

Ultimate Referral Machine

Uncut, Closed Door Discussion With High Level Inner Circle Members

This is like just a silly little thing, but there's some genius behind this.

I stole it from somebody then I tweaked it a little bit, they stole it back and tweaked it a little bit more, and then I stole it back and tweaked it some more.

Basically what it is is John has this little reward system that the students can earn the patches on their belt, and we do the same thing we do the attitude stripes. So depending on how many attitude stripes they have that determines what level they graduate. So if they have only 3 attitude stripes, they're kind of like a C student, if they have 20 they're an A student.

So one of the last challenges was his comment was I do these buddy day things and these birthday party things and stuff like that and they're okay, but I just get sick of them after a while. You just kind of lose your focus and you get sick of doing them and it doesn't respond very well anymore. This thing is brilliant for a couple of reasons.

One of the reasons that this thing is brilliant is because any staff member can do this and not screw it up. It doesn't take a lot of brain power, but the results are really, really good. So here's what the deal is.

So you've got, and this basically in the Orange city school this is usually good for about 5 to 6 enrollments a month, something like that, actual done deals. So it's a really, this is our biggest internal marketing activity that we ever do. It's brilliant because it

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happens every month, and it happens whether the instructors want it or not.

So I'll take you through my epiphany on this deal and see what you think about it. We call it the pizza party system, but really it's like the honor student system. So we define the honor students as like the top graduating students in the class. All depending on attitude stripes.

They have to have 2 attitude stripes mandatory to graduate anyway, but this is like for those who have a lot and we don't know what the number is until we get there. So they accomplish their homework assignments, they put their attitude stripes on their belt, and that's it.

Now at the graduation we, everybody in the whole school knows and we make sure we indoctrinate them when they're white belts and we make a really big deal out of it that those students with the most number of attitude stripes at the graduation get a free prize and one of their free gifts is the free pizza party at the karate school.

So what happens is, the long story, is you have your entire graduating class, we do a graduation ceremony where they receive their belts and everything and we do it in like 2 or 3 chunks depending on how many people we have there. And the low ranked ones are always the most fruitful because they're the ones who bring more friends, they're more new into the system and everything.

We do more in that class than in the other class. Let's say your white belts, gold belts and green belts are all in one graduation, whatever it is, and say okay everybody stand up, anybody who has only one out of two stripes, in our case nobody does because they have to have 2 to graduate, right. Okay, everybody who has

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just only two, three, four, five, you work your way up and then you kind of know how many of these things you want to do.

In our case with the lower rank ceremony we always want to do many, many, many more than in the red belts. So now basically what you're doing is thinning out the crowd until you have 10, 15, 20, whatever your number is of these students still standing who have stripes all over their belt - they have all these attitude stripes all over their belt.

Maybe it's 5, 10, 20 whatever, depends on how effective that system is for you. Then you call those guys up to the front and they win the free pizza party. Now the upside is they get to bring 10 of their friends from school to the pizza party for free.

So, here's a couple reasons why this thing is pretty brilliant: Number one is instructors always screw up referral programs because they get sick of doing them and they forget about them and they get apathetic about it. But this thing the students won't let them forget about it because they want to know who the honor students were.

We give them a little medal, put it around their neck. They're not going to let your instructors forget to do this, ever.

Sometimes, but remember the most fruitful ones are white belts, gold belts, and green belts for us, the new students - 1 to 9 months, so they're new anyway. They're bringing all new friends anyway.

So in that graduation we pick like 3 times as many honors students than we do in the rest of the classes and the rationale behind that is well, you're a brown belt now so the standards are much higher, which is accurate too.

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So in order for them to be the honor student they have to have like 60 stripes, for these guys they only have to have 20, that sort of thing. And really in many cases it works in .

There's a piece of brilliance behind that I'll tell you about in a minute. But one of the pieces of the genius of this deal is that the instructors can't forget.

The students won't let them, especially if you or whoever it is that's running the class, once a week says, hey remember guys, don't forget to finish your attitude assignments because who is going to win - you know that works, it's just motivation. Pretty easy.

Okay, the second thing is you can do this and really make it mind numbing and energy killing, and tedious and brutal, or you can make it a big homerun. Rob's first reaction to this was well, if I pick 10 students from that graduation and 10 students from this graduation, that's 20 pizza parties, that's 20 hours I'm going to be doing on Saturdays with these pizza parties. No. We have one hour a month.

