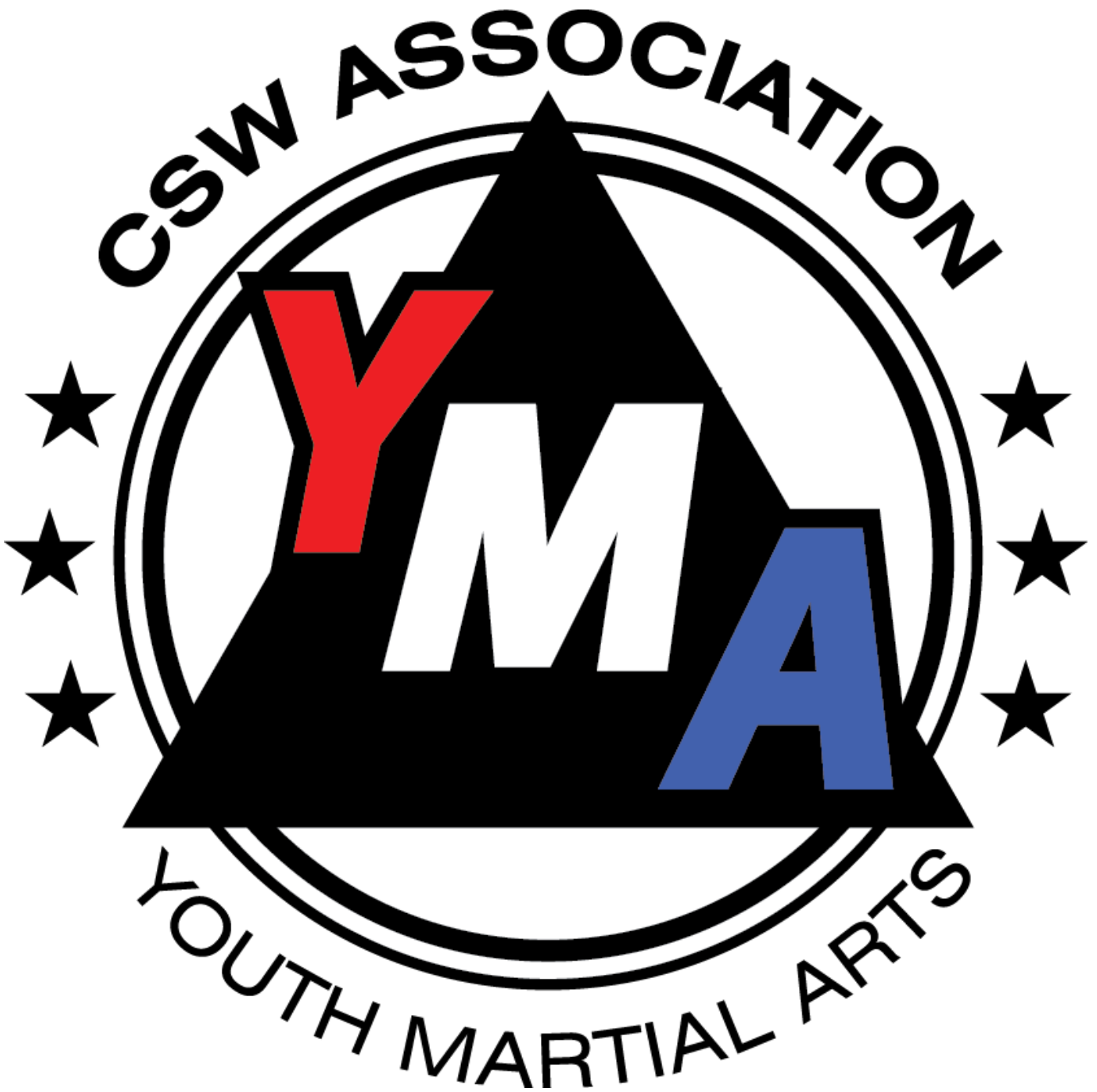


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ADMINISTRATION

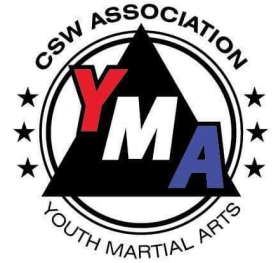
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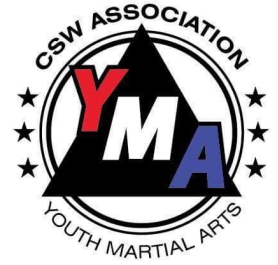
## INQUIRY FORM

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Whether you use an online or paper based form, or a call center, the most important information that you can capture is a person's name and email address. A parent's phone number is also a very important piece of information to capture. With a name and email, you can usual obtain the remaining information that you need. Without an email address, this becomes more difficult.

