Birthday Party System

100 PERCENT MARTIAL ARTS

100 Percent Birthday System

ONGOING BDAY SYSTEM

1. Every month create 3 reports of people who have upcoming birthdays. (Access report. 90,60, 30 day list)
2. Send appropriate email to each person (3 seperate emails prewritten and saved in drafts, also below)
3. Schedule parties as people are interested (confirm staffing immediately) - email gmail invite to staff.
3a-ish. Email Ken,CC Mike - to charge accounts of confirmed parties. Include: Date Time Who Amount.
4. Acquire email addresses for e-vites (only way we do it)
5. Deliver Party! (sign em up for Intros too!)
6. Dump em into Bday Drip campaign asap.

Note: Birthday Parties will have their own section of the Staff Meeting ensuring all Sensei's know of

December (every year)** ***Birthday BLITZ - schedule upcoming year's parties at MASSIVE DISCOUNT... make sure all people in studio know.. posters, flyers, emails and powerpoint. Party Board used registration table. Use **http://100percentmartialarts.com/birthdayhandler.php** for registrations

SUPER CHEAP: $89

BLITZ system: Mike - Posters with URL

Mike - Rack cards with URL - slap on mailing labels with 2012 special

ALL - 2 week announcement Blitz

Ken - 3 step Email campaign with links

Ken - Power point with Party points... 3 slides with URL and Special

Mallory - Adjust outgoing emails for next (90 and 60 to use this ACT FAST, limited space language)

Mallory - Personal calls to everyone who has Q 1 party. ages 4-10

REPEAT, REPEAT, REPEAT, REPEAT! :)

PARTY MANAGER CHEAT SHEET:

Pricing: "Our complete party package is generally $349- (since we're running a special today I can schedule right now.. at a discounted rate of $299.)

Available times: Saturday 2:30pm - 4, Sunday 11am-12:30, 1pm/1:30 - 2:30/3pm

PAYMENT: "We'll just charge your studio account"

Regarding E-Vites: " we send email invites out now which have really bumped up attendance plus it's improved communication between hosts and attendees." etc..

PLEASE SEND ME THE LIST VIA EMAIL - NO HAND WRITTEN LISTS!!!

Birthday Emails

Birthday 90 Day -

subject: Your kids birthday is coming up

Hey there! Like most of our Karate parents I bet you have a hectic schedule and a crazy list of things to get done this week, **so I wanted to lend a hand and take something OFF of your "to do" list.**

Your kid's birthday is coming up in the next couple of months and **we're now scheduling parties for that month at a discounted rate**. We always fill up pretty quick, I think it's mostly because we handle everything for our members, it's really a great package check out some of the stuff included...

-Well organized, safe and fun Party Plan!
-Multiple Instructors on site make sure YOU relax and enjoy your day!
-We even send the invites for you!

Like I said I'd LOVE to take something off or your to do list so don't worry about shopping around for parties etc.. **let us host your birthday party right here. Karate Parties are some of the most energetic and fun ways to celebrate!** If you're at all interested please reply and we can pencil it in. Of course I'd like to do a 1 on 1 planning meeting here at the school to go over all of the details of the party with you and make sure this event is just AWESOME for you and your child! Looking forward to hearing from you!

Sensei Mallory
100 Percent Martial Arts
mallory4815@gmail.com
(860) 657-9233

Birthday 60 Day -

subject: Birthday parties filling up

I was hoping you had some time to connect about your child's birthday, do you have a plan yet? If not we have a couple of spots left around that time and we're actually going to let them go a bit cheaper than usual. We're offering $50 off Birthday Parties today so this could work out perfect if you're still looking for something.

I'm here at the school if you'd like to talk and of course email is always best to reply anytime... We'll get right back to you! hoping to party with you soon!

Sensei Mallory
100 Percent Martial Arts
mallory4815@gmail.com
(860) 657-9233

Birthday 30 Day -

subject: All set for your child's Birthday?

It looks like your kids birthday is just around the corner... are you all set? Let me know if we can schedule a last minute party, there are a couple of time slots still open but not many, hoping to hear from you!

