

# FALL

# MEMBERSHIP

# DRIVE

Talking Points For School Owners & Staff

Presenting The Opportunity of Federation Membership

To Students & Parents



United States Soo Bahk Do Moo Duk Kwan Federation  
20 Millburn Avenue, Floor 2 Springfield, NJ 07081  
(888) SOO-BAHK headquarters@soobahkdo.com  
www.soobahkdo.com www.soobahkdoinstitute.com



# **United States Soo Bahk Do**

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# **Moo Duk Kwan Federation®**

*"Members sharing the art and Moo Do values since 1976"*

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*Please support the Discover Soo Bahk Do®! Membership Drive*

*By Trying Just ONE NEW THING During Sept And Oct*

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# **United States Soo Bahk Do**

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# **Moo Duk Kwan Federation®**

*“Members sharing the art and Moo Do values since 1976”*

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# **United States Soo Bahk Do**

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# **Moo Duk Kwan Federation®**

*"Members sharing the art and Moo Do values since 1976"*

## Available Federation Memberships

1. \$1,600 Lifetime Membership (one-time)

**a. Available for \$1300 [SAVE \$300] during the Membership Drive**

Contact headquarters (888) SOO-BAHK

### **Lock in Current Rates By Renewing For Multiple Years And Avoid Dues Increases**

2. \$147 Household 12 Month Membership (auto-renew annually)
3. \$85 Individual 12 Membership (Gup or Dan) (auto-renew annually)
4. \$85 Alumni 12 Month Membership (Gup or Dan) (auto-renew annually)
5. \$16 Tiny Tot Membership Last Till Age 6 or 1st Rank Test (auto-renew annually)
6. Military Personnel Membership (auto-renew annually)

Decrease Drop Outs and Increase Retention By Testing New Students For Rank Within

30 Days of Starting Training

7. 30 Day Trial Membership
8. \$0 Hardships (special cases)
9. Moo Duk Kwan® Supporter Not Training In A Certified Studio

# FALL MEMBERSHIP DRIVE

## Talking Points For School Owners & Staff

### Presenting The Opportunity of Federation Membership To Students & Parents

As you are aware the Board is faced with very difficult decisions about adjusting membership dues to retire the approximately \$120,000 balance owed toward the victorious identity protection action that preserved USA members' exclusive rights to be identified with the Moo Duk Kwan®. And/or the Board needs member support for another round of generous fundraising support toward that end.

During discussion, Board Directors posited that if enough new members could be attracted to schools and recruited as Federation members, then "possibly" a dues adjustment could be deferred a bit longer.

The Board then approved resources for a Fall Membership Drive to test what can be achieved with the cooperation and support of school owners.

The **Discover Soo Bahk Do®! Fall Membership Drive** is an opportunity for schools to explore new and different ideas for attracting new student prospects from the public to your school and to explore new ways of encouraging new students and existing non-member students to become Federation Members during the membership drive.

*The goal of dialog with a prospect about the opportunity of Federation Membership is not to convince them to register as a Federation Member, rather the goal is to inspire them, educate them and motivate them to take actions committing themselves to a rewarding, long term, life-changing experience through their Soo Bahk Do® training in your dojang and to make sure they understand how **Federation Membership is the vehicle for their journey with you**. Their registration as a Federation member is additional confirmation that they are committed to that journey with you.*

As the membership drive progresses please email in reports or post comments on the BIZ site about how things are going for you so your experience can be shared with fellow school owners.

Also be alert for a series of FLASH SALES that will only last 5 days each and be ready to respond if you are interested in stocking up on the reduced price items.

## Membership Drive Goals

During the **Discover Soo Bahk Do®! Federation Membership Drive** from **September 1 to October 31**, the Board requests your cooperation with endeavoring to achieve the following goals and has authorized incentives to support your efforts:

During the **Discover Soo Bahk Do®! Federation Membership Drive** a \$261 value package of benefits is available for all 1<sup>st</sup> time members. The indicated items will be mailed directly to the new member.

1. Create public awareness of your school among 20,000+ non-members each month using some new and different inspirational, educational and motivational marketing and outreach campaigns online and in your local community. Seek to attract the attention of potential student prospects through marketing channels that you may not be reaching now. Activate your PVT Committee and let them undertake flyer distributions, demos, etc. for you. Invest some \$ during the drive and evaluate your return on Investment (ROI). The Federation will also run some paid ads during the membership drive. Some ready made campaigns, flyers, artwork and creative marketing ideas gathered from multiple sources are available for your use at
  - a. <http://soobahkdo.biz/every-month/>
  - b. <http://soobahkdo.biz/september/>
  - c. <http://soobahkdo.biz/october/>
2. Though your school marketing initiatives, seek to inspire, educate and motivate 4%+ of those who see your website, ads, demos, etc. to respond and contact you through your website, through text message, by phone, by walk-ins or by referrals from existing students
  - a. <http://soobahkdo.biz/get-more-students/>
3. Convert at least 80% of those who contact you into trial programs and convert 70% of trials into paid enrollments
  - a. <http://soobahkdo.biz/conversion-secrets-of-the-masters/>
4. Convert paid enrollments into Federation Members within two weeks so you can test them for rank and get their certificate back for ceremonial presentation to them in front of class within 30 days of them starting training. *[In a pilot school test program, this one thing more than DOUBLED the likelihood that the students were still training at 90 days.]*
  - a. <http://soobahkdo.com/discover-soo-bahk-do-membership-drive/>
5. Convert existing non-member students into Federation Members promptly.
  - a. <http://soobahkdo.com/discover-soo-bahk-do-membership-drive/>

## Attracting Prospective New Student

Attracting new students is the 1<sup>st</sup> priority of Moo Duk Kwan certified instructors and school owners endeavoring to share the Soo Bahk Do martial art system, philosophy and values with as many people as possible.

In fact, the Federation's Chartered purposes include:

**CHARTER ARTICLE 1 SECTION 2A.** To undertake any and all legal activities which will directly or indirectly further and encourage the study, the practice, and the growth of [public recognition](#) of the Korean martial art known as Soo Bahk Do Moo Duk Kwan, formerly known as Tang Soo Do Moo Duk Kwan.

A master plan for accomplishing this purpose might include a marketing and promotion Plan of Action for the entire year: <http://soobahkdo.biz/get-more-students/>

1. Things that can be done by a school owner consistently in every month of the year
  - a. Marketing
  - b. Advertising
  - c. Social Media
  - d. Demonstrations
  - e. Birthday Parties
  - f. Community Service Programs (Self Esteem Enhancement, Women's Self Defense, etc.)
  - g. Military memberships
  - h. Student referrals
  - i. PVT Projects
  - j. etc., etc.
2. Things that can be timed with holidays, seasons or campaigns of other organizations like sports seasons, Olympics, American Cancer Society, St Jude's, etc. etc.
  - a. <http://soobahkdo.biz/scheduling-promotional-activities/>
3. Things best done in particular months. Plan to distribute the month before the target event.
  - a. Nov - Dec – Gifting opportunities
  - b. Dec - Jan – New Years Resolutions and Specials
  - c. Jan - Feb – Valentine's Day
  - d. May-June – Mother's Day & Father's Day
  - e. June July – Summer Camp
  - f. July-August – Back To School
  - g. Aug – Sept – New beginnings
  - h. Sept Oct – Halloween
  - i. Oct – Nov – Thanksgiving
4. Things best done through particular marketing channels
  - a. <http://soobahkdo.editme.com/Marketing-Channels>
  - b. Core Story
  - c. Word of Mouth
  - d. PVT Committees / Parent Booster Clubs
  - e. Elevator Pitch
  - f. Referrals

- g. Search Engines
- h. Search Engine Results
- i. Social Media
- j. Time Sensitive Marketing Opportunities
- k. Telemarketing~cold calling~warm calling
- l. Events
- m. Demonstrations
- n. Tradeshow Display
- o. Movie Marketing
- p. Texting
- q. Mobile Apps – Pokemon Go
- r. Mobile Marketing
- s. Blogging
- t. Digital Signage
- u. Television
- v. Radio
- w. Website
- x. Phone Books
- y. Newspapers
- z. Magazines
- aa. Postcards
- bb. Direct Mail
- cc. Flyers
- dd. Posters
- ee. Business Cards
- ff. Tri-Fold Brochures
- gg. Videos

Of course, the big question is **what to say** in any marketing or promo campaign in order to capture the attention of the public and motivate them to contact your school.

