

IS STUDENT

GREG DELANO

VALUE A MARKETING
CHALLENGE MORE THAN MINDSET

NEED HIGHER STUDENT VALUE

#1

#2 MAXIMIZE CONVERSION RATIOS %

#3 MAXIMIZE RETENTION

Keith HAFNER → 20 NEW STUDENTS/MONTH 120K/month 5 WEEK 2%

Bozz Durkin → 1.5% Drop out RATE

• 92% HARVARD
GRAD
RATE

• Detroit Public
Schools

RETENTION IS ALMOST 100% about how
much you like them, communicate with them
paying attention, having them love me & what I DO

Elasticity of Price vs Demand

natural assumption if raise price Demand goes Down

① Quality → goes up

This is inverse

② Complaints → goes down

Price UP = Demand UP

③ retention → goes up

④ Upgrade → UP since
we've previously
screened out.

1997/Down

508-48 months

397-72 months

It's the one
thing that the
family is going in
the same Direction

FAMILY PRICE — Pay for the first two, then encouraged
mom & dad to join too. It Doesn't Cost Any more.

WEB PAGE
BANNER
FB-Instagram
VIRAL PAK

NEWSPAPER insert
FLYER
TV

MARKETING

WALK in
call - look up
internet

BASIC

→ Principles

Keep track of what's
going on

WEBSITE IS
an intermediate
step to walk in
of info call

All ADS TO Be
#1 Direct Response
with appropriate mechanism
to that media

How Do you get
them to respond?

#1 Attention
OFFER

Deadline

Ease of Response

- ↳ Text w/email
- ↳ Call
- ↳ Visit
- ↳ email
- ↳ OPT IN
- ↳ QR CODE

HAS TO BE
TRACKED enough
to figure
OUT How they
found you

RADIO → Call us & leave your
email so we can
Send you OUR FREE REPORT

TAKES 1000% more effort to get their Attention

#ATTENTION

Research
Cosmo mag. Best
Headline "

#1 HEADLINE

NO logo
or name
Not what you
LEAD with

Lots of
ways

- Get inside conversation
going on in their head
+ gives a way to solve the
problem they already have

EXAMPLES "Parents, have tried every thing
for your ADD child?"

way to get
attention

"women, have you seen the
stats on getting home safely?"

"Mom, has your elementary school child
had a problem with, then this is for you"

#2 OFFER

- Compelling offer
has to be time sensitive

FIRST 10 - get this **TIME**
or get bonus **sensitive**

→ Expires Date

#3 EASY TO RESPOND -

Get response from
the media they
have in hand.

RADIO → phone

WEB → link or Opt in

Getting to take action
immediately.

To hell with

"Getting name
out there"

→ Directly
IMPACTS
- Enrollments
- Retention
- Renewals

TARGET
AUDIENCE

→ CAPTURE
INFO

→ follow up
until



info
call



Get them
into INTRO

renewal & upgrades
are not about the Buy in
to culture of school → it's ALL
about them making
the Dojo a long term
solution to their
problem

ENROLLMENT

RENEWAL

INTRO → Enrollment

STUDENT
UPGRADE

LEADERSHIP

BLACK
BELT

Accomplishments

Go into Year 2, Year 3, Year 4 culture
to help Build high value of experience

TU

LONG FORM

• 27 min ^{inmercials}

• 2nd page sales
letter CD & DVD

Your
OWN SHOW

Teach PE; Be
at school carnival
Send home w/info

← TV →

↔

← RADIO →

← School →

SHORT FORM

• 30 Sec.

