

# **Marketing Manual**

Ways to Fill the Appointment Book  
Increase Enrollment Today!

Spark Membership

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## **NONE OF THE IDEAS IN THIS MANUAL WORK...**

This manual will help stimulate your mind to market the school, however... NONE OF THE IDEAS IN THIS MANUAL WORK...

Unless you put action to them! So more important than marketing ideas is the action that they require. Remember, MASSIVE ACTION PRODUCES MASSIVE RESULTS.

**GET BUSY!!! TAKE ACTION NOW! Don't Wait!**



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# MONTHLY MARKETING ACTION PLAN

Month/Year: \_\_\_\_\_

School: \_\_\_\_\_

## Marketing for Intros...

Pick 8 activities that will bring in at least 40 new prospects this month.

### Where will you VIP this month?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

### What 8 Activities will bring in 40 prospects?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

**What Special Event will take place this month and when? (No special event if Belt Promotion month, just write Belt Promotion info.)**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**What FREE BBT/Leadership Event will happen this month?**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# Section One: Quick Ideas

## Internal Events

1. **Birthday Parties**
  2. **Pizza Parties**
  3. **Parent's Night Out**
  4. **Parents as Coaches**
  5. **Buddy Week**
1. VIP: our center, other people's center, Wal-Mart, Publix, the Street, Parking Lots, Little League Field (parents are watching in stands) etc.
    - a. If any person comes within 5 feet of you, VIP THEM!!!
    - b. At Lunch, VIP everyone in the Restaurant.
    - c. Leave a VIP in every "Register to Win" Box.
    - d. Create a list of VIP Friendly locations; include the times when this location is busiest.
    - e. Simple Script: "Hi, my name is John from Karate Advantage here in New Tampa. As part of our New Tampa community outreach program we are giving a free month of self defense and safety classes to all children in our community" Hand the person the pass and listen. If they give any hint of interest, move to get the phone number and set an appointment.
  2. Find a large crowd, go VIP there!!! (no brainer) Keep on the lookout for community activities.
  3. Gather the local community newspapers. Scour the upcoming events section looking for events we can VIP at or perform demonstrations. Follow through with a phone call and visit to schedule the demonstration.
  4. Set two Progress Checks/Upgrade Conferences Today
  5. Ask for Referrals during Progress Check/upgrade Conference
  6. A-Frame sign w/attention getter.
  7. Billboard.
  8. Community Newsletters, buy an ad! Sometimes it will only cost

\$65 - \$100

9. Pizza Box Marketing (trade marketing with a local Pizza Delivery company.
  - a. Benefits to the Pizza Delivery Company is...
    - We have 200+ Members, representing 400+ people in the local market. We will pass out flyers and verbally encourage our members to order from you.
    - We will print door hangers with your pizza company on one side and our martial arts school on the other side at no cost to you. We will Guarantee you that we will place 1000 door hangers every weekend for the next four weekends. We will put your advertisement on the outside for better exposure.
    - In exchange, we ask for you to place our flyers on every pizza box that goes out of your delivery or store. We will provide all flyers.
10. Direct Mail (post cards, letters, invitations) infoUSA.com for Leads.
11. Grand Opening (send invitations)
12. Aggressively get referrals from info calls, intros, VIPs
13. Offer current students of other schools 30 days free.
14. Show and Tell
15. Booth at Mall or Businesses
16. Demonstrations
  - a. Movie Theater (Any Kids or Martial Arts movies opening soon?)
  - b. Elementary Schools
  - c. Junior High Schools
  - d. High Schools (what about foot ball games, just go VIP)
  - e. Local Mall
  - f. Are Local Businesses or Churches doing a family fun activity soon?
  - g. Churches
  - h. Boy Scout/Girl Scout Meetings
  - i. Day Care Centers

17. VIP @ Belt Graduations
18. Hang a Banner Outside
  - a. "Back To School Classes Now Forming"
  - b. "Summer Classes Now Forming"
  - c. "New Year Classes Now Forming"
19. Ad Cards. Double Business Cards in a holder placed at businesses around town. They are basically a replacement for Lead boxes, a simple "Take One" display.
20. Wrap a City Bus
21. Hand out VIP Passes to the students as they leave class. Educate them on the benefits of helping the schools grow.
22. Offer Corporate Rates to local businesses and their employees.
23. Halloween VIP Guest Passes.
24. Buddy week (aggressively pursue appointments)
25. Parents night out - movie night/video game night (aggressively pursue appointments)
26. Lead boxes/Registration Boxes
27. Service the registration boxes more often.
28. Plan an Open House. Get all students involved in the demonstration to ensure you get a lot of spectators and guests. Friday nights work great – plan 1/2 hour demo, raffle to insure you collect names, addresses and phone numbers, refreshments and a free trial class.
29. Flyer Flush/Door hangers.
30. Election Signs.
31. Meet local apartment manager and arrange an ad in monthly newsletter and a door hander. They usually have a monthly newsletter, if you go there on the 28th of each month, you can stuff the newsletter with a flyer. Make a list of all local apartment complexes in your area.
32. Partner with like businesses (dance studios, gymnastics, Sylvan Learning Center, etc.)
33. Child Safety Day.
34. Women's Self Defense Course.
35. Ask at Appointment Setting to bring a friend to first class.

36. Birthday Parties.
37. Enrollment Contest, Referral Drive.
  - a. Free Test
  - b. Free upgrade gear package
38. Flyers at local businesses on community bulletin boards.
39. Sign in Lobby "Refer A Friend, Get Free Belt Test"
40. Sign in Lobby "Refer A Friend, Get Free T-shirt."
41. Send Welcome Letters to New Residents/New Businesses (get list from Chamber of Commerce and Electric Company.)
42. Set up table in front of the school (if in shopping center) and sign up VIPs.
43. Open House
44. Introduce yourself to each business in center, bring donuts!
45. Hook up with a local PIZZA DELIVERY company and see if they will give out our flyers with all deliveries
46. Little League Sponsor (how about go to the games and VIP?)
47. Sponsor Local High School Teams/Band
48. Buy a box car and paint billboard on it.
49. Magnetic Car Signs
50. Contact all White Belts, get referrals
51. Call all No Shows and "B-Backs" and re-ignite interest. Send Letter.
52. Fun Day in the Parking Lot (Rent bounce toys, hot dogs, demos, etc.)
53. Always keep alert for community events that we can VIP and Demonstrate. Look in papers, signs, bulletin boards, etc.
54. Place lead boxes/Service Lead boxes more frequently.
55. Write articles on Concentration, Bullying, Self-Defense, etc. for local Newspapers.
56. Community Outreach Program (aka VIP Program)
57. Schedule 2 progress checks a day - so you can present upgrades Call and simply say "It's time for Johnnies spring progress check - when would be a good time to meet with the instructor?"
58. What do we have to do, to be the biggest and best school

in Florida? Write it down on a paper and keep it in their shirt pocket. Read the book *Outrageous Marketing*. Just the fact that it's now on your mind will stimulate some great ideas and actions.

59. Movie Screen Advertising

60. Bring a friend, Break A Board! Friend Breaks a Re-Breakable Board. When Friend Books an intro, Friend Breaks a Real Board!

61. Collect Testimonials

62. Press Release

63. Educate Basic Program students on ASF's Pass-A-Friend Program.

64. Past Student Reactivation

## Section Two: Month Related Ideas

### January

1. Ad: "Get back in shape doing martial arts."
2. Blow up the ad, put it in window.
3. Enrollment Contest

### February

1. Give flower to mom's on Valentine's Day.

### March

1. Mothers Day
  - a. Give a flower to all Mom's During the Week of Mother's Day. Don't attach anything to it, we don't want it perceived as a marketing.
2. Memorial Day Parade. Hand out Frisbees. Have an event, FREE TO ALL TAMPA BAY CHILDREN, Free Kids Smart Program.
3. Monther's Month: All Mom's train Free this month.

### April

1. Easter Egg Hunt
2. Kids have no school usually on Good Friday, have an all day tournament or seminar.

### May

1. Ad: Summer Program \$99
2. SUMMER BASH!
  - a. Invite all MIA students that have been missing invite them to come. Get everyone Back and having fun!

### SUMMER

1. Set appointments for presentations with day cares, summer camps, and boy and girl scout pack meetings. We can come to them, or they can come here.
2. Summer Enrollment Contest, BIG PRIZE (Computer, Go-Kart, Bike Trophies, etc.)

3. Free event is Summer Buddy Bash
4. Send 4000 Direct Mail postcards.
5. Use Teens to place Door Hangers three times during summer to a two mile radius of our schools.

## **June**

1. Father's Day!
  - a. Have a Dad's train with the kids Event.
  - b. Dad gets to be the coach during classes.
  - c. Dad's Month: All dad's train free in month of June

## **July**

1. Prepare for Back to School.
2. See "Back to School Planning" in Section Three

## **August**

1. **This is usually huge month for enrollments! Be prepared!**

## **September**

1. Have a Back To School Party!
2. Call Students who have quit during the summer and invite them to a special "Fast Back" program to get them back on track.

