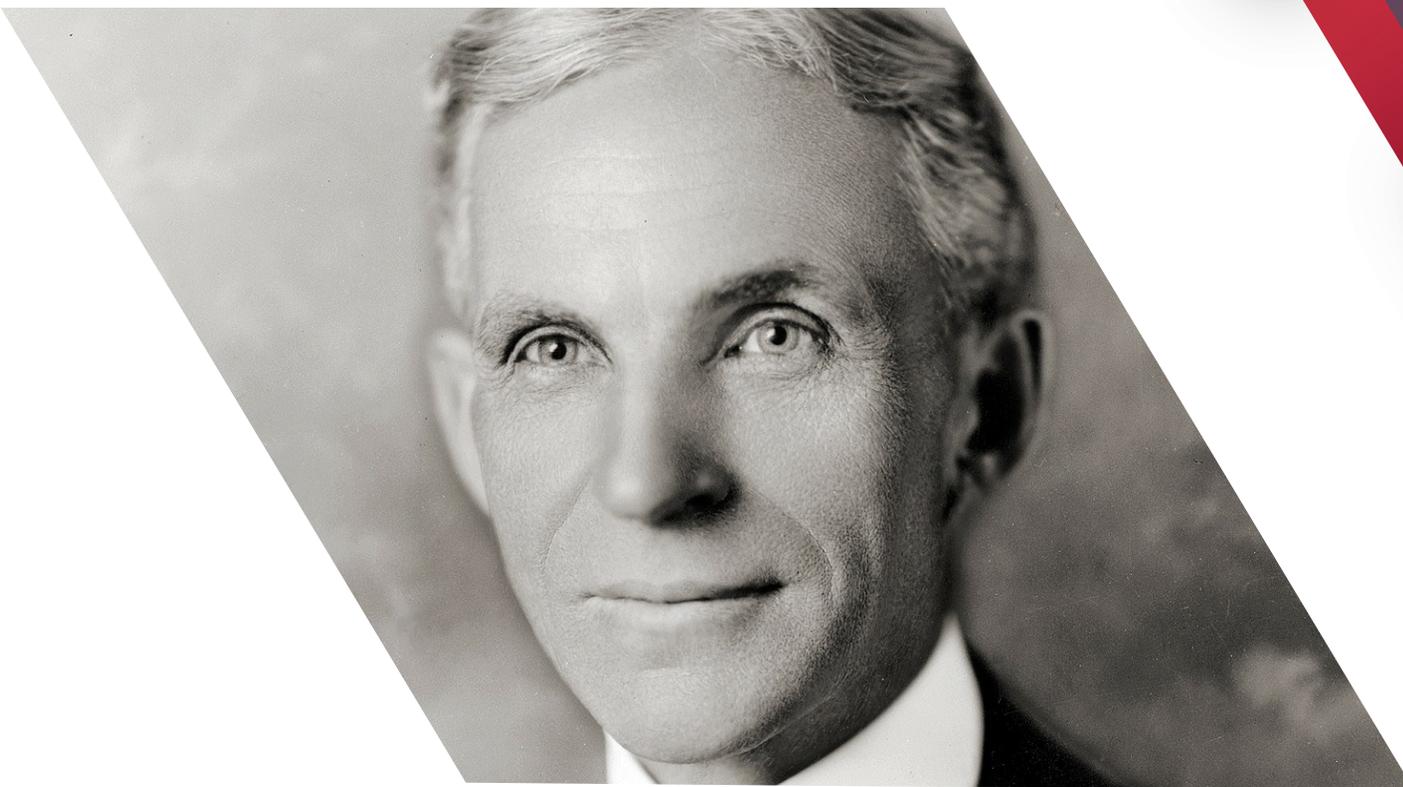


FAST START APRIL

“We can’t ever WAIT for Results! We have to
MAKE results! Massive EARLY Effort!”





“The man who stops advertising
to save money is like the man
who stops the clock to save time”

Henry Ford



Goals

- **Review 5 Ways To Start The Month FAST**
 - **7 Extra Recruitment Methods for April! (need to have 20++ total!)**
 - **2 Extra Enrollment Focuses for April!**
 - **3 Upgrade Tactics for April!**
 - **2 Income Accelerators for April!**
- **Set Goals for WEEK 1 (April 1st-7th end of day)**

Right NOW! Get Goal Worksheet Out and Start Filling Out! Week 1 –April 1-7th (end of day on the 7th)



Recruitment #1 – Prospect Follow Up

- **Who should we target –i.e. Who is a “Prospect”?:**

- Targets for this should be Level 0’s or 1’s who called / became a lead or came in since LAST April (or earlier –like last 18 months) that haven’t been called already (or are part of a recycled list).
- More the better!
- Even if they came in and said “NO!” or “Too expensive!” or “I hate you!” or you are 100% sure you can “read them”...they are still a higher quality prospect
- That said, there is a priority to prospects
 - The more they initiated contact the higher the quality (ex: someone calling from the website after searching for us because they received lots of mail is more likely to enroll than someone we grabbed at the mall)
 - The more educated they were about us the higher the quality (ex: someone who has a friend in the program -or is a family member and has been on our mail list for a year is more likely to enroll than someone who walked by for the first time and looked in)
 - The more recent the better



Recruitment #1 – Prospect Follow Up

- **Part 1 ...Calls:**

- Cycle from top to bottom of the list. If you get voice mail, leave 1 message a week (paraphrase the script)

Phone Script:

Hello, is _____ there? This is ______{your name} from ***Your business name here*** How are you doing? Great!

