

Inner Circle or Peak Performers Program:

How do you immediately Boost Your Revenue?

1st

Raise your prices for a new enrollment.

You should be at least at \$119 per month for a new enrollment — with at least \$219 initially to enroll.

2nd

Serious Upgrade program — at least 50% boost in tuition.

You should be at no less than \$179 — \$199 for your upgrade program.

3rd

ASK for a Cash payment (especially on renewal/upgrades)

Give a discount. I.e. 18% +10% (or, more)

(You MUST be responsible with cash payments)

4th

Accelerate the tuition.

Ask for 12 months payment on a 36 month contract. Or, 6 months.

How do you immediately Boost your New Enrollments?

1st

Track your Numbers.

Call to Enrollment should be 50% minimum — 75% or better target.

Fix any Gaps in processes.

Self correct and monitor info call, intro, enrollment conference and fix any identified gaps.

3rd

Get Promotional.

Implement **20** or more new activities and processes designed to generate new students — EVERY MONTH.

Referral Systems: "Children' s Hospital Concept"
 Birthday Parties
 Events Community Programs
 Guests at Graduations
 Family add-ons Massive follow-up & mailings
 Contests

Media: Public Relations
 Newspaper Inserts

Mailings:
 Cold Lists — Getmembers.com
 Prospect follow-up

Internet Marketing:
 Website
 Building Prospect E-Mail Lists

Marriage Mail:
 Val Pak
 Money Mailer TV & Radio
 Advo

Leg-Work.

VIP
Lead Boxes
Mall Shows
Events

Always — TEST and TRACK

4th

Follow-Up — forever!

Get mailing and telemarketing systems in place to follow-up with prospects every month — forever. Just because they didn't enroll today — doesn't mean they won't. This is the most cost-effective use of marketing dollars.

**The Once in a Life-Time Opportunity to generate
\$100,000.00+ RIGHT NOW.**

1. Create the new "Upgrade Program"
2. "Grand-Father" in the Existing Students
3. Upgrade Everyone
4. Let them pay cash (Be responsible with it)

Numbers you Must hit – or, Exceed:

20 or, more new Martial Arts Students EACH and EVERY month

10 or more (target 15 or more) Upgrades EACH and EVERY month.

50%/50% split – Billing Check and Cash @ School. With peaks of
much higher cash @ school

5% or LESS Dropping Out Each Month.

P&L Numbers:

Rent: 12-15% of Gross (or, less)

Payroll: 25% of gross (including YOUR base salary – single
schools)

Marketing Budget: 12-15% of Gross

NET PROFIT:

25% – 50% of Gross.

Simplify Operations – Farm Out:

Use a Billing Company

Use a Payroll Service

Use farmed out mailing for big mailings (ic. GetMembers or
others)