Oh and if you're not clear on our party package I can send you all the details right away, hope to hear from you today or tomorrow!

Sensei Mallory
100 Percent Martial Arts
mallory4815@gmail.com
(860) 657-9233

Follow up phone script (Max 72 typically within 48 hrs hours after Party)

"Hello _____ this is _____ calling from 100 Percent Martial Arts here in glastonbury. I wanted to personally thank you for visiting our facility recently. I see you made it out to _____ Birthday party, how was it?

"Great.. Great... "

"At the end of the party every kid made a goal to help you.. mom/dad at home right away.. cleaning, listening etc, have they shared that with you? "

"Ok, awesome to hear... "

"Well what we wanted to do was follow through on our promise to (Childs Name) and reward them for awesome behavior / good habits. Would you be willing to bring (CHILD NAME) in for a special class this (DAY THAT WORKS) so that he/she can be rewarded with a their first big Character stripe on their White Belt.. and also of course it gives you a chance to see a little bit more of what we do for families here at 100 Percent.

Final Critical Steps

1. SCHEDULE APPOINTMENT during appropriate class.
2. Enter into Google Calendar appropriately.(contact info and all_
3. refer to 48 Hour challenge paper
4. *wear loose comfortable clothing, and you know where we're located?
5. send email INTRO appt to Program Manager and other instructors.

100 Percent Party Time! (Initial Conference)

Child	Turning	Conference Staff	Conference Date
Parent	Member? Y / N	**Payment**	
Phone		Pricing:	$349-
Party Date	Time	Promo:	
# of Guests	30?! Will provide list by:	50% Deposit:	CH CA CC
Invites to be sent out on:		Balance	CH CA CC

Immediate Action! (within 24 hours)

- Schedule Staffing

Lead	Assist

- Schedule Demos

1	2
3	4

- Create Invites
- Create Thank yous

Week of Party! (5 Days Out)

- RSVP Checkin (call+email)
- Collect Balance (above)
- Confirm Staffing
- Confirm Demos
- Prep Promo Packs
- Stock Check

table cloths / signs		Tshirts	
streamers / balloons		Lighter	
name tags / party sword			

Day of Party! setup 60 mins prior to start

- Set it all up! See setup doc
- Greet 'em and have a blast!
- Take Picture of the Bday Kid!
- Clean it up and head out!

Notes:

Post Party!

- Print and Send Thankyous w Gift 1
- Thank you and Gift to Family
- Follow up 1:letter/email (gift 1 remind)
- Follow up 2: Personal Contact, Get Appt.

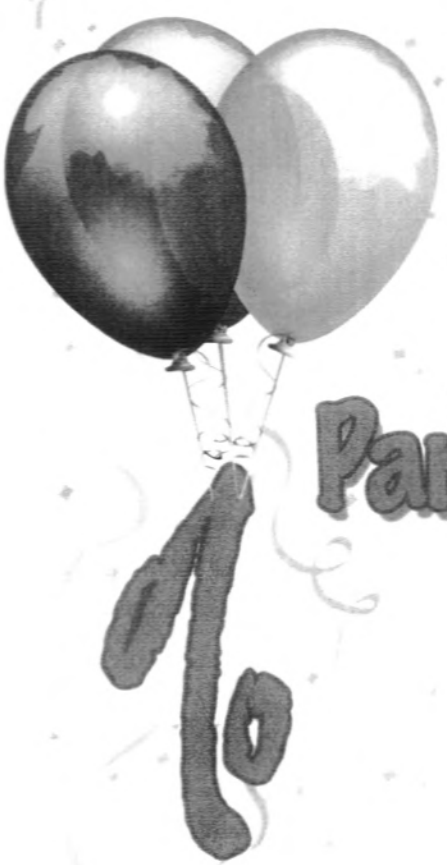
Get Apptointments

- Follow up 3: Bonus Gift w/ expiration
- Follow up 4: Expriation Reminder (call)

Get Apptointments

- Follow up 5-10: Dump Party list to Aweber Party Campaign

100 Percent Party Time!



Your official Birthday Party Package is Here!

