



## **ANNUAL STUDENT CALENDAR**

### **1. Jan**

- a. REFERRAL: RAFFLE for wavemaster
- b. TMNT CAMP 19th Martin Luther King Day (schools are closed)

### **2. Feb**

- a. REFERRAL: RAFFLE for wavemaster
- b. 13th PNO (day before Vday) 6pm-9pm includes pizza
  - i. 1 = \$25
  - ii. 2 = \$40
  - iii. 3 = \$50
- c. 21st Graduation

### **3. Mar**

- a. REFERRAL: RAFFLE for wavemaster
- b. 6th Board Breaking
- c. 27th Ninja Night

### **4. April**

- a. REFERRAL: adult fb tags / pics / check ins \$50 food certificate
- b. TRACK ATTENDANCE: mid april for schedule changes in June for Summer Break
- c. 1st = April Fools... need something funny to put on FB
  - i. a stupid new technique? / We are separating classes by gender?
- d. 3rd OPEN SPARRING SEMINAR (no gear required)
- e. 4th CLOSED Easter
- f. 6-10th is Belt in a week karate camp!
- g. 11th Karate in the park day!
- h. 25th Graduation

### **5. May**

- a. 15th Board Breaking
- b. 16th Karate in the park (30th if rained out)
- c. CLOSED 23rd-25th Memorial day weekend
- d. 29th free buddy game night!

### **6. June**

- a. 4th 1/2 day camp???
- b. Graduation 27th

### **7. July**

- a. REFERRAL: adult fb tags / pics / check ins \$50 food certificate
- b. 3rd - 4th
- CLOSED c.

### **8. Aug**

- a. REFERRAL: Balloon pop
  - i. Ice cream
  - ii. Frozen Yogurt
  - iii. Movie tickets
  - iv. Bowling
  - v. Glow in the dark nunchucks
  - vi. Instructor for the day



- b. 29th Graduation
- c. 29th In house tournament

**9. Sept**

- a. REFERRAL: adult fb tags / pics / check ins \$50 food certificate
- b. 1st + 2nd POSSIBLE SEMINAR DAYS (we have an extra week)
- c. 5th-7th CLOSED Labor day weekend

**10. Oct**

- a. REFERRAL: Wavemaster or iPad drawing
- b. TRACK ATTENDANCE: prep for any schedule changes starting Jan 1st.
- c. Fri 30th Ninja Night
- d. CLOSED 31st Halloween

**11. Nov**

- a. REFERRAL: Wavemaster or iPad drawing
- b. 7th Graduation
- c. Drumstick dash (school run event / wear SK hoodies!)???
- d. CLOSED 26th - 28th Thanksgiving

**12. Dec**

- a. REFERRAL: Wavemaster or iPad drawing
- b. 11th Glow in the dark nunchucks
- c. CLOSED 23rd - 1st



## **ANNUAL MARKETING CALENDAR!!**

### **NOT in the list:**

**Snipe signs for classes**

**Snipe Signs for bdays**

**Fundraiser (they sell your membership you give it to them)**

### **1. Jan**

- a. FB ADS
  - i. "Family fitness"
  - ii. Martin Luther King all day camp
- b. LED Display or Banner: Family Fitness Classes
- c. Ad cards at H&R Block + tax places
- d. Set VIP at Kroger for Valentines + Super Bowl weekends
- e. Set up quarterly daily deal
- f. ELC's
  - i. Wesleyan Preschool
- g. SCHOOLS
  - i. KICS at Cave Spring Elem (starts Feb or March)
  - ii. Set INSPIRE at East Salem
  - iii. Contact the local schools about P.E. classes
  - iv. Confirm Talent show dates at schools
  - v. Contact School Drama dept.
- h. Check Roanoke County Parks and Rec calendar for demos
- i. Schedule Girl Scouts Demos
- j. Chick Fil A Family Fun Night!

