How to Predictably and Reliably Add 5 to 10 Enrollments a Month for $50 or less!

THE ULTIMATE REFERRAL MACHINE

Why is this so STRONG!!

- HIGH Leverage LOW Labor!
  - Staff can handle almost everything effectively
- VERY Low Cost!!
- Can be separately themed to continue interest
- Don't have to wait for Birthday/Holiday etc.
- No Expectation of Exclusivity (so you can "Stack" LOTS of them!!!!!)

"Honors Student" System

- Students who graduate with "honors" earn a FREE – XYZ (Pizza) Party at your school for 20 friends
- Define what that means to you!

Selecting "Honors" Students

- Tracking System for Character/Physical/Attitude/etc..... Accomplishment (Homework)

- Select the top "X" Students

- <u>IMMEDIATELY</u> Schedule Event!!!

  - Give "Packages"

    - Invitation Info Sheet

    - Guest List (Blank)

Pre-Party

- Collect Guest List 1 Week ahead of time
  - Send Invitations by Mail (But only as a formality)
    - CALL THEM to invite to the party!
- E-Mail(s) to invite/confirm
- CALL them to CONFIRM the Day Before The Party!
- **Note – Give the parent a REASON to STAY!
- Etc…….

Party

- 2 Staff People
- 4 15 minute Segments (or 3 20 Minute……etc)
  - 1 – "Intro" 1 (Making the Honors Student the "Star" of the Day)
  - 2 – HIGH energy FUN martial arts "games" (Making the Honors Student the "Star" of the Day)
  - 3 – Making the Honor Student the "Star" of the Day (Cool "thing"….break a demo board, take photos etc…)
  - 4 – Pizza, Close for Alternate Event/Trial etc…..

Party

- 2nd Staff Member
    - Greet every family
    - Collect 100% Permission Slips
    - Speak to EVERY parent 1 on 1 (Trial Offer etc…)

Party

- Demonstrate the CULTURE of your school at EVERY "Touch Point"
  - Honors Student Greets Guests
    - Script etc.....
  - Look and Feel.....etc...

Follow Up

- By any means available - FOREVER