The answer depends partially on what type of student a school owner wants to attract.

A message targeting an adult and intended to motivate them to become a student may be different than a message targeting an adult parent of a child and intended to motivate the parent to enroll their child as a student.

Experts indicate that while the message of a campaign is important, frequency and consistently saying “something” and doing so as visibly as possible may be equally important.

Experience and social media have also revealed that an intriguing tag line, hashtag, photo, meme, video, etc. can go viral for unknown reasons and reach millions of viewers worldwide in a very short period of time, but the majority of those viewers are unlikely to be qualified student prospects.

At the end of the day only experimenting (A/B Testing) and evaluating results will reveal what works best for your school and your goals.

Running a very effective ad that attracts tons of parents seeking to enroll children may be of no interest to a school owner who desires to teach only adults, so taking time to clarify your desired target audience for a particular campaign and contemplating what to say to get their attention and then figuring out how to get in front of that specific audience of prospects will be time well spent.



Any Marketing Beats No Marketing Every Time

Give More Than Candy This  
**Halloween**



**GUEST PASS**  
Hwang Karate  
79 Millbrae Avenue  
Springfield, NJ 07081  
973-467-3939

Happy Halloween!  
Call to activate  
Free Trial  
Expires 10/31


www.hwangkarate.com

**Give**

- Self Esteem
- Self Confidence
- Improved Grades
- Bullying Protection

**Take A Pass Today**

Give More Than Candy This  
**Halloween**



**Soo Bahk Do Is Sweeter!**

Ask Your Instructor For Your  
Free Supply of Trick Or Treat Prizes

**GUEST PASS**  
B'nish Karate  
235 East Oak Road  
Woodbury, NJ 08806  
856-845-0720

Call To Activate  
Free Trial  
Expires 10/31


**NO TRICK!!**  
Treat yourself to 2 weeks  
of Karate **FREE** at  
**Barans Soo Bahk Do**  
896-2245  
uniform included

**NO TRICK!!**  
Treat yourself to 2 weeks  
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896-2245  
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Give More Than Candy This  
**Halloween**



**Hwang Karate Studio**



**Now Transforming  
Little Monsters Into Little Warriors**

**GUEST PASS**  
Hwang Karate  
79 Millbrae Avenue  
Springfield, NJ 07081  
973-467-3939

Happy Halloween!  
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www.hwangkarate.com

**This Halloween Give**

- Self Esteem
- Self Confidence
- Improved Grades
- Bullying Protection

**Give A Pass Today**

TIP: DOWNLOAD ADVERTISING TEMPLATES YOU CAN CUSTOMIZE FOR YOUR SCHOOL  
The Federation has paid the license fees for use of copyrighted professional templates and professional images that you can download on [www.soobahkdo.biz](http://www.soobahkdo.biz) and [www.ip.soobahkdo.org](http://www.ip.soobahkdo.org) A number of templates are available on [www.soobahkdo.biz](http://www.soobahkdo.biz) that are ready to be customized with your school information. Can't find what you are looking for or have a different idea you'd like artwork for, let us know.

Lomita Park Soo Bahk Do®  
24428 Eschelman Ave Lomita, CA

We Wish Every  
**MOM**  
HAPPY MOTHER'S DAY

Your Mother's Day  
Special Info Here

(310) 748-8076 <http://lpsobahkdo.com/>  
<https://www.facebook.com/lomitaparksobahkdo/>

## Send Your Child Back To School With The Winning Edge!

The new school year has arrived. And once again, your child will be exposed to better, peer pressure and a variety of other potentially negative influences. That's why it's so important that you give your child the winning edge with martial arts training at our school!

Millions of parents have enrolled their children in martial arts classes because they are so effective in developing self-confidence, leadership skills, safety awareness, and fitness. In addition, research conducted by the U.S. Soo Bahk Do Moo Duk Kwan Federation has proven that martial arts training raises kids' grades.

So if you like the idea of sending your child back to school with the winning edge, then call us for a winning edge!

Class space is limited, so don't wait!

**LEMNER'S**  
SOO BAHK DO  
MOO DUK KWAN

Lemners Soo Bahk Do  
485 W. Broadway  
Bradley, IL 60915  
815-935-0719

MEMBER: U.S. Soo Bahk Do Moo Duk Kwan Fed. Inc.

120X600

180X150

300X250

160X600

200X200

300X600

250X250

336X280

320X100

728X90

YOUR LOGO

LABOR DAY SPECIAL OFFER

50% OFF

INCLUDES UNIFORM

CLICK HERE

## U.S. Military Appreciation Program

Complimentary National Memberships  
A Community Service Program  
Thanking our armed forces personnel

"Move that United States Soo Bahk Do Moo Duk Kwan Federation shall provide free membership for all active U.S. military personnel (all branches and reserves) and their household members who enroll in a Certified Studio or Certified Teaching Program and submit a membership application in accordance with Federation guidelines effective September 1, 2011. The U.S. Military Membership Program shall continue until modified or cancelled by the Board of Directors.  
Motion passed unanimously.  
08/24/2011"

Apply  
**(888) SOO-BAHK**

U.S. Federation members have awarded up to \$20,000 annually in complimentary Military memberships & other hardships and scholarships.

[www.soobahkdo.com](http://www.soobahkdo.com)

TIP: SCHEDULE SCHOOL PROMOTIONS IN ADVANCE

The Soo Bahk Do Biz site has been revamped and all content now focuses exclusively on school business plans, **scheduling school marketing**, **scheduling when you will attract new students**, retaining existing students, converting the public to prospects, converting prospects to enrolled trials, converting trials to paid enrollments, techniques to upgrade students to higher priced programs in your school, techniques to convert students to Federation Members, school business practices, school exit strategies and more. Check it out.



TEXT NOW  
FOR A **FREE UNIFORM**

**KARATE TO 70000**



PRIZE DRAWING AT END OF DEMO  
TEXT NOW FOR A CHANCE TO WIN

**KARATE TO 70000**

HOME ABOUT US CLASSES CONTACT FAQ

**WILLIAMSTOWN MARTIAL ARTS** *Gain Powerful Tools for Self-Defense, Inner-Strength & a Strong, Healthy Body.*



**CLICK HERE**

**KIDS MARTIAL ARTS**

Our kids martial arts program teaches more than just self defense... It teaches focus & concentration, for better grades. Respect, for improved behavior. Fitness, for health & wellness. And of course, every class is a ton of fun. Click now to learn more...

**ADULT MARTIAL ARTS**



**CLICK HERE**

Learn powerful self-defense to keep yourself & your loved ones safe & sound. Develop more focus, inner-strength & discipline. And have fun in a community of friendly instructors & students.

**TEEN MARTIAL ARTS**



**CLICK HERE**

These fun, enriching classes help kids in many profound ways: they learn to respect themselves & others... how to defend themselves... the importance of peace & diplomacy... and so much more. Click now to learn more.

**FITNESS KICKBOXING**



**CLICK HERE**

Let out all that stress on the heavy bag with our fat-melting fitness kickboxing classes. If you're bored with chain gyms, fad diets, and exercise videos - get ready for the funnest, most exciting workout of your life. Good for all fitness levels & ages!