• Post card
↳ VAL PAK flyer

• 30 Sec BROT

• PA Announcement
BROADCAST
↳ AUDIENCE

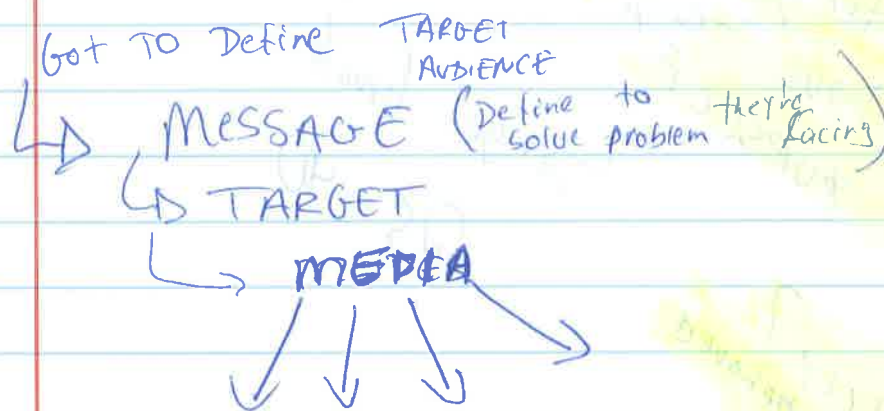
IN MOST CASES

Long form is almost ALWAYS better
than short form since it delivers
~~requires~~ more space for
me to make. PROOF DOUBLES
MORE CALLS TO ACTION

IF YOU Don't eliminate

PART of the Audience you
won't connect with other
part of Audience"

PRINCIPLE TARGET AUDIENCE



WHAT'S MY TARGET AUDIENCE

What the message to that audience

What media works best

InfoUSA

SRDS

Direct Mail

Good

Better

Best

Resident list

Compiled list

Response list

Never
Door
Direct

ZIP CODE

- Sorts
- Approx. income
 - own/rent
 - children 4-12
 - married

that just bought
a certain product
comparable to my
product

HOT response
List (just bought
last 30 DAYS)

WARM

COLD

The Value of
your Average has
Student a big impact on
marketing

EXAMPLE

High Quality

YOUR OWN LEAD
LIST OF THOSE
WHO'VE EXPRESSED an
interest. IS Better than
a HOT Response list

- made Appointment/didn't show
- Did lesson/didn't enroll
- NO means now is not
a good time.
- FORMER STUDENT list

FOLLOW UP SYSTEMS

↳ contact info

↳ interested

→ Drop out

→ Did class but didn't enroll

ENROLL

→ UPGRADE

can't fix
Dead broke but
Dead broke isn't
permanent

most people that raised
their hand & were interested
but something came up

HALF OF THE
PRICE OBJECTIONS

well,

What is it? is it
the Down Payment
or the monthly
payment?

→ EDUCATION

→ Keeping Proof coming

→ exciting invitations

→

FU Systems

People
less
likely
answer

Expensive

CONVERSION
RATES

- ① → FACE TO FACE #1
- ② → Calling live on the phone #2 [nightly 6-7pm]
- ③ → TEXT MESSAGE
- ④ → Direct mail #3
- ⑤ → BROADCAST Voicemail
- ⑥ → Email
- ⑦ → Social media
 - FB
 - INSTAGRAM
 - Twitter
 - GOOGLE+

Hot
↳
warm

COLD

IMMEDIATELY FREQUENTLY FOREVER

Immediacy, repetition
Different channels

Quicker you get to them the more
likely their response

RESOURCES

Amazing Mail → POSTCARDS

DFV

New students/prospect

↳ KICKIN Newsletter

↳ BBC

↳ LEADERSHIP

email

cheap & Easy

AWEBER

Voice callloop.com
+
text

complicated
Infusionsoft

Instructor
GOLD TEAM

DIRECT MAIL

AMAZING MAIL.COM

3D mail → oriental

• BET MEMBERS.COM

• HANDY MAIL.COM

SENDOUTCARDS.COM

FOLLOW UP FREQUENCY

CALLING

Start at
top of list
& work your
way down

Keep calling until you get a
yes

morning afternoon evening

Leave 1 message & then keep dialing until
you get a hold of them.

