

## A Win/Win G.O.L.D. Leadership Team Strategy: How To Double Your Monthly Enrollment In Just 30 Days

This month's topic should interest every serious school owner on the planet, "New Student Acquisition." With this strategy, you will learn how to enroll new students, while propelling your leadership team members to new levels. This strategy will teach them valuable skills that they can use the rest of their lives.

Your school will prosper with new qualified prospects and students, and your students and community will benefit in the process. Interested?

It will give your G.O.L.D. Leadership team tremendous value. Your students, parents, staff and community will appreciate the value that this one strategy provides your school.

### **The Secret Lies In Training; Your Leadership Team Holds The Key**

You don't find new students, relationships or opportunities just waiting at the front door of your school, do you?

It's crazy to think that you can just wait for opportunities to appear, so stop wasting time with new student acquisition strategies that only work "sometimes."

Do you find yourself wasting money on marketing that doesn't work? Most school owners do. Open your mind to opportunities that are right in front of you and have the potential to provide powerful results.

### **The Strategy**

As a successful leader, your job is to provide your students and staff with powerful, motivating, insightful and innovative ideas. They can then implement those ideas for maximum results in their lives.



What better way to achieve results and teach real leadership than to have them organize a community-based project that is important to them, develop a plan (and a team, if necessary), and then see it through to completion.

When they finish it, reward them with certificates of accomplishment. Write and distribute a press release to the local media to share the achievement of your students' project with the community.

- What kind of project would your students develop?
- How would this project benefit others?
- What is your goal? It must be a S.M.A.R.T. goal (Specific, Measurable, Attainable, Realistic and Timely)
- Will you need help from others? (A team)
- Will you need to raise funds for this project? If so, how much? How will you raise the money?
- Why is this goal important to you?

### **Your Student's Benefits**

Your students or staff members have learned how to have vision or a goal that is important to

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# BLACK BELT LEADERSHIP

GUIDANCE ON LEADERSHIP DEVELOPMENT

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them. Vision is important for anyone in a leadership role. Leaders must be able to see the outcome of their goals before they actually complete their goals. To do this, they should develop a plan and advance toward the desired result. This is an important leadership skill that can only be taught through real-life experience.

Black Belt is a type of vision or long-term goal for students to experience, but it is not enough. It is a great starting point and tool to use in your classes, but you must help your students bridge the gap between their martial arts classes and the outside world. Help your students take their training from the dojo and into your community.

Your leadership students will learn unbelievable confidence when they reach a goal and experience how it helped others. They will experience what it's like to make a difference in others' lives.

This is something that can't be explained, only lived.

During this experience, your students will also learn how to fall and rise again. They will encounter adversity. This is important to their growth as leaders. Growth is more likely to occur when they become uncomfortable. This discomfort gives them an opportunity to learn and overcome obstacles.

Any course in leadership development must offer an opportunity to become uncomfortable and grow. What better place than your martial arts school, where you teach this concept every day.

This experience-based leadership training is a great way to bridge the gap between the dojo and your student's community involvement.

## **Your School's Benefit**

During the process of working on their projects, your leadership students will be in the community making a positive difference. They will be spreading the word of the work of your school.

It's important to remember that the products of your school are not words like "Self-Confidence, Self-Discipline and Respect". These words mean nothing to parents if you can't deliver on your promises. These words mean nothing if your students aren't demonstrating them outside your dojo.

Your students' results outside the classroom are your school's single most important products. Results are everything to parents and adult students.

Do you have students in your community who are proving that you have an inferior product? Or are your students performing BIG, positive acts of compassion that prove you offer a product that parents want for their children?

Every parent wants their child to experience positive results. When the members of your community read an article in the local paper about a student who has done something positive and helpful, they will want to connect with that experience and call you.

They will begin to see that your school is responsible for motivating your students to achieve the results they want. There is no skepticism, negative thoughts and objections when they call or visit your school.

Understand that you are gaining their immediate trust because you haven't tried to sell them a thing. They found you because of the positive vibe you have shared with the community by motivating your leadership students to become better people.

Be sure to put your contact information at the bottom of your press releases and/or have your name and number in the phone book and you will receive calls, based on this positive activism.

## **The Complete Package**

By giving your students an opportunity to work on a project that is important to them (i.e., animal rescue, toys for the holidays, raising

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money for a cause, etc.), they have learned how to lead others unselfishly to a desired goal.

They have experienced much of what a CEO of a major corporation or the President of the United States experiences every day. They lead others by developing a mission (or a vision), putting together a team to complete it, and assuming an "I-will-not-quit-until-the-project-is-completed" attitude.

This strategy arms your students with real leadership skills they can use for the rest of their lives and you, in turn, can grow your school in the process.

## **Class Outline:**

- Start your class by outlining the benefits of a positive project in your community.
- Explain how this relates to their martial arts training, so they can make the connection.
- Ask them to write a list of project ideas. Ask them commit to one that is important to them.
- When your students start to complete these projects, write a short press release and submit it to the local media that could be interested. Students love to have their names and pictures in the media. You'll want to see your school's name displayed in the media, as well.