One Saturday a month, one hour a month. Everybody together. So now what happens is what Eric said, you've got the one guy who won the pizza party the last time who brings the same three friends, well it doesn't matter because he's in there with like 45 other kids. So we stack them up, we'll do 5, 6, 7, 8 of them on a Saturday.

Here's part of the scheduling on this, it makes it work for us, we do our testing week, and the belt ceremony on Friday, the next Saturday is the first opportunity to do the pizza party.

So, let me walk through the beginning, there's a couple little pieces that make it work really well. Number

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one, as soon as you call the students up in their graduation, and you hand them their certificates for the pizza party, immediately they go straight over to the program director and get their parent and schedule their time, because the more time that lapses from then they forget about it.

So right then they know exactly the date they're coming for their party.

Attendee: Do you give them time choices?

Milroy: Well they have 2 this month and 2 next month, so it's always the week following the graduation, we have a noon and a one o'clock time, and then the month after that we pick one Saturday during the month, so that's really all they've got.

And the compliance is pretty high on that.

Attendee: Can you go back, you said just two per month, but then

Milroy: They're on the same day. So we pick one Saturday a month - that's what I do, what I do is I pick one Saturday a month, the first Saturday is always the week immediately following the graduation because that's the most exciting, they've only got a week to remember it, they can get their guest lists together and all that stuff, right.

Then the next month we just pick a Saturday somewhere mid-month.

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Attendee: Oh, okay, so you don't do belt testing every

Milroy: No, every 2 months, every other 2 months.

Attendee: Why do you give two timeslots on the Saturdays instead of one?

Milroy: Because I always pick so many people, I always end up with like 7 or 8 pizza parties for each hour. Just a numbers thing. If you don't want to do so many don't, if you want to do more, do more.

Attendee: Just based on how many kids you picked?

Milroy: Yeah, we always pick, we do our belt ceremony in two chunks, we do like basic and intermediate, and then advanced and black belt, whatever you just chop it down the middle, and the basic and intermediate is always the big, we do 3 times as many in that as we do in the higher rank one, so we're usually trying in that lower rank graduation we're trying to pick like 20, 25 kids to have the pizza party.

So ideally you could have 10 an hour, or 15 an hour, why not? I mean top 20% of the class maybe.

Attendee: If you pick 20 to do this, how many do you typically find that actually come with their friends.

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Milroy: The closer it is, like if they graduate today and the party is next Saturday you have a real high success rate, if they've got to wait 4 weeks, forget it, you'll never get them back.

Attendee: And they typically bring 3 to 5 friends?

Milroy: Yeah. That's probably about right.

Attendee: Do they have to tell you ahead of time how many they're bringing?

Milroy: Yeah, here's the cycle. Immediately you bring them up in front of the class, you make a big deal - you guys know that.

Attendee: Let me back up one second, what are the things you give them, I'm your honor student this month, what do I get and how do you give it to them?

Milroy: They get a big medal, like a trophy, the honors thing it's got a wreath on it and all that, and then we just give them a little certificate that they earned their pizza party thing, and then immediately they get carted off over to the program director and they go get their parent and bring them over to the program director and they schedule in their time.

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Then we hand them a package and in the envelope it has 10 invitations, 10 permission slips, and it's got the description of the pizza party, what they need to bring - which they don't need to bring anything, but the fact that they have to give us the guest list by the following Wednesday, all that sort of stuff. Actually, no by the following Monday.

So we want to collect the data as much as we can. Now in reality you'll probably get about a 50/50 effectiveness rate on that, of them actually bringing us the guest list, but when they do bring us the guest list we mail out the invitations, and in the invitation it has the permission slip that the parent has to fill out and sign and bring it back in during the party and all that stuff.

We always collect the data.

Attendee: So the student has these invitations to give to their friends?

Milroy: Yes.

Attendee: But you still collect their name and address and everything before the party.

Milroy: Yes. In an ideal world mom will bring their guest list in on Monday and our guys will call everybody and invite them, tell them why they're coming to the school, Johnny is inviting them because he was the honor student and all that stuff, and then we mail them the invitations.

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Attendee: What was the turn around between the graduation and the pizza party?

Milroy: The first one we do the week following, the Saturday following.

Attendee: So you're trying to get the guest list and do the mailing all at the same time

Milroy: They've got to bring them Monday. Yeah, if they don't bring them Monday, I mean we still call either way, the phone is quick, but we try to get it immediately the next Monday. Otherwise they have to bring us their permission slips

Attendee: And then you call them Monday.

