



5 DAY LEAD CHALLENGE

WORKBOOK



LEARN FROM THE BEST!





LAUNCH / RELAUNCH

Making the Referral Reward Program Visible

1. Marketing Materials
2. Class Announcements
3. Digital Communication

Establishing what your referral rewards will be.

1. Gift Cards
2. In-School Credit
3. Prize Wheel

Systemizing your Referral Rewards Program

1. New Students
2. Existing Members
3. In Class

Supplementing your Referral Rewards Program

1. Buddy Days / Weeks
2. Back to School / End of the Year Event
3. Double Referral Rewards

Notes:
