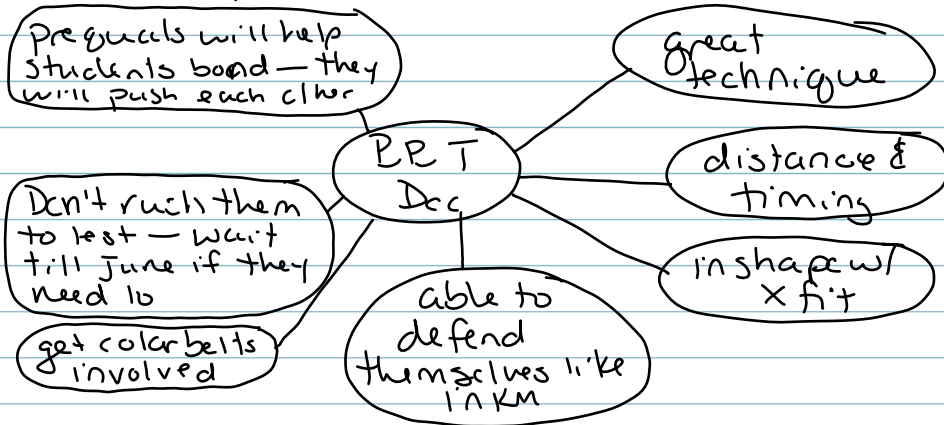


Nednesday, September 28, 2011



Publicly state your goals - make you more accountable

609 short memberships have been sold this year (Craps, Living Social)

Review Instructional Elements & Methods

16 Top ways of disguising ~~repetition~~ repetition

- | | |
|------------------------|------------------------------|
| 1 Count | 9 Timing |
| 2 2 count | 10 Target |
| 3 No count | 11 Floor |
| 4 combination | 12 Bar |
| 5 Naming technique | 13 concentration |
| 6 apparent w/ count | 14 simulation |
| 7 apparent w/ no count | 15 paper targets or breaking |
| 8 drilling | 16 boards |

Teaching = presentation that results in learning

Read the Facilitator Manual

Handout - end of month report (ASF)

- all mem entered 8/1 - 9/15

- billing trend (up or down from Jan.)

Extend/resign long before mem ends - better retention

Martial Arts helps w/ other sports

Don't want them not to do other sports.

Want them to do better because of Karate

Get the parents to understand this long before objections arise

Review Monthly Report

- total returned memberships

- total memberships entered

- total behind in fees

If someone raises their voice, do not raise yours.

It only makes it worse.

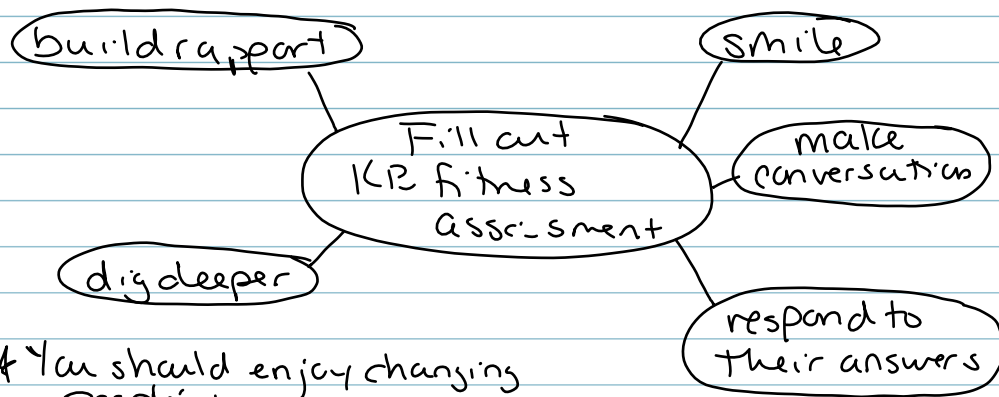
Make sure you build rapport w/ All parents

- Objections - feed it back to them. Find a way to agree w/ them. Ask for a chance to fix it.

- Be a "Good Finder" - complement all improvement

- If you disagree w/ someone, they will think you are rude - No matter what you actually said.

follow scripts — but keep it conversational



* You should enjoy changing people's lives

Handout — all online ads

- 6 wks at \$69 — let them train for 2 wks before presenting. Schedule and confirm all classes. (If they miss an apt, they are embarrassed.)
- 3 classes — present after 1st class. Not too much pressure
- 10 classes — present when you build rapport
- Metabody Gyroton — join on 1st class, get the gloves free
- 28 day fitness/diet — present once they see progress

No meeting Monday

Please bring paperwork

(Wednesday — how many ways to teach roundkick)

To be likeable, Like other people.

To be interesting, be interested.

You should WANT to change people's lives

Know your school's numbers backward
and forward - be able to predict them.