Milroy: Because we only have a graduation every other month, so you know if I have like 30 or 35 that earn pizza parties, I just want to have two options for them, and then next month if I don't do it I don't have any that month. If I just earned a pizza party today and I can't make next Saturday, then I've got one in three weeks. Does that make sense?

So immediately they go to the program director, they grab their parents, we give them their packages and all that stuff, ideally they'll bring us the guest list, we mail and we call all the guests and tell them what's going on.

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During the call by the way we try to get that student's parent come in. A lot of times the honor student's parent brings all the kids. That kind of sucks.

Attendee: What's their incentive for coming in?

Milroy: Well, Mrs. Jones just so you know what you're coming for and you explain to them what the whole thing was, and by the way, it's also Johnny's opportunity to actually learn the role of mentorship and he's actually going to take Steve, your son, and he has the opportunity to teach him 4 fundamental skills of martial arts and it has to do with learning the 4 rules of concentration and if he does, Steve is going to be able to earn his very first white belt in our school that day and a little graduation ceremony and you're not going to want to miss that. So can you make it at 1:45 so that you can watch his graduation and watch him earn his white belt? Uh, yeah I can make it.

Okay, great you won't want to miss that, bring your camera. So you're trying to get them there to watch their white belt ceremony. I'll get their fast too. So far it's pretty simple. So far the idea is, As many as you want let me know. Don't let me rush over anything. I want to give you the big vision and then I can fill in any details that you want.

Attendee: ...detail with the sticker that you put on them

Milroy: Yeah, that's at the party. Remind me to get to the party. So immediately you cart them off, they go to the

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program director, the program director gets all the details, he knows exactly who is having a party, what day, all that stuff. Monday hopefully we get the details back in or we get permission slips back, whatever it may be, everybody has to have permission slips to come into the party that day.

All the party students show up 40 minutes early. If it's their party they have to show up almost an hour early, we tell them 40 minutes, it ends up being a half an hour.

Attendee: Again, there are sometimes ones that bring them, and they sit around

Milroy: What you're doing is you're training that student who is having the pizza party, you're adding value to their experience. So you take them by the hand over to the door and you say well Johnny since this is your party it's very important that you make your guests feel welcome. So this is what you have to do.

This is how you become a mentor, making other people feel safe and make them feel like they're welcome. So I want you to stand here, feet together, back straight, look straight in the eye, and say hello Johnny thank you for coming to my pizza party, and they do it. And you say okay, now who brought Jonny, there's Johnny's mom, well now look up at Johnny's mom and say hello Johnny's mom, thank you for bringing Johnny to my pizza party.

Come with me. And they show them where to put shoes, they show them how to bow in, all that stuff, the karate respect stuff. They have to teach them all that and they have to teach all their guests that when they come in

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the door. So see now mom who thought that this was just a pizza party, now they're saying, oh my gosh they're doing this little respect lesson - it's what we do, we always over deliver, right?

So, then the party is just an hour and we do like 15 minutes, 15 minutes, 15 minutes, 15 minutes - four 15 minute segments.

Attendee: Can you slow down a little bit? You've spent 40 minutes or whatever to go over this stuff with the honor students, now their friends come in, somebody is bringing them in, they might stay they might not stay until the end, right, they might come back for the last little white belt ceremony.

What else do you do right there when they first come in the door, do you check them off a list, do you give them something, a name tag,

Milroy: Absolutely. The program director is right there, and his mission that day is he knows the entire front end of the school. His mission is to talk to every parent during the first 15 minutes of the class and make sure everybody - he has to take the permission slip from everybody, nobody can walk in the door without a permission slip.

The pizza party kid is fine because we have their liability release, but he's got a stack of blank permission slips sitting right there and if they don't have one, he makes them fill one out, we've got to have the data.

So that's his mission before the thing starts to make sure everybody gets checked in, they have all their permission slips and stuff like that, we've got to have the

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data - that's the rule. And then, let's say it's an hour class, the first 15 minutes of the class the program director has to talk to every parent sitting in the lobby, that's their goal. And they have to know what their story is - are they the parent, who are they, are they the parent of this kid, that kid, all that stuff, because they're setting up appointments back there.

Okay did you know by the way at the end of the class that you guys are going to have a class to win some free lessons? Is this something you ever thought about doing for your son? Oh yeah, we've thought about . . . It's an info call in person.

