

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 5 WEEK 2%

92% HARVARD GRAD RATE

Detroit Public Schools

BOZZ DURKIN → ↓ 1.5% DROP OUT RATE

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.

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

1997/Down

508-48 months

397-72 months

FAMILY PRICE - Pay for the first two, then encouraged mom & dad to join too. It Doesn't cost anymore.

WEB PAGE
BANNER
FB-Insta/IG
VIRAL PAK

NEWSPAPER insert
FLYER
TV

MARKETING

WALK in
CALL - LOOK UP
internet

BASIC

Principles

Keep track of whats
going on

WEBSITE IS
an intermediate
step to walking
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

(Why on earth Route them
to WEBSITE when in a CAR)

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

TAKES 1000% more effort to get their Attention

#1 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
 - RETENTIONS
 - RENEWALS

TARGET AUDIENCE

→ CAPTURE INFO →

follow up untill



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

SHORT FORM

• 27 min ^{incomercial}

← TU →

• 30 Sec

• 2nd page sales
letter CD & DVD

↔

• Post card
↳ VAL PAK flyer

Your
• Own Show

← RADIO →

• 30 Sec SPOT

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

← School →

• 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 CAUS 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 medic works best

Direct Mail

InfoUSA

SRDS

Good

Better

Best

Resident list
ZIP CODE

Compiled list

Response list

- 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 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

Never "Door Direct"

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

→ EDUCATION

→ Keeping Proof coming

→ exciting invitations

→

well,

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

FU Systems

People
less
likely
answer

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 $\xrightarrow{\text{WORSE}}$

• 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 → nooz 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 testimonials

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

TAKIYO 304

PINAN

Where is my target market spending their time?

Direct mail

→ GRAND OPENING BLITZ
→

PUBLICITY

Referral systems

FAMILY ADD ONS

Community events

BROAD CAST MEDIA

TARGETED 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 Newspaper
- 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 buddy 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.

Internet
#1 real estate

Things get stale often due to staff feeling stale.

Entertainment
YOUTUBE → Google
EDUCATION

Commerce → Amazon

ONLINE
AGENTS

GROUPON
GOOGLE + (The new yellow pages)
COUPONING
Educational
Entertainment
MEDIALS

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?

MARKETING PLAN MAP

RA 15-20 going on Activity	Best Case	Worst Case
Thing you're going to do	2	1
Valpac 5000 x3	15	5
Gym Teacher ADAT		
Ninya Turtle		

LOOK at BIG
Picture: MUST have
retention.

↳ UPGRADES

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

LOW & GO DAY

minimum
have to
hit
20
40

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

KEYWORDS

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)

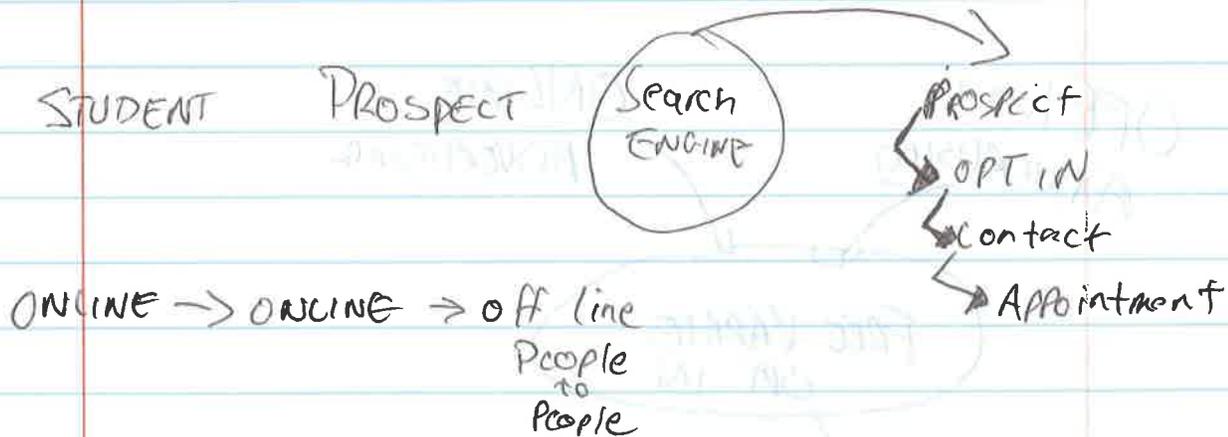
GOOGLE VOICE?

GOOGLE ANALYTICS

Specific WEB PAGES?

How many people
find your page
AND FROM WHERE?

