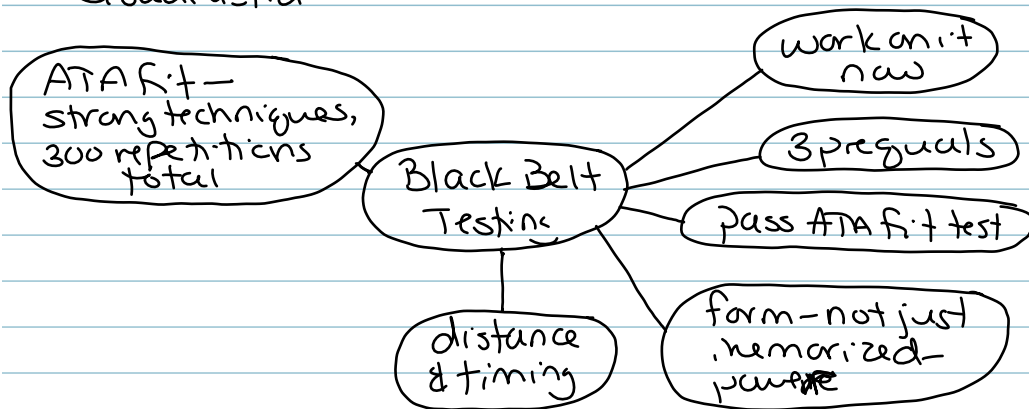


Monday, September 26, 2011

Collar testing - last Saturday

- 1st time using targets - worked well
- everyone knew the material
- technique improved
- excellent teaching - structure, inst pts, rapport building  
focus more on attributes

Handout Posters - ATA, invitational - ESPN  
broadcasted

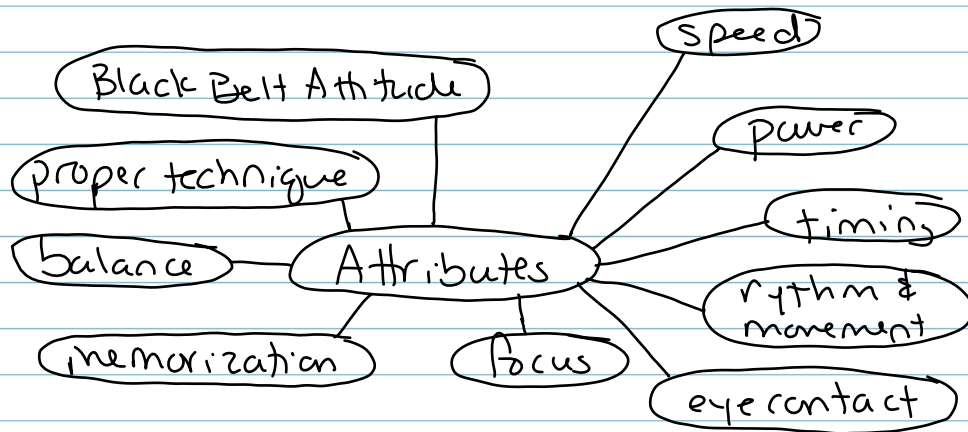


Handout flyer - all the promotions we are currently running

We accept any coupons/flyers from ANY other school.

Convert lewks - 1st due at end of lewks

Encourage people to purchase online - less work for you



The order is not set — but encourage students to memorize them in order, because it's easier to memorize if you always list them the same way

Speed — of the technique  
 (types) — reaction (time it took to start)  
 — recoil  
 — rotation (reverse/spin techniques)  
 — torque/pivot

Method — activity used to teach  
 (one count, concentration, etc)

direction — further vary the activity  
 (add target, integrate into form, etc)

People learn — visually, auditorally, by feeling/doing  
 Make sure you use all methods

most men learn visually  
most women learn by doing

Practice sales pitch of new programs

- method of EFT - collect downpmt

"Keep your monthly pmts on the same card?"

- ask how long they think it will take them  
to reach your goals

- keep it simple & easy

- recommend a program - easier for them  
to make a decision