## **October**

1. Halloween VIP Cards – Ask each of your students to hand out the cards to every "trick-or-treater" that comes to their door.
2. Halloween party – Bring your Friends
  - a. Costume Contest
  - b. Limbo
  - c. Hula Hoops
  - d. Bobbing For Apples
  - e. Musical Tombstone
  - f. Piñata
3. Start Marketing for Christmas Merchandise Sales

## **November**

1. Great American Teach In
2. This month is short, we will lose one full week because of

Thanksgiving, make sure we are aggressive enough the first three weeks to enroll 20 students.

## **December**

1. Christmas party
2. This month is short, we will lose one full week because of Christmas, make sure we are aggressive enough the first three weeks to enroll 20 students.
3. Christmas Special: Uniform and 30 Days: \$29.00
4. Pro-Shop: Have a special shopping day on a Sunday for parents to come and order/pick up items they do not want their kids seeing.



# Section Three: Ideas that require planning

## REFERRALS

For every student that gives us the name, address and phone number of 5 friends we are giving them a choice of a Free T-Shirt or Duffle Bag. The idea is to market the program through announcements, flyers and e-mail.

It has long been known in the health club business that referrals are the best available source of leads and usually account for 50 percent to 70 percent of a club's business. There are a number of reasons that contribute to referral success. For one, when a referral walks through the doors, it is likely that he or she has already heard good things about the club. Second, it is common for people to want to find an "exercise buddy" and, therefore, have selfish reasons for referring friends to the club. Third, even in situations where a salesperson has obtained a referral name from a member, when that person is called and the salesperson identifies the referring member there is a greater likelihood for rapport to be established. Regardless of how it happened, statistically a referral is more likely to join than someone who knows nothing about your club and is usually at lower customer acquisition cost than other forms of marketing. These are just two reasons to focus on obtaining member referrals.

There are three primary sources of member referrals. One is when a referral happens on its own and the prospect referral calls or visits the club without having been encouraged by a salesperson.

The second is called a point of sale referral where the new member is asked for referrals at the time of his or her enrollment, usually having been given an incentive for providing more names.

The third is called an existing member referral and is the result of some sort of referral campaign or program that the club is running and offers gifts or potential prizes for the member-referrals.

Of course, the goal of every club is to maximize point of sale and existing member referrals and consider referrals that contact the club on their own as a bonus.

The challenge for most clubs is to find ways to proactively get members to give more referrals. Unfortunately, a combination of bad experiences (like MCI's famous "Friends & Family" campaign that left consumers gun-shy about giving out names and phone numbers) and an increasingly hectic society where people have seemingly less time and more stress has resulted in a gradual decrease in the number of referrals clubs have been able to obtain over the past decade. As a result, most club operators are always looking for new and creative ways to boost any type of referral.

### **CASE STUDY: TYPICAL BAG PROMOTION**

The Body Express club in Bondi Beach, Australia, is particularly good about encouraging member referrals. First, the club has an attractive point of sale referral program that is supported by professionally printed materials (registration form and guest passes) and salespeople who are fully trained to give a proper and compelling presentation. In addition, the club runs regular existing member referral programs. In June 2003, the club's existing member referral promotion was "refer five friends and receive a gym bag and up to five months of membership for free."

Therefore, by simply providing the club with the names and phone numbers of five friends who lived locally, the member would receive an attractive gym bag. In addition, for each referral that joined the facility on a regular membership, the member would receive one month of membership for free (up to five months). Furthermore, as an incentive to the referral, the joining fee was discounted to just \$50.

Although giving out an attractive gym bag as a referral gift isn't anything new, how Body Express planned on giving out the bags was going to be different. Typically, a club would only give out the bag

when a referral joined. In fact, Body Express had done many promotions in the past where the member only got the gift or incentive when a referral joined but had been disappointed with the previous results.

Therefore, in an effort to get more referrals, club management decided to make it easier for members to get the bag. But making it easier for members is one thing; ensuring the potential for new membership sales still needed to be determined.

As a result, management needed to look at some specific club statistics.

The club's closing percentage (65 percent).

The club's average lead acquisition cost (\$22.75).

The club's average customer acquisition cost (\$65).

The cost of the referral gift (\$17).

After taking all of these factors into consideration and projecting the number of referral names that would be obtained at \$3.40 each (the cost of the bag divided by the five names obtained), Body Express calculated that with proper follow up and sales skills, giving the bag away in exchange for just referral names had the potential for greater success. The assumption, of course, was that even accounting for bogus names and referrals that had no level of interest, a large number of names would be obtained, resulting in more appointments being set, ultimately meaning more sales.

## **PROMOTING THE REFERRAL CAMPAIGN**

In an effort to give the referral campaign the best response, Body Express did a number of things for promotion.

First, a mention about "Getting a FREE Gym Bag" was prominently displayed on the cover of the club's monthly newsletter, which was mailed to 1,200 current members. Second, an attractive flyer that detailed how the promotion worked was inserted into the same 1,200 newsletters. Third, large colored signs were posted throughout the

facility. Fourth, reminders about the promotion were given at the check-in process and announcements were made in the fitness area and before group fitness classes. Finally, and fifth, the club hired a telemarketer to make follow-up calls to members at home. The total cost of the flyers and the telemarketer was \$907.30 (not including the cost of the mailing since the newsletter was going out anyway).

With all five promotional efforts, after the one-month promotional period was over, the club gave out a total of 20 gym bags and received a total of 100 names. To say the least, they were disappointed with the results because they felt it was a strong promotion (and easy for the members).

## **THE E-MAIL FOLLOW UP**

Unhappy with the response to the campaign, Nicky Wyborn, the club manager, decided to try a new approach. The club had been collecting e-mail addresses for members for some time and she decided to send out a short and simple e-mail reminder. She sent out the e-mail on July 1 (which was technically the day after the promotion ended).

See the sidebar, "The E-mail."

## **THE RESULTS CALCULATIONS**

Within just 24 hours of sending out the e-mail, the club gave away 16 bags, representing 80 referral names; within one week they gave away another six bags. Therefore, a total of 110 names were obtained after just one follow-up e-mail that didn't even have an expiration date on it. Of course, the cost was almost nothing and only one member requested to be taken off the e-mail list.

At first glance, the e-mail campaign was more successful than the other five promotional efforts put together. (The club spent \$907 to get 100 names vs. spending virtually nothing to get an additional 110.) Unfortunately, it is impossible to completely separate the two

because we really don't know if the e-mail campaign would have worked had it not been for the previous 30 days worth of promotional efforts.

What can be said without a doubt is that following up with a simple e-mail cut the referral name acquisition cost of this campaign in half, bringing it from \$9.07 per name down to \$4.32 per name.

## **WHY IT WORKED**

Nicky Wyborn, stated three reasons as to why the e-mail seemed to work so well:

The e-mail was easier to reply to rather than filling out a flyer and remembering to bring it back to the club. The member had the address book right in front of him or her at the computer.

There was immediate gratification reinforced with the statement, "Simply e-mail us back and we'll have your bag waiting for you at the front desk."

Perhaps another reason is that e-mail is so simple to "click." The member reacts to the offer before he or she has time to overanalyze how their friends might react to giving out their names.

Regardless of the reasons, this simple example shows the power of e-mail technology.

Unfortunately, many clubs don't even collect e-mail addresses, and those clubs that do, often don't do anything with them if they are obtained.

Of course, out of every adversity comes the seed of an equal or greater benefit. This adage certainly holds true for e-mail technology and your facility. Take the time to put a system in place for collecting member (and prospect) emails and slowly begin to make use of the technology in small ways, with the potential to greatly increase your communication and promotional effectiveness.

## **THE E-MAIL**

Dear Louisa, Extended till Friday!!

Just wanted to send you a quick e-mail to remind you of our great bag give-away in June.

All you do is choose five people who may like to try the club for a week for free. We call them up and invite them in (we also offer them a complementary session with one of our trainers).

Just for giving us the names and numbers, you get a great gym bag. If any of your friends decide to join (and there's no obligation), you get a month of free membership per person.

To make it even easier for you, why not just reply to this e-mail with five names and phone numbers, and your bag will be waiting for you at reception on your next visit!

Kind regards,

Nicky Wyborn, club manager

PS. Thanks for choosing Body Express to help you get/stay fit and healthy!

## **Enrollment Referrals System**

1. Enroll your new student as you have always done so.
2. Explain this to the new student and or parent right after they fill out the paper work and give you the down payment. "Our best students come from referrals. If you simply fill out this form with three names of friends, we will add a FREE month to your program as our way of saying thank you."

The form has spaces for three names and phone numbers. In replacement of a free month you can give a second uniform, T-shirt, equipment bag etc. It all goes back to the law of obligation. You do something nice for them and they will in return do something nice

for you. Be sure to have a phone book handy in case they need to look up numbers.

3. Ask the new student if it's all right to use their name when you call their friends and offer them a FREE VIP mini membership.

4. Call these referrals within the next few days. "Hi, this is Ryan from Karate Advantage in New Tampa. One of your friends \_\_\_\_\_ recently enrolled in our school. He/she is really enjoying the classes and thought you. Our new students are allowed to give three friends a mini VIP membership that includes a 30 minute private session and free martial arts uniform. If you decide to join our school you will also be given your first month of training free. I promised \_\_\_\_\_ that I would take real good care of you. Now I have two appointments available this week, today at 7 and Thursday at 7. Which of these times would be best for you? You friend \_\_\_\_\_ is scheduled at 7:30 so you will be see him/her when you come to class."