How you heard about CPAMMA: <input type="text"/>	▼	Age Range of Student: <input type="text"/>	▼	
Your Name [Title, First, Last]: (required)				
<input type="text"/>				
<input type="text"/>				
<input type="text"/>				
For You or Someone Else? [Who?, First, Last]:				
<input type="text"/>				
<input type="text"/>				
<input type="text"/>				
Your Email: (required)				
<input type="text"/>				
Your Phone Number: (required)				
<input type="text"/>				
Primary Program of Interest: (required) <input type="text" value="Mixed Martial Arts"/>				▼
Additional Programs of Interest:				
<input type="checkbox"/> MMA <input type="checkbox"/> Muay Thai <input type="checkbox"/> Jiu-Jitsu <input type="checkbox"/> Women's Kickboxing <input type="checkbox"/> Reality Based MMA <input type="checkbox"/> Youth Martial Arts <input type="checkbox"/> Boxing <input type="checkbox"/>				
What Are Your Goals?:				
<input type="checkbox"/> Fitness <input type="checkbox"/> Weight Loss <input type="checkbox"/> Competition <input type="checkbox"/> Earning Rank <input type="checkbox"/> Self Defense <input type="checkbox"/>				
Additional Comments:				
<input type="text"/>				



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## INITIAL EMAIL CONTACT

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Once the prospect's name, email, and phone number are collected, the next step is to schedule a free trial. One way to do this is to send an email. Below is a sample email of an initial contact.

Glad to see your interest in Youth classes! How old is your child?

Our first step is to make sure the days/times work for you and your child. Once we figure out the days/times work we will send all the details on membership, pricing, etc.! At the moment our Youth program almost completely full. That said, our Youth program has the following days/times (spaces permitting). Are there any days/times that don't work for your family? The more that work, the better of a chance we can get your child into the program! They are as follows:

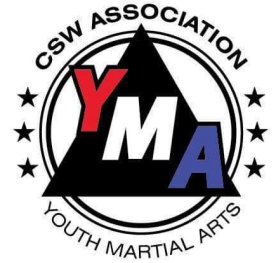
**"Mighty Mites" - 3&4 Year Old Program (one of the times below):**

Monday @ 3:45PM  
Saturday at 12PM

**"Youth Martial Arts - 5+ Year Old Program (two of the times below):**

Monday @ 4:30PM  
Monday @ 6:30PM  
Tuesday @ 4:30PM  
Wednesday @ 4:30PM  
Wednesday @ 6:30M  
Thursday @ 4:30PM  
Friday @ 4:30PM  
Saturday @ 1PM

Let us know what days would work and we can move forward with scheduling your child's free trial class and send all the details on membership, pricing, etc.!



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## PRICING EMAIL

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After the initial email contact is made, you will receive a response from the prospect with the dates and times that are most convenient for the family. This is when you will respond

When you sign up the day your child tries out the class you get ½ off our standard rate (\$75 instead of \$150 per month) for as long as your child is a member. The membership auto-renews and auto-drafts from your account on the 1<sup>st</sup> of every month for a minimum of two full paying months, paid for by the month with 31 days (one month) written notice to cancel and your payments stop after the next billing cycle.

We only hold spots the day your child tries out a class. After that it goes to the next child on the waiting list.

So to sum it up, signing up the day of the free trial gets you:

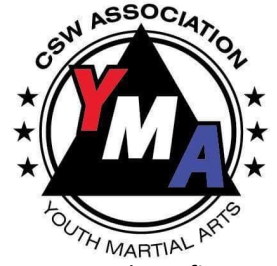
- **Two classes per week (one main day and one auxiliary day)**
- **1/2 off our Standard Rate (\$75 instead of \$150 for as long as you are a member)**
- **No start up fee, no cancellation fee**

If you try out a class and don't sign up it defaults to our standard package and you would be placed on the waiting list behind the others who are ready to sign up for membership:

- **\$150 per month**
- **One class per week**
- **\$75 cancellation fee**

You can read more about the pricing here: <http://cpamma.com/rates>

Let us know how Monday at 6:10PM would work for your child to try out the class and if he likes it, to sign up afterward and we will go from there!



