

30+ Enrollments Per Month:

Prepare Comprehensive Marketing Plan adequate to insure a huge enrollment flow of at least 100 new students in per quarter.

And MOST IMPORTANT Violently Execute.

Children's Hospital Flyers -Distribute this week to:

- a. Every Public & Private Elementary and Middle School in your area,
- b. All Day-Cares (private, school, church groups, recreation centers)
- c. All recreation centers

Promote Various Programs that we do in area schools to the student body.

1. Bring your Instructor to "Show and Tell"
2. Bring your Instructor to "Career Day"
3. Bring your Instructor to "Foreign Culture Day"
4. Free Demo Class & Presentations for:
 - a. Boyscout Troops
 - b. Girl Scout Troops
 - c. Day Cares
 - d. Church Groups
 - e. Sports Teams:
 - i. Baseball;
 - ii. Soccer;
 - iii. Football; Etc.

AGGRESSIVE INTERNAL PROMOTIONS INCLUDING:

- a. VIP -Internal Referral push for January.
Mail letter with 4 or more guest passes to every student right now.
- b. Promote the GRADUATION DAY Big.
 1. Big Demonstration
 2. All Graduates Bring a Witness
 3. Invitations -to give to friends.
- c. Internal Event this month -Like a "Movie Night"
- d. Internal Event this month .Like a "Women's Self Defense" day
- e. Big Family Add-On Push
Parent Appreciation Month.
 1. Parents take class with their kids free all month -free uniform.
 2. No Registration Fee & ½ Price Tuition for family add-ons by Deadline.
- f. Promote birthday parties for anyone with a birthday in the next few months
- g. Promote birthday parties to all prospects.

Daycare -Demos.

- a. Set up one-day programs at all area daycares:
Private, Schools, Churches, Rec Centers, etc.
- b. Get "Permission Slips"
- c. Follow-up with series of mailings + follow-up phone call

Prepare your advertising plan for the spring:

Marriage Mail Options:

1. ValPak
2. Money Mailer
3. Advo
4. Newspaper Inserts
5. Pocket Coupon

Direct Mail Options:

6. Series of Letters to Prospect Database
7. Get Members (postcard mailings)
8. 1 800Postcards + Info USA (kids in school postcards)
9. Keith Hafrier Letter + Info USA
10. School Directories + Keith Hafrier Letter

Local Newspapers

Other Promotional Opportunities

1. Brochures on counters (Ad cards)
2. Street Signs
3. Banner on your Building
4. Balloon on your roof
5. Sign (upgrade or add)
6. Signage in your window.

"Shoe Leather" VIP's

Clip Board & Guest Passes:

- a. Shopping Mall
- b. King Soopers, Safeway, Albertson's
- c. Anywhere you Go.

Publicity.

- a. Keep on the lookout for interesting stories about students. (exceptional results, special needs or medical, interesting stories -re. their background, occupation, etc.)
- b. Work on getting stories about student results in small papers:
le. Church newsletter, High School Paper, Community Paper
- c. Keep on the lookout for students with ANY media ties.
- d. Aggressive community service -outreach and document for press releases.

Direct Mail Marketing Concept.

Important to Implement

Suspects into Prospects.

“FARMING:”

Finding extremely targeted lists of “Suspects” and working that list consistently and repetitiously.

Example: School Directory –local school with excellent demographics. Or, Purchased List: Income \$75,000+, Kids 4-12, Owns Home, Geographically Targeted.

Step 1. Letter or Postcard #1, #2, #3, #4 (within 6 weeks)

Step 2. “Drip System” Monthly Mailer –Forever.

Prospects into Intros.

Example: Attended a Birthday Party, after-school, demo, etc.

Step 1. Letter or Postcard with telephone follow-up.

Step 2. Mailer #2, #3, #4 within 6 weeks.

Step 3. “Drip System” Monthly Mailer –Forever.

Step 4. January, May, September:

Mailer #1, #2, #3 weekly + telephone follow-up

Lost Intros into Enrollments.

Example: Came to l~ Intro –never came back. Cancelled when called.

Step 1. Follow-up letter with lots of testimonials.

Step 2. “Price Drop Offer”

ie. 1 month free or, 3 month \$99, or 2 for 1 offer.

Step 3. Telephone call follow-up to “price drop offer”

Step 4. “Drip System” Monthly Mailer –Forever.

Step 5. January, May, September:

Mailer #1, #2, #3 weekly + telephone follow-up.

Drop Outs into Reactivations

Step 1. Missed you in class call –Week 1.—Asst. Instructor

Step 2. Missed you in class call –Week 2. –Head Instructor Mailer ASF

Step 3. Missed you in class call –Week 3. –Head Instructor

Step 4. Week 3. Personal Letter from Instructor –Miss You in Class

Step 5. Week 4. Personal Letter from Program Director.

Step 6. Week 4. Personal Call from Program Director.

Step 7. Monthly “Drip System” Mailer.

Step 8. January, May, August:

Mailer #1, #2, #3 weekly,

Reactivation Class, Call everyone past 24 months:

“Drip System” continuing to follow-up on a “suspect,” “prospect,” “lost intro,” or “drop-out” on a very regular basis –monthly or more in peak seasons.