### **2. Feb**

- a. FB
  - i. 3 month membership giveaway competition for non students. (use game like jamberry)
  - ii. FLASH SALE on Valentines day =
    1. Daddy daughter or Mother son \$30 for 2 weeks for 2 people
- b. LED Display or Banner: Karate Birthday Parties!
- c. Schedule ELC's
- d. Check Church Calendars for any events
  - i. Cave Spring Baptist
  - ii. Cave Spring United Methodist
  - iii. Church of the Holy Spirit
  - iv. ??? any others to add?
- e. YMCA has a "Healthy Kid Day" in April
- f. Ask students on FB to invite friends to calss
- g. TONS of fun event at Tanglewood mall (free)



#### h. SCHOOLS

- i. Get permission to be at the back to school registration
- ii. North Cross Symposium
- i. St. Patties Day Parade and festival downtown
- j. Schedule adult Self Defense class with local yoga studios
- k. Submit pictures of graduation or an event to local paper

### 3. Mar

- a. LED Display or Banner: Karate for Kids
- b. FB ADS
  - i. Spring break karate camp
  - ii. Bday give away!
- c. Contact the local schools about P.E. classes
- d. Check Roanoke County Parks and Rec calendar for demos
- e. FB Tease then post about saving money with tax returns
- f. Schedule Girl Scouts Demos
- g. Kite Festival Salem
- h. Outdoor movies:
  - i. Movies at the market / tower
  - ii. Movies at Longwood park
- i. Mom's Club Annual Vendor Meeting
- j. CHURCHES
  - i. Our Lady of Nazareth Health Fair
  - ii. Contact churches about upcoming Summer Camps / VBS
  - iii. Get in for Easter Egg hunts!
- k. Contact Pediatric Wing of hospital for kids demo
- l. Schedule adult Self Defense class with local real estate agents
- m. Talent shows start this month or next!
- n. Chick Fil A Family Fun Night!

### 4. April

- a. LED Display or Banner: Adult martial arts
- b. CHURCHES
  - i. Spring Thing (Roanoke Christian School / Deidre's mom's school)
- c. Set up quarterly daily deal
- d. Schedule ELC's
- e. Outdoor movies: Movies at the market / tower
- f. Start doing outside classes by street whenever possible!
- g. Schedule adult Self Defense class with local banks
- h. Submit pictures of graduation or an event to local paper

### 5. May

- a. LED Display or Banner: Self Defense Classes
- b. FLASH SALE
  - i. 10th = Mothers Day
    - 1. 2nd Women self defense 1 hr. Seminar \$20 or bring someone for FREE
    - 2. 10th Mommy and me flash sale \$20 = 2 people 2 uniforms 2 weeks
    - 3. Contact Girl Scouts about mommy and me class option.
  - ii. 25th Memorial Day
    - 1. 22nd-25th Military / first responders FREE for 2 weeks and uniform \$10.



# MALTA

Martial Arts Leadership Training Association



- c. Contact the local schools about P.E. classes
- d. Outdoor movies: Movies at the market / tower
- e. Start doing outside classes by street whenever possible!
- f. CHURCHES:
  - i. Find upcoming VBS events for June and July
  - ii. Find Boyscout troops to do a demo with
  - iii. Miss Mona's School of Dance Camp (JUNE / JULY)

## 6. June

- a. FB
  - FLASH SALE
    - 1. 13th-15th 1 hr. Knife and gun action hero dad training \$20 or bring someone and get it for \$10, INCLUDES TRAINING KNIFE + access to online video knife curriculum. (Seminar on Fri before Fathers day)
- b. LED Display or Banner: Family Martial Arts
- c. Chick Fil A Family Fun Night!
- d. Schedule ELC's
- e. Check Roanoke County Parks and Rec calendar for demos
- f. Schedule Girl Scouts Demos
- g. Outdoor movies: Movies at the market / tower
- h. Start doing outside classes by street whenever possible!
- i. Submit pictures of graduation or an event to local paper
- j. Karate College
- k. Movies
  - Valley View Grande Summer Movie Pass
  - Tanglewood mall theatre summer movie pass
- l. Find 4th of July events to get in for
- m. CHURCHES
  - i. Try to get in to do classes with local youth groups
  - ii. Try to get in local children's church event classes
  - iii. Find Royal Rangers groups to get into
- o. Last Weekend in June = SC Motor Madness parade!

