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Staff Appreciation, Holiday-Style

Keeping your head down is often a good thing: It keeps you out of trouble and keeps you focused on the current task. There are definitely times when you've got to keep your shoulder to the wheel. But consider the old adages, "the family that plays together, stays together," and "all work and no play makes the martial arts school owner a dull boy/girl!" Yes, this applies to you just as much as anyone else!

Before doing an intense workout with your students, to ensure nobody breaks a limb, tears a ligament, or blows a gasket, you take some time to stretch and warm-up. Beginning prolonged, intense training without stretching is dangerous and can lead to injury when you least expect it. Now, consider the long hours, intense planning, and time spent managing budgets and promoting your school, and you have an intense workout that could use some stretch—and stress relief.

The key to a healthy work environment, where you get the most out of your dedicated staff, is taking some time to have fun as a team. Building "fun time" into your work schedule is essential because, a.) It builds a family atmosphere among staff members, which is something your students will notice and appreciate, and b.) It reduces stress levels and prevents high blood pressure, ulcers, headaches, and lethargy that will slow down your team.

Now that we are into the holiday season, you have many opportunities to show your appreciation to your staff, students, and community. Below are a few ideas for fun activities that can spruce up your school this holiday season and get your staff limber, relaxed, and prepared for the tasks ahead in the coming New Year.

Holiday Party

A little eggnog and mistletoe could be just the thing you need to liven up your office this winter. Holiday parties are easy to plan and assist in building team unity. Your staff can get together and decorate the school as a team project. Have everyone bring a dish from his or her culture or traditions. This will help people learn more about each other. Be inclusive. There are many holidays and customs people partake in at this time of year. Your staff will feel more at home if you let them share their customs with you.

Gift Exchange

A gift exchange builds closeness and encourages thoughtfulness in the workplace. You can have your staff pick names out of a hat and each buy a gift for someone else. You can provide each of your staff members with a small token of your appreciation. It doesn't have to be anything costly or holiday-related. A token of your appreciation can be as simple as a "thank you" card. This shows your staff you care about them and respect their abilities.

Group Lunch or Dinner

You don't have to break the bank and buy caviar dinners. An affordable group lunch is a great way to bond as a group and take a break from the workday to enjoy each other's company. Post the group lunch or dinner in advance on Facebook and ask your staff to contribute a few dollars to the meal when they sign up.

Field Trip

Even grown-ups love field trips. Make a special trip to see a new martial arts film or to hear an exciting motivational speaker.



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Our AMS members Brainstorming session will be:

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- 6 p.m. London
- 12 p.m. Central
- 10 a.m. Pacific
- 8 a.m. Honolulu
- 5 a.m. Sydney +1 Day

Business Management

Specific Hosting Procedures, Continued

Gather Information

If someone's a local interested in lessons, ask, "What do you hope to gain from martial arts training?" Whatever the answer, say, "Great! You've come to the right place! Please, have a seat," and invite them to sit with you. Open up the Atlas phone sheet. If they didn't have an appointment, fill out the phone sheet from scratch but ask questions in a conversational tone.

If they already have an appointment, you probably know why they're there, so greet them by name and ask them to sit down. Read over the phone sheet and fill in the missing information. DO NOT talk about yourself and your school yet. It's too early. Instead, ask:

Three Power Questions:

"Why are you interested in starting classes NOW?"

This question lets you know not only what they're looking for, but also what's motivated them to call or visit.

"What have you done to satisfy that need?"

This question gives you some sense of how long they've been trying to satisfy this need and what other options have failed.

"Have you (or your child) had any experience in the martial arts?"

This question lets you know where to start in your explanation and how much information you need to cover. It'll also help you format the trial lesson and highlight the benefits that differentiate your school from others.

Benefits to Meet Needs

Once you learn what they want, why they're motivated to start, what they've already tried, and what martial arts experience they have, you can begin to talk. Emphasize aspects of your art, style, and curriculum that will meet their needs. Most visitors are interested in seeing the school. They may have some inaccurate notions based on what they see in the movies, so showing them your facility will help them understand what training at your school looks like.

Say Just Enough

Say only enough to educate the potential student. Develop a feel for the right amount of conversation, which varies for each person. Watch their eyes for subtle signs of interest or boredom to keep them comfortable. It's usually better to say too little than too much, as your guests can always ask questions if they want to know more.

Motivate Your Students With This Month's MA Times



This month, the *MA Times* features an ancient martial arts fable in our **Tales & Traditions**.

Educate students with the **Focus On** section, which features a lesson on feeling and showing thankfulness at your martial arts school.

Boost your students' and prospective students' health awareness with **Healthy Ways**, which discusses lowering cholesterol and the risk of heart disease through nourishing foods.