**BIRTHDAY PARTIES**

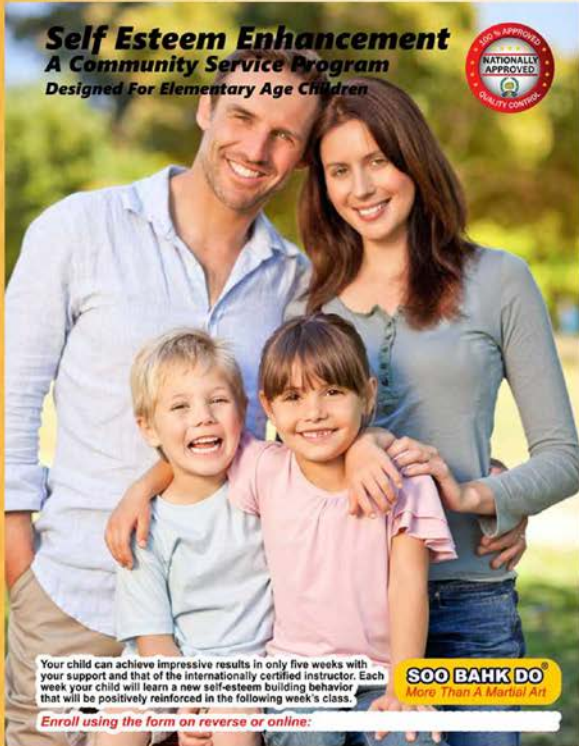


**CLICK HERE**

Give your kid the most fun (and educational) birthday of their life with our awesome kids birthday package. Kids rave about these things for MONTHS after they happen. They're just that awesome.

TIP: ACTIVATE A KEYWORD FOR YOUR SCHOOL  
**Getting a KEYWORD on your own could cost you \$3000 PER MONTH.** The Federation provides a complimentary KEYWORD texting service for Certified Schools who request it. All you need do is activate your account at [www.sbdmck.com](http://www.sbdmck.com) (no credit card required) and then call Headquarters to discuss which KEYWORD you want and check to see if its available. Because a KEYWORD is unique like a phone number no one else can have the same KEYWORD as you. If you are not using a KEYWORD, then it's a marketing tool provided for you by the Federation that is going to waste.

**Self Esteem Enhancement**  
**A Community Service Program**  
*Designed For Elementary Age Children*



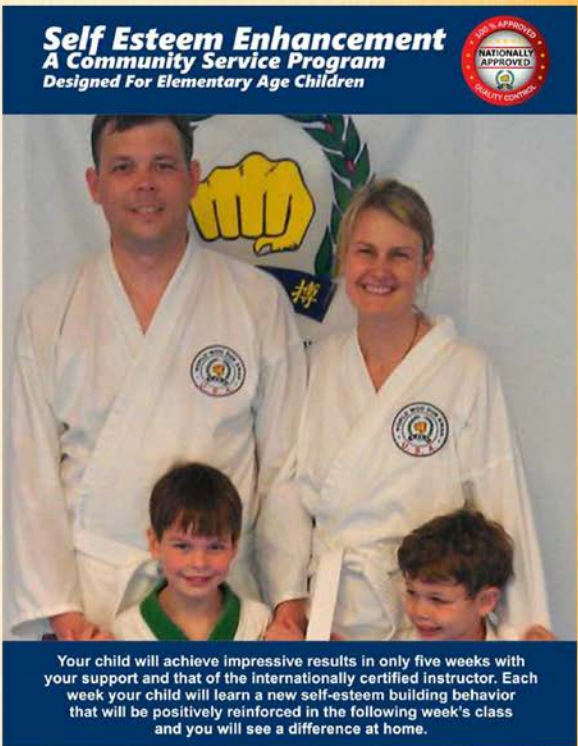
100% APPROVED  
 NATIONALLY APPROVED  
 QUALITY CONTROL

Your child can achieve impressive results in only five weeks with your support and that of the internationally certified instructor. Each week your child will learn a new self-esteem building behavior that will be positively reinforced in the following week's class.

**SOO BAHK DO**  
 More Than A Martial Art

Enroll using the form on reverse or online:

**Self Esteem Enhancement**  
**A Community Service Program**  
*Designed For Elementary Age Children*

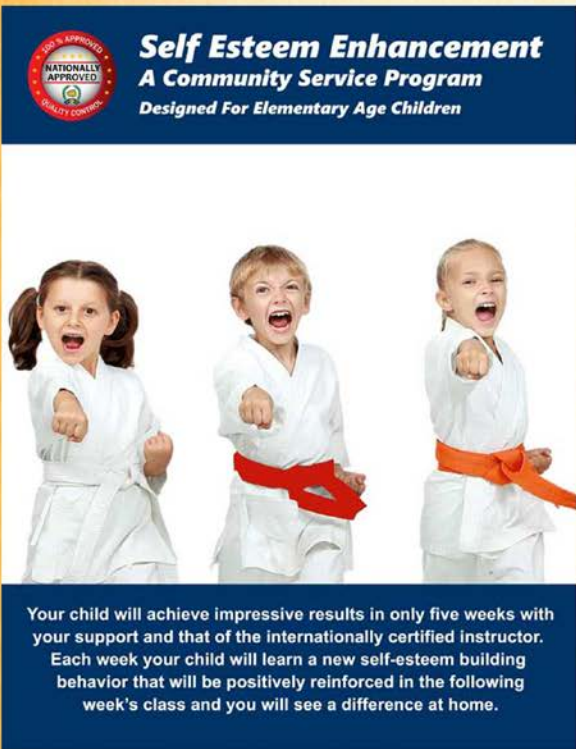


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**Self Esteem Enhancement**  
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**Your Child's Birthday Party Will Be Even More Fun When You Invite Us**



TIP: SELF ESTEEM ENHANCEMENT PROGRAM HAS HUGE POTENTIAL  
 The Self Esteem Enhancement Program presentation available for download on [www.soobahkdo.biz](http://www.soobahkdo.biz) resulted in **169 pre-enrolled new students and 125 parents showing up at a school on the same night** without having spoken to ANYONE. The power of an educational based marketing presentation SHOULD NOT be underestimated as it can make SELLING unnecessary and PRICE irrelevant. Be smart. Take time to learn more about **educational based marketing** and how you can apply it to painlessly grow your school.

## Self Esteem Enhancement A Community Service Program Designed For Elementary Age Children



Now you can support your child's healthy growth and development at no cost by pre-enrolling them in this exciting and valuable **five-week program** made possible by your local sponsors. *Pre-enrollment is limited and closes when available class spaces are filled.*

Self-Esteem, The Key To Life  
From "Tribes" by Jeanne Gibbs

The primary resource predicting the success or failure of each person as a human being is a precious energy known as "self-esteem".

The adolescents who still demonstrate stages of social development appropriate for very young children are arrested in their growth. Indeed they are stuck at earlier infantile stages and become problems for parents, teachers, peers, society ... and themselves. Sensing their inadequacy, they live self-confirming prophecies that "I am not capable... I cannot learn... I am no good at anything." They lack positive self-esteem.

One educator sums it up this way, "deep inside is a longing... a sense of hollowness wanting to be filled. It is a need to connect with a positive sense of self and with others. The more positive the self-image, the less painful the longing... the less positive the self-image the more painful the longing. Too often we use temporary "fillers" such as drugs, alcohol, compulsive anti-social activities to blot out the hunger and give a temporary sense of self. It is only as we find positive self respect and "connectedness to others" that we can sense our true value. The painful longing diminishes and the hollowness is filled with self-worth. It is then that we even self-confirm positive images of ourselves."