If they hesitate be sure to explain all the wonderful benefits of training at your school.

Easy, isn't it? Enroll 20 new students get 60 referrals!!!!

### **Example Form**

Earn a FREE T-Shirt for simply giving three friends a VIP Mini Membership. Your friends will receive an invitation to try a FREE private class and get a FREE uniform. If they decide to join they will also get one month free.

Name: \_\_\_\_\_ Address: \_\_\_\_\_  
Town: \_\_\_\_\_ Zip: \_\_\_\_\_ Ph: \_\_\_\_\_

\*\*\*\*\*

## More on Referrals

The number one marketing tool to get new students – Referrals

Number two - Guest Passes – You must be very good at getting students to give passes even after the initial Pass A Friend.

Technique 1 -- “Students, we find that students who get the best results are those that train with a friend. The support and competition brings out the best in people. We normally charge friends \$15 a class, however I have 5 Free passes for everyone. Would you just take a few minutes after class and write down 5 friend’s names and numbers and I will prepare the passes for you.

Technique 2 - “Who had a great class tonight? Please raise your hands. Who feels that they are either getting more confidence, are in better shape, feel more energetic or able to defend themselves better? Who has a fellow worker, friend or family member who could use those benefits? Great - please see me after class and I will prepare a free week pass for that person.

## Back to School Planning

I just wanted to pass along how we set up 180 kids for a mass intro last Thursday. The school teachers went back to school last week for pre-planning.

First, Stefan called all 17 elementary schools in our county and asked which day and time would be best for us to bring doughnuts and bagels to the teachers.

Last year, we asked if we could set up a booth at open house and promote our after school program and got shot down by every school except one. This year we asked if the school would set up a table at the front door and we would have a team member sign up parents for the PTO (Parent Teacher Organization) for the school. The schools were blown away. They all said yes except for two. They already had people to handle PTO sign ups. Then, I asked if they would mind if we passed out our flyers for our “Free Concentration



Class" while we were at the table. I stressed that we would work the PTO table whether or not they let us pass out flyers. They said yes. The two schools that already had people for PTO even let us pass out flyers. One very important key is to deliver the doughnuts very early! The schools wanted the doughnuts for their 8:00am meetings with the staff. If we arrived at 7:45 we ended up talking to a secretary or a teacher that had no decision making power. If we arrived between 7:00am and 7:30am the only people at the school were the principal and the vice principal.

At the open house we did two things:

1. We passed out flyers to everyone that walked in to the school for open house. We passed out over 10,000 flyers. The flyer was the MAIA ad "Double your focus & Double your safety" ad. I put the picture of the kid doing the jump front kick on the ad.

2. We took the concentration course flyer and renamed it concentration class. We had this 8 1/2 by 11 poster standing up on the table. We also had signup sheets for the concentration class. We asked for the student's name, parent's name, and phone number. The concentration class will be next Saturday at noon. Between all of the schools we had 180 parents put their child's name down for the concentration class.

A couple extras. 1. We met PTO members at the open house. They seemed very excited about working with us this year. The PTO said they sent info home to the students every Thursday during the school year. If we provide them with flyers they will pass them out to the students. 2. Last year we tried to promote our after school program. This is direct competition with the elementary schools and they did not let us in. This year we promoted a Free Concentration Class to help students focus better so they can make better grades.

## **MORE BACK TO SCHOOL MARKETING**

It is not too early to start planning for back to school. Some school

systems start in less than four weeks! Back to school time is to a karate school what Christmas time is to department stores. Don't miss out on capitalizing on this exciting time of year. It can have a dramatic impact on your success for months to come.

The back to school to do list:

1. Develop a back to school offer for your marketing campaign. Use this offer in all of your marketing to be consistent. My offer this year is Four week FREE trial program, with a FREE uniform for the first forty callers, No commitment to continue.

2. Run ads with your back to school special in local newspapers, coupon magazines, on road signs, with your direct mail, on pizza box tops, and in area school newspapers.

3. While you are contacting your area school newspapers, ask them to run an article that you have written about: child safety, Self Defense, history of the martial arts, Benefits of martial training for children, or any subject that you are an expert on.

4. Order all of your item that you will need to promote your school now! Pencils, book markers, logo stickers, book covers, book bags, coffee cups, tumblers, Frisbee, and so on...

5. Plan to send pizza to a different school for the teacher lunch during their office hours several weeks before school starts. Plan on visiting that school 2 days later to pass out any teacher gifts you have on to speak to the PE instructors about scheduling you to be the guest teacher for a week. Have copies of my school presentations to leave with them, if they have to think about it and follow up 2 days later.

6. Plan massive intro seminars for the next 9 months and plan on how to market them. Ideas for the seminars may be Bully Proof, Children's Self-defense, Kid Safe, Karate for Concentration, and so on...

5. Plan make up classes for any students of yours that need extra help from missing any classes this summer. It is very important that

all of your students have the opportunity to test for their next belt. If they do not you may be pushing them out of the quitting door and not through the black belt door.

6. Plan a back to school party for your students. Have a party, sleep over, or a pool party for our Back to School Bash. Have a cook out at the pool, a DJ, and prizes. Check in your area to see if you can rent the pool after hours like from 8pm to midnight. This is a great event!

## **Back To School Party**

Your Back To School party should be planned for the end of September. Send or call, all MIA (missing in action) students an invitation. Allow students to bring guests. Ideas for parties include magic night, movie night, pizza party or sleepover. The goal is to get everyone back and involved ASAP. Also you will always find parents who think their child's new grade is overwhelming and look to drop out. We want to make our schools such a great experience that they would never think of doing that.

This is a free event—please keep in mind the purpose of the event is to get everyone back on track after summer vacation. This is a retention tool along with a chance to get student to bring their friends. The reason I suggest you wait to the end of September is to allow the kids to get settled in school and to make some new friendships. The goal is twofold—Get students who got lazy over the summer back to class and get students to bring new friends in order to get a lot of new feet on the mat.

As with all events of this type be sure to invite all guests back next week to take a second class, receive a free uniform and to test for their white belt. Be sure to gather names and phone numbers of all guests wanting to come back. Be sure to call all parents of these kids ASAP to notify them of the time of the second class and to be sure that they are present for this class. You want to make sure the decision maker is present when you do the mass into procedure.

## Show and Tell Letter

Dear Teacher,

My name is Master Ron Sell and I am the owner of Karate Advantage. We have a student in common, as well as some similar goals. I want my students to achieve the very best , not just in karate, but also in their everyday lives. It is important to me that they develop the skills to be productive, successful individuals. An integral part of our martial arts program is to teach the students the importance of focus, respect and self-discipline. As I am sure you would agree, all of these are essential elements for the student's growth.

We are available to do school talks. In the past school terms we have had positive responses to our classroom appearances and have several teacher references. This is an opportunity for us to communicate the mental benefits of focus, self-control, respect and self-discipline to your entire class. If this sounds like something you are interested in please fill out the following information. Again if you have any questions please give me a call.

Teacher Name \_\_\_\_\_

School Name \_\_\_\_\_

Grade \_\_\_\_\_

Phone Number \_\_\_\_\_

E-mail \_\_\_\_\_

Convenient Time to Call \_\_\_\_\_

## Easter Egg Hunt

You can hold the Easter Egg hunt at your school, however if the weather is nice you would do better at a local park. Some schools do

it for students only and others encourage students to bring friends. You will need to buy plastic eggs and fill some with candy others will have a paper with a prize written on it. You should also have one very special egg with a grand prize. How about have a GOLDEN EGG with a \$20 bill inside, or a grand prize egg with a Mountain Bike. Be sure to have several KARATE PIZZA party eggs and FREE KARATE Birthday Party eggs. This will insure that you get plenty of guests visiting your school for these events. One word of caution host separate hunts for Kids and Little Dragons or your Little Dragons will just get pushed around and run over.

Also hide plenty of eggs so the kids have a chance of getting both candy and prizes.

### **Christmas and Easter Contests!**

In December one of our schools tried an idea to generate new leads. As a result of this experiment he received 44 new leads. The unique item about this idea is it only cost him \$8.95.

All he did was purchase three Christmas stockings, one for adults, one for teens and one for kids. Each time one of his students gave him a lead, that student qualified to put his/her name into the stocking for a drawing. The kids were drawing to win a dinner and a movie with their favorite instructor. The teens were drawing to win either a dinner and movie with their favorite instructor or a free one hour private lesson. The adults got the opportunity to win a free one hour private lesson with the Master Instructor.

We suggest starting this idea with the upcoming Easter holiday. Purchase three Easter baskets; one for kids, one for teens and one for adults. Every time a student gives you a referral they qualify to have their name put into the appropriate basket. Kids will have the opportunity to win a dinner and movie (parent must accompany child) with their favorite instructor, teens can choose between either a dinner and movie (parent must accompany teenager) or a free one hour private lesson with master instructor. Adults can win a free one

hour private lesson with the master instructor.

Keep in mind, this idea has already been used with great results! Each month, change the theme of the drawing. In May, use giant flower pots to put the referrals in. For June use beach buckets to collect the referrals. The idea is to have a different monthly theme to generate interest and excitement in the referral generating process.