Inspire students with an article from our **Philosophy** section about "The Four Emotions That Can Lead to Life Change."

Read these articles and more in this month's *MA Times*!



Get the Most out of November's Promotional Materials!

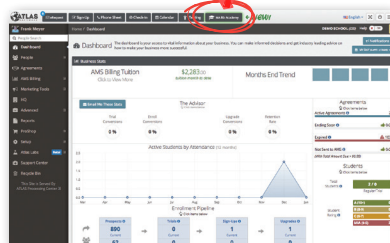
Check out our Seasonal Promotions in the MA Biz Academy for a wide variety of Thanksgiving and Fall & Winter campaigns like the 12 Days of Kickmas Promotion, the Black Belt Christmas Carol Promotion, the Toy Drive Promotion, and many more! Our promotions are sure to improve your school's student retention and enrollment.

Attract adults to your school with the Why Wait to Lose Weight? ad! The editable special offer is a free month for new students. There are two versions of this ad; one is a 5½" x 8½" flyer to distribute to classes and the community to advertise your school. The second version is an 8½" x 11" poster that can be displayed throughout the community.

Get more children in your school with the Give the Gift of Confidence ad! The editable special offer is a free month for new students. There are two versions of this ad; one is a 5½" x 8½" flyer to distribute to classes and the community to advertise your school. The second version is an 8½" x 11" poster that can be displayed throughout the community.

This month, we've provided you with three options for November promotions. Each one is low-cost, low-effort, and promises huge returns. When used together, you could gain hundreds of leads!

Motivate your students with our theme of the month, *Thank You*, with this month's amazing Motivational Poster. Print it out and hang it up to encourage students.



In addition to passing out flyers and hanging posters, make sure to use your social media profiles and website to your fullest advantage. Make events through your school's Facebook Page and promote them daily. Invite your students via Facebook to attend the events and actively respond and interact with commenters to receive more likes, and link your school's website to drive more traffic.

Interviews with the Masters

Every month, AMSnews offers audio and video presentations that you can download or stream on your phone or other devices, so you can listen while driving, working out, or multitasking.

- Week 1: Traditional Values in the Martial Arts School**Audio interview with Grandmaster Jun Lee
- Week 2: Being Successful Without Sacrificing Your Integrity .**Audio interview with An-Shu Stephen Hayes
- Week 3: Re-broadcast of Live Tele-Conference**Video presentation with Master Toby Milroy
- Week 4: How to Effectively Collect Leads**Audio interview with Grandmaster Stephen Oliver

We recommend playing these informative discussions during your staff meetings or assigning them to a specific staff member as continuing education.





What You're Missing Without November's AMSkids:

Streamline your after-school program easier and keep it full of activities that will have students coming back day after day, and inviting friends to join your program, with November's AMSkids pack!

This month, AMSkids features lessons targeted to this month's theme of Thank You, complete with Instructor's Guides that feature daily learning and physical activities, as well as a monthly promotion that will generate new enrollment and retention for your school.

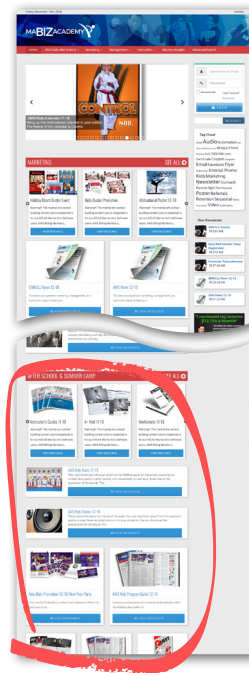
Keep students and parents informed, engaged, and excited about the A-PLUS After School program! A+ Mail is your introduction for students and parents to each month's upcoming activities and includes activities for parents and children to complete together.

Let us run your after school-program with the Instructor's Guides, which always provide ideas and games that keep students excited to learn.

Improve your business and instructional knowledge with the AMSkids Newsletter, which provides tips and strategies to effectively manage your school and staff.

Raise enrollment and retention with the Promotion of the Month: the Tree Lighting Ceremony Promotion! Take advantage of the busy crowds at local tree lighting ceremonies to improve community outreach and gain hundreds of leads.

Drive-up teen participation with the Leader's EDGE newsletter! Leader's EDGE prepares teens for the real world through lessons on leadership and with skills they've learned in your martial arts classes.



Not an AMSkids After School Program Member? Give your client representative a call at (800) 275-1600 and find out how you can implement the MOST profitable program in the martial arts in your school!



Send Us Your Questions!

Have a business question for us?

Get your questions answered each month by our seasoned experts in the martial arts business.