Studies have shown that self-esteem is not related to family, education, wealth, social class, geographical living area, father's occupation or having mother at home. It comes from the quality of relationships that exist between the child and those who play a significant role in his life. It is a person's assessment of "the self-pictures" reflected back to him from others daily. Self-esteem is "a quiet inner knowing saying I'm glad to be me." It is a sense of self-respect, a feeling of self-worth.

Three main areas convey loveability and worth to children:  
1) affirmation of their positive qualities from parents, teachers and other significant caretakers;  
2) affirmation from peers and siblings  
3) affirmation to themselves based on their own experiences of competency & success ("I did that well" "I am good at reading" "Arithmetic is easy for me")  
Children value themselves to the extent they have been valued.

### Application To Pre-enroll for class on date:

Class Location: \_\_\_\_\_

Child's Name: \_\_\_\_\_ Birthdate: \_\_\_\_\_

Parent or Legal Guardian's Name: \_\_\_\_\_

Mobile: \_\_\_\_\_ Email address: \_\_\_\_\_

I prefer to receive confirmation of my child's enrollment via  text  phone  email

When providing any kind of public service or free program in your community, you can just publish it and say its free,

- 1) Easiest to do
- 2) Not very creative
- 3) Does not create a value for your program
- 4) Least effective at attracting participants

OR

You can help assure the value of your effort is recognized & get more participants by:

- 1) indicating that your school and/or students of your school are sponsoring the program
- 2) indicating that a local business or multiple businesses are sponsoring the program  
(Great networking opportunity for school & PVT to solicit businesses to sponsor the program)

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Children value themselves to the extent they have been valued.

This Class Sponsored By

Your School Name  
& Info Here

### Application To Pre-enroll for class on date:

Class Location: Your School Name and Address Goes Here

Child's Name: \_\_\_\_\_ Birthdate: \_\_\_\_\_

Parent or Legal Guardian's Name: \_\_\_\_\_

Mobile: \_\_\_\_\_ Email address: \_\_\_\_\_

I prefer to receive confirmation of my child's enrollment via  text  phone  email

Or use your school url

Apply for pre-enrollment using this form or online: [www.kidsneedselfesteem.com](http://www.kidsneedselfesteem.com)

## Self Esteem Enhancement A Community Service Program Designed For Elementary Age Children



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This Class Sponsored By

Local Business Name Here

Your Donation Pays For  
Costs To Promote  
Enrollment And  
Provide This Class

Is this something you can  
support with a donation of \$XXX?

### Application To Pre-enroll for class on date:

Class Location: Your School Name and Address Goes Here

Child's Name: \_\_\_\_\_ Birthdate: \_\_\_\_\_

Parent or Legal Guardian's Name: \_\_\_\_\_

Mobile: \_\_\_\_\_ Email address: \_\_\_\_\_

I prefer to receive confirmation of my child's enrollment via  text  phone  email

Or use your school url

Apply for pre-enrollment using this form or online: [www.kidsneedselfesteem.com](http://www.kidsneedselfesteem.com)

## TIP: SPONSORED COMMUNITY SERVICE PROGRAMS

Schools that establish fundraising accounts with the Foundation can then offer sponsors tax deductible donations when they sponsor your program and every Community Service Program your school offers can potentially become a fundraiser to help support and expand the charitable work your school does in your local community.



## Converting Non-Member Students To Federation Members

Every new student attracted to a school is a non-member until they are **inspired** and **educated** about the opportunity of Federation Membership and **motivated** to become a Federation Member. In fact, it's estimated that roughly 1000 non-member students are training in schools nationwide at any given time in various trials or programs. **During the membership drive these non-member students have the opportunity to register as members and receive a \$261 incentive package for new members.**

Your support during the membership drive to **inspire**, **educate** and **motivate** as many of those existing non-member students as possible to become Federation members will be greatly appreciated.

The results achieved during the membership drive will help confirm or disprove the feasibility of a national membership drive among all schools as a benefit for schools and as a membership fundraising campaign. **If measurable results are achieved, then a case can be made for additional investment in repeating or extending a national membership drive or coordinating some other type of national marketing initiative among all schools.**

- During the membership drive the White Belt Instructional Guide DVD will be automatically mailed to all new members who register within 30 days of starting training. *(School Owners watch for FLASH SALES and you can stock up at very low prices for future use.)*
- During the membership drive even existing non-member students who have been training longer than 30 days will also receive the White Belt DVD when they register as 1<sup>st</sup> time members.
- During the membership drive new members will also receive a special discount code **NEWMEMBER** for the Soo Bahk Do Institute that gives them a FULL YEAR GREEN BELT Subscription for \$1
- During the membership drive new members will also be sent their Federation Member Manual in their membership kit along with 4 patches (originally announced as 2 patches)
- During the membership Drive new members will also be sent an **"I Love Soo Bahk Do"** bumper sticker.

Progress toward the goal of 400 new members during the **Discover Soo Bahk Do! Membership Drive** will be updated daily on this page: <http://soobahkdo.com/discover-soo-bahk-do-membership-drive/>

## Preventing Price Objections Before They Occur

Some school owners have been successfully presenting the opportunities of Federation Membership to students from 1 to 40 years and obviously have developed some best practices and a hand full of tips that may be helpful for fellow school owners who are new to presenting the opportunity of Federation Membership to new students. Please share your processes for presenting the opportunity of Federation membership with fellow school owners through comments on the BIZ site.

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***Presenting the “Opportunities of Federation Membership,” is a MUCH different thing than presenting the “Federation Membership fee.”***

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**The former** is an exciting, multicultural experience of learning the Soo Bahk Do® martial art system under the guidance of an internationally certified instructor who has many years of knowledge to share and enjoying the development of mind, body and spirit with fellow members and Moo Duk Kwan® associates worldwide as a Federation Member.

**The latter** is a fee.

Which one would interest you the most? Learning more about the opportunities and exciting experiences that await you when you become a Federation Member or learning about a fee?

Sooooooooo which one do you think will be most effective to spend time presenting to new students and the parents of young students if you want them to inspire, educate and motivate them to become a fellow member just like you?

Sometimes when presenting the opportunity of Federation Membership to a prospect the conversation may deteriorate into a dialog focused on the price of Federation Membership.

While the cost of Federation membership is a reality that must eventually be dealt with, it is best discussed AFTER the prospect has been inspired, educated and motivated by your compelling presentation and arrived at the decision that they WANT to register as a Federation Member.

After all, **unless a prospect has expressed that they are interested in becoming a Federation Member like you, why would you even bring up the price?**

**Note:** Some presenters are so confident in their presentation that they can start a conversation about the price and do so with great success. Other presenters may have a more difficult time when they start a conversation about the price of Federation Membership before having effectively **inspired**, **educated** and **motivated** the prospect about the opportunity of becoming a Federation member. Guiding a prospect to the decision that they WANT to become a Federation Member just like the presenter and doing so BEFORE price is ever discussed can be much more effective. When a conversation starts about price the following question that may become the focus of the conversation:

***“What do I get with Federation Membership?”***

However, BEFORE discussing price, a more thorough inspiring, educational and motivational presentation by an enthusiastic presenter conveying the opportunities of Federation Membership that await the prospect when they become a Federation Member just like the presenter can help guide the prospect through their decision making process such that they may pose a different kind of question.

***“For me to become a member just like you, how much will my Federation Membership cost?”***

Now instead of you pushing a price at them, they are inquiring of you, eagerly asking you to disclose the price that they need to pay so they can become a member just like you. While that may seem like a trivial point, it is not. It is HUGE.



School owners who have been presenting the opportunity of Federation membership for many years report that the nature of the presentation will shape the questions the prospects ask. Strong presentation = easy questions. Weak presentation = hard questions.

