

# 4 Surprising Lessons We've Learned During COVID That Can Make 2021 Your Best Year Ever



I'm Happy to  
Send You the Slides

*Leave a comment or  
question below*



THANK YOU!!

## We LOVE Referrals!

- Austin Wright
- Young Seok An
- Ray Saint
- Jung Hoe Ku
- Nathan Battel
- Byong Seok Lee

*Thank  
you*



**CHRIS HURN**

Founder &amp; CEO

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when the application  
becomes available.

**SEND**

## SBA Paycheck Protection Program

On December 27th, President Trump signed into law the Emergency Coronavirus Relief Act of 2020. While SBA, Treasury, and the lending community won't be able to launch second draw PPP loans (and restart first draw PPP loans) until likely Monday, January 11th (or later), there definitely is light at the end of the tunnel. Many small business owners will be able to access much-needed funds soon to continue operating in 2021 and beyond.

### Paycheck Protection Program (PPP) Loans

Below are the portions of the law that relate to small businesses. Our team has spent significant time over the last few weeks working on this legislation and what it will mean to the small business community.

Here is what we know, so far:

[www.FountainheadCC.com/ppp2/](http://www.FountainheadCC.com/ppp2/)

The 5:1

Principle

# FREE COVID-19 Survive and Thrive Toolkit for Your Martial Arts School!

The image displays a collection of digital marketing assets for martial arts schools during the COVID-19 pandemic. The resources include:

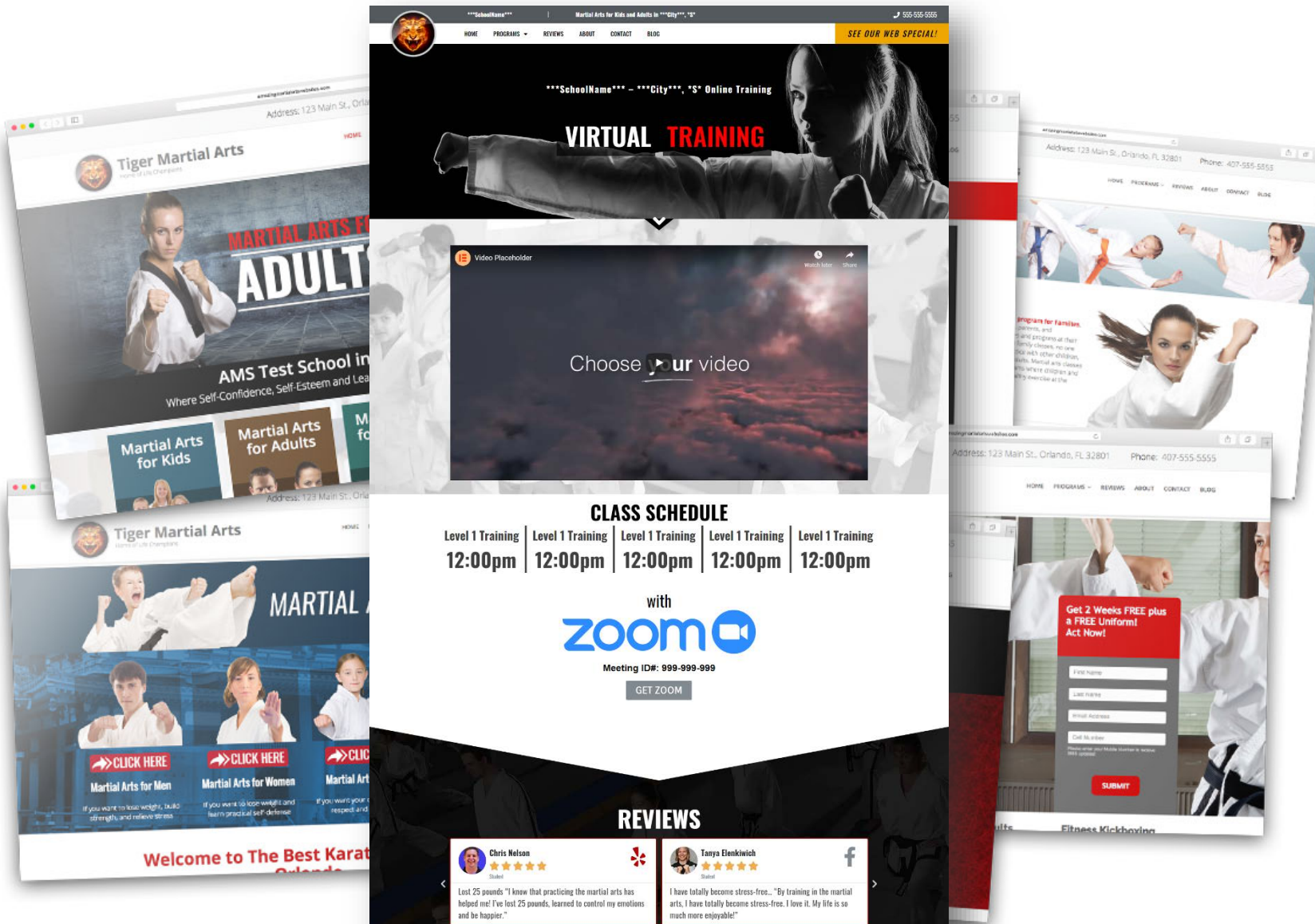
- Informational Documents:** "Get Fit & Confident: Thriving During the Coronavirus Global Crisis: A Martial Arts Business Guide", "Your Debt During the Coronavirus", "Government That Can Help Finance", and "How the Can Help You with FINANCIAL HARDSHIP".
- Classroom & Training Flyers:** "Get Fit and Confident While You're Stuck During the Coronavirus", "Online PE CLASS", "Attention Teachers", "Train at Home", and "Train at Home".
- Reopening Announcements:** Multiple "WE'RE REOPENING!" flyers with dates like "May 30th" and contact information (407) 123-4567.
- Social Media Content:** A hand holding a smartphone displaying a Facebook post with the text "WE'RE REOPENING! Classes Start on May 30th!".
- Video Content:** A small video player showing a person speaking.