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## CONFIRMING THE FREE TRIAL CLASS

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Once the prospect confirms their availability for the suggested date/time of the free trial, send a Free Trial Confirmation Email. This email would begin by confirming the Free Trial date and time, and also include all information relative to the first class. Please see sample email below.

We will see you Wednesday **at 6:10PM** at [Central PA Mixed Martial Arts](#).

**\*\*Understand that if you show up late we will need to reschedule.\*\***

***\*\*If for some reason the day mentioned above would not be a good day to sign up after the free trial please let us know so we can plan accordingly\*\****

Have your child wear something comfortable and you can get their uniform after class. At the end of the class we award White Belts to first time students so make sure to bring a camera!

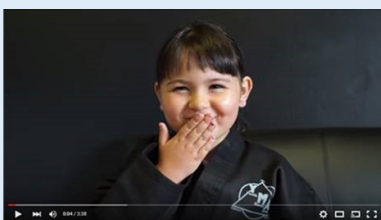
It is our goal to make sure you have all of the details needed to make the decision on signing up, should you like the class. That said, let us know if you have any questions regarding the [programs](#), [pricing](#), etc. so we can have all your questions answered before the free trial. Feel free to click on the links and read the details.

**It is important that we get all of the pertinent information to you to help you better decide if CPAMMA is the right fit! Please also let us know if there is anyone else who will be involved in the decision making process or someone you will need to consult with first before signing up for membership (spouse, parent, etc.) or if someone else will be paying for you. We will also need to know if for any reason someone different might be picking your child up from the free trial class than the person who is dropping off. We can then copy them on the details for membership.**

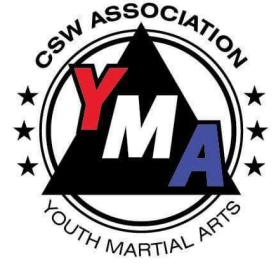
Please read below which will help with the process of having your child acclimate into the class:

***Our goal is to help your child become involved in the class as soon as possible. We recommend when you bring your child in, to try and emotionally and physically detach from them as soon as possible. It's easy for the child to want to stay with you since you're a safe place for them. However, we've noticed that parents who allow the child to sit on their lap, stay in their arms, etc. have a hard time transitioning to the new environment. It is also recommended that once they're involved, you try to avoid engaging with them which can encourage them to come back over to you. Doing so can very easily start the whole process over again. One of our policies is no sideline coaching as it confuses the child of who they should be listening to while in class and disrupts the rest of the students. We recommend you bring a book, magazine, computer, etc. to help occupy your time and keep your attention. If you feel that you and your child would do better if you left, feel free to leave and come back! We look forward to making the class a positive experience for your child and your family.***

In the meantime, feel free to watch this short video about Youth Martial Arts from a 5 year old's perspective!



You can also take a virtual tour of [Central PA Mixed Martial Arts](#) by clicking on the link. Any questions feel free to email back!



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## THE FREE TRIAL

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The day of the Free Trial is very important. You want to make sure you go over all of the information, from scheduling, to pricing, to uniform cost, to membership cancellation before the free trial begins. You don't want any surprises, and you want them to be all ready to sign-up as soon as the free trial is over. We have established a script that assures that all important information is covered with every prospect, every time.

**Employee—** How may I help you?

**Prospect—** My name is John, my daughter; Grace, has a free trial class tonight.

**Employee—** Hi John, nice to meet you. Did you receive the email we sent out with details on membership and pricing?

**Prospect—** I did!

**Employee—** Awesome! Did you have a chance to go over that with your wife or anyone else that may be involved in the decision making process?

(Regardless of the answer continue below)

**Employee—** Awesome! I will go over everything with you step-by-step. We want to make sure everything works for your schedule and budget before your child tries out the class! We would hate for your son/daughter to try the class, love it, and then not be able to sign up for some reason. Take a look at this Checklist, and then we will go over it together.