## **Tips on getting Registration Box Locations**

1. Do not walk into a store with the box.
2. Ask to talk to the owner/ manager. Explain that you are from the Martial Arts school and as part of your community outreach program you would like to present them with a free membership to your school including a uniform. The only thing we ask is that you display one of our registration boxes in the store during the time of the free membership. The membership is a \$100 a month value. You will service the box once a week.

## **Registration Box Phone Script**

"May I please speak to Mrs. Smith. -- Hi - this is Ron Sell from Karate Advantage and I'm calling you with some great news. I picked up your request for the 4 free week martial arts course at our registration box at Subway. On the coupon you filled out we said we'd give you a call when the next session begins. The good news is that we have opening for this course this week. Your first class will be a private session in which your son will be learning some martial arts basics and how to use those for self defense only. It will also give you a chance to see exactly how we use the martial arts to teach children valuable life skills such as increased confidence, courtesy and respect to name a few. I have two openings this week, today at 5pm or tomorrow at 6:30 which would be best for you."

My son filled that out and I am not sure ---

"I understand, your son must feel there is something he needs from

the training. The great thing about our program is that not only is it super for fitness and self defense, but the real benefits come from our life skills program. Parents are amazed to see the positive changes in attitude, respect, self control and self esteem. All of which help your child in everything he does. Why don't we do this? He wants to try the program. Make an appointment for the first class. It's free and there is no obligation. If you like it you can then begin with the first month FREE. Is today good at 5 pm?"

**The MERCHANT PASS:**

BUSINESS NAME \_\_\_\_\_ DATE PLACED \_\_\_\_\_

PLACED BY \_\_\_\_\_

I UNDERSTAND THAT THIS CONTEST BOX BEING PLACED IN THE ABOVE MENTIONED LOCATION ENTITLES ME (OR DESIGNATED OTHER) TO FREE MEMBERSHIP AND UNIFORM AT NO EXPENSE. THIS FREE MEMBERSHIP IS FOR THE DURATION THAT THIS BOX:

PRODUCES AN ACCEPTABLE AMOUNT OF CONTESTANT FORMS.

REMAINS IN CLEAR SIGHT AND AN AGREED UPON LOCATION.

IS SERVICED BY THE PR REPRESENTATIVE AS NEEDED AND ONLY AUTHORIZED PERSONNEL REMOVE PROMOTIONAL FORMS.

THIS MERCHANT MEMBERSHIP PASS EXPIRES EVERY THREE MONTHS AND WILL BE RE-ISSUED BY THE MARKETING DIRECTOR.

THIS PASS IS NEITHER TRANSFERABLE NOR IS NEGOTIABLE.

**The Merchant Letter:**

DEAR MERCHANT:

WE ARE PLEASED TO EXTEND TO YOU AND YOUR COMPANY AN OPPORTUNITY TO PARTICIPATE IN OUR WELLNESS PROGRAM. FREE. BY PARTICIPATING IN THIS PROGRAM, YOU PROMOTE A HEALTHY

LIFE STYLE IN YOUR COMMUNITY AS WELL AS INCREASING YOUR COMPANY'S PRODUCTIVITY.

HOW DOES IT INCREASE MY COMPANY'S PRODUCTIVITY?

WE UNDERSTAND HOW IMPORTANT IT IS THESE DAYS TO OFFER NEW INCENTIVES AND NEW PROGRAMS TO KEEP A POSITIVE MORALE. UNFORTUNATELY, TO ACCOMPLISH THIS, MONEY IS REQUIRED AND WHO HAS EXTRA MONEY IN THEIR BUDGET? WELL, WE'VE DISCOVERED A WAY TO INCREASE PRODUCTIVITY WITHOUT ANY EXPENSE. GIVE A FREE MEMBERSHIP TO AN EMPLOYEE. (I.E. EMPLOYEE OF THE MONTH) WE'LL HELP YOU CREATE AN EMPLOYEE INCENTIVE PROGRAM.

WE'VE COMPILED DATA AVAILABLE FROM VARIOUS PUBLICATIONS SUCH AS THE AMERICAN FITNESS PROFESSIONALS ASSOCIATION (AFPA) AND THE INTERNATIONAL HEALTH & RACQUET SPORTS ASSOCIATION (IHRS) THAT HIGHLIGHT THE MANY BENEFITS ASSOCIATED WITH PROPER EXERCISE, WELLNESS, AND NUTRITION IN THE WORKPLACE. THESE BENEFITS INCLUDE:

- LOWER ABSENTEEISM AND DISABILITY TIME
- INCREASED PRODUCTIVITY
- ENHANCED EMPLOYEE MORALE
- LOWER HEALTH CARE COSTS
- REDUCED STRESS
- REDUCED EMPLOYEE TURNOVER

WHAT DO I HAVE TO DO?

WE SIMPLY ASK THAT YOU DISPLAY ONE OF OUR CONTEST BOXES IN A VISIBLE LOCATION WITHIN YOUR STORE, WHICH WE WILL MAINTAIN WEEKLY.

WHAT ABOUT MYSELF?

WE WOULD LIKE TO OFFER THE MANAGER, OWNER, AND THE DISTRICT MANAGER A FULL V.I.P. MEMBERSHIP AS LONG AS THE BOX REMAINS AT YOUR LOCATION.



WE CURRENTLY HAVE WELL OVER 90 MERCHANTS PARTICIPATING IN THE WELLNESS PROGRAM, ALL OF WHICH RECOGNIZE THE INCREASED MORALE AS WELL AS BENEFITS THAT LEAD TO GREATER SUCCESS.

WE CAN SHOW YOU HOW THIS SYSTEM CAN WORK FOR YOU TOO! THE PROGRAM MAY CONTINUE AS LONG AS YOU LIKE OR CAN BE CANCELED AT ANY TIME... FOR ADDITIONAL INFORMATION PLEASE CONTACT 203-000-000

YOURS IN GOOD HEALTH

## **Out Door Breaking Class**

Combine a Board Breaking Class and a Picnic to add a new twist to the Bring A Friend Break A Board event. This event is clearly outlined in a special package under Revenue Generating Events. By bringing this outdoors you are combining a social event with chances of enrolling new students.

The key is to use the Mass Enrollment class the following week at your school. All guests that break a board are invited back to the school to take a free class and receive a free uniform.

## **COMMUNITY OUTREACH PROGRAM.**

What we do is approach businesses throughout the day and ask to speak to the manager or owner. We explain we are from Karate Advantage. We have a COMMUNITY OUTREACH PROGRAM and are selecting area businesses and offering a FREE month membership for all their employees and families in either our Cardio or Martial Arts Program. There is no cost to either the business or the employees. We will print custom cards for them to hand out to all their employees. We explain that most businesses give these with the pay checks. It's an added \$100 value and is presented as a gift from them to their employees.

This week we were able to get out over 300 passes in 4 days.

The wording is as follows:

YOU ARE INVITED!!

As part of Karate Advantage's Community Outreach program, employee's of Wal-Mart and their families are invited to a Free Month of either Cardio or Self Defense classes. The first class begins next Saturday at 12 noon. Please call to reserve your place in class.

Free Uniform to first 25 callers

If this is not a convenient time please call to make an appointment  
813-866-0055

Karate Advantage

17502 Preserve Walk Lane, New Tampa

It's an easy way to do some very low cost marketing !!!!

## **CORPORATE PROGRAMS**

The following report includes 3 ideas that will help your school establish a working relationship with the businesses in your community.

### **Idea 1: Give local businesses financial compensation for every member they refer to your school**

This idea works well for small schools that are just starting out. The key benefit to paying businesses that refer your school is the power of support that you gain. When a local business in the area begins to support your school, the word gets out that you exist. This creates an interest, and when it is supported by local businesses, creates security. The following pointers will help you get started.

**Tip 1:** Approach local businesses, such as dry-cleaners, hair salons, doctor's offices, and other businesses that have a consistent flow of customers with whom they engage conversations. Give them the enclosed letter (Read Letter 1, below.) and personally explain your ideas. \*Read the enclosed letter to see the ideal compensation package recommended for businesses.

**Tip 2:** To get access to these businesses, ask around to members and parents at your school. Seek out those who own or manage a business that fit your needs. You are looking for local businesses who attract local customers to their business and who generally have a good relationship with their regular customers. If they personally do not own or manage a business, ask for referrals of people they know.

**Tip 3:** Highlight all businesses that support you as official sponsors of your school. When you have big gatherings such as belt exams, tournaments, fund-raisers, etc. hang a poster or banner of their business up in a highly visible area. The more businesses you have sponsor you, the more businesses will participate in some type of corporate relationship.

**Idea 2: Ask local businesses to host a fund-raising event such as a board-break-a-thon, freestyle competition, or intra-school tournament at their location**

Taking your school's events and bringing them out into the public will give both your business and their business great exposure. This will allow you to attract more inquiries while immediately showing people the benefits of your school.

**Tip 1:** Approach local businesses in your area that have a high traffic of customers, but with a very large parking lot such as restaurants, bowling alleys, etc. Used the enclosed letter and personally speak with the owner or manager about your ideas. \*Read the enclosed letter to understand the ideal scenario for hosting an on-site event.

**Tip 2:** Get the media involved when you are doing fund-raising events. This gives your business and the local hosts even better exposure while highlighting your efforts to support the community. Refer to the Project Action package for some excellent resources of information on fund-raising.