Resources Provided by  **ATLAS** MARTIAL ARTS SOFTWARE

[AtlasMartialArtsSoftware.com/covid19](https://AtlasMartialArtsSoftware.com/covid19)

## 4 Lessons Learned - Make **2021 Your Best Year Ever**

- Virtual Training, Relationship and Communication
  - As BOTH an “Alternative” and an ADDED Benefit
  - Zoom + Online Resource Library (Best)



AtlasMartialArtsSoftware.com/covid19

## 4 Lessons Learned - Make 2021 Your Best Year Ever

- Virtual Training, Relationship and Communication
  - As BOTH an “Alternative” and an ADDED Benefit
  - Zoom + Online Resource Library (Best)
  - Expanded our “Reach” (Geographically etc...)
  - Staff/Instructor Analysis and Training
  - Added Value to Student’s LIVES
    - Group, Small Group, and Private Lessons
    - Brought us INTO their LIVING ROOMS! (Deeper Interaction with the Whole Family)
  - Pricing and Other Logistics were NOT an Obstacle
    - When We Kept the Enrollment “Experience” Congruent with the “In Person” Experience

## 4 Lessons Learned - Make **2021 Your Best Year Ever**

- Virtual Training, Relationship and Communication
  - Relationship is EVERYTHING!
  - MUCH, MUCH, MUCH More Communication and “Connection” With Students and Families is THE KEY!
    - Email, SMS, Small Group/1 on 1 Zoom Sessions, SNAIL MAIL, Videos On Social Media, Good Job Notes, “Awesome” Calls, Home Visits, etc...etc...etc
    - FAR MORE than most schools have EVER done!