Compliments of: 100 Percent Martial Arts
Glastonbury's Birthday Party Experts!

Schedule up to a FULL Year in advance and save BIG!

Whether your child's Birthday is around the corner or 12 months away 100 Percent will take care of everything for you...

Check out everything included in our AMAZING PARTY Package!

Our Birthday Parties are 100 Percent Easy... and 100 Percent Fun!

Your B-day Bundle includes EVERYTHING you need to have an AWESOME, Stress Free Party! Check it out!

- ***We send invitations for you!*** Invitations are personalized and have directions to the party printed right on them!

- ***We set up and decorate!*** Our entire facility will be outfitted with balloons, streamers, birthday signs, banners, tables and more! You don't have to lift a finger; it'll all be done before you arrive!

- ***We provide the space!*** Our 2800 sq foot dojo is the perfect place for children to run around! We'll run a variety of fun games within your exclusive hour and half extravaganza, the best part is, your house remains clean!

- ***Cool Karate Demos!*** Just like power rangers, ninja turtles and Kung Fu Panda our Black Belts will perform cool Karate moves just for you right after the cake is gone!

- ***Awesome Party Plan!*** Some places provide a space for chaos, we have a proven system for getting children into the dojo and ready for the best party they've ever had! Trained and experienced staff will run your party so that your day is smooth and hassle free!

- ***Party Shirts!*** No need for party favors here! Your Bundle includes color "party shirts" for EVERY single guest! We'll even take a picture at the end of the party with everyone wearing them! Kids love 'em!

- ***Comfortable even for Parents!*** With a flat screen TV, an 800 square foot lobby, and plenty of seating available, you and the other parents can sit back, relax and enjoy the day too!

- ***Presents are a breeze!*** We write down the name of each guest and what present they gave so that you don't have to! This leaves you free to snap pictures or shoot some video if you'd like!

- ***You don't clean, WE DO!*** We clean up EVERYTHING! You don't have to touch a single plate, garbage bag, spilled juice box, or even that frosting on the floor! We'll do it all!

- ***We'll even send the Thank-You's!*** After the party is over we'll send personalized thank you cards, with your child's picture on it, to everyone that attended the party!

So what do you do? Not much!

All you have to handle is ***Food and Paper Goods.***

Most parents like to do a theme; we'll leave that to you! Please have Pizzas delivered 45mins into the party. We'll help serve your cake immediately following pizza. Your Birthday Kid gets to cut it with a Samurai sword!

Call NOW! 860-657-9233 We'll schedule a FREE

Party Planning Session w/ you and get this party started!

OR email us here: info@100percentmartialarts.com

Interested in Having a Party at 100 Percent?!

Not sure yet, but you're thinking about it?!

No prob! We've made it SUPER EASY for you to request a date and just get some more info!
Just Go Here!

100percentmartialarts.com/birthdayrequest.php

Our Party Package includes as many guests as you want!

That's right... UNLIMITED guests at every party! So don't be shy with those invites.. HUGE parties are WAY MORE FUN for Everyone!

Your Birthday Bundle includes EVERYTHING you need to have an AWESOME, Stress Free Party!

- **We send invitations for you!** Our easy e-vite system ensure your friends and family are invited asap! We'll even send along directions to the party for you!
- **We set up and decorate**, with balloons, streamers, birthday signs, banners, tables and more! You don't have to lift a finger!
- **We provide the space!** Our 2800 sq foot dojo is the perfect place for kids to run around! We'll run a variety of fun games - and the best part is, your house stays clean!
- **Awesome Party Plan!** Some places provide a space for chaos, we have a proven system for getting children into the dojo and ready for the best party they've ever had! Trained and experienced staff will run your party so that your day is smooth and hassle free!
- **Comfortable even for Parents**, with an 800 square foot lobby, and plenty of seating available. You and the other parents can sit back, relax and enjoy the day too!
- **You don't clean, WE DO!** We clean up EVERYTHING! You don't have to touch a single plate, garbage bag, spilled juice box, or even that frosting on the floor! We'll do it all!
- **Personalized Party Planning!** Our Party Manager will be available to make planning this party a piece of cake! We will make sure everything is handled and planned out so that the day your arrive it's all about your kid having a perfect day!