If you'd like to learn more about the psychology involved in painlessly guiding a prospect through their decision making process to enroll at your school, to upgrade them to a more expensive program in your school or to become a Federation member just like you, visit [www.soobahkdo.biz](http://www.soobahkdo.biz)

In the event you encounter this question, it can be easily dealt with as long as you several things on the tip of your tongue that you can confidently convey to the prospect. A list of twenty-seven are provided later in this document. Consider that makes each effectively be \$3.14. ( $\$85 / 27 = \$3.14$ ) Less for HH.

***“What do I get with Federation Membership?”***

Perhaps the following talking points will provide some ideas and thoughts about how to respond to this question and/or give you some ideas about how to craft a stronger presentation about the opportunities



of Federation Membership. You may also find benefit in contemplating how to tweak your existing presentation that you use for enrolling new students at your school, upgrading tuition, etc.

Think about it, you can either have a strong, confident and enthusiastic presentation BEFORE disclosing a price or you may be faced with delivering an almost defensive explanation AFTER disclosing the price.

### **Which position would you prefer to be in?**

The following language illustrates the power of an educational based presentation and how it can TOTALLY eliminate selling.

#### **Self-Esteem, The Key To Life**

*From "Tribes" by Jeanne Gibbs*

**The primary resource predicting the success or failure of each person as a human being is a precious energy known as "self-esteem".** The adolescents who still demonstrate stages of social development appropriate for very young children are arrested in their growth. Indeed they are stuck at earlier infantile stage and become problems for parents, teachers, peers, society . . . and themselves. Sensing their inadequacy, they live self-confirming prophecies that "I am not capable. . . I cannot learn . . . "I am no good at anything." They lack positive self-esteem.

One educator sums it up this way. "deep inside is a longing . . . a sense of hollowness wanting to be filled. It is a need to connect with a positive sense of self and with others. The more positive the self-image, the less painful the longing . . . the less positive the self-image the more painful the longing. Too often we use temporary "fillers" such as drugs, alcohol, compulsive anti-social activities to blot out the hunger and give a temporary sense of self. It is only as we find positive self respect and "connectedness to others" that we can sense our true value. The painful longing diminishes and the hollowness is filled with self-worth. **It is then that we even self-confirm positive images of ourselves.**"

Studies have shown that self-esteem is not related to family, education, wealth, social class, geographical living area, father's occupation or having mother at home. It comes from the quality of relationships that exist between the child and those who play a significant role in his life. It is a person's assessment of "the self-pictures" reflected back to him from others daily.

**Self-esteem is "a quiet inner knowing saying I'm glad to be me." It is a sense of self-respect, a feeling of self-worth. Three main areas convey loveability and worth to children:**

- affirmation of their positive qualities from parents, teachers and other significant caretakers;
- affirmation from peers and siblings
- affirmation to themselves based on their own experiences of competency success ("I did that well." "I am good at reading." "Arithmetic is easy for me" [**"I am good at SOO BAHK DO"**])

**CHILDREN VALUE THEMSELVES TO THE EXTENT THEY HAVE BEEN VALUED.**

**Does anything about this feel like selling? No. And yet, this language successfully recruited 169 new students and 125 parents to show up at a school already pre-enrolled in a program without having talked to anyone or being SOLD by anyone. [The prospects sold themselves.](#)** They moved through their decision making process and chose to enroll based on the information presented.

<http://soobahkdo.biz/169-new-students-and-125-parents-showed-up-at-my-school-on-the-same-day/>

Put this language on a flyer and get that flyer in the hands of the parents of elementary aged kids for pre-enrollment and you may be pleasantly surprised at the response.

## Tailor The Value of Membership To The Prospect

Ideally a presenter needs at least two well thought out presentations for presenting the opportunities of Federation Membership to prospects:



- One presentation that speaks to an adult who is the potential student
- Another that speaks to an adult who is the parent of a potential child student

Sa Bom Nim John Johnson wrote a wonderful article about the value of membership that is published in the Federation Member manual and you may find value in extracting some additional talking points from it to incorporate into your presentation to non-members (especially adults) whom you want to **inspire**, **educate** and **motivate** to become Federation members.

Effectively presenting the opportunities of becoming a Federation Member to new students and parents is most effective when the presenter has an **unwavering belief in the value of being a Federation member** and conveys a resolute conviction about its value and the benefits enjoyed by members.

Just as a concert goer purchases a ticket to have the opportunity to enter an arena and enjoy the concert with fellow ticket purchasers, so too does a student who purchases a Federation membership have the opportunity to enter the community that is the Federation and reap the benefits and rewards of membership along with fellow members.

Concert goers pay for a ticket, listen to music and leave with NOTHING except the experience they just enjoyed.

Do concert goers focus on the price of the ticket or the wonderful music they will get to hear at the concert?

Students pay for a Federation membership and receive tangible items worth \$261 (**during the membership drive**) plus unique enjoyable, experiences and **priceless** personal growth opportunities only available to Federation members.

Do you discuss the Federation Membership fee or the opportunities of Federation Membership with a prospect?

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*If you are discussing the membership fee rather than the opportunities of Federation membership, then you may be making the decision harder than necessary for the student or the parent and creating a challenge for yourself that need not be present.*

---

**Is what you say to a prospect about the opportunities of Federation Membership inspiring?**

Do you paint a vivid and compelling picture of your experience of being a Federation Member?

Do you tell them about the time you and fellow Federation members were in Korea training on a mountain top in front of a temple?

**Is what you say to a prospect about the opportunities of Federation Membership educational?**

When your conversation concludes will the prospect feel they have learned some facts from you that they did not know before and perceive you as an expert? Do you tell them that more than 200,000 people before them have joined the Federation as members since its formation?

Do you tell them that USA Federation Members are all connected to the original Moo Duk Kwan® school founded in 1945 and that as a fellow member like you, they will be entered on the Moo Duk Kwan® member rolls and become part of the institution's 70+ year lineage of students?

**Is what you say to a prospect about the opportunities of Federation Membership motivational?**

Be sure to make them aware of the \$261 package of items they will receive when registering during the membership drive.

Do you have an opportunities of Federation Membership presentation **crafted specifically for an adult prospect who is the student?**

If so, would you share it with fellow school owners on the BIZ site? Or do you just wing it?

Do you have a slightly different opportunities of Federation Membership presentation **crafted specifically for an adult who is the parent of a potential child student?**

If so, would you share it with fellow school owners on the BIZ site? Or do you just wing it?

It can be powerful and help position the presenter as an expert, to cite a few statistics that are relevant to the needs of the prospect and which simultaneously confirm that the benefits of Soo Bahk Do® training will meet their needs.

For example: **To an adult** who may have said something about wanting to “get in shape” an effective presenter might mention that Soo Bahk Do® is trademarked proprietary training system only taught by Internationally certified Instructors and then cite one or two statistics about the health benefits of Soo Bahk Do® training taken from a study published by Peter Douris, [Soo Bahk Do Benefits Middle Age Fitness](http://soobahkdo.editme.com/Martial-Arts-Benefits-Studies). - <http://soobahkdo.editme.com/Martial-Arts-Benefits-Studies>

Another example: **To an adult who is the parent of a child** trying to decide whether or not their child will enjoy this “Soo Bahk Do®” thing enough to justify the cost, an effective presenter will guide the conversation to focus on things that are priceless for a child, things that cannot be bought for any price, anywhere and will convey how the child will gain those things in Soo Bahk Do®. The presenter might mention that Soo Bahk Do® is trademarked proprietary training system only taught by Internationally certified Instructors and then cite a sentence or two from ***Self Esteem: The Key To Life by Jean Gibbs*** and in doing so will make price irrelevant because what parent would NOT want those things for their child?

The LEAST EFFECTIVE presentation of all is having to answer the following question because it generally means the presenter did not already provide the answers during their earlier presentation and thus failed to guide the earlier dialog and the prospect toward the desired outcome.

