



AMSKIDS

After School & Summer Camp Programs

MANAGEMENT

PROMOTION

INSTRUCTION

November Issue

TURNING A PROPOSAL INTO A “YES”

In business, a lot rides on potential students saying yes to your services, investors saying yes to loans, and students and staff saying yes to your directions and instructions. In this article, we're going to outline what it takes to get people to say yes to you—all the time!



Be Prepared. People resist change, even when things are going well, and their best weapons against you are objections. Getting people to say yes starts with preparation. Try to anticipate the questions they are going to ask. Remember, prospects

are looking for an excuse to say no. The good news is that you don't have to do much research to figure out what questions they will ask (and you have to answer) because it's a natural human impulse to be skeptical. Present your pitch to one of your staff members and write down their objections. Then, go through and come up with detailed answers to those questions. This is what you want to take with you into conversations with prospective students.

Be Upbeat. All things being equal, people do business with people they like—and nobody likes a bad attitude! Sell the merits of your program and avoid being negative. Doing so will go a long way towards winning over prospective students, and not only have them saying yes to joining your program but have them feeling good about their decision as well.

Be Inclusive. This is a subtle point, but a very effective one, in getting people to say yes. Being inclusive means presenting your program as if a prospect is already participating in the program. People have strong imaginations, so painting

the picture for them of what it will be like when they join is a strong marketing tool. Instead of saying “If you join,” use language like “When you join.” It may not seem like much, but it makes a big difference.

Be Persistent. Last but not least, don't give up! Just like in your martial arts training, you had to keep working at it even when times got tough. If you follow all the guidelines mentioned earlier, parents will be primed to enroll their kids in your program. If they are still saying no, ask them what you can do to change their minds. If they've listened to you this long, they must be interested. Drive your points home and don't let them go until they say yes!

Yes!



TREE LIGHTING CEREMONY

Be active in your community and have some fun while generating dozens (or even hundreds) of leads!

In this promotion, you'll set up a booth at a community tree lighting event and distribute flyers and candy canes while getting contact information from qualified prospects!

What:

Every town or city has a tree lighting ceremony where dozens or hundreds of locals gather and watch as the city's Christmas tree lights up. These events usually include music, food trucks, and vendors (and Santa Claus!), and are typically held in the city center at the end of

November or the beginning of December. In this promotion, you'll set up a booth representing your school, hand out candy canes with attached flyers, and get to know your fellow residents while generating leads.

How:

1. Contact the People in Charge

Find out who's in charge of organizing the event and vendors and contact them. Every city is different, so the person or people in charge will vary. A quick Google search should yield some email addresses or phone numbers you can contact. Do this as soon as possible because you'll likely need to pay a vendor fee. The fee shouldn't cost more than

around \$200, although this may depend on how many hours you'll be there and where you live. To maximize the effectiveness of this promotion, try to attend multiple tree lighting ceremonies if possible.

2. Make Flyers & Posters

Make 8" x 14" copies of the provided flyer and buy big bags of fun-sized candy canes, which can be purchased from a dollar store, a grocery store, or a drug store. Staple the candy canes to a top corner of the flyer. Bonus points if you keep these in a Santa gift sack! You'll also need 11" x 17" copies of the provided poster to display at the event as well.





3. Prepare

If you don't already own a large tent for your booth, you'll need one, along with a foldout table and some chairs for you and whoever will be helping. Have some clipboards and your sign-up sheets with plenty of pens ready to go. Make sure you have a visible sign or banner you can hang up in your booth as well. We recommend buying and wearing festive Santa hats and even an attention-getting costume, like an inflatable sumo wrestler costume (which can be found on Amazon). Imagine a child's surprise and delight when she sees a sumo wrestler in a Santa hat handing out candy canes!

4. Ho, Ho, Ho!

It's finally the day of the event! Make sure to smile, have fun, greet the event-goers, hand out flyers and candy, and—especially—have people provide their contact information on a sign-up sheet.

Follow Up:

Enter the contact information you've gathered into Atlas and follow up with your new leads.

As always, AMS would love your feedback on the promotion so your future events can be the major successes you want.

Call your marketing consultant at

1-800-275-1600



Winter Camp:

Winter Camp provides a rare opportunity for you to attract new students to your after-school program by letting them try it for a low cost, since you don't have to provide transportation for them.

Use the Facebook/Instagram posts, stories, Facebook event, and Facebook offer images and text provided with this month's materials to advertise your

Winter Camp at a 50% discount, which will save new students money while providing you with some extra income.

At the end of the camp, they should be so excited that they'll enroll in your after-school program for the rest of the year!

Take advantage of this great opportunity to fill your empty spaces mid-year!



CELEBRATION IS GOOD FOR RETENTION

Oh, to be a kid: No cares in the world and everything is a pursuit of fun, fun, fun. That mindset can make kids feel totally enthusiastic about your school, but their enthusiasm can fade just as quickly. That's why it is important for you to maintain the good times at your school and keep the celebrations going all year long. Now is a great time to introduce a festive atmosphere, with all the holiday cheer and fun times to be had between now and the New Year. But how do you make your school an exciting place that attracts tons of new students? Here are some ideas that are sure to get your school swinging.

Contests

Kids love challenges, but most importantly, they love prizes. The great thing about kids is that the prizes don't have to break the bank. Children love an adventure with a motivator, no matter how small. You can give away prizes as modest as a piece of candy to every kid who completes your contest. Consider hosting regular treasure hunts, stamina contests like kicking challenges, and partner games that will encourage your students to bring their friends into your school.

Food

No celebration is complete without food. That's because we all love to eat; it makes us happy! Kids especially love to eat at special events. Even if the food is something they could have had at home, it'll be that much better if they get a taste at a school pizza party. For an added twist, you can have students make their own desserts or play chef with food that doesn't have to be cooked.

Public Exhibitions

One of the big attractions when hosting a celebration for kids is for them to be able to see and be seen by their friends. What better way to make this happen than by hosting public exhibitions where students can show off their moves? Take them down to your local park or shopping mall and have them perform the latest form that they've learned. You'd be amazed at how excited your students will get about the opportunity to showcase their skills to the community.

Once-in-a-Lifetime Opportunities

As an adult and a person of authority to your students, they love the opportunity to do role reversals. Hold a contest where it's instructors against students. Something as simple as an event where your students get to compete against you and the prize is that if they win, you shave your facial hair or wear a funny hat one day. Prizes like these can be a *huge* success.

Take time to devise some ideas for activities you can do with your students that will get them pumped up and excited about your program. The more excited they are, the more they will share their experiences with their friends, and the more motivated they will be to invite their friends to your school—this will go a long way towards boosting your enrollment and income.

