



5 DAY LEAD CHALLENGE

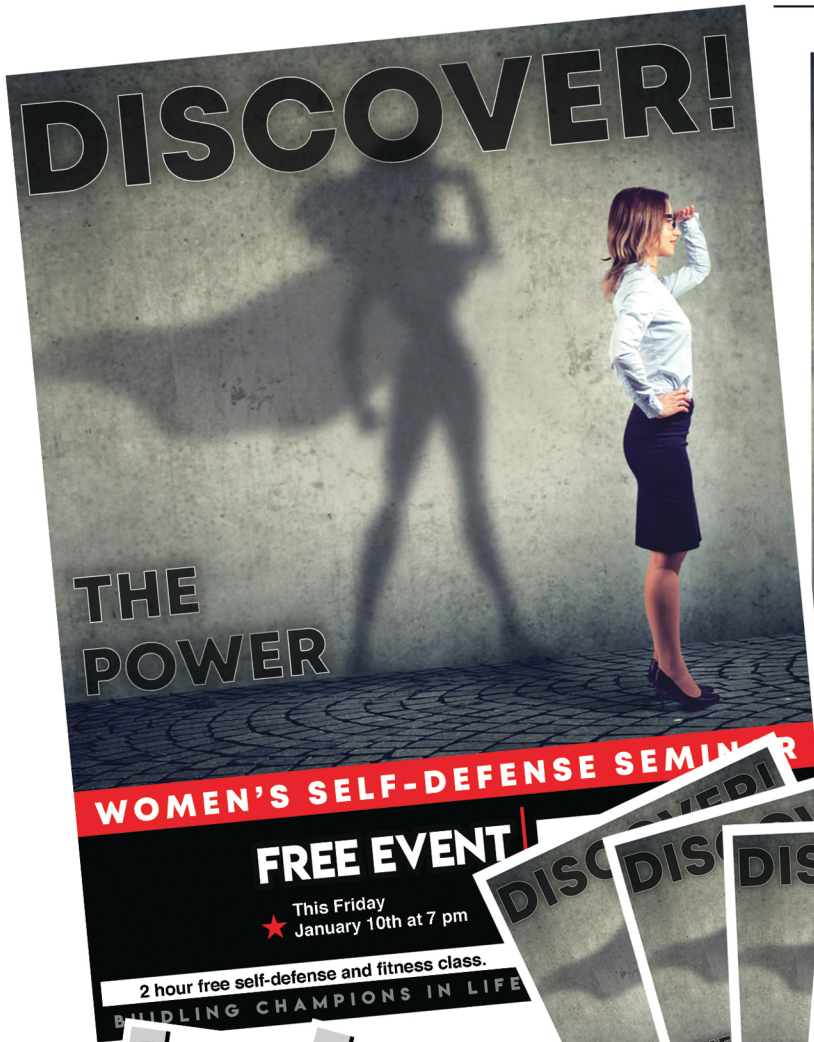
WORKBOOK



LEARN FROM THE BEST!



Discover the Power Self-Defense Seminar



HOW TO DO A WOMEN'S SELF-DEFENSE SEMINAR / WORKSHOP

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OVERVIEW

OBJECTIVE
This seminar is designed to help recruit new students by offering a free 2 hour Self Defense workshop. You would hold the class during down times at your location, during the day or Saturdays, or if need be off-site. For example, at your local elementary school.

MARKETING
It is a free seminar to help the community gain awareness as they develop confidence in themselves, so they can navigate the world in a more successful and confident way.

COURSE EXECUTION OUTLINE

- SET YOUR DATE / TIME / LENGTH OF COURSE
- MARKETING STRATEGY -- PLACES TO MARKET

- INTERNALLY** -- reach out to parents of existing students. Provide them with passes to give out. Suggest to them any friends, co-workers, family members, or groups they are involved in. (Mom Groups, PTA etc.)
- LOCAL ELEMENTARY SCHOOLS.** Offer the class to all teachers and office staff. You could even schedule the class at the elementary school. Maybe on a Wednesday when they have early dismissal.
- BUSINESSES** in your area. Visit restaurants, banks, department stores, grocery stores, and daycares. Offer it to all their employees and their families.

Notes:



USE TOP



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