(See checklist on next page)

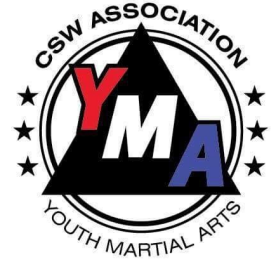




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THE FREE TRIAL

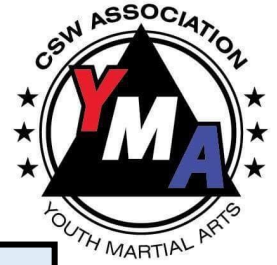
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# **YOUTH FREE TRIAL CHECK LIST**

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- 1. I am at least 18 years of age and am the parent/legal guardian of the child trying out the class.**
- 2. I have informed CPAMMA of any injuries/conditions my child may have that may affect his/her ability to exercise.**
- 3. I have or my spouse/significant other has had all questions answered regarding payments and membership so if my child likes the class I will be ready to sign up for membership.**
- 4. I have a valid form of payment with me; debit / credit card / bank account (checking) information in my name. I understand I cannot pay for membership with cash or pre-paid cards.**
- 5. I can bring/have organized transportation for my child to attend the class times each week that I am interested in. The class times work with my future schedule.**
- 6. I understand that the class my child is about to take is 100% free and signing up for membership afterward is optional.**



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## THE FREE TRIAL (CONTINUED)

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**\*\*Note\*\*** Once the parent reviews the checklist on his or her own, we then go over each item together. This allows us to make sure that there is nothing preventing them from signing up, should their child love the class.

In the event that any of the checklist items are of concern to the prospect, we now have the opportunity to “solve the problem.” For instance, if there is somebody else that the parent needs to check with prior to signing the child up for the class, we can suggest that they check with that person prior to participating in the free trial. We would hate for them to love the class, want to sign up, but not be able to because they need to check with someone else. Especially because they are only eligible for the specials if they sign up the same day they try it out. In this case, we can suggest they call the other responsible party prior to the lesson starting, or that they reschedule the free trial after they have talked it over, so that they may still take advantage of our best deals. We would rather everyone involved in the decision making process have all of the information first, so a parent does not make a decision they may regret.

### (After Reviewing Checklist With Prospect)

**Employee—** Awesome! In our email correspondence, you mentioned that Mondays at 4:30, and Saturdays at 1:00pm are best for you. Do these days and times still work for your schedule?

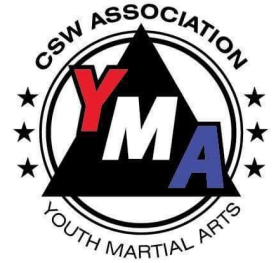
**Prospect—** Yes they do.

**Employee—** Perfect. Let’s go over pricing. Right now we have a special going on. If you sign up the same day you try out the class, you get half off our standard monthly rate. This means for \$75 a month, your child attends 2 classes per week for as long as they are a member. This is as opposed to our standard rate which is \$150 per month for just 1 class a week. There is also a one-time, \$50 plus tax charge for your child’s uniform and belt. Does that sound like it works for your budget?

**\*\*Note\*\*** If the Parent is hesitant as to whether or not the cost of the class can work into their budget, this is another time that you would suggest possibly re-scheduling the free trial. Again, you would hate for the child to love the class, want to sign up, but then not be able to financially commit. Remember, if you don’t sign up the same day you try it out, the monthly rate doubles.

**Employee—** As far as contracts go, we have no long-term contracts, with the exception of the first 2 full paying months. After the first 2 full-paying months, everything is month to month for as long as you are a member! For example, October 1st will be your first full-paying month, November 1st will be your second full-paying month. After that, it is month to month. Your membership auto renews and auto drafts on the first of every month.





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## THE FREE TRIAL (CONTINUED)

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- Employee-** We go through a payment company and they require 31 days (one month) written notice to cancel. So for example if you want June to be your last full paying month submit your 31 days notice in May. (nod/verbal confirmation) What they don't do is if you say in May you want May to be your last month The Payment Company will say 'No, June is your last month.' (nod/verbal confirmation) Does that make sense?
- Prospect-** Yes, that works!
- Employee-** Awesome! Take a minute to review this waiver. The front is a general release. Fill out the bottom portion, making sure to include your name, email address, and signature. The back side is our membership policies. Nothing in regards to payments is enforced until you sign up; however, hygiene and what not is important to us so sign and date and fill out and sign the other side.
- Employee-** Can you think of any other concerns that might prohibit you from signing up your son/daughter afterward if they like it?
- Prospect-** No I can't.
- Employee-** Awesome! We will make sure they have an outstanding time and we can sign them up afterward!

