

# 10 WAYS TO ENSURE YOU SURVIVE THIS RECESSION!

By Jason M. Silverman

Here are 10 easy to follow tips to help you guarantee that YOUR GYM survives this recession!

# 1

## **Make sure that you Properly Value the benefits Delivered to Students and their Families.**

It's so important in this day and age that schools value themselves appropriately and charge enough tuition!

By doing this, your gym is able to provide your students the best possible experience that they can have. Schools that charge an appropriate tuition can: cover and pay all their bills (how many times have you heard the story about a school having to close because the owner just couldn't make the rent?), afford to keep their facility clean and updated with new and safe equipment, staff the school appropriately with talented and professional staff so that the level of service may remain high and nobody gets burned out by having to continually "spin all of the plates," allow the owner to live the quality of life you truly deserve to live! Please don't make the mistake of dropping your prices right now – all this does is take away from the bottom line.

# 2

## **Focus on the Positive mental benefits as well as the physical aspect of the sport (and let the world know about it!)**

As coaches and teachers, we have the ability to help shape and build the

futures of our students. It's vitally important to focus on the positive mental and emotional aspects that our students are also enjoying, (in addition to the amazing physical skill development). Doesn't your school also pride itself on building better people...in addition to better athletes? Wouldn't you agree that your students are developing courage, respect, integrity, perseverance, indomitable spirit, trust and a million other powerful life skills at your gym? If you're progressive enough to go the extra mile and employ a top notch character development system to help you build and grow your school DON'T KEEP IT A SECRET – Tell the world how you can help!!!



**INCREASE Your Marketing.** In a time when many school owners have watched the news, gotten scared and then subsequently STOPPED THEIR MARKETING (because they feel that they can't afford it!), now is the time

to go the other way. Cutting down on your marketing creates a self-fulfilling prophecy. You don't invest money in marketing because you don't think you can afford it then your lead flow of potential students dries up because you haven't been marketing then you really can't afford to market then you start losing current students and wind up having very little, if any, income. Now is the time to be marketing...as long as you actually know what you're doing. I strongly urge you to take a good, honest look at your marketing budget and determine what is currently working for you and what is not. Viciously cut what's not working and ramp up what is.



**Follow the 15 by the 5th Rule.**

Anytime I speak to a room full of school owners, I'll make the statement, "I can't tell you 1 way to get 50 new students, however, I can tell you 50 ways to get 1 new student...you

simply have to implement them all! The 15 by the 5th rule is something that you can check yourself against every single month. The way it works is that you ensure you have a minimum of 15 marketing systems implemented each month by the 5th of the month! Some systems include: prospecting website, yellow pages ad, pay per click ads, ad cards, lead boxes, flyers, door hangers, in person VIPs, birthday parties, school talks, sports talks, etc.



**Get Your Own Coach.** You had a coach to help get you to the level you're at now, didn't you? Physical skills are almost always taught by a coach, instructor or teacher. It's happening all over corporate America (and in many

other countries as well), top level executives are bringing in coaches to help them achieve the goals they've set for themselves. It's amazing to me just how few folks in our industry have followed suit. Big mistake. Taking advantage of a Specialized Coach/Consultant can be the best move you can make. Let's face it, we all have some skill sets to improve upon – why not find somebody who can help us to build the skills we need and improve our businesses by bringing in their expertise to help us?



**Take The Plunge and Get Some Help!**

This year, I've seen many small school owners try to do it all themselves. Ouch! At some point in time, you absolutely NEED some help. You can't do it all yourself and get the

professional results you're looking for. School owners that have implemented a Leadership Team are building their "bench strength" early and allowing themselves the opportunity for growth, the opportunity for sanity...heck – the opportunity to go to the bathroom if need be! One of the other major benefits with getting some help is that you'll now be able to focus on marketing function. It's important to allow the instructors to focus on teaching and the sales staff to focus on transforming prospects into paying students. Consider hiring somebody or taking on an intern, or at the very least developing a leadership team...if this is done properly, your time and your sanity will increase dramatically.

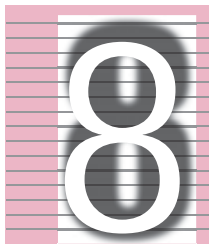


**Don't Re-Invent the Wheel.**

This is also a concept I like to speak about during my presentations because it's all about saving your TIME. Most successful businesses are System Driven. They

have systems for: Lead Generation (how to get prospects), Lead Conversion (how to turn prospects into paying students), Lead Re-Conversion (how to get clients to buy again and again), Marketing (where and how to find

prospects), Management (how to maintain the systems that run the business), Money (how to collect, save, invest and properly use the funds brought into the business), Deliverables (how to teach classes, how to speak with students and parents, etc). The good news is that many of these systems are available in a variety of places for purchase. Should you want to do it yourself (and many people do) make sure that you take the time to do it right! Documenting each of these systems at your school allows you to have help running your business exactly as you'd do it yourself.



**Be Open to New Ideas!** While there are many aspects of business that never change, there are a zillion more that get stale as old bread. I have personally spoken with dozens of school owners that are still

running their schools like schools were run 30 years ago. While I can respect their passion for tradition, I feel like they are missing out on a great deal of success and causing themselves an enormous amount of undue stress. Some of the exercises that should probably be updated include: (a) payment systems – some of these aren't using a tuition system like JackRabbit!, (b) staffing systems – some of these folks have no idea where their next employee will come from, (c) tuition systems – some of these folks are barely charging enough to keep the lights on, let alone provide for their own families, (d) marketing systems – some of these folks aren't doing anything but a poorly written yellow pages ad where their logo takes up over 50% of the ad – I could go on and on here – but you get the picture, right? What are 3 ways that YOU intend to learn the most up to date information for your business? 1.) Go to National Congress 2. \_\_\_\_\_ 3. \_\_\_\_\_



**Use the Systems Available to You to Automate Your Marketing.** Let's face it folks... time's are changing. Technology now affords us amazing opportunities to automate many

marketing systems. How many of the hundreds of automated marketing systems have YOU implemented in your school? It's easy for school owners now to have sales driven websites with autoresponders that help drive students into the school 24 x 7. With a tiny bit of work and some very inexpensive software, you can now have automated follow-up systems in place so that no prospect ever "Falls Through The Cracks" again. It's imperative that people know how to use today's tools to build tomorrow's business! Some of the tools that should be in your school building arsenal include: a prospecting website, a full sequence of auto-responding e-mails, a blog, videos for marketing, articles for marketing, teleconferences and webinars for prospecting or upgrading students, and about a zillion others too numerous to mention.



**Turn off the News!** Alright, we've all seen it and we know that the media thrives on bad news. Instead of watching another report on how "The sky is falling," simply take that time and focus on the positive development of your business. The more you can avoid being bombarded with negativity, the better your chance to thrive in this environment.

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