So anyway, we're in the thing, we're in the party, it's 15 minutes, 15 minutes, the first 15 minutes is the martial arts lesson that we all do like an intro 1, and at the same time we're making the honor student the star of the show. So we have the whole line of honor students standing next to you facing the class like the instructors do, and

Attendee: In uniform?

Milroy: Yeah. We make them come in uniform, sometimes they don't, but it's alright. So they're facing the class, and you have to preframe them, you've got 40 minutes before they show up and you've got to preframe them.

One of the little lessons is - Johnny do people learn better by hearing or by seeing? And you go through the whole thing with them, that little exercise, and basically you're reframing them to not tell their friends what to do while they're in the class, but to show them.

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So they're the star of the day, we have them like break a board or do something really cool with their friends watching, that's kind of cool.

Attendee: During the first 15 minutes?

Milroy: Yeah, somewhere in the first half an hour or so. See the way we do the class, we do 15 minutes of an intro lesson, 15 minutes of like high energy martial arts, relay races or something really high energy, something really fun, funky relay races, crab walk, something really fun, really entertaining, but you have martial arts skills you're teaching in there somewhere. 15 minutes of martial arts type games that the honor students want to do, and then 15 minutes for pizza and then go. So it's really fast, it's really easy. Instructors can do this thing in their sleep.

Attendee: ...the middle 15 minutes. The first one is intro one, the second one is martial arts

Milroy: Right, high energy, fast paces relay races, stuff like that

Attendee: And the third?

Milroy: Third is like a game, some sort of martial arts games, something like where we have the little thing where they use the sticks and they block the ball,

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something that's martial arts related but it's just fun. So it's not necessarily technique, it's just kind of fun.

Attendee: More towards fun.

Milroy: Yeah, entertaining. And then the 15 minutes for pizza. And of course the whole time you're lacing through the whole intro, it's like an intro, same thing, you're still, the whole intro is based on focus, self esteem, whatever. Now our goal is, remember at the end of the pizza party we're going to tie their belts on, so they have to be teaching their student the 4 rules of concentration, or the 7 magic words of respect. Usually we do the 7 magic words because it's easier - yes sir, yes ma'am, no sir, no ma'am, please, thank you, you're welcome, and they have to be able to use those 7 magic words to be able to earn their belt or whatever those requirements are.

So now what Ron was talking about is here are a couple problems you've got to solve in this deal: Number one problem we already solved was how do we get a bunch of students there with a bunch of friends without making it one kid shows up with two friends, you've got an instructor standing there teaching 3 people.

That's horrible. That's terrible. So this problem solves that. This problem is now how do you get 40 kids in the classroom on a Saturday, or 30 or 25? Pretty easily.

If it's 10 kids, everybody is going to bring at least one person, so that's at least 20. What always happens is 2 kids bring the whole neighborhood and 2 kids bring their brother. Fine. Another component of that is when we confirm everybody that's coming to the party, as soon as

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we get their data we call them to confirm they're coming, the message there is it's not just like a birthday party, it's not like a party that they're coming to although that's what we call it, it's really like a, it's a valuable activity.

It's something where they're coming to celebrate Johnny being an honor student in our school and Mrs. Jones what that means is - explain it to her.

It means he worked really hard on his physical martial arts, but really what it means is he did his random act of kindness project, where he did these 10 random acts of kindness, or he learned his - whatever - Seven Habits of Highly Effective People, he worked on being proactive and he did this project and this project - you know what I mean. So now that parent of the buddy knows that this is something very different than like going to Chuck E. Cheese and doing a birthday party.

Attendee: Do you stress that the friend is coming to help the honor student to learn about mentorship?

Milroy: Yeah. Mostly it's they're coming to learn the lesson of the day, which is whatever - 7 magic words, whatever it is, and the student themselves are kind of learning the mentorship, so that's the focus for them. That's kind of why they have to bring a friend.

You get the, well do I have to bring a friend? Johnny this is actually your first experience with mentorship, this is the first student you get to teach to be a white belt so you want to pick somebody - this is a little technique by the way - you want to choose somebody that doesn't know anything about martial arts.

So now they're not bringing the kid in their own

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martial arts class, they're bringing someone who they can teach to be a white belt. Do you know what I mean? So anyway, now another problem we need to solve is there's a little bit of labor involved in this to make sure everybody shows up.

You've got to call all the parents, you've got to do all that stuff.