### Advice For First Time Families

*Our goal is to help your child become involved in the class as soon as possible. We recommend when you bring your child in to try and emotionally and physically detach from them as soon as possible. Its easy for the child to want to stay with you since you're a safe place for them. However, we've noticed that parents who allow the child to sit on their lap, stay in their arms, etc. have a hard time transitioning to the new environment.*

*It is also recommended that once they're involved, you try to avoid engaging with them which can encourage them to come back over to you. Doing to can very easily start the whole process over again. One of our policies is no side-line coaching as it confuses the child of who they should be listening to while in class and disrupts the rest of the students.*

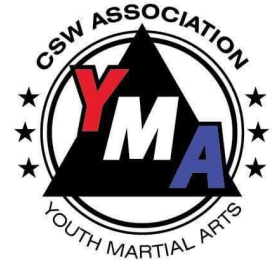
*We recommend you bring a book, magazine, computer, etc. to help occupy your time and keep your attention, If you feel that you and your child would do better if you left, feel free to leave and come back!*

*Please sit in the chairs by the windows with the sign "reserved for first-time parents" above them or as close to them as possible. This will give you a great view of class while still keeping out of range as a distraction.*

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## SATELITE PROGRAMS & ADDITIONAL PROGRAMS

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Satellite Programs are a great way to Market your Youth Martial Arts Program.

### Day Cares:

By going to a daycare center once a week and teaching a Youth Martial Arts Class, you get great exposure, and can often acquire many new students.

### Parks & Recreation:

Many Parks and Rec programs have after school activities, summer camps and events.

### School Districts:

School districts normally have after school programs and summer camps. They also sometimes offer intramural programs and programs for children on the days they may have off from school.

### Summer Camps:

Doing weekly summer camps is a great way to boost enrollment for the Fall semester.



# CENTRAL PA MIXED MARTIAL ARTS YOUTH MARTIAL ARTS SUMMER CAMP



**M-F 9-12PM**

**MARTIAL ARTS**

**CURRENT STUDENTS - \$75  
NON-STUDENTS - \$100**

**JUNE 13-17 | JULY 11-15 | AUG 1-5**

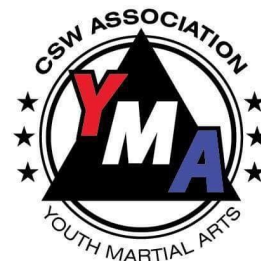
**TO REGISTER: SEE FRONT DESK, CALL/EMAIL 814.422.KICK INFO@CPAMMA.COM**



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## PARTIES


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Parties are great ways to promote your Youth Martial Arts Program. Pass out invitations for these events in all of your youth classes. Encourage your students to bring their friends. Pack the events with Martial Arts, games, crafts, and food. The kids will have a blast, and surely want to come back for more!

We utilize these parties as a way to allow families in the community to take experience and take advantage of the activities we have to offer without having to commit to a membership. Many of these families, over time, will utilize our services when their budget permits.

**CENTRAL PA MIXED MARTIAL ARTS**  
**EASTER EGG HUNT / YOUTH MARTIAL ARTS PARTY!**



**THURSDAY, APRIL 2ND**  
**12:00-2:00PM \$20**  
(DISCOUNTS FOR ADDITIONAL FAMILY MEMBERS)

REGISTER YOUR KIDS FOR A FUN-FILLED AFTERNOON OF YOUTH MARTIAL ARTS, GAMES, EASTER EGG HUNTING, AND MORE! FRIENDS AND SIBLINGS ARE WELCOME! SPACES LIMITED!