Our martial arts business experts have proven track records in operating exceptionally successful, highly effective schools and are pitching in to help our members lead the industry and take it to the next level.

Send us your questions on:

- Martial arts marketing
- Sales and enrollment
- Multi-school operations
- Any other martial arts business questions
- Staff development
- Retention
- Franchising and licensing



We'll be answering these questions on our LIVE interactive member teleconferences and webinars hosted in our Martial Arts World News Facebook group.

Send your questions to
Answers@ourams.com

The Marriage Between the Student and the School

Try to imagine going out on a first date, and your date gets embarrassingly drunk; it's easy to just take the date home and never see them again because you have very little invested.

However, if you go out with your spouse and they get embarrassingly drunk, you take them home and deal with the problem. You don't pack your bags and leave, because you have too much invested in the relationship to let one mistake ruin everything. You and your spouse have set goals and made plans together. You have pooled your skills and counted on each other's assistance. When the inevitable obstacles arise, you help each other as teammates, rather than fight each other as adversaries. You persist in order to overcome the obstacle together.

In many ways, the relationship between your students and your school is like a marriage. The trial lesson is the first date, the white belt training is the courtship—but somewhere early in the training, you offer a commitment from the school and ask for a commitment from the student. You sign the certificate and begin your journey together.

To, ahem, consummate the relationship, you sweat together and share some emotionally challenging times. There is a lot of yelling, some tests, and lots of celebration.

The key, from a retention point of view, is to give the student and the parents of child students that feeling of lifelong commitment. As the instructor, you have to offer a complete commitment from yourself and from the school in order to earn lifelong commitment from the student.

Just like our first date example above, when the student (or parent) has very little invested in the school, it's easy to just walk away. The more they have invested, the more they will be willing to stay—maybe even fight—to keep what they have learned to love.

How?

Physically, you have to challenge them without discouraging them. You must push them to sweat and get tired, while also watching for that point where the eye loses its sparkle and starts to glaze over. Then it's time to switch gears and let them rest while you talk about the philosophy or explain the technique a little differently.

Mentally, you want them to see growth. Measure their skills on a regular basis to show weight loss, increased strength or flexibility, and increased skill levels. Ask students and parents for testimonials of the benefits they have received. Let them hear the benefits others have received. Help them realize that they are getting exactly what they wanted and that it's something they can't get anywhere else.

Emotionally, you want commitment. Set goals together and consistently check up on their progress. During class, after class, and during belt tests, ask them to proclaim their goals. Get them to commit time by participating in special events. Get them to commit time at home by reading your newsletter or commenting on your social media posts. Get them to make friends so that most of them are members of your school. Congratulate them when the school does well, so they get the feeling of ownership.

If you can get them to change their bodies and change their minds, you will change their hearts and change their lives, earning that lifelong commitment.



Selling To Today's Customers

What is selling? In its simplest terms, selling is the process of helping a person conclude that your product or service is of greater value to them than the price you are asking for. Our market society is based on the principles of freedom and mutual benefit. Each party to a transaction only enters into it when they feel that they will be better off as a result of the transaction than they would be without it. In a free market, the customer always has three options with any purchase decision. First, the customer can buy your product or service. Second, the customer can buy the product or service from someone else. Third, the customer can decide to buy nothing at all.



For the customer to buy your particular product or service, they must be convinced that it is not only the best choice available, but they must also be persuaded that there is no better way for them to spend the equivalent amount of money. Your job as a salesperson is to convince the customer that all these conditions exist and then to elicit a commitment from him to take action on your offer.

The field of professional selling has changed dramatically since World War II. In a way, selling methodologies are merely responses to customer requirements. At one time, customers were relatively unsophisticated and poorly

informed about their choices. Salespeople catered to this customer with carefully planned and memorized sales presentations, loads of enthusiasm, and a bag full of techniques designed to crush resistance and get the order at virtually any cost.

But the customer of the 1950s has matured into the customer of the 21st century. Customers are now more intelligent and knowledgeable than ever before. They are experienced buyers and have interacted with hundreds of salespeople. They are extremely sophisticated and aware of the incredible variety of products and services that are available

to them, as well as the relative strengths and weaknesses of those products. Many of them are smarter and better educated than most salespeople, and they are far more careful about making a buying decision of any kind.

In addition, they are overwhelmed with work and under-supplied with time. Because of the rapidly increasing pace of change, downsizing, restructuring, and the competitive pressures surrounding them, customers today are harried and hassled. They are swamped with responsibilities, impatient, suspicious, critical, demanding, and spoiled. To sell to today's customers requires a higher caliber of sales professionals than has ever before been required. And it is only going to become tougher and more complicated in the years ahead.