Monthly afterwards

Email

HEADLINE = SUBJECT LINE

⇒ NAPMA System

→ CUT & PASTE Member Content NAPMA

→ couple months of content & then
have it repeat

2/DAY — Daily — 2/WEEKS — WEEKLY
Better ————— WORSE —————>

• EDUCATIONAL

} INVITATIONS TO School Events

} Newsletter

TEXT MESSAGING

BROADCAST Voice about DirectMail more effective

Before "Look for the PACKAGE in mail
After "let me know if received
what I sent you. Give me
a call at

12 months

6x's-YEAR

telemarketing

6x's/year + Invites to events

3-4

text + invite

1/WK

Direct mail → monthly → no letter
→ cool events → tournaments
monthly invite

Amazing mail → 1/month w/ time limited
Special offer
Educational / NOT A PITCH

2/DAY

Email 2x's/DAY from Dojo

invites

invite

↳ possibly to
link w/website
sign up

- Special interest
- Educational material
link to Powerful testimonial

VIDEOS EMBEDDED INTO
WEBPAGE SO YOU DRIVE
TRAFFIC TO YOUR SITE

NOT FB
NOT YOUTUBE

3D MAIL

TRASH CAN
message in a bottle
BANK BAG →

Million Dollars

~~FAKE~~ FEDEX - Principals
Skeleton Box

Shinto

TAKYO 344

PINAN-

Where is
my target
market spending
their time?

Direct mail

→ GRAND OPENING
BLITZ
→

PUBLICITY

Refer
sals
gms

FAMILY
ADD
ONS

Community
events

BROAD
CAST
MEDIA

TARGET
MARKET
AD

Bandit
signs
RACK cards
Schools Community
News letters
principles never
change & the
media changes
regularly.

Free press
anywhere
you can
get it

* Network TV
* Daily News Paper

* RADIO

* INSERTS RED PLAN

8x11 7¢

Add on
half of
KIDS &
1-2 parents

Community
events
• movie
theaters

• TV
• RADIO
• Billboard
• EXPOS
• infomercials

Day Care
Summer camp
ORGANIZATION
- public
- private school
- employer

Boy Scouts
Girl Scouts

Referral Systems

mostly work on
events. & work
best with a student
bringing friend to
see / do something
events & capture
hardly information

BDAY parties
Pizza parties
movie nights

50,000
350,000

BDAY
PARTIES

• Delegate
• Automate
• Spend money on

AFTER
SCHOOL
ENRICHMENT

Relay For Life

→ Print raffle
ticket Booklets
Sell raffle ticket
for fundraiser

POOL DAY

pool opens a little
later, does
class in the park
Demo

Kids
Involved
Caring
Kids

"we're working with
children's hospital for creating
a fundraiser so their
treatments improve

10-20-30 year. Period

Underlying principles remain the same.

Things get stale often due to staff feeling stale.

Internet
#1 real Estate

Entertainment
YOUTUBE → Google
EDUCATION

Commerce → Amazon

ONLINE
AGENTS

GROUPON
GOOGLE + (The New Yellow Pages)
coupons
Educational
Entertainment
MEDIA

Phone call
visit
text
~~email~~
website

JAMES -
NYMAA.COM

BOOK
"THE
GIFT
OF
FEAR"

How many different pillars
ARE WE HITTING?

ARE we Doing enough to follow UP
with currents before we start chasing
new ones?

Columnist
EDITOR

NEWSPAPER → Editor of that SUBJECT

TV → Producer

RADIO → STATION Program Director

↳ PSA for Non-Profit

↳ TALK FORMAT

find subject
matter related to
what we do

who are the people
to create relationship with?

15-20
going on
Activity

Best
Case

Worst
Case

Thing
You're
Gonna
Do

→

2

1

Valpac
5000
x3

→

15

5

Gym
Teacher
ADAT

→

Ninja
Turtle

~~40~~

minimum
have to
hit
20
40

MARKETING PLAN MAP

Look at Big
Picture: MUST have
retention.

↳ UPGRADES

"Good
retention
And
good upgrades
is how you make
the big money."

6 WEEK & 90 DAY

How many
leads
intros
enrollments

have enough
to hit target
enrollment.

PUBLICITY ALWAYS
working on it But
not planning on it

PAGE VIEWS VS OPT IN'S

STEP 1 educate enough they give some info

STEP 2 educate them ~~they~~ call in pick up the phone + call me

STEP 3 → also create opportunity for online scheduling.

