training.

- Don't push too many classes per week - too hard for the parents to commit to



Handout - 28 I ♥ Kickboxing Program
& glove policy from HQ