Now, here's what you can do immediately to put these ideas into action:

- Think continually about how you can convince your customer that your product or service is the very best available.
- Learn why they buy or refuse to buy, and develop strategies to turn non-buyers into buyers.
- Upgrade your knowledge and skills every day so you can sell more effectively. You always want to know more about your product or service than your customer.

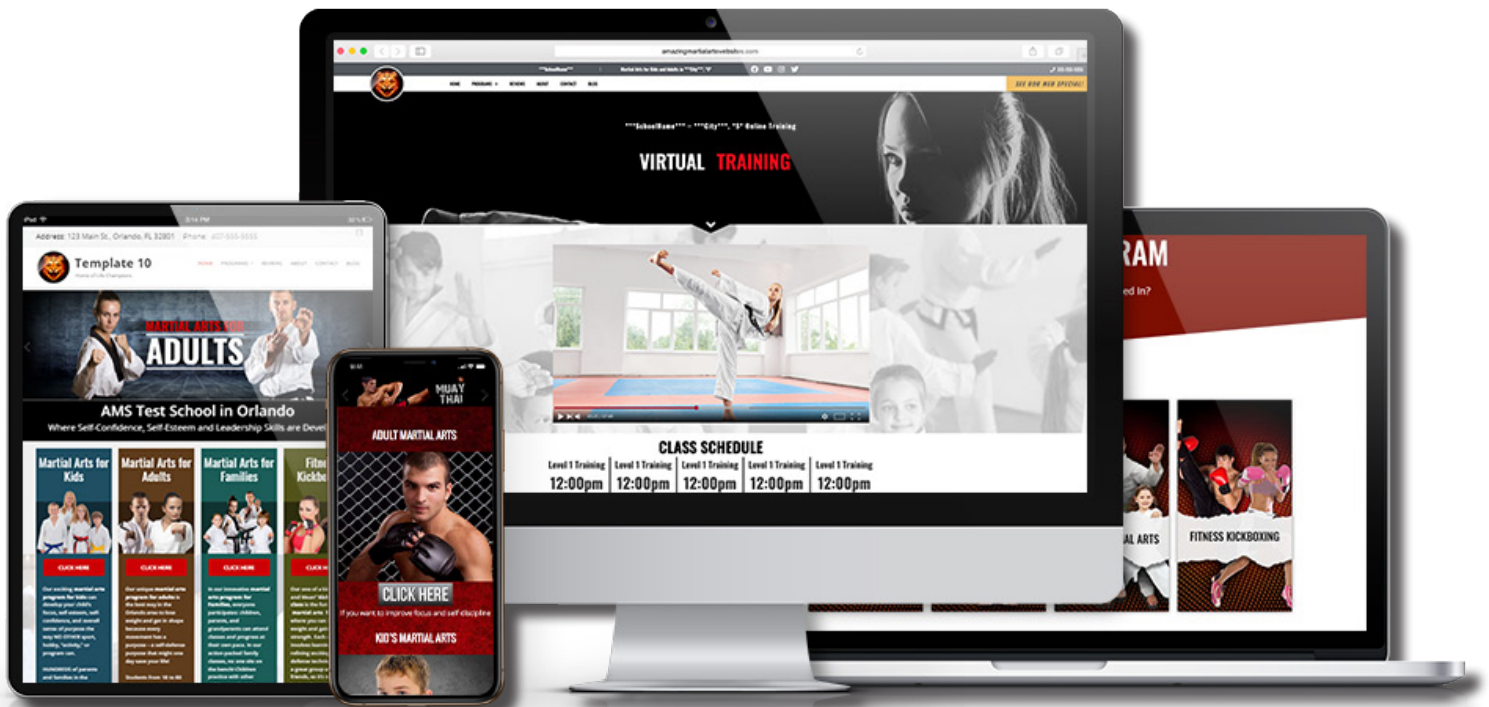
ABOUT THE AUTHOR:

Brian Tracy is legendary in the fields of management, leadership, and sales. He has produced more than 300 audio/video programs and has written 28 books, including *Getting Rich Your Own Way* and *TurboStrategy!* Visit BrianTracy.com



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Eight Tips for Giving Great Telephone Presentations

Following these eight tips will get you more enrollment-ready prospects into your school that are eager to sign up for long-term commitments!

1. Use A Phone Sheet

A phone sheet will keep you on track and help you take control of the conversation. It's best to use the phone sheet provided in the Atlas Pro school management software.

2. Gather Information

Follow the phone sheet to find out who is calling and why they called. Listen first to find out what the caller needs, asking questions before you begin talking.

3. Make your Presentation

Once you understand the caller's needs, make a brief presentation explaining the benefits of martial arts training and how your school can meet the exact needs the caller expressed. Make the caller feel that she called the right place.