### **Idea 3: Approach businesses about investing in a corporate package for their employees**

Once your school is established, you can give big businesses in your area financial breaks to all of your programs. This basically gives them an opportunity to use your business as a benefit to being an employee at their business. Doing so will bring in additional income and support for your programs, while establishing a strong relationship with the business. It will also establish a strong value to your programs that you can highlight to other prospects. For example: "We are currently part of a benefits portfolio for St. Josephs medical staff..."

**Tip 1:** Approach large businesses in your area and give them the enclosed letter. Then make an appointment to meet with the manager or human resource director.

**Tip 2:** Get your foot into the door by asking your current members and parents for referrals of whom you should speak with regarding a corporate package. If one of your existing students knows that you plan to offer their employer a corporate package that will provide them with a corporate discount, they will most definitely help you locate the right people to speak with.

These ideas have proven effective and will get you started on establishing corporate relationships with business in your community. Keep in mind, that in order to secure a relationship with local businesses, you must have an established reputation, or know someone who can get your foot in the door. There will be circumstances when a business will not be interested in being associated with you. Avoid letting these rejections keep you from your search of other businesses. Once you cease to look, you will cease to grow; at least to your fullest potential.

## **7 Strategies To Help You Establish A Working Relationship With Schools In Your Community**

One of the biggest marketing strategies for a martial arts business is through the educational school systems. Pre- schools, public schools, and private schools can open many doors to opportunities that will contribute to the growth of your school. With that in mind, the hardest part is getting your foot into the door. In many cases, your approach and delivery should be directed towards how your school can contribute to their success and not just yours.

To ensure that your approach and delivery is effective, you need a good game plan. Your game plan can change from school to school, so it is important to have more than one strategy. In this report, we'll lay out some successful game plans and provide you with tips that will help reinforce your success.

Here is a list of all the events and activities that you can do with the schools in your community:

1. Host an on-site martial arts training course at the school as an after school program for elementary students, or during school for pre-schools.
2. Come in as a special guest at the school and give motivational speeches to the students.
3. Speak at special events at the school, such as PTA meetings, open house, and parent nights.
4. Participate in school activities such as carnivals, field days, talent shows, and fund-raising events.
5. Establish a rewards program with the school based on referrals. Preliminary tips before you get started:
6. The more organized you are, the better results you will have. You will have to organize your contacts and referrals, determine the amount of staff you will need, determine any revenue you wish to invest, have a goal of what you want to achieve, and keep an updated schedule of all your plans.
7. Make sure you have age-specific and event-specific speeches

written and practiced before you get started.

- The “Yes I Can” speech is a great example for pre-school thru 3rd grade\*
  - The “Motivating your Children” speech is a great example for PTA, open house, and parent nights\*
8. Make sure you have a structured training course established before you get started.
- The 8-week Little Ninja training course is a great example of an on-site martial arts training program for pre-schools\*
  - The EZ Defense for Kids program is a great example for an on-site after school martial arts program for elementary schools\*\*
9. Make sure you have sufficient staff and assistants ready to help at special events and carnivals.
- The “Carnival Wheel” report, found in the archives of the Shuman Concepts members section, is a great example of what you can do at special events.
10. Make sure you have a plan of how you can establish a win-win relationship between you and the school.
- The “3-Tier Marketing Strategy for Pre-schools” is a great example of how you can work positively with pre-schools\*
11. If necessary, hire a special events and activities manager to do all of the legwork for you.
- Place adds in the parent section of your school and/or in the newspaper seeking someone with good office skills and customer relations experience.
  - Have them train for 2 weeks with a small base salary.
  - Offer them a commissioned-based position determined by the increase in enrollment since their employment.

## **7 Strategies To Help You Establish A Working Relationship With Schools In Your Community**

Ask your students, friends, and associates for referrals and testimonies

1. Having the parent of the student set up an appointment between you and the principal and/ or teacher works best. This is the best credibility you can get. Or, ask for referrals from them of the contact person. Don't forget to gather as many testimonies from your parents as possible! You can put these testimonies in a binder to take with you at your appointments.
2. Talk to your friends and see if they can arrange an appointment for you. Your friends are your biggest fans and they will talk you up just as much, if not more than your students' parents. If they have any connections, ask them for their help.
3. Capitalize on those community leaders and officials who pay you compliments by asking them for referrals and testimonies.

Pass out request forms to your students and have them submit the form to their school teachers

1. Send a letter home with every student 12 & under to give to their teacher\*. The letter simply requests the opportunity to speak to the class about having a positive attitude and being the best they can be.
2. The teacher fills out the letter and gives the letter back to the student to turn into you. Or, the teacher can call you directly to set up an appointment.
3. Visit the school and give a very motivating speech. At the end of the speech, pass out ink pens with cool and colorful designs on them (don't forget to put your school's name, number, and one week free offer written on the pen) or pass out bookmarks, or book covers with the same info on them. To do this effectively without getting in "trouble" you can arrange for 5 minutes at the end of the speech for a quick Q & A game reviewing the key points of the speech. Then, as the students answer the questions correctly, give them a pen. If you run out of time, give the

rest of the pens to the teacher and ask them to pass the pens out as the students lead by example.

Send out mailers to the schools you wish to work with

1. Draft a letter that describes the details of your on-site martial arts training courses and mail them to local schools in your area.\*
2. These letters are best for pre-schools and private schools. Don't forget to ask for referrals of good contact names to address the letters to when possible.
3. Make sure you do a follow-up call 3 days after you mail the letter to confirm that they received it and ask them for an appointment.

Call the schools and introduce yourself and your programs

1. Start with the schools that have the big ads in the phone book. Read over the ad, do your homework on the school, ask for referrals from your parents on the best contact person, then call the school and introduce yourself and your school.
2. The best approach when calling the school is to start off the conversation with something like this:  
"Hello Mrs. Johnson, my name is Chris and I am the owner of USA Karate for Kids. I've heard great things about your academy and am very interested in working with you on some marketing ideas that I have. I've discovered that when an academic school and a professional martial arts school work together, you are catering to the community in an extremely positive way. What I would like to do with your school is set up an on-site martial arts program that was exclusively designed to help children improve their behavior, attitude, and self-esteem..."
3. Once you make a good introduction, then you can set up an appointment to discuss a possible on-site martial arts training program, school speech, demonstration, fund-raising involvement, etc.

Get involved with the schools special events and activities



1. Collect as many schools schedules of events as you possibly can. You can get these from your students or call the schools directly yourself. Carnivals, open-houses, PTA meetings, parent nights, talent shows, graduations, field-days, and awards nights are all listed on these calendars.
  2. Jump on every opportunity to participate in these events. The more exposure you get at the schools, the bigger your reputation will be. You will also meet good contacts to set up additional speeches, demonstrations, and on-site training programs. Not to mention, these events will draw dozens of leads into your school!
  3. Don't forget to prepare for these events. Make sure your demo team is sharp and your staff/ assistants are ready to gather leads. Refer to the "Carnival Wheel" report to give you an idea of how to gather leads.
- Also, remember that you can call us to help you too!

#### Establish fund-raising programs with the schools

1. The more you give, the more you get. When your school sponsors teams, bands, cheerleaders, the PTA, and the students, you not only give back to the community, but you get a lot of respect and recognition for it.
2. Call the PTA of your local schools and set up a membership drive. Give the PTA a bunch of one-week passes to distribute, and donate two 6-month memberships for under privileged children at that school. Then, donate \$10 for every student who uses their free pass and \$25-\$50 for every student that enrolls from those passes.
3. At the beginning of the year, you can establish a great reputation with the PTA by holding a school supply drive at your school. Make some cool gifts with your school logo and give them away as prizes when your students donate 5 school supplies or more. Then, donate the supplies to the PTA of the school you choose. The more supplies you have, the more PTA groups you can reach.

Network in your community to generate interest, referrals, and respect

1. Network, network, network! Wear clothing with your schools logo on it and hit the streets. Seek out local carnivals, parades, chamber meetings, and arts & crafts fairs. Speak mainly of your goal to support the local pre-schools, public schools, and private schools. Talk about the involvement you have done and the involvement you plan to do and ask people for referrals and connections of people they know at the local schools! You'll be surprised at how many people know someone at one of the local schools in your area. When you market your business, you will get some resistance, but when you market how your business is helping the local schools, you get support!
2. Give away free passes and donate what you can, then ask for referrals this way as well. When you do for others, they almost always want to do for you in return. So, don't forget what Tony Robbins says: "Giving away 10% is one of the top 5 keys to success". This is true because the more generous you are, the better you will feel and act, and the more inclined people are to give back to you!

## **Top 5 reasons why your involvement with local pre-schools, public schools, and private schools will positively influence your community**

1. You are a hero in a child's eye. When you walk into a classroom and reinforce values that the teacher and parents teach, the children will begin to respect the lessons taught.
2. Your school is a streamline to support for local schools. From fund-raisersto donations, you can help make a difference.
3. Your on-site martial arts training programs are convenient and affordable for the average working parent.
4. Your on-site martial arts programs reach out to hundreds of children that you normally wouldn't be able to. Therefore, the benefits of your programs, such as discipline, respect, and

better attitudes will influence even more children in the community.

5. Your schools involvement with local schools events and activities enhance the value of the activity and provide positive entertainment and enjoyment.