## 7. July

- a. FLASH SALE 3rd-5th
  - i. Karate T-shirt + 1 class for \$5
- b. LED Display or Banner: Family Martial Arts
- c. Contact the local schools about P.E. classes
- d. Outdoor movies: Movies at the market / tower + longwood
- e. CHURCHES
  - i. VBS??
- f. Touch a truck is every July!
- g. Peach Festival Demo
- h. Norther Suffolk health fair
- i. SCHOOLS
  - i. Teachers go back to school before kids do. Contact on first teacher day ask for PE classes
  - ii. Breakfast for the teachers on day back
- j. Salem Distance Run



## **8. Aug**

- a. LED Display or Banner: New Student Special
- b. Set up quarterly daily deal
- c. Schedule ELC's
- d. Schedule Girl Scouts Demos
- e. Outdoor movies: Movies at the market / tower + Longwood
- f. Autism Extravaganza

## **9. Sept**

- a. LED Display or Banner: Karate Birthday Parties
- b. Chick Fil A Family Fun Night!
- c. Contact the local schools about P.E. classes
- d. Check Roanoke County Parks and Rec calendar for demos
- e. Start doing outside classes by street whenever possible!
- f. Submit a self defense article about Halloween to local paper
- g. State Trooper Safety Fair (Sept)
- h. SCHOOLS
  - i. Ft. Lewis Elem fall festival (Sept/Oct)
- i. OLDE SALEM DAYS! (Sept)
- j. Rhett Syndrom Strollathon (Sept - Nov??)
- k. Schedule Breakfast with Santa (NOV)

## **10.Oct**

- a. Schedule ELC's
- b. Start doing outside classes by street whenever possible!
- c. FB advertising
  - i. Youtube Vid about T-shirt ninja mask + \$ special to get uniform for halloween new students.
  - ii. FB FLASH SALE \$50 off bdays
- d. HALLOWEEN:
  - i. Ask students to give out karate passes with their candy
  - ii. Pumpkinfest
  - iii. Trunk or Treat locations! / "Family Fun nights"
- e. SCHOOLS
  - i. INSPIRE / ACE / FLASH
  - ii. Wasena Elem Fall Festival
  - iii. Oak Grove Elem Spaghetti Dinner fundraiser
- f. PARADES: find and schedule them in cal
  - i. Salem
  - ii. Roanoke
  - iii. Vinton
- g. Reserve the mall Dec - Feb for VIP ??

## **11.Nov**

- a. LED Display or Banner: Holiday Specials!
- b. FB
  - i. Holiday Special \$20 for 2 weeks + uniform
  - ii. Pictures of students in class! (edit them on the 15th and post them to everyone's wall on Jan 2nd so friends see it in the new year and think karate.



# MALTA

Martial Arts Leadership Training Association

- iii. Set up fun / silly booth area for student karate selfies ask them to tag SK on fb
  - iv. Minion video from fiverr.com advertised with holiday special
  - v. FLASH SALE \$50 off Bdays
  - vi. 11th = Vet Day: Military / first responders FREE for 2 weeks and uniform \$10 for non. Includes.
  - vii. THANKSGIVING: 2 month membership + uniform Free (jamberry game?)
  - c. Schedule Girl Scouts Demos
  - d. Drumstick Dash (thanksgiving run demo)
  - e. Relay For Life Demo
  - f. Grandin Court Children's Parade
  - g. Christmas lights around windows!
- 12.Dec**
- a. LED Display or Banner: Karate for Christmas!
  - b. White belt gift wrap. Students can give away a uniform and free month to a friend.
  - c. FB
    - i. Competition BDAY GIVE AWAY (do it with karate UNO like L did with nails?)



**FLASH SALE THINGS TO PUSH BEFORE IT HITS:**

1. START 3 weeks in advance
  - a. 2 FB Teaser posts
  - b. 1 FB it's here announcement
  - c. Announcements
  - d. Calendar at SK
  - e. 1 teaser Email
  - f. 1 it's here email
  - g. Sign up sheet with 15 - 20 spots.

**FLASH SALES ON FB:**

2. Martin Luther King
- 3. Feb. Valentines**
  - a. Daddy daughter + Mother son or spouse \$30 for 2 weeks for 2 people
4. Mar St. Patricks Day
5. **Mar** Bday parties \$50 off!
6. April fools
7. April 5 Easter
8. April 22nd Earth Day
- 9. May 10th Mothers Day**
  - a. Mommy and me
  - b. Women self defense 1.5 hr. Seminar \$20 or bring someone for FREE
- 10. May 25th Memorial Day**
  - a. Military / first responders FREE for 2 weeks and uniform \$10 for non. Includes.
- 11. June 21st Fathers Day**
  - a. 13th-15th 1.5 hr. Knife and gun action hero dad training \$20 or bring someone and get it for \$10, **INCLUDES TRAINING KNIFE + access to online video knife curriculum.**
  - b. Set it between Fathers and Memorial day
- 12. July 4th**
  - a. \$5 t-shirt internal
  - b. \$5 karate t-shirt + karate class.
13. Sept 7th Labor Day
- 14. Oct 31st Halloween**
  - a. Ninja Night
  - b. Bdays \$50 off
15. Nov 11th Vet Day
  - a. Military / first responders FREE for 2 weeks and uniform \$10 for non. Includes.
- 16. Nov 26th Thanksgiving**
- 17. Christmas / Holiday Special**
  - a. \$20 for 2 weeks and a uniform.