4. Make an Appointment

The goal of your presentation is to give just enough information to whet the caller's appetite so that he will set an appointment to come to the school and meet you. If you tell him too much, he doesn't need to come to the school! To make the idea even more appealing, make him a special offer like a free week of classes.

5. Attitude is Everything

Make yourself likable with your positive attitude and your enthusiastic voice, and always be professional. Repeat your name and add, "Please ask for me when you come in. I can't wait to meet you!"

6. Give Clear Directions

Make sure the prospective student knows exactly where you are located, when to come, and what to wear.

7. Get the Decision Maker

If the caller mentions a spouse, always invite both parties, but if both are not coming, try to get the decision-maker to come. With a little humor, ask something like, "Who's the boss in your house—your husband or you?" This is a simple way to preempt one of the most common objections: "I have to ask my husband."

8. Practice

Consistently practice your telephone presentation with your staff. Preventing mistakes will save thousands of dollars, so make all your mistakes in practice. Your entire staff must practice their telephone presentation like the future of your school depends on it—because it does.

The Hidden Success Secret Used By Today's Top Performers!

Nothing frustrates the human spirit more than stagnation. We have an innate desire to progress and advance forward. If you don't believe that to be the case, let me put you in bumper-to-bumper traffic when you are running late, and we'll see how long it takes for you to start complaining to your windshield.



If you are hiking through the forest and become thirsty, would you look to drink from a stagnant pond or from a babbling brook? The brook, of course! We not only like to move forward, but we like to be connected to things that move forward. Think about it: From the beginning of time, man has tried to throw a saddle on top of anything he sees that can move him forward faster than his own two feet. Horses, camels, elephants...it really doesn't matter, we just like moving forward!

We weren't satisfied with still photos so we invented moving pictures, and Hollywood has now become the place to be. If you went to the horse track and bet \$1,000 on a horse named Pepper Foot to win, then they threw open the gates and all the horses took off like a flash of lightning except for Pepper Foot, you would start shouting like a lunatic.

Why? It's simple. We like things that move! Roller coasters, motorcycles, racecars, grocery lines, football games—we expect each to keep moving forward! We crave forward progress. It's who we are. It's how we're made.

I submit that if you take a look at your life and list the areas that you are most frustrated with, each one of those areas will have one common denominator: A lack of forward motion.

If we are not growing spiritually, we feel lost. If we are not growing emotionally, we become insecure. If we are not growing financially, we experience a lack. If we are not growing relationally, we feel isolated. For example, if a husband and wife never became more intimate than simply holding hands or giving a simple goodnight kiss like it was still their first date, there would be issues. If that relationship doesn't ever move forward, they will never experience reproduction.

You see, we are designed to advance so that we will eventually reproduce. If you aren't growing spiritually, you can never reproduce yourself by disciplining someone. If you aren't growing emotionally, you will never learn how to deal with grown-up issues and will treat every situation in an immature manner. So, instead of reproducing, you would just be revisiting the same situations again and again. If you aren't growing financially, you are simply adding and subtracting from your bank account each week. However, if you learn how to get your money to reproduce itself, then your finances can become a way to get ahead, rather than a way to get a headache.

I want to challenge you. Before your head hits the pillow tonight, simply choose one of these important areas that you know are not expe-

riencing the kind of forward-moving progress that you desire. Then, determine to take at least one small action to improve your situation. The only thing powerful enough to hold you back from the positive results you desire is YOU! Improve your life immediately. Make a commitment to yourself today to advance forward!

If you can train yourself to notice areas in your life that aren't growing, expanding, and advancing forward, then you will be so much farther ahead of the average person who just stays in the same place until the pain becomes so great that they are forced to move.

Whether it's a spouse that says they're going to leave you, a friend that, for some odd reason, just stops calling you, a creditor who won't stop calling you every day, or the feeling that God doesn't listen when you call, each of these could be avoided if you simply learn to notice areas that aren't progressing and then immediately do something to advance forward!

Darius D. Arnold is an accomplished author, speaker, conference host, and peak performance consultant based in New Port Richey, Florida. To receive a copy of his breakthrough free report entitled, "Power To Prosper," simply send an email to p2p@advancingforward.com

The Community Out-Reach Program Can Add 40 New Students

This month, you can start a new Martial Arts program that will change your enrollment for the better for sure. Your community is always looking for something new and young students are the main target. What if you could set an hour of your weekdays aside for one month to up to 10 weeks and put it strictly toward bringing in new students? You're already at work during your day, so why not be proactive and give it a chance?

What Is It?