AOL PAY PER



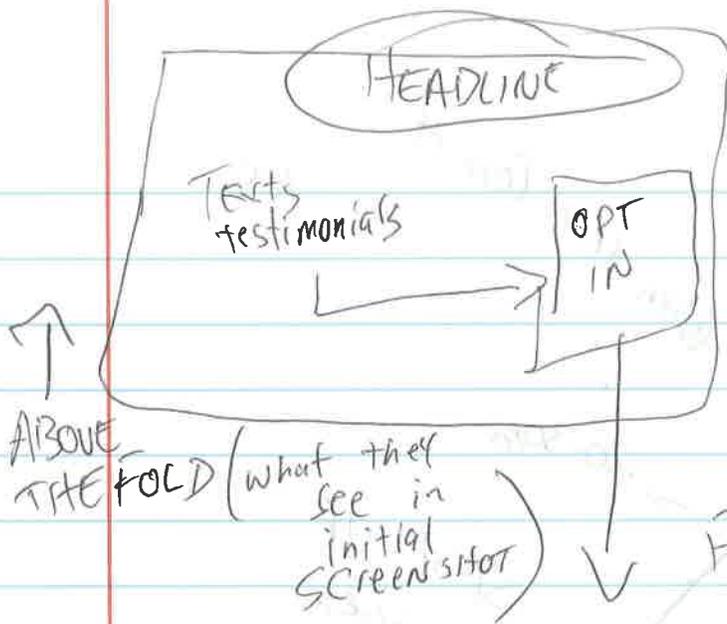
ONLINE -> OFF LINE
People to
people

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



FREE TRIAL

→ Annual agreement
renewable yearly

→ 4 year agreement
→ cancellable annually

Private Coaching Sessions: COM

→ FREE KARATE.COM

SORTING PAGE

BLACK BELT level TRAINING

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

SEO

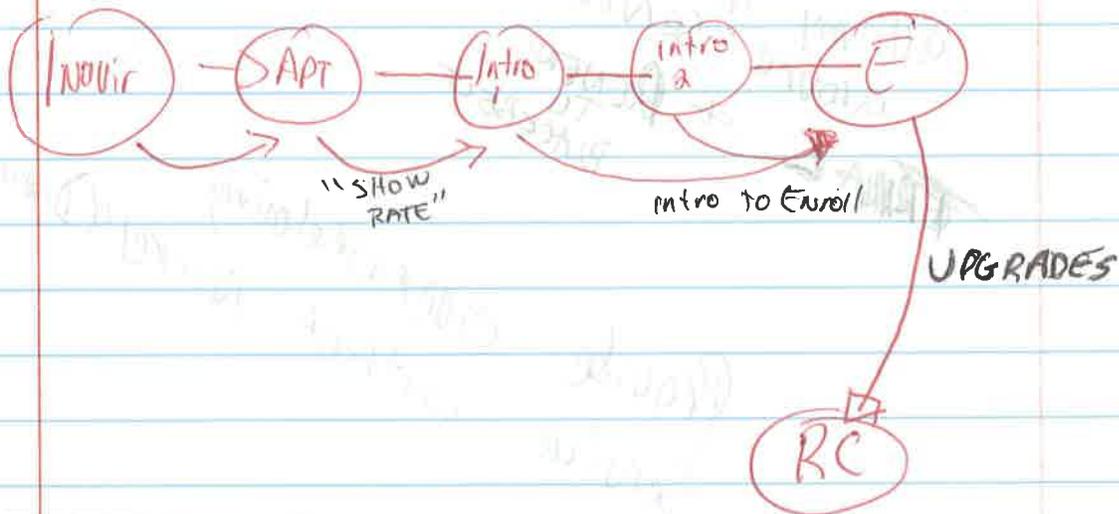
LINKING

STATS

Daily

INQUIRIES = the effect of our marketing

% ↳ ADPTS set



Anything after
your trial, your
working towards
BLACK BEET

2 - 2 month
cycles

TRIAL
PROMOTES
SKILL

Ethical?
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

"ACMATS 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. They made a dramatic turn
around w/ their child. So what we
Done is to set up a \$100 value program
JUST GAVE A BLOW PACKAGE for him to give

TANNING Salons →

Nail Salons →

Hair Salons →

Email
mail

creat list

Columnist → in magazine

→ Build credibility

▲ Social MEDIA Bullying

▲ ROBIN Williams - Depression / Parkinson's

▲ BULLYING

FAIRES & FESTIVALS

FARMERS MARKET

WATCH FOR BANNERS

Chamber of COMMERCE WEBSITES

2004 10 WEEKS

X-4

GOAL: ENROLLMENT



name
email
phone

- FLYER IN BAG
- email participation list
- Attendee list ahead of time
- Charitable fundraiser that donation register 5wk pass

B'DAY

"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

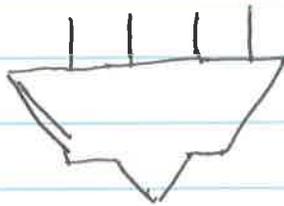
continue benefitting from our school. We've got a beginning

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 B'DAY - 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 ~~to improve the lives of~~ in the community
- ③ Grow the school & expand 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
1 week inactive
2 week inactive 270
3 week inactive 1-~~200~~

- call
- email
- text
- postcard

TOTAL

1 month
2 month inactive

RENEWALS

- Payroll Stuffers

- Walmart Charitable Booth out front

- PIZZA BOXES

KARATE DEPT.

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

HIGHLEVEL MARKETING

~~PERMISSION~~ HIBU

PERMISSION FOLLOW UP
SLIP = MECHANISM

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 is to spend the \$ on less labor
CAREER DAY intensive.

B DAY 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

FLY

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

→ CARDIO

↳ list of people purchasing WORKOUT DVD'S

Buddy

300
↳ 150 APT

40 APT
40 APT

SR 300 → 40
ALIEN 300 → 40
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

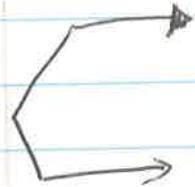
→ ARE you having fun here at
the KARATE School?

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 Of the Dentist
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

AWEBER

You can never
have in charge
But NOT responsible.

→ Call THURS 11AM

M/TUE STEPHEN Dwyer

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

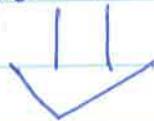
2 - Podium Skills Self-esteem
coaching

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