## **INTERNAL MARKETING**

### **Graduation Flash Sales: (Delete some and repeat the prepay one and sparring gear one)**

1. Sparring gear
  - a. get a family free set if they buy x
  - b. could get payment options
  - c. Includes a free xyz
  - d. Gear swap for kids that are growing
2. Large discount on tuition + upgrade
3. Seminar discount (where does a camp land near a graduation?)
4. Discount on prepaying the rest of your graduations
5. Discounted compression option.
6. Weapons + belt racks / tubes.
7. Express passes

### **-List cool stuff to do for students as gifts.**

1. Potluck
2. Karate at the park x 3 times (1 class for everyone)
3. Give away 1 bday per month
4. Coffee on Saturday / mini donuts (4x per year)
5. Schedule free private lessons 3

### **-Referral program for the year**

1. Jan - March wave master raffle tickets
2. April ADULTS FB check in / picture tag (win restaurant OR massage certificate)
3. June Prize Wheel
4. July ADULTS FB check in / picture tag (win restaurant OR massage certificate)
5. Aug balloon pop
  - a. Ice cream
  - b. Frozen Yogurt
  - c. Movie tickets
  - d. Bowling
  - e. Glow in the dark nunchucks
  - f. Instructor for the day
6. SEPT ADULTS FB check in / picture tag (win restaurant OR massage certificate)
7. OCT - DEC iPad drawing 1 ticket per friend new friend brought

## **EXTERNAL MARKETING**

### **-Review annual marketing calendar + add ideas**

#### **SEMINARS / CLOSINGS**

**EXPRESS PASS \$695 (save \$100 if done during a graduation or special sale)**



**Seminar options:**

**1. Paid**

- a. Skip a Belt seminar for adults x 1 or 2
- b. Week Camp
- c. Break a board 4x
- d. Picture
  - 1. Ninja Night 2x
- e. Flexibility seminar
- f. Glow in the dark chucks (early right around daylight savings time change for darker times earlier)
- g. Paid In house tournament w/ trophies or dog tags

**2. DAY Camps \$50**

- a. **(LOOK AT SCHOOL TEACHER WORK DAYS FOR CAMP OPTIONS)**
- b. Martin Luther King Jan 19
- c.

**3. WEEK Camps \$150 per week - drop off at 8:30 goes 9-5**

- a. June 1 week Belt in a week camp
- b. July Karate Fun Camp
- c. July Ninja Turtle Training Camp

**4. Free**

- a. Sparring drills seminar
- b. Gladiator night! (noodle war, white belt game, other warrior games)
- c. Game days
- d. Adult Self Defense Seminar
- e. Mini in house tournament
- f. Karate in the park 3

**-Camps (Spring, summer + one day school closings)**

**-Lay out special events.**

**=STORM Seminar:**

**---schedule 2 for the year**

**---Opens the door for people**

**---Ipad sign in**

**---Memorize their names**

**---Make sure everyone logs in**

**---Write down if any names are spelled wrong or no pic on it.**

**---Prize if they can say everyone's name in class**

**---Escorts students back to parents cars (if child parent stands at door to spot)**

**-CIT Seminar:**

**---Schedule 2 for the year**



## **CURRICULUM**

**-Review material manual**

**Review bb manual and fix universals**

**Video 1-8 with stories and white board effect**

**Welcome video for SK website**

**??Add a charge for black belt and add more value.**

**Jr. Black belt testing manual.**

**Define 1st degree length**

**(add multiple testing cycles every other at Jr. black levels? IF SO how does it change when they are allowed to join MC??)**

**Define 2nd degree length.**

**Drop MC BB rotations to 2nd and 3rd degree, drop 4th degree.**

**If they join MC at Brown they don't get their 1/2 belt until B/White (they can get attendance stripes on their brown belt for coming to MC class until then though)**

## **BUSINESS**

**Accountability / list responsibilities / schedule each position.**

**Put together all the Flows that we need**