Interested?

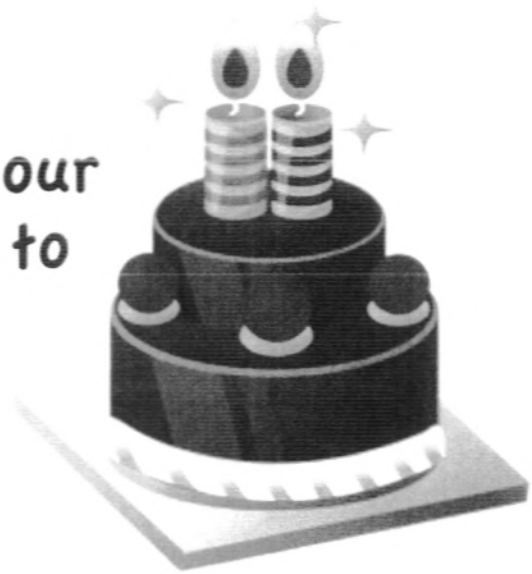
Reserver your date here: : http://100percentmartialarts.com/birthdayhandler.php

Once you've filled out a quick form our Party Planners will be in touch to get the ball rolling! Looking forward to partying with you!

Couple things...

Sit Back and Relax
while our instructors
handle the crazy kids!

While we do food and cake our instructors will be available to chat, so stick around!



Today you're going home with an awesome new tool that's proven useful for tons of parents!

100 PERCENT
MARTIAL ARTS

LET'S PARTY!

100 Percent Martial Arts' Life Skills Curriculum

48 hour challenge!

Today you learned that BLACK BELT is about being your best at HOME, in SCHOOL, and in Karate! Now let's put it into action!

Prove to your Sensei's (Karate teachers) that you have what it takes to be a Black Belt by completing a special task that Mom or Dad has written below. Remember! You have to do this within the next 48 hours! Once completed REDEEM FOR A FREE INTRODUCTORY CLASS AND receive your FIRST Blue Character stripe on your WHITE BELT!! ***Parents : These blue character stripes are awarded to children throughout our program from the first day they enroll all the way to Black Belt! It's an amazing motivating tool completely steered by you!***

☒ I've designed a character project for my child! The explanation is below. (Examples- Johnn must help clear the table tonight , Troy will finish all of his homework before playing video games on Monday, There will be no fighting in the car during our road trip, etc.)

_____

_____

_____

_____

PARENTS! Once your child has completed the Character Task you've given them, please sign off on this paper and have them hand it to their Sensei at the next class! Feel free to use the back of this sheet to write additional notes/ feedback, we love to hear from you!

Student Name: _____

Parent's Signature: _____

Parents! Help us Reinforce Great Habits and Good Behavior! Call now!

Present this at your Free Intro appointment to GET YOUR FIRST WHITE BELT STRIPE!

860-657-9233

A message from your child...

Hey Mom and Dad!

This week I started Karate classes! AS OF TODAY I AM OFFICIALLY A WHITE BELT!!! I've learned that Karate is all about being the BEST I can be all of the time. Karate Kids do chores, and don't fight with their brothers and sisters. They work harder in school to get good grades, and of course WE ALWAYS LISTEN TO MOM AND DAD! :-)

Signed:

You've got an awesome kid! Email us with "I'm interested in learning more" and we'll keep this going!

mike@100percentmartialarts.com

Parents! Our special offer expires in 5 Days!
Shoot us an email and you'll discover our proven formula to develop laser beam focus and rock solid confidence! Looking forward to hearing from you!

Only $39!	**Quick Start Special! Includes Entire First Month + Full Karate Uniform !**

Birthday Party Follow up

1. All Waivers called within 48 hours to schedule appointment, refer to 48-hour challenge document. Book Intros notify Enrollment Manager via google invite.

2. All emails from E-Vite list dumped into Bday Drip System. All respond to Enrollment Manager.