

Wed Sep 19, 2012

less Martial Arts schools are businesses!  
Why are people closing their school?

1. No service
2. No plan to follow
3. They don't know what to do
4. They don't make the necessary adjustments!

Why do you plateau eventually?

1st year after 1. Do you get comfortable?  
Did not the people who work with you

2. You need to change something then!
3. Maximize your time!
4. Use Technology -

Make sure you build your people more! They need to be recognized!

For retention: what can I do personally with Technology?

1. Facebook - Experts
2. call/text, every student every day for class!  
Email!
3. Facebook: New students pictures -
4. Good job notes + Miss you cards.

## Technology for entrepreneurs:

1. Ads on Warrior & Broadcast! Post!
2. Tests & emails for potential customers who didn't come back. Didn't sign
3. How do I promote my events?
4. Foursquare / Yelp!

## Master Von Schmelling:

Economy: all the people who work hard share jobs! The mediocre people don't. Everyone who is willing to make sacrifices & work hard have jobs!

Tie what you do to your ~~own~~ ambition.

Earn your great lifestyle.

Napoleon Hill: "Outwitting the Devil," what do successful people do?  
Suggested reading material.

Think about your ambitions and how you hang around with.

"You need to be rich to choose anyone you want - buy the best things in life"

Money - Time - recognition → Something amazing  
People who take risks → gain

Work on your model - your team  
makes it work - No one keeps going  
and fail - people fail because they stop.



## **ads.warriorbroadcast.com**

1. Go to [ads.warriorbroadcast.com](https://ads.warriorbroadcast.com)
2. Log in using your first initial and last name. (your first initial is capital and the first letter of your last name is capital – no spaces)
3. Use password: Martia!Arts
4. Highlight and copy the ad.
5. Place the ad on the specified website. (you will have to create an account on that specified website)
6. Paste the ad onto the site.
7. Fill out any other required information
8. Click place the ad.
9. While viewing the ad on the web page copy the link to the ad from the browser window.
10. Paste the link into the “post location of your ad section” on [ads.warriorbroadcast.com](https://ads.warriorbroadcast.com)
11. Click submit your ad.

# The Technology Scavenger Hunt

*For Recruitment, Retention, Rapport Building, & Communication*

**Text Keyword "JAX" to 72727** – Clue handed to you at the front door. It's a digital world. While email is still important if you want your message to be seen here and now texting is the way to go. In our sample campaign you received a Warrior XFit ad harnessing the power of YouTube where 1 billion videos are viewed each week. Texting can be used for recruitment, confirming appointments, and good job notes. Why wait 1 to 2 days for snail mail to let your students know how they did in class. Let them know the same day and it won't even cost you postage.

**\*\*How to Use in Your School** - Any marketing that you have done can contain a Text Keyword, use for new members to send to your website for your web special and/or to alert your students to changes in class times, reminders of upcoming events and/or sending our special incentives (coupons) for Birthday discounts

**Show your Facebook profile to Mr. K in the media classroom.** Over 800 million users are on Facebook. Chances are this is where your students and the people they know are too. The average user has 130 friends.

**\*\*How to Use in Your School** - Posting good job notes to your students facebook page lets everyone on there page know about your location and if you include the link to your website if anyone wants to join *Jane* in class click here for our web special; then you may have just signed up some of *Jane's* friends that didn't know about you.

**Take a picture with a seminar attendee and upload it to Facebook** – In front of the calligraphy from Korea. Sometimes a picture really is worth 1,000 words. Simply upload the photo and tag the individuals that are in the picture or were at the event where the picture was taken. Everyone tagged in the photo will receive a notification on their wall!!!

**\*\*How to Use in Your School** - include your website link under the photo as a caption, this way everyone who see's the photo on your students wall can click the link for more information, of course after they comment of the awesome photo!

**Create a 4 Square account and link it to Facebook.** – In Sr. Master Von Schmelling's office near the ATA 35th Anniversary plate. Over 10,000,000 users as of June 2011.

**\*\*How to Use in Your School** - Create a contest to see who can become "mayor" of the school and everytime someone "checks in" All there friends on Facebook get notified where they train.



**JACKSONVILLE SUMMIT**

**Take a photo** – By the Largest Karate America logo in the building. This picture can be used later to post to 4Square during the check in process. We recommend plenty of student photos. Then every time someone checks in at 4square they will see the multitude of students that you have from children earning their black belts to adult getting in shape.

**Leave a “tip” on 4 Square** – Near the largest picture Of Grandmaster H. U. Lee. You can leave custom “tips” on training an even offer discounts exclusively for those that check in at your school.

**\*\*How to Use at Your School** - Leaving tips and checking in create more web traffic for internet searches. So you can use this as a highlight tool. Ask your leadership students to leave their best training tips for newer students, so they see them when they check in.

**Read the last tip which sends you to [www.WarriorBroadcastNetwork.com](http://www.WarriorBroadcastNetwork.com)** - Near the largest picture of Grandmaster H. U. Lee. This would be a great place to insert your “tip” for your school that would send them to your new sales website. If they are already a member you can ask them to forward the website to their friend.

**Scan the QR Codes** – Near the Golden Dragon. This exciting technology allows you to create special codes that will make a smart phone visit a Website URL, view a YouTube Video, find a Google Maps Location, follow you on Twitter, Facebook, & LinkedIn. It also allows you to check in on 4 Square, see a plain text message, dial a telephone number, send a text message, email a message, even add a contact to their address book or an event to their calendar. When you can do all of that with one quick scan how can you not afford to put one on the bottom of your next ad.

**\*\*How to Use in Your School** - All marketing pieces that you send out or hand out should have a QR Code. A web address is too much to type in or remember but scanning the QR Code is easy and it takes you directly to the site in question. So on the poster that hangs in your schools window include the QR Code for the “lookie-lous” and tell them you are running a great web deal. They can just scan the code and it will take them directly to the website so they can sign up.

**Post a Tweet On Twitter using the # (hashtag)** – Near the projector screen where you viewed the other tweets. The latest data shows over 360,000,000 registered twitter users. While tweeting may not be your forte you certainly can’t ignore that many people. All of the same principles that you used in Facebook still apply, but your are limited to 140 words. Choose your words wisely!!!

**\*\*How to Use in Your School** - Ask a student to tweet something about there class everyday (just one student per day) and tell them if you would like it to be about (ie. training, cool weapons forms the learned, a life skill etc.)



**JACKSONVILLE SUMMIT**