A temporary Martial Arts program where you get to reach out to the academic schools in your community in order to teach Martial Arts to potential students.

Where Is It Held?

The community out-reach program is off-site, held at the academic school. So while your staff is managing your after-school program at your Martial Arts school, you will be at the academic school, teaching Martial Arts to a large group of students. Depending on what the principle is and how you can negotiate, the school auditorium or school gym is a likely setting to hold the classes.

When Should It Take Place?

It should take place during the next month or two. The times set aside for such a program will be for one hour after school during one day of the week. If you have five schools in the program, you can teach at one school for each day of the week. The more, the better of a chance you have at bringing in hundreds of students. It all depends on how devoted and committed you want to be to the program. It can be a 5 week course (5 classes) or a 10 week course (10 classes) if you really want. The reason why the program goes on for over a month is so that the students can actually learn something in the timeframe you set aside for each school.

Why Should You Do It?

There's three key reasons why you should execute this promotion. One is that you can make a profit. You can charge \$5-\$10 per student participating, per class. Each class you hold a week, the parents can pay or they can pay up front in one sum. However, they pay the academic school for the program and the academic school pays you either all of it or some depending on what you negotiate. Don't forget, you can not only make money, but ac-

tually gain the students at the end of the program if they decide to permanently join your school. If they do so, they can receive a 25% off membership to your Martial Arts school. The academic school benefits by getting their students lessons on discipline and respect for the children, as well as self-defense and self-control against bullying. It's a win-win for you and the academic school.



How Do You Prepare?

1. First, reach out and promote to the academic schools in your area by writing to the principals of the schools or to the Board of Education. There is a letter included in the materials for you to sign and send, to save you the hassle of having to write one. We also recommend you go to the academic school for a face-to-face encounter to discuss the program and increase your chances of getting it started.

2. You can choose which program you want to do. The 5 week course or the 10 week course. Once you hear back from the academic schools, organize which day you'd like to teach at each of them. For example, school A on Monday from 2:30 PM – 3:30 PM. School B on Tuesday from 2:30 PM – 3:30 PM. School C on Wednesday from 1:30 – 2:30 PM, and so forth.

3. Next, promote the program to the students at the academic school. Depending on their style of marketing, they will likely choose the best method to do this. Once they start, they can gather a sign up sheet.

4. After that, the program is in your hands to control. Once it begins, you can gather the students' contact information and contact their parents to discuss if they would like to buy a Martial Arts uniform for their child to enhance the Martial Arts experience.

5. Lastly, during the program, you can teach specific lessons for each class and then hold a graduation at the end of the program which will be held at your Martial Arts school. Here, the students can receive a white/yellow belt which is like a senior white belt with a yellow stripe.

This way, if they join your school after the program, they can start with that belt and move on to the yellow belt next. From that point on, they are officially your students.

Follow-up

You should be able to connect with a lot of potential students to boost your enrollment by as much as 30-40 students over the next two months. Be sure to get any potential student's contact information, even if they just come in to ask you something about the program, and then call each one to set up or confirm that they can participate after school at the academic school. Email everyone a Martial Arts Times to get them excited about the Martial Arts. Send them a link to your website or Facebook page so they can learn more about you and your school.

If you need more help or have any other questions, call your marketing consultant at **1-800-275-1600.**



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Promotions of the Month: Corporate Bonus, Holiday Enrollment Cards, and Tree Vendor Bonus

This month, we're including several smaller, lower-effort and –cost promotions that, when combined, are incredibly effective. Use these strategies to gain new enrollments; so many, in fact, that you probably won't be able to keep up with all your new leads! (Which is where Atlas comes to the rescue.) Read on to learn more.

Corporate Bonus Promotion

Every company wants to treat their employees well and give them a Christmas bonus to show appreciation and improve morale.

In addition to a cash bonus, a certificate for training at your school is an easy extra gift that won't cost a company anything and could get your certificates in the hands of hundreds (or even thousands) of local employees.

You or a staff member can make some calls and emails to the largest employers in your area, speak to the human resources director, and make a simple offer like the following:

"This is (your name) from (your martial arts school) and we'd like to offer all of your employees a Christmas bonus at no cost to you. We'll provide you with a certificate for each of your employees, which will be personalized with your company's name and offers a free month of self-defense training. It will help your employees feel safer when they walk to their cars at night, plus the exercise will improve their health and relieve their stress. They can even use the certificate for their children! Once again, these are certificates that can be put into their holiday cards as an extra holiday bonus from you, and it costs you nothing. How many certificates would you like?"

Answer any questions, then edit the certificates with the company's name, print up as many as they ask for on 4"x6" postcards, and deliver them in person. The hardest part should be making them understand that you aren't SELLING anything; you are GIVING them something for free, which will be a pleasant surprise.