When a prospect asks you how much your program costs or how much Federation membership costs. These are good questions indicating a desire to purchase.

However, when a prospect asks what they get for the cost of your tuition or for the cost of test fee or for the cost of Federation membership, then generally the presenter’s earlier conversation has failed to effectively **inspire**, **educate** and **motivate** the prospect. If it had, they would be asking the price question because it would be the only piece of information not yet discussed.

Regardless, should you find yourself faced with this question, then as a last ditch effort you can quickly and matter-of-factly cite ten to twenty-seven specific “things” that come with Federation Membership and doing so may help guide the prospect to a decision in your favor.

**During the Membership Drive, the Board has increased the total value for new member to \$261 worth of tangible things. Spend \$85 and get \$261.**

## What Do I Get With Federation Membership?

1. When you become a Federation Member you join a globally prestigious group of practitioners who have exclusive access to certifications issued by Hwang Kee's Moo Duk Kwan® martial organization established in 1945 in Korea. *(Think Harvard or Yale of the martial art world.)*
2. When you become a Federation Member you have priority access to the Moo Duk Kwan® President H.C. Hwang. *(Heir of Hwang Kee, author of a number of technical publications, world renown and featured on cover of Black Belt Magazine multiple times and accessible to members at Regional and National events. Would you pay \$3.27 to meet a celebrity?)*
3. When you become a Federation Member you will enjoy authentic, multicultural instruction from Internationally Certified Instructors teaching moo do values in accordance with Moo Duk Kwan® standards. *(Listing the five Moo Do values emphasizes what is important among Federation members and at your school, etc.)*
4. When you become a Federation Member you have access to world renown instructors exclusively licensed to teach you the trademarked, proprietary Soo Bahk Do® martial art system. *(Mentioning trademarks and licenses is effective and establishes authenticity and credibility)*
5. When you become a Federation Member you join members before you who have invested over a million dollars in preserving the Moo Duk Kwan® identity and the integrity of the trademarked, proprietary Soo Bahk Do® martial system to assure that Federation members receive all the benefits it has to offer. *(Big dollar investments convey seriousness about the organization. Authenticity and legitimacy. No watered down, copy cat, counterfeit experience here.)*
6. When you become a Federation Member you join a global network of practitioners worldwide who are pursuing the common goal of World Peace through of Soo Bahk Do® training and Moo Duk Kwan® philosophy.. *(National and International scope references convey that members become part of something much larger than just the local karate school on the corner, their town or their state, etc.)*



7. When you become a Federation Member you'll train with fellow members and share personal growth opportunities in mind, body and spirit *(Citing benefits for children, adults, etc. from some of the efficacy studies can be very influential.)*



8. When you become a Federation Member you will be joining a community of thousands of fellow members who embrace a strong set of core values, history, tradition, discipline respect, philosophy and techniques. *(Again, larger than themselves, larger than local, many others are doing it, etc.)*



9. When you become a Federation Member you'll be joining a community of fellow members who help those in need through fundraising hardships, scholarships, etc. *(Cite a few fundraising results of fellow school owners to confirm members care.)*

<http://stcloudsoobahkdo.com/causes/>

<http://lpsoobahkdo.com/lomita-park-soo-bahk-do-walks-for-the-cure/>

<http://soobahkdo.com/our-generous-supporters/>

*(Mention your school's community service work such as if you do fundraising or provide a Community Service Self Esteem Enhancement Program)*



10. When you become a Federation Member you'll have access to the FOUNDATION which supports charitable initiatives, hardships and scholarships. *(Tax deductible opportunities, scholarships for members and more)*



11. When you become a Federation Member you join a community of members who stand against bullying and empowering yourself or your child to prevent it. *(Mention your school's anti-bullying classes, the Monster Proof Your Child program, etc.)*



#### TIP: THE PSYCHOLOGY OF A POWER PRESENTATION

Pose each benefit to a prospect as a question. **“Would you like to join / be part of / receive / have access to...?”** or **“Would you like for your child to.... join / be part of / receive / have access to...?”**

When you can obtain **5 to 7 “yes” responses** during your presentation, then later when you offer Federation Membership (or a program upgrade in your school, etc.) as the means for them to acquire what they have already said yes to multiple times, it is almost impossible for a prospect to decline your offer and price has almost become irrelevant because the prospect has repeatedly indicated their desire to acquire.

12. When you become a Federation Member you join a community of members who support our country's military *(Federation members collectively provide up to \$20,000 annually in complimentary Military memberships, hardships and scholarships)*



13. When you become a Federation Member you join a community of role models, peers and supporters who are endeavoring to positively influence society through member actions. *(Kids in single parent homes especially need role models and many single moms will bring a child to your school for that reason, so mention it.)*



14. When you become a Federation Member you receive a **170 page Member Manual** covering member code of conduct, rank requirements, Federation policies and much more. **[\$20 Value]**

15. When you become a Federation Member you receive an Official Member ID required to receive member pricing and activate **member discounts on the Soo Bahk Do® Institute.**



16. When you become a Federation Member you receive an **Official Federation Member ID Card** as proof of good standing and required to gain entry to some regional and national events.

17. When you become a Federation Member *(during the membership drive)* you receive an **Official USA Federation Member Patch** signifying your Federation membership. **[\$7.15 Value]**



18. When you become a Federation Member *(during the membership drive)* you receive an **Official World Moo Duk Kwan® Patch** for your uniform signifying your World Moo Duk Kwan affiliation. **[\$7.75 Value]**



19. When you become a Federation Member *(during the membership drive)* you receive an **Official Soo Bahk Do® Patch** for your uniform. **[\$7.15 Value]**



20. When you become a Federation Member *(during the membership drive)* you receive an **Official Dual Flag Patch** for your uniform. **[\$7.75 Value]**



21. When you become a Federation Member (during the membership drive) you receive the **White Belt Instructional Guide DVD**. **[\$64.00 Value]**



22. When you become a Federation Member (during the membership drive) you receive a **FULL YEAR SUBSCRIPTION to the Soo Bahk Do® Institute**. **[\$116.28 Value]**



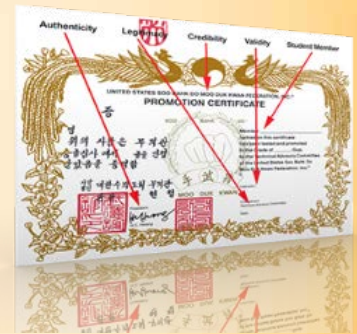
23. When you become a Federation Member (during the membership drive) you receive an **“I Love Soo Bahk Do® Bumper Sticker**. **[\$6.50 Value]**



24. When you become a Federation Member you receive **member pricing** when ordering official educational items, Moo Duk Kwan® Instructional books and supplies through National Member Headquarters. **[Minimum \$20.55 Value]**



25. When you become a Federation Member and are tested for rank you will receive **Official Moo Duk Kwan® rank Certificates** through National Member Headquarters. *(Think Harvard or Yale diplomas. No credible university or college has professors print the institution's diploma's. Students receiving certificates from the national organization clearly distinguishes your school from the karate instructor on the corner who prints their own certificates on their printer. Mention it.)*



26. When you become a Federation Member and are tested for rank you will receive an **Official Moo Duk Kwan® Bronze Fist Pin** through National Member Headquarters with your first rank certificate. **[\$5.15 Value]**



27. When you become a Federation Member you instantly gain a circle of friends in twenty-three countries spanning the globe. How cool is that? Connect with them on Federation Social Media sites.