Ⓐ / KEEP STUDENTS
twice as long

Ⓑ TREAT TWICE
AS NICE

A-Z 1st contact TO UPGRADE

Sales Bootcamp

2 wks info calls
calls

4 wks intros

2 wks Enrollment
conference

"HELLO DIRECT"

record incoming calls

Big Difference between
getting leads through website

AND

ADVERTISING ONLINE -

SEO - search
engine
optimization

Key words

Index By
Keywords

Links to site
Quality of Content
Recency of Content

Twitter

FB

Google +

Blog sites

OPTIMIZE

GOOGLE +

GOOGLE Local

DRIP System

→ ~~renewal~~
reviews

FB

GOOGLE

PAY-Per-Click

You Promised to do
a review by Monday its
Tuesday I'm follow up.

→ Hundreds of Keywords

→ Local - Geographically BASED

→ Tell what you Don't want (exclusionary terms)

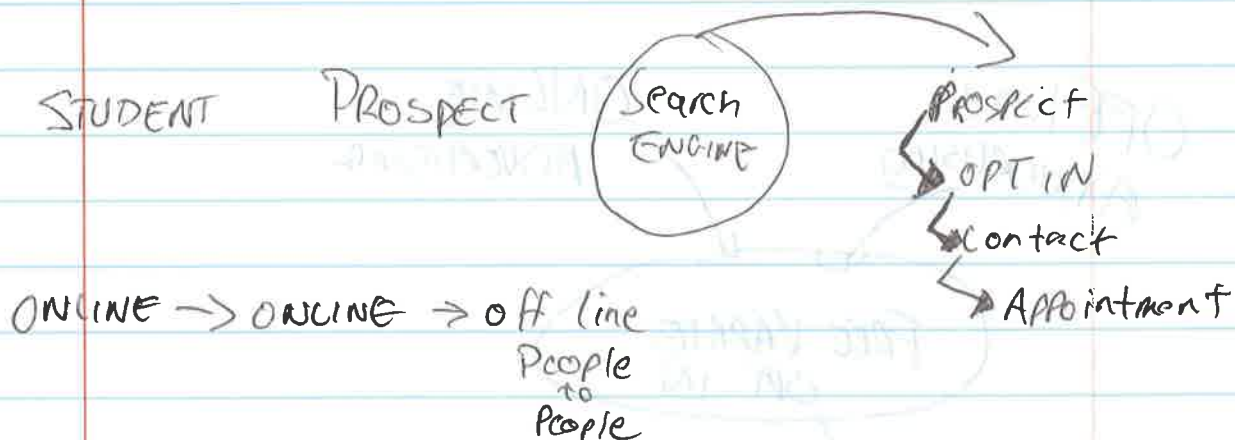
GOOGLE VOICE?

GOOGLE ANALYTICS

SPECIFIC WEB PAGES?

How many People
Find your Page
AND FROM WHERE?