The reason for my call is because we ______{reason they were a lead} back in ______{time} and wanted to call you personally because we are giving out 20 passes for 3 weeks of free Karate lessons for April and wanted to get you one for (them/child). I only have about 13 left. All we have to do is setup your child's first (next) Black Belt Lesson. I can do that at ______{day/time 1} or ______{day/time 2}. Which is the best for you? Follow Normal Appointment Strategies

Terrific! Do you know how to get the academy? (**and continue the same as phone script**)

The Lesson will take about 45 minutes..... (same as phone script).



Recruitment #2 – Prospect Follow Up

- **Part 2 ...Mail:**

- Mail can be done using AmazingMail.com or many other programs on the market. An example of a simple postcard is:

Post Card:

Mrs. Smith,

Thank you again for visiting our academy back in ______{time} for ______{reason they came.} With spring starting it's a great time to get started at Karate for Kids. Please call me at ______{phone} to set up a free private lesson –it's a fun and easy way to find out if our program is right for your child and we are giving 2 weeks of free lessons...

Sincerely,

_____ you

Goal: Get through a minimum _____ your goal cards in Week 1!



Recruitment #3 – Prospect Follow Up

- **Part 3 ...More, Better Mail :**

- Letters are even more effective. To maximize effectiveness, the letters are MUCH better if they are what's called "A Pile" Mail
 - Plain #10 envelope
 - Handwritten address (real is better) and return address (or "easter seal" style return address label with your name not company)
 - Live stamp (not stamp imprint from machine)
- Better if it's personalized (mail merged)
- Mail consecutive letters (for example 6 letters over a 4 week period)

Sample Letters:

6 Letters which can be easily customized in word format:

- On website: In Resource List - Sales Letters

Goal: Do _____ ^{your goal} letters in Week 1
(and _____ in Wk2+)



Recruitment #4,5 – Prospect Follow Up

- **Part 4,5 ...Even more...**

- Along with Calls, mail, simultaneously
 - Voice broadcast to WHOLE List 2x in week 1, 3-4x remainder of April
 - Text message to WHOLE List 3x in week 1, 5-6x remainder of April

Sample Text Messages:

#1:

We just sent you an email on 100% FREE Spring Martial Arts lessons at **"your business name here"** Call *Your phone number here* for classes now! :) Only 11 left!

#2:

This is **"Your information here"** I'm giving you 3 wksof Karate 100% Free. Call 866-835-1545 now! There's only 4 spots left!

Sample Voice Broadcast on next slides:

Goal: Do _____ your goal Voice Broadcasts and Texts in Week 1!



Recruitment #5 – Prospect Follow Up

Sample Voice Broadcast: For Live Answer

Hi! This is **"Your name here"** calling –Sorry to have the computer call you but I was just calling because you'd previously asked for information on **"your business name here"** and I wanted to let you know about our amazing Spring gift of lessons! If you call us now you can get one of our last 14 available karate packages 100% free –this includes 3 weeks of free lessons you can use this Spring, a free karate uniform, a free private lesson and a DVD on how to train. That's a three hundred and 89 dollar value and it's free –no cost or obligation. So if you want something that's positive for your you or your kid to do this Spring –that's much more than just killing time. Call us at **"your number here"** and talk to an instructor directly to setup a time to come in and get started –we only have 14 left so it's best to call soon. At **"Your business name here"** much more than just safety –in just a few weeks you'll see rock solid confidence, real self discipline and also the best fitness program on the planet because people stick with it so get started! Again that number is **"your phone number here"**. I look forward to seeing you soon! If you want to you can opt out of this by pushing 8 but I look forward to seeing you soon at one of our schools and getting you started in martial arts!



Recruitment #6 – Referrals

- **Rule #1: Referrals come from EVENTS not Passes**
- **Events for the Spring:**
 - Birthday Parties (in April you can do during the week)
 - Show and Tells (in school –live OR virtual)
 - Graduation if you're having one or for next month (ask them to bring 2 friends to graduation)
 - Give them a ticket to bring friends
 - This is a great time to ask parents / siblings to join
 - Have reasons to bring the friend (need a photographer or a partner for a drill)
- Other events

Goal: Set _____ your goal Birthday Parties in Week 1!

Goal: DO _____ your goal Show and Tells in Week 1!

Goal: Ask_100% of Testers to Bring 2 Friends to Graduation in Week 1!

Goal: _____ your goal for Other Events in Week 1!