## Referral Contest

### SIX FOOT TROPHY CONTEST!

Who: All Karate Advantage Students

What: WIN A SIX FOOT KARATE TROPHY!

When: First 90 days of 2009

How:

Over the next 90 days earn as many chances as you can to win the six foot trophy. For every completed task, you will earn tickets; at the end of the contest we will draw a ticket to win the six foot trophy! Other prizes will also be awarded!

#### Here is how you can earn tickets...

- Attend Class, **earn one ticket!**
- Be the BEST student in class, **earn five tickets!**
- Pass out 100 flyers in your neighborhood, **earn 50 tickets!**
- Schedule a Demo at your church, school, boy/girl scout troupe, etc, **earn 50 Tickets!**
- Schedule a "Show and Tell" with your school teacher, **earn 50 tickets!**
- Bring a friend to class, **earn 25 tickets!**
- If you refer a friend to our school, and they enroll, earn 100 tickets
- Buy a T-shirt, **earn 25 tickets.**
- Place a Registration box in a place of business, **earn 25 tickets.**
- Honor Roll Report Card, **earn 10 tickets!**

## **How to grow the school by 50 new members! (a dummies guide to running this contest!)**

These ideas must be followed every class day to ensure your students get excited about the contest:

1. Enthusiasm is a must, we must promote the contest with GREAT enthusiasm and energy. If we are not excited about it, they won't be.
2. We must promote the contest all the time throughout the class time by:
  - a. At the beginning of each class ask everyone if they have any tickets to put into the ticket box.
  - b. Point out those who have earned tickets.
  - c. Encourage everyone, especially those who have not participated in the contest yet by doing a mat chat.
  - d. Tell everyone that it only takes one ticket to win, but the more tickets that are in the tickets box equals a better chance to win the 6' trophy.
  - e. Tell the students that you wish you had a six-foot trophy in your bedroom, then ask the students if they would like the six foot trophy in their room!
  - f. Keep the trophy in the front of the classroom at all times, make frequent references to it throughout the class time.
  - g. Keep the tickets box in front of the class next to the trophy, shake it often in front of the class. Peek through the box to as if to see if you can spot someone's name, then smile big!
3. When a student comes to you and tells you they need tickets, give them the proper amount of tickets then have their parents put the kids names on the back of each ticket. Then wait to put the tickets in the box until AFTER the class starts, then make a big deal out of Johnny getting 25 tickets, etc.

Keep plenty of flyers on hand at all times separated into stacks of 100.

Keep plenty of supplies available for the entire contest.

## **Grand Opening**

1. Big Banner "FREE KARATE" on the road.
2. Tent
3. Grill w/Hot Dogs
4. Sodas and Buns
5. Coolers with Ice
6. Bouncy Thing
7. Balloons
8. Someone out at the intersection with signs
9. Group Intro Classes every 20 minutes.
10. Demos every 30 minutes. Followed by a Group intro.
11. Sign Up Special – Normally Basic Program is 12 month at \$150 month, however if you enroll today, we will cut the program in half to six months. We will also take off \$100 off the normal down payment of \$195 to \$95. If you act today, not only do we give you the \$100 off, we also give you a free uniform valued at \$40.

## **MOVIE NIGHTS**

Have a Sign-up sheet at front counter. Also print Flyers and hand them out to each student as they leave the school. By asking students who they are bringing you will greatly increase the number of guests.

1. Movie nights give your students a chance to build friendships within the school. When we look at schools like Karate Advantage, it's amazing to see how many teenage black belts there are. These kids are best friends not only in the school but also outside of the school. Having a best friend who also takes classes with you, helps you to stay interested and motivated in Martial Arts. These friendships weren't built just during classes. They were built through the social events Karate Advantage hosts.

2. Your school becomes a focus of activity. Kids are always looking for things to do. A movie night gives the kids a chance to get out of their house and participate in something fun within a safe environment. In some areas of this country, kids have literally nothing to do. Having monthly events at your school gives kids an additional reason to join your school. Kids will enjoy coming to your school more if they become even more involved with the school beyond just being a student.

3. A movie night is a good reason for guests to come. How do kids bring friends to your school? Most of the time they either ask them to come watch classes or participate in a buddy day. A movie night is a non- intimidating reason to have your students bring friends. Their friends get a chance to come to the school and meet the instructors, watch a movie, play some contests and win prizes.

4. It shows parents you really care about their children, you enjoy being around them and you're willing to go above and beyond what you're paid to do. It also gives parents the opportunity to go out with each other and enjoy a couple of hours to themselves.

## **Strategies**

There are a couple of strategies you can utilize in order to get the most out of your movie nights:

1. Choose a popular video or movie suitable for family viewing, yet exciting enough to keep the kids attention.
2. Get a big screen TV with a DVD. You can call any rent - a - center for prices.
3. Call your favorite pizza place and order your pizza double cut.
4. Get fruit punch for a drink, figure on 12oz and two slices of pizza per child.
5. Hand out the movie night flyer to the students in each class and hang flyers up throughout the school. The Monday before, start asking your

students how many friends they are bringing to the movie night. You need to get an estimate of how many kids to expect so that you can order enough pizza and drinks.

6. For safety reasons, all guests must sign in. They must give you their names, addresses and phone numbers. Use this information later to send out a thank you letter as well as invite to start the VIP month.

7. Here's a great idea to get the kids to settle down and watch the movie. Watch the movie first and write down 10 questions about the movie. For example, "When the bad guy came riding into town, what color was his hat?" During the movie, the kids will have to watch and fill out the questionnaire. Throughout the movie, keep kids involved by telling them, "Watch! Here comes one of the answers." After the movie, collect everyone's questionnaire and correct them. Those kids who get all the questions right will be entered into a drawing for a prize.

8. Halfway during the movie stop for an intermission break, serve the pizza and soft drinks and then return to the movie.

9. When the movie is finished and you've done your raffle, set up different games for the remainder of the time.

10. Pass out VIP cards to all the guests and follow up with phone call to the parents.

## **Day Camp**

Day camps can be among the most profitable of Revenue Generating Events. Camp Days are planned any time kids have a day off from school. Your goal is to satisfy the needs of parents who work during the day and would like a safe, planned activity for their children to participate in.

We recommend three different types of camps that can be alternated, giving the kids something different to look forward to.

Since you are fulfilling a need the parents have for a full time activity, your camp should run from 9 am—4 pm. Parents should also

have the ability to drop off the kids as early as 7:30 am and pick them up as late as 5:30. You can easily charge extra for those who take advantage of early drop off or late pick up.

You should charge—\$20—\$30 for the day per person \$4.00 for early and late pick up. The three types of programs are:

**Activity Camp:** This camp is a generic day camp involving fun activities

9 am. Martial Arts Class

10 am—Short break and free time

10:30 Snack—Kids bring their own

11:00—Video games and board games

12:00 Dodge Ball or Dodge Pad

12:30 Lunch—Kids bring their own

1 pm—Show a movie

3:00— Special jump kicking class.

4 pm—Pick up

### **Martial Arts Specialty Camp**

Your entire day is planned around martial arts training. Ideas include:

1. XMA
2. Jr. Kickboxing
3. Competition training including a tournament
4. Weapons Training

### **Road Trip Camp -- This is a premium camp \$50**

Kids meet in the morning and then transported to one of the following Museum, Beach, Bowling, Movie, Roller skating, Park etc. Kids will bring a snack with them. You can also do a combination bowling in the a.m. and movie in the afternoon. You can arrange transportation with a local bus company.



## **HOLIDAY SHOPPING**

During the holidays parents are looking for special items to purchase as gifts. Christmas shopping begins early in November so be sure to plan early. Stock your Pro Shop with a wider range of items. Parents are looking for things that are special that they might not buy during the rest of the year including, martial arts related jewelry, stretching machines, heavy bags, wave masters, kicking shields etc.

It is important that you increase your normal stock so that these items do not have to be special ordered. You should also have catalogs available and mention that all catalog items can be ordered through your Pro Shop. Successful schools also have a "Special Shopping Day" for parents. Parents want to shop yet keep their purchases a surprise. By being open one Sunday before the holiday's parents can come shop at your school and not have to worry about their children seeing what they purchase. As an added service you should supply gift wrapping and package decorations. Be sure to have a selection of papers for both Chanukah as well as Christmas.

Don't forget bows and ribbons and tags. During the holiday season be sure to decorate your Pro Shop area as well as pre wrap certain gifts like T-shirts, kicking pads etc. and display those items on a separate table. You will see a substantial increase in sales if parents can simply buy the items already wrapped and ready to go.

Your store is no different than any other, no matter how well you plan you will have some left over stock after the holiday. As with any retail outlet you should have a "After Holiday Sale" to move these items as well as get a return on your investment.

## **BRING A BUDDY BREAK A BOARD MARKETING**

1. Plan the event for a busy day - You want to hold the event when you have the most students attending classes. Give yourself two weeks to create excitement and do the proper marketing.
2. Print the flyers and signup sheet.

3. Hang the flyers on your front door, in your lobby, classroom, waiting room and dressing rooms.
4. Hand out flyers to your students.
5. Make announcements in all your classes. Talk to the students about how martial arts is about sharing and it's part of a student's responsibilities to tell friends about the school as well and bring in guests.