FOR MORE INFO: 814.422.KICK | INFO@CPAMMA.COM

**CENTRAL PA MIXED MARTIAL ARTS**  
**YMA SNOWBALL FIGHT / PARENTS NIGHT OUT!**



**SATURDAY, DECEMBER 13TH**  
**5:30-8PM \$20**  
(DISCOUNTS FOR ADDITIONAL FAMILY MEMBERS)

**PIZZA, GAMES & A MOVIE WHILE PARENTS HAVE A NIGHT OUT!**

FOR MORE INFO: 814.422.KICK | INFO@CPAMMA.COM

**CENTRAL PA MIXED MARTIAL ARTS**  
**YMA PIZZA PARTY / PARENTS NIGHT OUT!**



**CELEBRATE VALENTINES DAY AND LEAVE THE KIDS WITH US!**

REGISTER YOUR KIDS FOR A FUN-FILLED EVENING OF YOUTH MARTIAL ARTS, GAMES, VALENTINE MAKING, PIZZA ALL WHILE YOU TAKE YOUR VALENTINE OUT FOR THE NIGHT ON THE TOWN! FRIENDS AND SIBLINGS ARE WELCOME! SPACES LIMITED!

FOR MORE INFO: 814.422.KICK | INFO@CPAMMA.COM

**CENTRAL PA MIXED MARTIAL ARTS**  
**HALLOWEEN PARTY / PARENTS NIGHT OUT!**

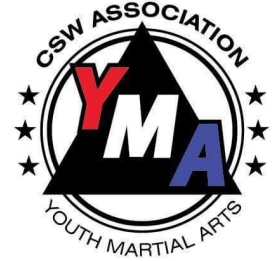


**HAVE THE NIGHT TO YOURSELVES AND LEAVE THE KIDS WITH US!**

REGISTER YOUR KIDS FOR A FUN-FILLED EVENING OF YOUTH MARTIAL ARTS, GAMES, A MOVIE, PUMPKIN DECORATING ALL WHILE YOU TAKE THE NIGHT TO YOURSELVES!! FRIENDS AND SIBLINGS ARE WELCOME! SPACES LIMITED!

FOR MORE INFO: 814.422.KICK | INFO@CPAMMA.COM

# YMA CLASS SCHEDULE & ENROLLMENT EQUATION



## Enrollment Equation:

Time Slots X Max Children

Mighty Mites (max of 12 children):

2 X 12 = 24 Children

**\*\*Need 4 Instructors | 1 X Per Week\*\***

Fundamentals (max of 24 children):

24 X 6 = 144 Children

**\*\*Need 2 Instructors | 2 X Per Week\*\***

Int/Adv (max of 36 children):

7 X 36 = 252 Children

**\*\*Need 1 Instructor | 2 X Per Week\*\***


TOTAL = (24+144+252)/2 Days Per week = 210 Children



## CENTRAL PA MIXED MARTIAL ARTS

Youth Martial Arts Program Schedule



DAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRI/SAT
TIME	COMMUNITY YOUTH MARTIAL ARTS PROGRAMS				SATURDAY
12-1:00	IN ACCORDANCE WITH: STATE COLLEGE AREA SCHOOL DISTRICT  We are the future!				MIGHTY MITES 3-5 YEAR OLDS
1-2:00	INTRAMURAL HIGH SCHOOL PROGRAMS ELEMENTARY AFTER SCHOOL PROGRAMS SUMMER CAMPS, DEMOS, OFF-SITE WORKSHOPS				FUNDAMENTAL YOUTH MARTIAL ARTS
2-3:00	FAMILY PRIVATE LESSONS SCHEDULE YOUR CHILD'S FREE INTRO AND RECEIVE A FREE WHITE BELT AT THEIR FIRST CLASS! 814.422.KICK   INFO@CPAMMA.COM				**INTERMEDIATE & ADVANCED YMA**
					FRIDAY
3:45-4:30	**MIGHTY MITES**	ADVANCED YOUTH MARTIAL ARTS	INTERMEDIATE YOUTH MARTIAL ARTS	ADVANCED YOUTH MARTIAL ARTS	INTERMEDIATE YOUTH MARTIAL ARTS
4:30-5:30	YOUTH MARTIAL ARTS (FUNDAMENTALS)	YOUTH MARTIAL ARTS (FUNDAMENTALS)	YOUTH MARTIAL ARTS (FUNDAMENTALS)	YOUTH MARTIAL ARTS (FUNDAMENTALS)	YOUTH MARTIAL ARTS (FUNDAMENTALS)
6:30-7:30	YOUTH MARTIAL ARTS (OLDER)		YOUTH MARTIAL ARTS (OLDER)		

- - " \*\* " DENOTES A SPILL OVER CLASS MEANING IT MAY OR MAY NOT BE IN SESSION - -