So the program director has got to be on the ball with this deal. The third problem we have to solve is what do you do if the parents don't show up? The kids that come with the other kids' parents. We do a few things, but two of the big key ones are - number one, during the party, the second 15 minutes of the party - remember there's 4 15 minute segments - first 15 minute segment - okay you need 2 people to pull these things off.

You need an instructor who can be anybody, it doesn't have to be necessarily like the highest kicker or anything like that, they just have to be a good instructor, but you need a really good program director. The first 15 minutes of the party the program director has to meet everybody that's in the lobby.

The second 15 minutes, and usually it's like the second 30 minutes, they've got to call the parents of every one of the guests and the script is this:

Hey Mrs. Jones, don't worry everything is fine - because as soon as you call them they freak they think Johnny fell down and broke his leg and you're calling them to go call the ambulance - this is Toby Milroy from Mile High Karate, don't worry everything is just fine with Johnny, in fact, the reason I wanted to call you was because I didn't want to embarrass Johnny in class, but he's doing such a great job I wanted to bring it to your attention. He's in class and I just saw him over there with

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his relay line and Sally the little girl from down the street was running down the mat and stubbed her toe and fell, and your son Johnny was the first one over there to help her up and got her back in line and helped her brush it off, I just wanted to let you know that it was fantastic.

What kind of reception are you going to get with that?

Oh, gosh, well thank you so much. And it's basically now you treat it like an info call. Have you ever thought about getting Johnny involved in a program like this? Well yeah we did - so it's just leading them to an info call.

So we're trying to call every person that's in the party, the day they're there at the party, that half an hour. The goal is

Attendee: buddy parents

Milroy: The parents that didn't show up.

Attendee: But the kid show up with someone

Milroy: Kid showed up with the parent of the kid who had the pizza party. So also through the course of the class we're programming all the students, especially the friends, to be able to recite the 7 magic words of respect. So through the whole class you do it 20 times, yes sir, yes ma'am, no sir, no ma'am, please, thank you, you're welcome

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Attendee: Do you do that yes sir, yes ma'am

Milroy: Yes sir, no sir, yes ma'am, no ma'am, please, thank you, you're welcome. Very simple. It is what it is. You can do whatever the lesson it is that you want, but here's why you do it: There's a bunch of reasons why you do it.

That's part of our curriculum.

That's one of the things they have to learn to earn their attitude stripe. For white belts they have to be able to use the 7 magic words, 10 times at home, the parents check off the box every time they do it, they bring that page back in and they get an attitude stripe.

So anyway, whatever that assignment is, whatever you value, whatever you think your parents value that becomes the assignment and that becomes the program in the class. Now there's another reason we're programming them.

The reason is they need to be able to recite that when they go home because they recite it to you in class before they leave and we put this little sticker on their shirt - it's a big address label and we put like a cool karate picture on the address label and the script on the address label say "Mom or Dad, Ask me what I learned in karate today."

Stick that on their shirt, they have to earn their sticker though right, so they have to do whatever you want them to do to earn their sticker.

You stick that on their shirt so when they go home mom sees the thing and says okay Johnny, what did you

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learn in karate class today? And Johnny snaps to attention and says, I learned the 7 magic words of respect. Yes sir, no sir, yes ma'am, no ma'am, please, thank you, you're welcome. That's not bad, that's useful. So that's the program.

You've got to program them to do that. So now basically what that does is solves the problem of you give them flyers, you give them mail information, you give them a package and it never makes it home.

Of course we're still going to do that, but we're still going to give them a handout or print out or like a little 7 or 8 page sales letter with flyers, we're still going to give them that stuff, but we know that we get more phone calls - oh which by the way the sticker has the phone number at the bottom and it says "If your son or daughter successfully recites the 7 magic words to you, he's won a free gift call this number."

Something like that. I guess we should put the website on there too. Labels aren't that big.

Attendee: Other than the initial during the first 15 minutes you're not trying to slip in first intros

Milroy: Yes, he absolutely is.

Attendee: During the first 15 minutes?

Milroy: Absolutely, anybody that's there that's the parent of the guest.

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Attendee: But the parents haven't really seen much benefit other than when they greet them at the door, so it's kind of

Milroy: Yeah, it's building rapport at that point. I mean you've still got the 15 minutes at the end and after you dismiss there's still time in there, but actually I'll get to that too, there's a couple little systems at the end too. But yeah, I mean it's not like he's only got 15 minutes to do it. He's certainly not going to, oh the 3 parents I haven't talked to yet, and my 15 minutes is up. It's just kind of how we break it down for the staff to understand.