## **PREPARATION**

1. Boards are 12 in wide 1 inch thick pine. Cut them 8 inches.
2. If you are doing Little Dragons you will want to cut the boards 6 inches. Set aside weak or cracked boards for the really little kids.
3. Be sure to purchase plenty of boards, just in case extra kids show up.
4. You will need a Polaroid camera and enough film to take pictures of everyone.
5. Print enough letters (see below) for every buddy.
6. Magic marker.

## **EVENT**

1. As kids arrive have the guests sign in and give you their phone number
2. The event will take 45 minutes to an hour.
3. First 20 minutes of class you will teach a downward hammer fist strike, confidence, focus and power. It is important that you make a big "deal" out of the break to build excitement. Tell the kids that breaking takes proper execution of technique, the ability to focus and block out distraction and the confidence to follow through and succeed. As you teach the physical technique make sure you are always relating the mental skills required.
4. After 20 minutes of an exciting class break the class into two groups. Assign an instructor to each group.
5. Each child will break the board with a hammer fist strike. If you have

advanced students present they can do whatever technique they choose. Once they break the board you should sign and date the board with a magic marker.

6. Once the child breaks the board, have them get their picture taken holding both parts of their board up.
7. Staple the pictures of the guests to the letter.
8. Once the kids get a picture taken have them rejoin the group.
9. If a child has difficulty breaking have an instructor hold on to the kids hand and assist them in the break.
10. Talk to the kids before bowing out and congratulate them on their success.
11. Call every guest (buddy) on Monday and speak to the child's parent. Thank them for attending and invite them back for a second class.

### **Sample Letter...**

#### **We Didn't Want You To Miss This Magic Moment**

Congratulations! Your child has just completed Karate Advantage Power Break. As you can see this was a huge success! Our goal was to teach the benefits of overcoming obstacles, focus, concentration and developing confidence in preparation for the break.. Your child then broke a one-inch pine board. The physical focus of timing, speed, and rotation teaches the student that something they once thought was very difficult is really easy once they gain the knowledge. This physical feat elevates the child's belief in themselves. This change in belief is the foundation of developing confidence through the Martial Arts.

It is the goal of Karate Advantage to train the students mentally as well as physically. It is a development of confidence that leads to lifelong benefits. Children graduating our program have a "Yes I Can" attitude towards life, enabling them to have better relationships, study harder, get better grades and a respect towards parents as well as peers. This confidence gives the child the ability to stand up to unhealthy peer pressure and say no to the things they know are harmful.

We hope your child enjoyed the class. We would also like to invite you and your child back to our school for a FREE Trial class tomorrow Saturday, March 10th at 11:30 am. During this class you will witness exactly what our Martial Arts and Life Skills program has to offer. Please call to confirm your spot in class and to ask any questions. Group discounts will be available if you decide to enroll your child tomorrow; however you are under no obligation to continue.

Master Sell

## **Buddy Day**

### **OVERVIEW**

Buddy week is defined as an opportunity for your existing students to bring in their friends, siblings, family members to participate in a real martial arts class.

Dedicate an entire week to Buddy Week, every class. Modify your curriculum for the week to accommodate new students. For instance, I like to do Buddy Week the week after testing, that way curriculum is not as important. Instead of teaching normal curriculum, turn it into a celebration of the martial arts by doing High Energy Drills. May I recommend you purchase my video, Explosive Martial Arts Drills at [www.ronsell.com](http://www.ronsell.com) for over 100 different drills you can use to spice up the curriculum for Buddy Week.

On Friday, have a "Parent's Night Out" as a grand finale!

Parent's Night Out is a great activity to do Friday Night from 7pm till Midnight. This gives the parents a chance to get out and have a night on their own, and more importantly it gives us a chance to fill our school with VIP members.

Charge \$7 to get into Parent's Night Out. They will get Pizza and Drinks. Let's say 100 Kids show up. That is \$700, minus \$100 in food, your left with \$600. But don't get excited about this, this is pocket change compared to handing out VIP passes to our guests.

There are a few variations of the Parent's Night Out.

- a. Video Game Night – Everyone brings their own video game system (XBOX, PS2, Game Boys, etc) We set up all the game systems around the perimeter of the training floor. Most kids bring their own systems, so you need to have plenty of extension cords for power. Some potential pitfalls is kids stealing other people's games, so make sure you have a marker handy to label the games. Another pitfall is kids not sharing the games, so you'll have to make a policy for that.
- b. Movie Night – Find a great movie that kids will love. Make sure you watch the movie yourself prior to the Parents Night Out, screen for sex scenes, inappropriate comments and language. Be very conservative. I would do this at least a week in advance, giving you ample time to find another movie.
- c. Board Game Night – Everyone brings in their favorite games, Risk, Candy Land, Pictionary, etc. You can even have group games like pictionary!

My favorite is video game night, it gets the kids active and socializing, and the video games sure keep them occupied.

## KEY TO SUCCESS

**First Key:** You must promote it during classes with great enthusiasm the week prior to Buddy Week. You can't promote it enough! Talk about it in classes several times. Make it sound like a blast. Tell them what you'll be doing. Let them know you expect everyone to bring a friend.

**Second Key:** The most important part of buddy week is to remember that the only reason you are doing it is to hand out VIP passes to the guests AND get appointments scheduled in the book

**Third Key:** Follow up and call the parents to schedule an appointment. Get them in your school for an Introductory Lesson.

## STEP BY STEP INSTRUCTIONS

1. Schedule Buddy week for 1st week in each month. Buddy week is defined as an opportunity for your existing students to bring their friends to class with them, so the friends can enjoy the benefits of martial arts.
2. During buddy week the lesson plan should call for some exciting drills from the "Explosive martial arts drills" video. The lesson plan for the friends should be exciting and action packed. No down time.

**DURING CLASS:** Have one of your helpers fill out the "Guest Information Form" for each of the guests. Information that should be obtained is:

- a. Guests Name
- b. If child, parent's names Phone Number
- c. Who brought them.

3. At the end of the first class, give each child a letter stating you enjoyed having them in class and hoped they enjoyed it. Briefly explain in the letter the benefits of the classes. At the end of letter explain that you are giving them 30 days free of martial arts lessons at your school because they are a friend of your student. Mention that the 30 days free plus a few private lessons you will be giving them is worth \$100, but they pay nothing. Only catch is, a parent must watch the child each class and also bring letter to first class.
4. Once the child and parent brings the child to the class you must show the parent how we teach discipline, how to focus, ext. The parent will see how their child will benefit from martial arts training.
5. Let another instructor take the class after 15 minutes. Take a parent in the office with the child. Ask the child

a few questions in front of the parent. "are you having fun out there?" "yes sir" "It's a lot of work right?" "yes sir" "You think you want to become a black belt some day?" "yes sir" "you can go back to class now!"

6. Ask the parent some questions. "What did you like best about the class?" They most likely will tell us the "yes sir" or the discipline or the way their child listened and obeyed.
7. From here, follow the Basic Program Enrollment Scripts...

## **Section Four: Paid Events/Free Events**

### **Paid Events**

1. Break-a-Mania and Re Breakable
2. Glow Chuck Seminars (See Below for Directions)
3. Buddy Bash (See Below for Directions)
4. Weapons Seminar
  - a. Nun Chuck
  - b. Escrima
  - c. Bo Staff
  - d. Kamas
  - e. Sword
5. Tournament
6. Sparring Seminar
7. Little Dragon “Bopper” Seminar
8. Parent’s night Out
  - a. Movie Night
  - b. Fun and Games night
  - c. Video Game Night
9. Brick Breaking Seminar

### **Free Events**

1. Summer Buddy Bash
2. Safety Kids Seminar (Instructions Below.)
3. Parent Pad Holding Class (Instruction Below.)
4. Group Birthday Parties

### **Glow Chuck Seminar**

The beauty behind the Glow Chuck Night is that the students must purchase the Glow Chucks and the profit from the purchase is the revenue you create in the 30—45 minute class/seminar.

Many schools tack on a \$5.00—\$10.00 premium to the cost of the



chucks for the class and possible pizza party that will follow the class.

The amazing thing about this event is that it appeals to both kids and adults. The class is about 45 minutes to 60 minutes in length, The first 30 minutes consists of basic nunchaku twirling and moves. The last part of the class is conducted in the dark with the only light from the Glow Chucks.

It's great to have the kids do formations and lines circling around the room as the patterns of lights are really great. (Another benefit is that since the lights are off - you save on electricity and make even more money.)

A good follow up is the DOUBLE GLOW CHUCK SEMINAR— this gives you a chance to sell an additional set of chucks as well as glow inserts for the original set.

Chucks can be purchased from Century Martial Arts. Give yourself a minimum of two weeks promotion. You should also pre-order the chucks as this is a popular event and you do not want to pre-sell the seminar to find out that Century is out of stock.

## **BUDDY BASH**

### **Preparation**

- 3 reasons for having it Retention, Revenue Generating Event & New Students.
- Have a Prize to give away. Something that all the kids want to get.
  - Yu-Gi-Oh Cards
  - Game System
  - Gift Cards etc.
- Have them earn (10) tickets for every buddy they bring in. Do the drawing at the end of class. Cost is \$5 for the student and \$5 for a friend. If a student brings two friends – no charge.
- Have a table set up at the front of the school with 2 people run-

ning it. One person is to collect names, information and money. The second person has to hand out the tickets.