## What He Said!

One day a school owner called Headquarters and during our conversation he conveyed the process he used to convert new students to Federation members. His process is roughly paraphrased as follows:

*"Immediately after their trial during my enrollment conference I tell new students and parents that I am a Federation member just like the other students in my school and they will be to. Then I use the PCA concept and paint them an inspiring picture of my experiences of being a Federation member and I educate them (or the parent) about the opportunities and benefits awaiting them when they or their child become a Federation member. I can tell when I have done a really good job conveying the opportunity of Federation Membership because some students and parents are so eager to join that they ask me for the price (which I have not mentioned yet). If they don't ask, then I invite them to become a Federation Member on that day and let them know they will receive a free Instructional DVD that they can use to study at home when they enroll at that time, but not if they wait (more than 2 weeks.)*

*In that moment I evaluate their response to gauge how effective my presentation has been so far. If I have failed to adequately inspire, educate and motivate them to commit to fully enrolling in my school, then they obviously will not become a Federation Member. In their mind they may still have doubts about training or they may be thinking they (or their child) will quit soon and thus don't want to pay for a year of Federation Membership.*

*I have learned that students who become Federation members and test for rank within 30 days of beginning training are TWICE as likely to still be training at 90 days compared to those who do not become Federation members within two weeks. Those who resist registering as a Federation member thus not fully committing to my school seldom train as long as those who are members, so when they resist, I perceive that I need to step up my presentation if I want to improve my chance of keeping the student active longer in my school. **It's funny to think that increasing student retention actually begins at enrollment.** There is some powerful retention mojo in new students getting a Federation Membership ID card with their name on it from a national organization and a rank certificate with their name on it from a national organization and then being recognized by their instructor in front of their peers for their accomplishments all within 30 days of beginning training rather than waiting three to six months later for the same things to happen. I think about the significance of those experiences and how few people ever have them. My school can provide those powerful experiences for students very early in their Soo Bahk Do training and thus motivate them to continue, so I do it asap.*

*I have also observed that hesitation about becoming a Federation member can be due to the cost of Federation Membership since I require \$XXX at enrollment and then adding the Federation membership fee of \$XX to that amount may be more than they are prepared to pay or willing to pay. So I ask questions to discover if this is the case and if so, then I suggest they sign up for the Federation's FREE 30-Day trial membership online which allows me to be able to test them quickly (within 30 days) and the student gets a membership card and then a certificate that is ceremonially awarded to them in front of the classmates, thus confirming their progress and accomplishments in their 1<sup>st</sup> month. When they go ahead and register as a Federation Member right away that's one less thing for me to keep track of and they still get the FREE instructional DVD that they can use at home during their 1<sup>st</sup> month. The Free Trial Membership is great because in a pinch it can totally eliminate price as an objection to registering as a Federation Member early on PLUS I get that extra commitment from them that I have learned helps keep them training.*

*Should I discover that extreme financial circumstances are the reason they are not enrolling at my school (tuition is too high) and thus they are also uninterested in becoming a Federation member, then I may offer a school special or tuition discount and advise them of the FREE 30 Day Federation Membership and the availability of hardship memberships later on if needed.*

*Getting them as engaged as much as possible as quickly as possible is the most important thing to help keep them moving through their decision making process and to forge their commitment to my school and their training. Becoming part of the Federation makes them part of something much larger than just my school and THAT can mean a lot to people...especially those with economic challenges.*

*Since the Federation provides multiple options for 1<sup>st</sup> time new memberships and some are NO COST there is no reason for the new student or parent to procrastinate or postpone registering immediately so they can become Federation members just like me and when they do, I know they are more likely to train longer."*

## A Rose By Any Other Name

Like many activities in a school, converting students to Federation Members is a process.

The instructor above developed a very organized process that he was comfortable with and it worked well for him.

In reality presenting Federation Membership is a SALES process just as is enrolling a new student and there are best practices for sales processes and less effective processes for sales.


Are you getting indignant and wondering why we are discussing that dirty ol thing called SALES? Some say SELLING does not apply to Moo Duk Kwan® school owners, does it? After all, instructors do not want to SELL. Some say no instructor wants to be perceived as a SALESPERSON. Right? And besides that, some say the Federation is a non-profit organization so SELLING and MONEY should not be priorities at all. Right?

The mindset discussed in the preceding paragraph has been expressed by some members over the years and even resulted in the Federation running the most successful advertising campaign in its entire history.



The ad to the top right ran in Black Belt Magazine for more than a year and generated over **800 phone calls per month**. Ultimately, the Federation answered thousands of phone calls and mailed hundreds of information packets to inquirers.

*IDEA: Consider using this ad language and replacing the Federation contact information with school contact information and testing results locally for your school.*

**“I DON'T  
TEACH  
FOR THE  
MONEY...”**




I teach because I love what I do. I want to help others benefit from what I have learned and The United States Tang Soo Do Moo Duk Kwan Federation Inc. helps me achieve this goal. It is a non-profit organization where loyalty, honor, integrity, respect, humility, and technical excellence come first. It is also the only organization authorized by Grandmaster Hwang Kee to process rank certification in Tang Soo Do Moo Duk Kwan. So, if you are looking for authenticity, effectiveness and a martial art with values, call now for a free information kit; it could change your life. It did mine.



 **1-800-365-TSD1** 

**UNITED STATES TANG SOO DO  
MOO DUK KWAN FEDERATION INC**  
“At The Heart Of The Art”

**“I  
TEACH  
FOR THE  
MONEY...”**



I teach because I love what I do. I want to help others benefit from what I have learned and The United States Tang Soo Do Moo Duk Kwan Federation Inc. helps me achieve this goal. It is a non-profit organization where loyalty, honor, integrity, respect, humility, and technical excellence come first. It is also the only organization authorized by Grandmaster Hwang Kee to process rank certification in Tang Soo Do Moo Duk Kwan. So, if you are looking for authenticity, effectiveness and a martial art with values, call now for a free information kit; it could change your life. It did mine.

 **1-800-365-TSD1** 

**UNITED STATES TANG SOO DO  
MOO DUK KWAN FEDERATION INC**  
“At The Heart Of The Art”

Even though the ad attracted the attention of the public very effectively, some school owners disagreed with the ad message. Those school owners said that they DID teach for the money because they were endeavoring to make teaching their livelihood and therefore the ad did not represent them.

Did that mean that they would have used the modified ad headline in the bottom ad?

Probably not.

While the 2<sup>nd</sup> version of the headline may be a truth, it is information that is not **relevant, inspiring, educational** or **motivational** to a prospective student, so why would it be the focal point of an ad intended to attract prospects?

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*The point is that the message the public may need to hear in order to be attracted to what school owners are offering may need to be different than the message some school owners might instinctively want to deliver.*

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The same holds true for the design of school websites, the message on business cards, flyers, ads, the messages in Facebook ads, etc.

The same also applies to the process and message employed to present the opportunity of Federation Membership to new students and parents of new students.

While there is no right or wrong way to present the opportunity of Federation Membership to a prospect, there are better practices and less effective practices.

Each different presentation and button on the web page to the right ultimately results in the prospect contacting the same school and that's the desired action for a new student prospect to initiate. The best school marketing and promotional campaigns will convey a message that speaks to the wants and needs of non-practitioners among the public who are those that the school owner is seeking to



attract as prospective students. In some cases the most effective message may not “feel” exactly like what the school owner wants their ad to convey. The ***“I Don’t Teach For The Money”*** ad above was objectionable to some school owners, but **those same school owners would not have objected when their school phone rang 800 times after they ran the ad.**

The point is that flawed thinking can prevent effective advertising and marketing and it can make presenting the opportunity of Federation Membership to new students and parents a task dreaded by presenters who perceive that the Federation Membership fee will cause students to quit when they learn they need to pay and become a Federation member. As a result of this perspective or fear a number of school owners put off discussing Federation membership for as long as possible.