AOL PAY PER



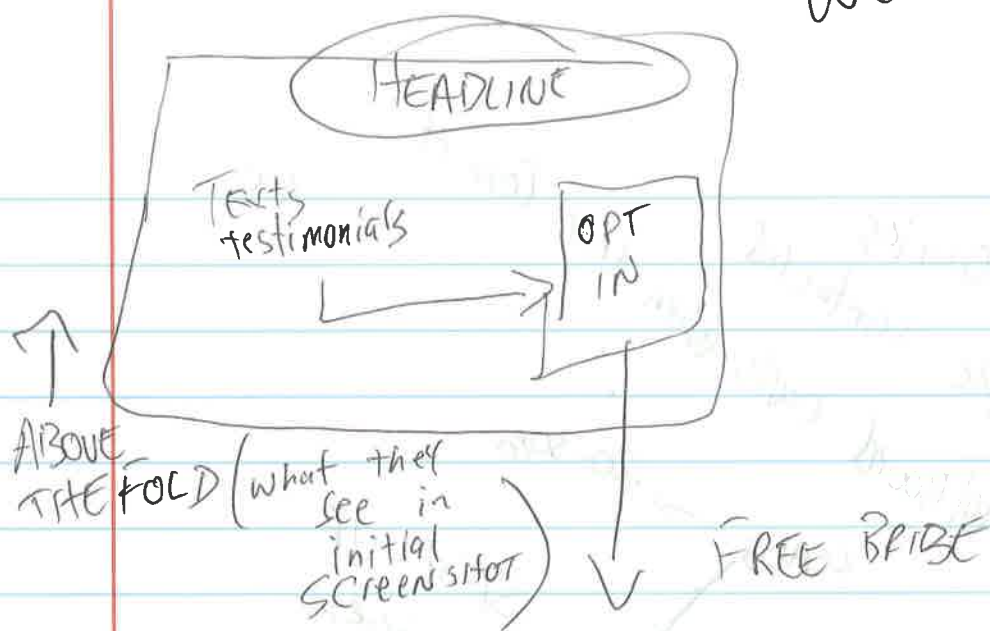
ONLINE -> OFF LINE
People to
People

300-400% To give CC if you're talking to them

WEB PAGES DON'T BUILD RAPPORT WITH A Person

A SALE IS MADE OF PERSONAL INTERACTION

WEB PAGE



Annual agreement
renewable yearly
→ 4 year agreement
→ cancellable annually

Private Coaching Sessions.com

→ FREEKARATE.COM

SEO

SORTING PAGE

LINKING

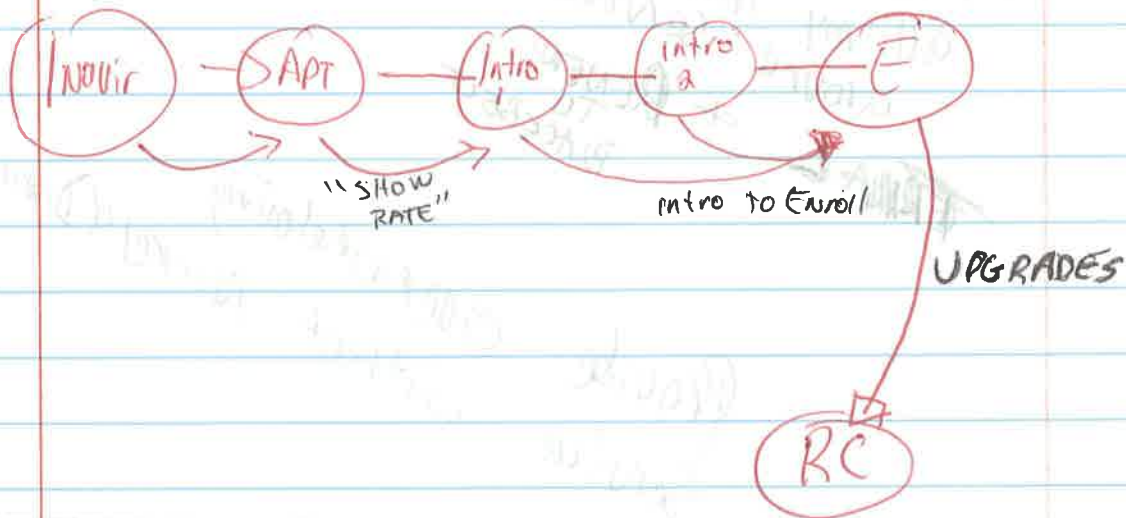
BLACK BELT level TRAINING

- LEADERSHIP
- PUBLIC SPEAKING SKILLS
- HOW TO LEAD A GROUP

STATS

Daily

INQUIRIES = the effect of our marketing
% ↳ ADPTS set



Anything after
your trial, your
working towards
BLACKBET

2 - 2 month
cycles

TRIAL
PROMOTES
SKILL

Ethicality,
why would
I stack on
& teach new
things if
they are not

BENCH MARKS

60% / 50% BILLING = 100% OPERATING EXPENSES
including Avg. marketing expenses

40% / 50% CASH IN House = 100% PROFITS \Rightarrow IMPROVEMENTS
Re-invest

STUDENT VALUE - \$200/month

25% - ABSENTEE OWNER

33% - OWNER/operator

Rent - NO more 12-15% of GROSS

MARKETING - 12-15% of GROSS 10:1, 5:1, 20:1 ROI

20-30 NEW ENROLLMENTS

PRICING STRUCTURE

Community
OUTREACH

MARKETING MINDSET

GRASS ROOTS

AWARENESS
OPPORTUNITY

"ACNAYS Have a beginner's mind"