- Have the students and buddies start a 10-15 minute sizzle time. This will allow those who are late extra time to arrive so they do not miss out on any fun.
- Have real boards for your students and re-breakable boards for their buddies.

### **Actual Class (Friday Night)**

- Everyone will break their board with a side kick.
- Teach them the ABC's to success. Plus teach the life skills and benefits.  
T –Technique Heel of the foot  
A – Aim to hit a goal. Plus have them practice first on a kicking shield or target pad.  
B – Back up mass.  
C – Confidence – Give an example (who's the guys that has the S on his chest and all the students will say Superman) and have them visualize and see themselves breaking thru the board.  
S – Speed (mass x power = speed) –Divide them into groups and start the board breaking.
- Have the buddies come up 1st to break the re-breakable boards and then have the students break the real boards.
- After all the breaking is done, find out if everyone had fun. Ask the buddies if they had fun and if they would like to come back and earn their official karate white belt, free uniform & break a real board. Make sure to schedule them for Saturday at a convenient time preferably @ 12 for a massive enrollment. It's very important to get everyone's information before they leave that evening.
- This will insure that their parent(s) will show up for your massive enrollment class.

### **Massive Enrollment Class on Saturday (Next Day)**

- Have uniforms and white belts ready for the Saturday's class.

- Review how to do a side kick and talk about the life skills and the benefits to the student as well as the parents.
- If time permits go thru your 1<sup>st</sup> intro with them as well.
- Have them break their board.
- Present them with their white belt.
- Then go into your closing. (Massive Enrollment Closing)

Write on a surface large enough for everyone to see a 12 month program and tell them that the down payment will be \$195.00 and their tuition will be) \$125 per month for 12 months.

But as a group rate and special we can offer a onetime special which is 6 months - X out \$195.00 and tell them all they have to do is make their 1st installment of \$95 today and they have 6 remaining payments of \$100.

## **Pizza Party Board Breaking Contest**

The goal is to get 30 new guests into your school on a monthly basis. We tell our student that each month all the students with perfect attendance are eligible for a drawing for a FREE PIZZA party.

Perfect attendance being 8 classes a month. We then draw two students' names. Each student may bring up to 15 guests (only 5 can be martial arts students). We schedule both parties at the same time on a Friday evening. The goal is to have at least 30 kids in attendance. Conduct the class below, invite the kids back to a Saturday Mass Intro and then serve Pizza and soft drinks.

Enrollments come Saturday, see plan below.

### **Actual Class (Friday Night)**

Everyone will break their board with a side kick.

Teach them the ABC's to success. Plus teach the life skills and benefits. T –Technique Heel of the foot:

A – Aim to hit a goal. Plus have them practice first on a kicking shield or target pad.

B – Back up mass.

C – Confidence – Give an example (who's the guy that has the S on his chest and all the students will say Superman) and have them visualize and see themselves breaking thru the board.

S – Speed (mass x power = speed) –Divide them into groups and start the board breaking.

Have the buddies come up 1st to break the re-breakable boards and then have the students break the real boards.

After all the breaking is done, find out if everyone had fun. Ask the buddies if they had fun and if they would like to come back and earn their official karate white belt, free uniform & break a real board. Make sure to schedule them for Saturday at a convenient time preferably @ 12 for a massive enrollment. It's very important to get everyone's information before they leave that evening. This will insure that their parent(s) will show up for your massive enrollment class.

### **Massive Enrollment Class on Saturday (Next Day)**

- » Have uniforms and white belts ready for the Saturday's class.
- » Review how to do a side kick and talk about the life skills and the benefits to the student as well as the parents.
- » If time permits go thru your 1st intro with them as well.
- » Have them break their board.
- » Present them with their white belt.
- » Then go into your closing. (Massive Enrollment Closing)

### **Kids Safety Day/Kid Smart Program**

When doing a mall Kiosk, booth at a fair or mall show, instead of handing out balloons to kids offer a FREE Child ID kit with the 10 Safety Tips letter. (The letter is below.)

This would be a super community service and a great way to introduce your school's services. In addition when doing one of these booths offer the Free Intro Course as well as a one Day Safety Seminar.

How could a caring parent say "NO" to a Free Child ID kit and Child Safety class? When I do a mall show I make sure we have two people present at the booth.

One behind the booth and the other working the crowd going by. Any time you see a parent with children approach them and say "As part of our schools community outreach program we are giving all parents of children a FREE Child ID Kit."

Once they take the kit mention your FREE Safety class as you walk the prospects to your table. Here the person behind the booth introduces themselves and gives the prospect more information on your school.

There are two web sites below that offer ID kits or CD's that let you print your own. This is also a GREAT giveaway when doing school talks. I know that many schools do not want you to give away advertising material, however I doubt any school would stop you from giving away a Child ID kit, even if it had your logo and school information on it.

<http://safety-identification-products.com/child-id-kit.html>

<http://safetykidsinternational.com/pricing/>

766,500 children were reported missing in 1999;  
that's 2,100 every day!

*(Source: National Center for missing children)*

*Karate Advantage is sponsoring a FREE seminar for all children in the area from age 5 to 12 at their 2 schools Saturday June 21<sup>st</sup> at noon. There is only room for 30 at each school, so make your free reservation Today.*

*The FREE 45 minute class will include safety tips to prevent abduction, some physical techniques to aid in escape, and an active participation course in development of danger awareness. This course is part of Karate Advantage's Kids Smart Program.*

*All Attendees will not only take the FUN class, but their parents will receive a written summary of Karate Advantage's Top Ten Summer Safety Tips for Children!*

*Karate Advantage*

*17502 Preserve Walk Lane, New Tampa*

**813.866.0055**

## 10 Child Safety Tips

1. Always **Check First** with your parents or the person in charge before you go anywhere or do anything, and remember to check in.
2. Always **take a Friend**.
3. Don't be tricked by people who offer you special treats or gifts. Never accept anything from anyone without your parent's permission.
4. Never go into a public restroom, mall, video arcade or park by yourself.
5. Remain calm if you feel lost. Identify the safest place to go or person to ask for help in being reunited with your family. Never search for them on your own.
6. Don't wear clothes or carry items with your name on the outside, and don't be confused just because someone you don't know calls out your name.
7. Don't be afraid to say **NO** and **GET AWAY** from any situations that make you feel uncomfortable or confused. **TRUST YOUR FEELINGS**, and be sure to **TELL** a trusted adult if something happens that makes you feel this way.
8. Never agree to get together with someone you "meet" online without first checking with your parents. If your parents agree to the meeting, be sure that it is in a public place and bring your mother or father along.
9. Never send a person your picture or anything else online without first checking with your parents.
10. Do not give out personal information such as address, telephone number, parents' work address/telephone number, or the name and location of your school without your parents' permission.

## Pad Holding Class

The whole purpose of this class is to educate the parents on how to hold the focus pads properly at home to help enhance their child's martial arts skills and quality time (QT) with their child. Another good reason is to offer a discounted rate of 50% off their program if they decide to join up today and pay in full (PIF) or to put them on a family program.

**\*Key Note - I always have two pads when I teach this class so I can sell them on the importance of being able to use two pads and to up our pro-shop sales.**

1st - Show them how to hold the pad properly. Show them which hand they need to put it so they do not hyper extended their arms.

### KICKS

**Front Kick** - Hold the pad at a 45 degree angle. Make sure to tell the parents to have the kids hit with the proper part of the foot, which would be the ball of the foot. Have them do it about 5-6 times and have them give positive feedback to their child.

**Round Kick** - Make sure to hold the pad with the opposite hand that their child is kicking with. This is to protect their elbow from injury. Make sure to show them what part of the foot (Tool) they are kicking with in-step or ball of the foot (board breaking). Then have them do it about 5-6 times and have them give positive feedback to their child.

**Side Kick** - Hold the pad at their child ribs and to make sure they are hitting with the proper tool the heel. I like to teach an in place side kick and a step behind or up side kick. Then have them do it about 5-6 times and have them give positive feedback to their child.

**Crescent Kick** - Have the kids kick over the pad 1st to get the understanding of the inside crescent kick and outside crescent kick. Then you can have them hit the pad with the proper tool (heel or



edge of the foot.). Then have them do it about 5-6 times and have them give positive feedback to their child. If time permits I teach Axe Kick.

## **HAND STRIKES**

**Reverse Punch** - Holding the pad out where their child can hit the target and no injury to either child or the pad holder. Make sure you show them what the tool (impact knuckles). Then have them do it about 5-6 times and have them give positive feedback to their child.

**Knife Hand Strikes** - The hold it the same way for a round kick. The tool would be the edge of the hand. Then have them do it about 5-6 times and have them give positive feedback to their child.

**Back Fist** - Hold the pad the same way you would for a round kick and knife hand strike. Then have them do it about 5-6 times and have them give positive feedback to their child.

\*Note add or delete what you want. The importance again for this event to educate your parents on how to hold the pads correctly, retention, get new students (parents upgrading to a family program or a PIF giving them a 50% saving on a 1year program.) and to earn extra cash for the pro-shop.

At the end of class leave at least 5 minutes for the child to teach the parent a self defense technique or form.