A number of instructors train students for months until the student is eligible to test – except they are not yet a Federation member - and then tell the student or parent to register as a member right before their test because this is an easy time to convert students to Federation Members since the student wants something they can only get as a member, they join. **The price is the same as it was months earlier, but now the student has been inspired, educated and motivated, so the price has become irrelevant.**



Instructors choosing to make their presentation over months rather than during their early conversations with a prospect or new student may be contributing to a higher dropout of new students than needs to occur because statistics indicate that students registered as Federation Members and tested within 30 days of starting training are more than TWICE as likely to still be training at 90 Days than students who did not register as Federation Members and test for rank within 30 Days.

The school owner in the story above who conveyed their process for presenting the opportunities of Federation membership took a different approach and rather waiting or allowing students and parents to postpone becoming Federation members he devised a process that he could use to get them registered literally on day one even when they had price objections or hardships or financial circumstances. Why did he do this? He said, because being Federation Members supported them to keep training longer and therefore he would not take no for an answer.

Creative, open minded school owners can benefit from knowledge about sales psychology and from learning the sales techniques employed by professionals every day in their professions and then employing those skills appropriately in Moo Duk Kwan® school marketing and signup practices to help guide prospective students or parents through their decision making process and thus toward

enrollment at the school, upgrading to higher priced programs in the school and/or conversion to becoming a Federation member.

We all know that repetition results in improved performance and just as a student who practices a hyung a hundred times will perform better than a student who has practiced a hyung only five times, so too will a sales person who has guided prospects through their decision making process to a purchase a thousand times be more skilled at that process than a person who only does it a few times a year.

Sales professionals may go through the sales process thousands of times a year while many school owners may only go through it 10 to 50 times a year. As a result sales professionals will have more skill in this realm. We all know that we learn some new nuance of a hyung with every repetition, so there is much to be learned from those skilled in guiding prospects through their decision making process.

Should Moo Duk Kwan® school owners aspire to a “higher calling” and seek to avoid the appearance of SELLING at all costs?

Should Moo Duk Kwan® school owners avoid learning the psychology of the sales process in order to avoid turning into SALESPEOPLE?

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*Argue for your limitations, and sure enough they're yours.*

*Richard Bach*

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What Moo Duk Kwan® school owners have the opportunity to do and thus distinguish themselves and their school from all others is to rethink the stereotypes of SELLING or being SOLD and then creatively reinvent proven sales process to be applicable for a Moo Duk Kwan® school by infusing them with Moo Do values and thus uniquely guiding a prospect's decision making process in such a manner that they will never “feel” they are being SOLD because you will not be SELLING them, rather you will be **inspiring** them, **educating** them and **motivating** them to acquire that which you are presenting.

When a prospective student or parent contacts the school, then at that time proven SALES techniques modified by Moo Duk Kwan® school owners can be employed to help shepherd the prospective student through their decision making process about enrolling in your school's trial program or enrolling in your community service Self Esteem Enhancement program, or enrolling in your Daybreak Adult Classes, or enrolling in your regular classes, etc., etc.

The FIRST thing an effective presenter will do is discover what the prospect wants or needs and what they hope to achieve through their contact with you. Posing questions and listening very carefully is an effective technique that can help inform how you proceed with your conversation.

Some very effective education based sales and marketing techniques were developed and employed by [Chet Holmes](#) and they were designed to literally make “selling” unnecessary.

These powerful, creative and persuasive techniques can be employed by Moo Duk Kwan® school owners who are willing to do the advance work of organizing thoughts and preparing presentation talking points that can help to effectively accomplish their desired goal whether the target goal is to sign up a new student prospect for a trial program or to convert a trial to a paid enrollment or to convert an existing student to a Federation Member.

**Would you like to:**

1. Be perceived as an expert in the eyes of your prospective students and parents?
2. Dramatically upgrade the "influence" you'll have with your prospects, students and parents?
3. Show prospects market data that makes enrolling at your school more important than others?
4. Show student data that makes becoming a Federation member more important?
5. Get more prospects to sign up and get more signups to enroll and get more students to become Federation members?
6. Build information that positions you and your school strategically above all of your competitors?
7. Dramatically improve and upgrade the communication experience between you and your prospective students?
8. Build in a motivational sense of urgency that encourages your prospects to commit and enroll faster?
9. Create an unstoppable anti-competitive strategy for your school?
10. Instill more loyalty by students and parents toward you over every other competitor?
11. Attract prospects over all of your competitors?

Accomplishing each of these objectives depend on:

1. **what you say**, (educational message relevant to the prospects needs)
2. **when you say it** (timing is everything)
3. **how you say it** (with confidence, passion and enthusiasm)

You can learn more about education based marketing and sales techniques on the wiki and [www.soobahkdo.biz](http://www.soobahkdo.biz)

A buyer's decision making journey is described in its simplest form by [Salesforce](#) as:

1. **Awareness** (*when their need occurs in their life and they are referred to your school or they see your ads, flyers, etc.*)
2. **Consideration** (*when "something" in your ads gets their attention and makes them contact you.*)
3. **Decision** (*when "something" in your presentation or followup convinces them you are their best choice and they purchase*)

More complex models of the buyer's journey are also described by other sales professionals as:

**The psychology and decision making process of a prospective buyer:**

1. Prospect recognizes their need
  - Called you, signed up on website, texted you, etc.
2. Prospect seeks information about filling their need
  - asks you questions and evaluates your answers, etc.
3. Prospect seeks comparative information about filling their need another way
  - evaluating how they feel about you and/or evaluating competitors
4. Prospect makes their purchase decision.
  - At this point price is now irrelevant
5. Prospect decides upon their behavior after their purchase
  - Buyer's remorse or raving fan?
6. Purchaser decides upon their behavior after no longer using their purchase
  - Good reviews or bad reviews from ex students?

Kwan Jang Nim has conveyed over the years many times in his seminars and classes that every practitioner has multiple roles, opportunities and responsibilities including, but not limited to:

1. Practitioner
2. Preacher (**inspiring** prospects about the opportunity of Federation Membership)
3. Teacher (**educating**)
4. Instructor (**motivating**)

His PVT message is that every individual member has the opportunity to take ownership of the future of our art. Undeniably our art's future will be brightest when leaders, school owners, instructors and members are armed with knowledge to be our best as **preachers**, **teachers** and **instructors** using the scientific, psychological processes involved in attracting new prospects toward Soo Bahk Do® (Ads, Marketing, Elevator Pitch, etc.) and then effectively guiding them through their decision making process to enroll at a school and to become a Federation Member.

**Please support the *Discover Soo Bahk Do®! Membership Drive***

**By Trying Just ONE NEW THING During Sept And Oct**

# Discover Soo Bahk Do!<sup>®</sup>

*“Even a journey of 1000 miles begins with a single step.”*

You have already taken the first step by signing up at our school and we'd like to help you with the steps that follow.

When you register as a U.S. Federation Member during our Membership Drive you'll receive a FULL YEAR of 365/24/7 online access to videos of all the technical material required up to your test for Green Belt **[\$116.28 VALUE]** for only \$1.

The Soo Bahk Do<sup>®</sup> Institute is a great way to study at home, to refresh your memory before coming to class and to brush up if you miss a class, to prepare for a belt test, a tournament or a demonstration and the videos play on mobile devices and computers.

Claim your FULL YEAR subscription by entering this discount code and your Federation membership ID during checkout on [www.sobahkdoinstitute.com](http://www.sobahkdoinstitute.com)

## NEWMEMBER

*If price does not reduce to \$1, then membership drive is not in effect.*

**The annual price will lower from \$116.28 to only \$1** and you'll have instant access to tons of official technical videos for a FULL YEAR at no additional cost.

Go here to register securely online as a member:  
<http://sobahkdo.com>

Then go here to activate your Green Belt Subscription on the Soo Bahk Do<sup>®</sup> Institute.  
<https://goo.gl/hHpGAU>

***Do it now before our membership drive ends!***



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