Empty YOUR CUP

WHO DO WE HAVE IN OUR School that is
IN A LEADERSHIP, OWNERSHIP POSITION OR
WHO COMMUNICATES OR REPRESENTS GROUPS that
Can help us in EXPANDING THE REACH
OF OUR SCHOOL?

Who is it here in the school that can
help us?

- Churches
- PARKS
- Rec/kommunity CENTERS

→ Letter - this is Dr. So happy
I please as a patient
we live up a free gift for
you. This made a dramatic turn
around w/ their child. So what we
done is to set up a \$100 value program
Just GAVE A Bday PACKAGE for him to give

Tanning Salons →

Nail Salons →

Hair Salons →

Email
mail

creat list

Columnist → in magazine

→ Build credibility

A Social MEDIA Bullying

A Robin Williams - Depression / Parkinson's

A Bullying

FAIRES & FESTIVALS

FARMERS MARKET

WATCH FOR BANNERS

Chamber of COMMERCE WEBSITES

2004

10 WEEKS

x 4

GOAL: ENROLLMENT

LEAD

name
email
phone

• FLYER IN BAG

• email Participation list

• Attendee list ahead of time

• Charitable fundraiser \$27 Donation
register 5wk pass

BIDAY

"FOR safety & liability
purposes"
And we give them a
call to remind

"All the kids if they
enjoy their time today

will have the chance to

continue benefitting from our
school. We've got a beginning

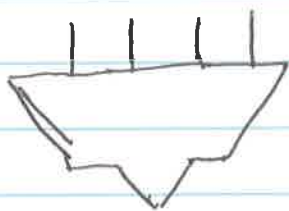
class starting this coming

week, is Wednesday or Thursday

better for you.

Our insurance
company requires
this.

Contact with
parents is key.



WE need a parent to check

check in
& check out

FUN FIRST INTRO & HAVE CAKE

30-45 mins → related to MA Training

HAPPY BDAY - CAKE

PART OF IT • How we STAND

• How we SIT

• How we ANSWER

School - Schedule next one
→ Anti-Buccing A.B.C.

Orthodontic
School

① EDUCATE The Community
OF what the martial arts

OF COURSE I'm an
evangelist for this. We are changing
~~the~~ ~~the~~ ~~the~~ ~~the~~ People's lives.
we're creating a life changing positive
effect on ~~lives~~.

→ The impact we're having by improving
the focus,

→ OF COURSE we want to expand
that positive ripple effect in the community.

→ we create a
ripple

- ① EDUCATE The Community on what we do
- ② create a positive ripple ~~improve the lives of~~
- ③ Grow the school ~~expand~~ ^{in the community} the reach OF our school.

DO
If they ~~are~~ end up training I want
~~to be with me~~ I ~~want~~ to help feel good
about coming to me.

STATS

ENROLLMENTS

RETENTION

Attended this week		Call, i
1 week inactive		email
2 week inactive	2%	text
3 week inactive	1-2%	postcard
<u>TOTAL</u>		
1 month inactive		
2 month inactive		

RENEWALS

- Payroll Stuffers
- Walmart Charitable Booth out front
- PIZZA BOXES

KARATE DEPOT.

HIGHLEVEL MARKETING

~~PERMISSION~~ HIBU

PERMISSION = FOLLOW UP
SLIP = MECHANISM

EASIER TO
SAY NO
Because if 'they
say YES, THEN
they'll have to
DO something.

The more successful At growing the
School is the less I want to devote
time to promotion

The larger your Staff becomes the
more Challenging it is to get Staff to
go out & DO the Stuff.