With a few phone calls and emails, you should be able to arrange the distribution of hundreds of certificates to a dozen or so of the biggest local employers.

Holiday Enrollment Card

In addition to the other promotions, you can also increase your enrollment with Holiday Enrollment Cards. Here's how:

- 1.) Have the card provided in this month's materials printed at a printer shop like Kinko's as 6" x 8" postcards (adjust dimensions according to your budget, as prices will vary from store to store).
- 2.) During November and December, give each student two Enrollment Cards to give as bonus Christmas gifts when giving their friends or teachers presents at school. They can attach them to their regular Christmas gift and bring the slip back to school. Allow students to take more if they ask for them.
- 3.) Organize a Community Appreciation Day. Choose five to ten popular locations near your school (places that will be busy during the holiday shopping season) from 10 a.m. to 11 a.m. Teach your staff how to sell these cards, then send out your staff in teams to sell cards from 11 a.m. until 5:00 p.m. Provide lunch for them (have a team leader buy sandwiches or pizza).
- 4.) Encourage your staff to take a few hours out of their day and visit public places to pass out Enrollment Cards for FREE. Just giving out five Cards during a one to two-hour period every day will rapidly increase your new enrollments!
- 5.) Immediately enter all leads into Atlas as prospects. Atlas will send out a series of emails and texts to motivate the prospect to call the school and come in for an appointment. If you promote properly, you will have literally hundreds of leads! You will not be able to follow up on all of them personally by phone, but Atlas will follow up on each one.





Tree Vendor Promotion

Around the middle to end of November, you may start seeing tents pop up in big parking lots where they will be selling Christmas trees. These makeshift businesses provide a great opportunity for you to reach the family market in your area. This promotion is simple and low-cost but promises huge rewards (leads!). For the promotion, just do the following:

1. When you see the tents going up, contact the owner of the location. Once you see two or more tents, drive around looking for more and talk to each owner.
2. Explain to them how the promotion works: You'll put a placemat near the cash register with a stack of cards. The vendor will give a card to each person who buys a tree as a "thank you bonus." When anyone shows up at your school with one of those cards, you pay \$10 to the Christmas tree vendor.
3. Give each vendor a code and write that code on every card you leave with him (explain that that's how you will know who to give the \$10 to.) Keep track of the codes on a master list.
4. When someone comes to your school with a card, enroll them in a trial course. Go to the tree vendor the same day, if possible, to pay the \$10. You are paying for the lead, not the enrollment; so don't wait for the prospect to enroll. The sooner the tree vendor sees cash, the more energy he will put into giving away cards and encouraging people to use them.
5. Because of the time of year, when you enroll prospective students in a longer course, you may want to offer a "no payments until the New Year" deal so there is no hesitation about joining before Christmas.

Alternative Promotions

In addition to the strategies outlined in this article, there are plenty of other promotions available to attract new students in the Seasonal Promotions:

- 12 Days of Kickmas
- Black Belt Christmas Carol
- Christmas Party
- Equipment Sale
- Holiday Gift Coupons
- Toy Drive
- Winter Camp
- Tree Lighting Ceremony

Check out the Seasonal Promotions in the MA Biz Academy for more details and artwork!



Messages of the Week: Be Thankful

Week 1: Aware

If you are to be thankful at all times, the first step is to be aware of the things in life that you should be thankful for. Many people are thankful for the big things in their lives but seldom take the time to appreciate the smaller things that are a part of each day. From the healthy breakfast that gives you energy throughout your day, to the Master who takes an extra five minutes after class to help you with the exercise you couldn't quite finish, our days are filled with tiny moments for which we should be thankful.

Week 2: Care

Take a look at this list: Family; physical health; mental wellbeing; success. While it's nearly a guarantee that you found at least one item on the list you care about, chances are good that you care about each and every one of them. A key part of showing thankfulness for what you have is making the things you truly care about a priority in your life. How much time do you spend each day making certain that what you care about is given the time it deserves? The best course of action is to take a look at what matters most to you and fill your day with those things that you are thankful for.

Week 3: Declare

An important key to being thankful is declaring it. Take the time to state aloud what it is you are thankful for. People begin to notice a person that is always thankful for the things around them. Of course, the first step is to be genuinely thankful, but to stop there is to stop halfway. Be willing to express your thankfulness both to others and to yourself. The positive effects of simply stating how thankful you are aloud will begin to transform your life in ways that will surprise you.

Week 4: Share

The simplest way to show that you are thankful is by sharing. If you are truly grateful for all that you have received, you will be more than happy to share with others. This may be the most important step of all. You have worked hard and in return have been rewarded for it. Now, it is time to share what you have with other people in order to give them the chance to be grateful as well. In this way, the cycle of giving and receiving continues, which naturally gives everyone the chance to be thankful.