Recruitment #7 – In School Event

- **You should already have one planned!**
 - Parent Night Out –Be a Secret Agent
- **Follow Event Rules (details elsewhere)!**
 - Set appointments at door
 - Check out On website: In Resource List - Team Webinar Sept -S&T,Events, Lot's Of Intros!
- **Ask 100% of Kids to bring Friends**
 - Every class kids raise hands
 - Every class flyer (and virtual slides)
 - CTE all students and Mail
 - **Reason:** “Secret Agents Need A Bad Guy! Sometimes you’re going to be the bad guy and sometimes your friend will -You’re going to learn secret agent moves and tricks”

Goal: Ask 100% of Kids each Week!

Goal: Get _____ your goal % Kids to Bring 1 Friend!



Enrollment #1 – Get Everyone to Show

- **Double check show process:**
 - Using Schedule Once EVERY time and IMMEDIATELY following appointment being set.
 - CTE confirming day before and day of
 - Everything from appointment process procedure

Goal: 90% of Appointments SHOW in Week 1!



Enrollment #2 – Get Real 80%

- **If you aren't at 80% enrollment, don't accept anything less. Immediately:**
 - Transcribe all parts of enrollment conference
 - Role play 9x with staff member from your school
 - Role play 2x with staff member from another school
 - Role play one time with Sr. Staff member or call "**your name here**" to validate
- **Use 30 day Money Back Guarantee (and 30 day RTC) correctly:**
 - Review "Getting to 80%" audio on website: Modules - Enrollment Conference

Goal: 80% of In-The-Doors Enroll in Week 1!



Upgrade/Renewal #1 – Work List

- **Update 100% Of student list on April 1:**
 - Rate ABC with whole staff
- **100% of Basics must be scheduled for an appointment:**
 - If any are not, CTE (Call, Text, Email) until appointment is made. Note this likely will take more than 3-5 times.
 - If any have appointments later than April 7th, to see if you can move appointment up
 - Don't forget action steps (movie bucket, awesome calls, etc)
- **Set appointment with all upgraded members who can move up another level *from MC or BBC to Leadership or Leadership to Instructor):**
 - CTE (Call, Text, Email) until appointment is made. Note this likely will take more than 3-5 times.
 - Action steps

Goal: DO _____ your goal Appointments In Week 1!



Upgrade/Renewal #2 – Reengage No's

14 ways to Re-Engage after a “No” (Best to do these BEFORE the “No”!)

1. Progress Check (PC) at each semester!
2. Use the Goal Sheets from Blitz to do a personal review...
3. Misunderstanding of the schedule (“hey lets discuss how we can make the schedule work
4. Misunderstanding of the Basic program
 - “We want to wait till the basic program is over”
 - So you’re 100% sure you want to quit at green belt?”
 - Well you can’t continue after that and why would you want to spend \$5,000 more?
5. Have a different person talk to them about the upgrade
6. Confirm -Connect –Continue (3 C’s)
7. Misunderstanding the finances as in how much they are really You do want to save \$5,000 don’t you?



Upgrade/Renewal #2 – Reengage No's

14 ways to Re-Engage after a “No” (Best to do these BEFORE the “No”!)

8. After Testing PC Appointment
9. 15 -20 min personal training/ private lesson
10. Reset Goals "Hey you do want to get a Black Belt right?"
11. Fill out Application
12. “Sweeten the deal” for an upgrade...give free stuff (private lesson,etc.) –INTEGRITY!
13. Brute Force
 - Hey we talked about Black Belt training
 - “Yeah, why do you keep asking us all the time!
 - We know that training for black belt is going to be the best thing for them. The skills they learn will carry thru into adult life and Want you to know that we are not going to give up on them...they need to earn their Black Belt.
14. Action Steps -From the 10 Basic Action steps

Goal: DO _____ your goal Upgrades In Week 1!



Upgrade/Renewal #3 – Instructor

- Get at LEAST One Instructor Program in Week 1

Goal: DO _____ your goal (minimum 1)
Instructor Program in Week 1!



Income #1 –Ask for PIF at Upgrade

- **Ask for Pay In Full after upgrade at Point of Sale...**
 - After member has paid down and first month but before membership agreement is started, ask for pay in full
 - Use process in Compression procedure

Goal: DO _____ your goal PIF
Upgrades In Week 1!



Income #2 – Compression

- **Use ABC List from prior slide...**
 - Target all members who are not candidates for upgrade / renewal (we will still ask these for a payment in full BUT we want to upgrade them first) and balance is over, say, \$4,000 (or whatever you want your target to be)
 - CTE and “catch in In class” to discuss
 - Best with both parents
 - Use process in Compression procedure
- **Promotion DEADLINE April 7th...**
 - Whatever promotion is GREAT for compression the deadline Must be April 7th

Do all of this within first 3-4 days of April and have 2-3 days of follow up before DEADLINE!

Goal: DO _____ your goal
Compressions In Week 1!



Reminders:

- **#1: NOW you have multiple methods to start April FAST!**
- **Now is the time to set goals for week 1. What will you have made (non-billing) by the end of the week (end of day on 7th)!**
- **Check goals every day at beginning of the day to figure out how each day will be a success**
- **Ask for 5x what you want to make.... Usually we make 20% of what we ask for!**