Attendee: ... if you have 50 kids coming in that Saturday you've got extra staff

Milroy: Yeah, exactly. And really all that is is just benchmarks for the staff members to know what their roles and goals are. You know what I'm saying? So it just gives them an idea to map it out.

So now as everybody is leaving, you stick the stickers on them, you give them the stuff, you huddle them all around the parents, you have the lesson of the day, all that stuff, as they're leaving we have a big white table with a big stack of uniforms on it and by the way - this only applies to the parents that are there - by the way - if this is something you really would like to do, take advantage of the free 2 week trial, all you have to do is complete the form and sign it and leave it with us today, schedule your first lesson for next week you can take your uniform with you right now.

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So they have to walk by the little bottleneck to the door with the big stack of uniforms on it with the kids, kind of like dragging the kids through the Pirates of the Caribbean store after the ride. Same idea, right?

Attendee: Do they get their white belt during the last one?

Milroy: Yeah, at the end. Like when we do the little pizza thing, that's the time you have everybody sitting and they're kind of calm and there's not much happening

Attendee: So you call them up one at a time

Milroy: Well, the student does. So what happens is, you don't need 15 minutes for a kid to eat a slice of pizza right, but that's the time everybody is real quiet and they're sitting in one place and all that sort of thing, so that's when you're doing that end of the lesson. And you say now remember in order to earn your white belt today you have to accomplish this, this, this and this.

So who thinks they're ready for that? And this is maybe 10 minutes into the thing, whatever, and then their instructor - who is your student - takes them over to the side and tests them on their information and then they get to tie their belt on.

Attendee: So they do it, not the instructor

Milroy: Yeah, the student. My student ties his student's

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new white belt on. And we just have this big box of belts. So anyway, there's a lot of leverage in this deal because you can put a lot of bodies in the room, you've dramatically over delivered on any expectation that you would have on what people are expecting with something like this, and you've got like all sorts of contact information now. Nobody comes in without permission slips, you've got all this leverage.

The one piece of leverage we haven't figured out yet is how to make the parents show up. How do you? We haven't figured that out yet. But all these other steps, you have a big lead pipeline now. You know what I mean? You've got 20 or 30 kids now over the next 2 weeks that your program director is everyday, vehemently calling.

Attendee: Do you ever run into a problem where your student is testing their guest and the guest doesn't know their stuff and doesn't want to even go up?

Milroy: Yeah. You just help them out. It is what it is. For us, they have to do 4 things to earn their white belt. They have to be able to recite the 7 magic words, they have to be able to hiyap, front kick, and stand at attention - focus the eyes, ears, mind and body. So it's pretty rare that that happens, but if it does we try to help them, just like you would do with a normal student in a class that's having trouble.

You're going to help them get where they need to get and if they can't do it that day you call up the parent and it's an opportunity to talk to them about how you can help them you know?

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A lot of little logistical details, but once you get the structure, the big points of leverage are it's not just a birthday party with 10 kids, it's 20 birthday parties with 3 or 4 kids. You don't have to wait once a year, you can do it every 2 months or whatever your graduation cycle is.

A staff member can do the instructor part without being a 6th degree black belt, I mean pretty much anybody can do that, and the program director has to be pretty sharp.

Attendee:earn two free classes

Milroy: Right.

Attendee: do you see any downside to that?

Milroy: I don't think so, I mean that's what we do on

Attendee:parents take advantage of that

Milroy: Yeah and I think that's kind of what we do on the little sticker thing is if at home they can perform their 7 magic words of respect they earn a free gift and they call and find out what the free gift is, but yeah I don't see any downside.

I mean it's just leverage. It's just what is it that's going to excite the student and what is it that's going to excite the parent. Useful? I like that.

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Like I said the big thing is you don't have to do it. You don't have to be there. This is something that your 17 year old instructor, they don't have to be chief instructor, I mean really, they can teach that class right, it's not that difficult.

We've videotaped it, scripted it and transcribed it and the whole thing so that they can just watch the thing and they get all the vocabulary right. Now the real art is in the call to confirm that they're coming or to tell them about the party, and then the call that day, and the follow up calls.

So if you've got a good program director this is like, this is like now they have warm leads to talk to instead of cold. Good?

Okay good.