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— Instructor Nenad Omerovic

Recession-Proof Your Business With Online Marketing

By Bob Regenerus

The following series was originally published during the 2008 recession. However, with a potential recession on the horizon, the advice is still incredibly relevant and useful.

Part One: Riding Out the Storm

If you can bear to listen to the news for more than a few minutes these days, you're almost certain to hear someone use the phrase "a perfect storm" to describe what's happening to the economy. Maybe it's a tired phrase, but boy, is it accurate. The housing and credit markets have collapsed, the stock market swings by hundreds of points every week, and the world's best-known companies are on the verge of bankruptcy. The only question seems to be which corporations the government will bail out, and which ones will sink.

So, what's the best thing for a business to do when the economy gets hit by a hurricane? Is it to head for shelter and keep a low profile until the storm blows over? Not necessarily. Smart business owners see opportunity in uncertainty, and they turn troubled times to their advantage. As bad as things are, there are still customers in your market, and there's still money to be made.

Your competitors are rowing for shore right now, and if you keep sailing, you'll be miles ahead when the storm subsides. But that doesn't mean you can just stick to business as usual and expect things to work out. Along with everyone else, you're looking for ways to trim your budget these days. Where do you start? Payroll, unfortunately, is where most businesses cut first, and you may need to do the same. After payroll, marketing is usually the next to go, and that's where you really have to be careful. Reducing your overall marketing spend may be necessary in the short term, but if at all possible, don't cut your budget for internet marketing.

Internet marketing isn't dead weight. It won't sink your ship in an economic storm. In fact, it's the very last thing you should throw overboard. My own business is doing fine today (knock on wood), but if it were in trouble, I'd stop my phone service and cut off the heat to my office before I stopped advertising on the Internet.

Internet marketing is the most effective way to build and maintain your customer base, and it's the best tool you have to survive in a bad

economy. In this four-part series of articles, I'll explain why internet marketing is such an important part of your survival strategy, and I'll tell you how you can use the Internet to not only survive in this economic climate, but thrive.

Where is Your Money Going?

There are many, many reasons you should focus on internet marketing in this economy. I'll discuss a dozen of them in this series of four articles, but the single most important reason is this: Online marketing is 100 percent measurable and accountable. When you market your business on the internet, you know exactly where every penny is going and what you're getting for it. It's always good to know those things, but when money's tight, it's absolutely critical.

Measurement and accountability are like the charts and compass on a ship. When the weather's fine, you might not need them—you can just cruise around under clear skies and trust that you won't get lost. But when the weather turns rough, you need equipment to tell you where you are and how to get where you're going. Internet marketing gives you access to that equipment.

When you spend money on traditional advertising, like newspaper space or television time, you can only track your results on a macro level. Even if you spend \$100,000 for a full-page ad in the Wall Street Journal, you won't know how many people saw the ad. You won't know if the people who saw the ad were the people you wanted to attract. You'll only know if your overall sales improve in the days or weeks after the ad runs, and even if your sales do go up, you can never be 100 percent sure that your six-figure advertisement was behind the increase.

On the other hand, when you spend money on internet advertising, you can track your results on a micro-level. You can direct your advertisements toward the right people, and you'll know exactly how many people responded to your ad.

Continued next issue.





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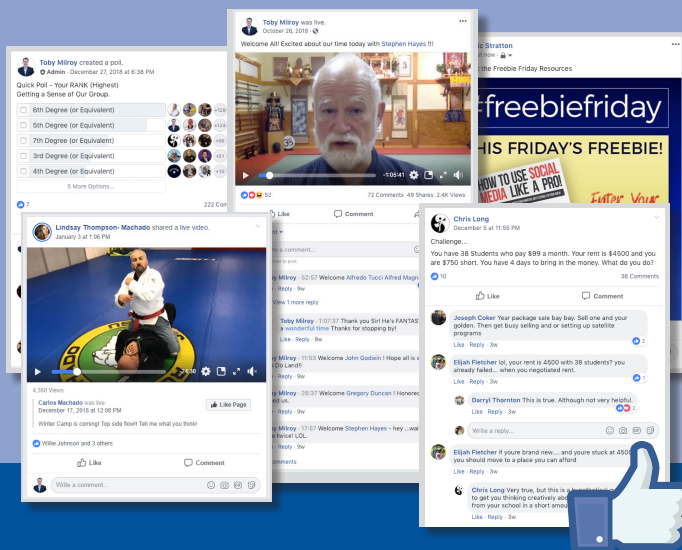
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