Free BACKPACKS Higher CASHflow natural Progression
CULTURAL AWARENESS to Spend the \$ on less labor
CAREER DAY intensive.

BDAY party

PE CLASS

Open House

free WORKSHOP

FLYERS Distribution

Usability

Event Booth

OUTDOOR MARKET

BANDIT SIGNS/LAWN

After School Programs

PRESENTATION AT CAMP

MAIL KIOSK

Chamber of Commerce

BUDDY DAY

movie night

movie DAY - movie Previews

OUTSIDE ACTIVITIES

CLASS ROOM DEMOS

CHARITY EVENT

RAFFLE TICKET BOOKLET

VIP

DAYCARES/montessori/private Schools

LIBRARIES

WRAP VEHICLE

Direct mail

TV RADIO

BOOTH 5K RACE

SPORTING EVENT

PR Company

Private Screening

→ The more you get
them to act like
a student & not
spectator the higher
the conversion

VAN → 4000⁰⁰

ELEVATOR SPEECH



#1 HAVE ENOUGH STUDENTS

#2 KEEP THEM

#3 MAKE SURE THEY'RE COMMITTED TO BLACKBECT

START UP

60 HRS/WK Marketing

10 HRS/WK TEACHING

\$500 HR = \$1,000,000/YEAR

Need \$500/HR to gross 80,000/month

ABOUT DIRECT RESPONSE NOT JUST BRANDING

COSTS → EVENTS

BEST
CASE

WORST
CASE

Bully Seminar

APK School Talks

BREAST Cancer Awareness
Halloween

RACK CARD
REFILL (changed Design/color)

CAN I SPEND → ROI

→

1ST PLACE TO SPEND \$ is on people
who've ~~already~~ already shown interest

~~20,000~~ BUT HAVE YET TO ENROLL

~~1000~~

100

→

Responsive list

→ CARDIG

↳ List of people
purchasing WORKOUT DVD's

Buddy

300
↳ 150 APT

SR 300 → 40 APT
ALIEN 300 → 40 APT
40 APT → 25
40 APT → 25

- Head Instructor
- Program Director
- Instructor

END of school

BACK TO SCHOOL

Christmas Holiday PARTY

PEOPLE Dont Buy
THE LESSONS
THEY BUY INTO
THE RELATIONSHIP

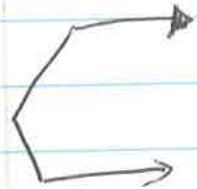
→ ARE you having fun here at
the KARATE School?

Attendance is Directly connected
to the instructor's level of
PASSION -

Nov

BLACK FRIDAY
After school -
BDAY PARTIES - 5

→ TEACHER Appreciation BANQUET
Anything we



B2B Orthodontist
mailing THEIR LIST

Dec

Gift PACKS Christmas
BUDDY PACKS — 5

IN SCHOOL TOURNAMENT

BUDDY DAY - 5

MAIL BOOTH - 10

Holidays Direct MAIL - 5

After School CAMP - 12

LOAD LISTS

Call COOP

Amazing mail - post card

ANSWER

You can never
have in charge
But NOT responsible.

→ Call THURS 11AM

M/TUE STEPHEN Baker

FAX OR Email

800-795-0583

* Marketing PLAN

* NOTES from
Weekend

Movie theater event
1 faire - event BOOTH
2-3 events for referral

Teaching - marketing
classes

Teaching - sales
classes

1 - Martial Arts Instruction

2 - Podium Skills Self-esteem
coaching

3 - Business Skills, marketing
management

120 ENROLLMENTS
MEANS
240 LESSONS
MEANS
480 APPOINTMENTS
MEANS
1000 LEADS

12 ENROLLMENTS
WEEKLY
2 ENROLLMENTS/DAY
100 LEADS/week

1000 LEADS 50% CONVERSION



500 APPOINTMENTS
50% CONVERSION



250 LESSONS
50% ENROLL

125 ENROLL
NEW
STUDENTS
BY THANKS GIVING