[AtlasMartialArtsSoftware.com](https://AtlasMartialArtsSoftware.com)

# FREE COVID-19 Survive and Thrive Toolkit for Your Martial Arts School!

The image displays a collection of resources provided by Atlas Martial Arts Software. The resources include:

- Flyers:** Numerous flyers with titles such as "Get Fit and Confident While You're Stuck at Home", "We're Reopening!", "Train at Home", "Online PE Class", "Attention Teachers", "Your Debt During the Coronavirus", "Government That Can Help Finance", "How the Can Help You with Financial Hardship", "We're Reopening! Daily Classes Start on May 30th!", and "We're Reopening! We're reopening for classes on May 30th!".
- Social Media:** A hand holding a smartphone displaying a Facebook post with the text "WE'RE REOPENING! Classes start on May 30th!".
- Informational Documents:** Documents with titles like "Get Fit and Confident While You're Stuck at Home" and "How the Can Help You with Financial Hardship".
- Video:** A small video player showing a person speaking.

Resources Provided by  **ATLAS** MARTIAL ARTS SOFTWARE

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## 4 Lessons Learned - Make **2021 Your Best Year Ever**

- Online Marketing
  - eCommerce now Has 0 Resistance
  - People are Spending a LOT More Time Online
  - HUGE Pent-Up Demand
  - FAR LOWER "Supply"
  - "2 Step" Lead Generation is Working REALLY WELL!!!

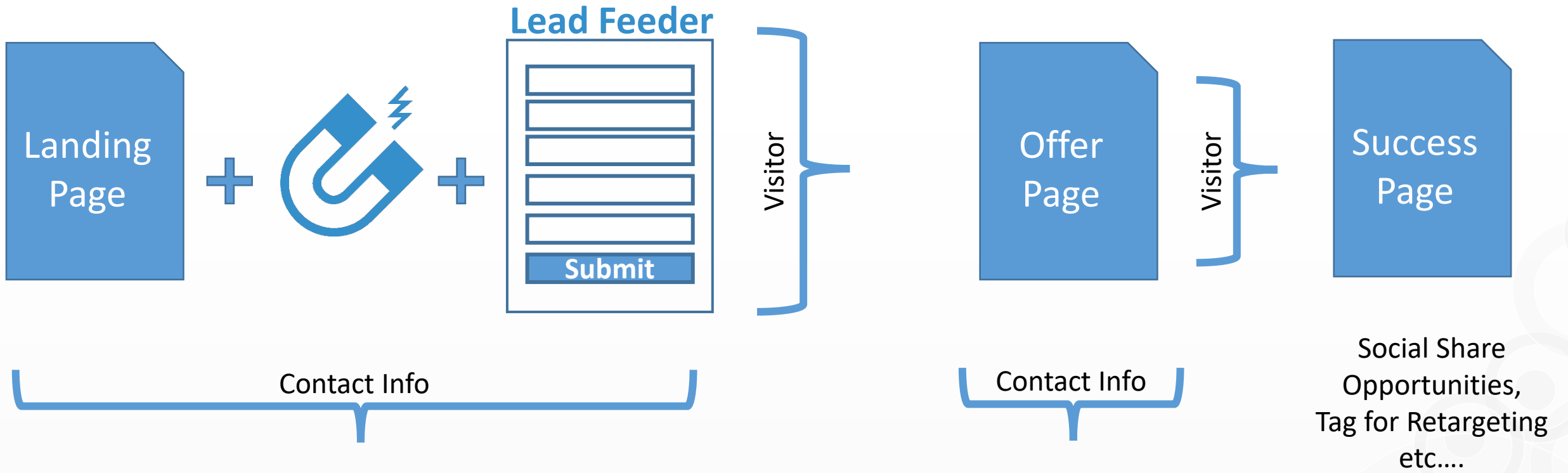
Drive Traffic

Capture Lead -  
EVERYONE that MIGHT  
be Interested

- LOW or NO Barrier of Entry
- Aggressive “Nurturing” Campaign to Follow

Set Appointment

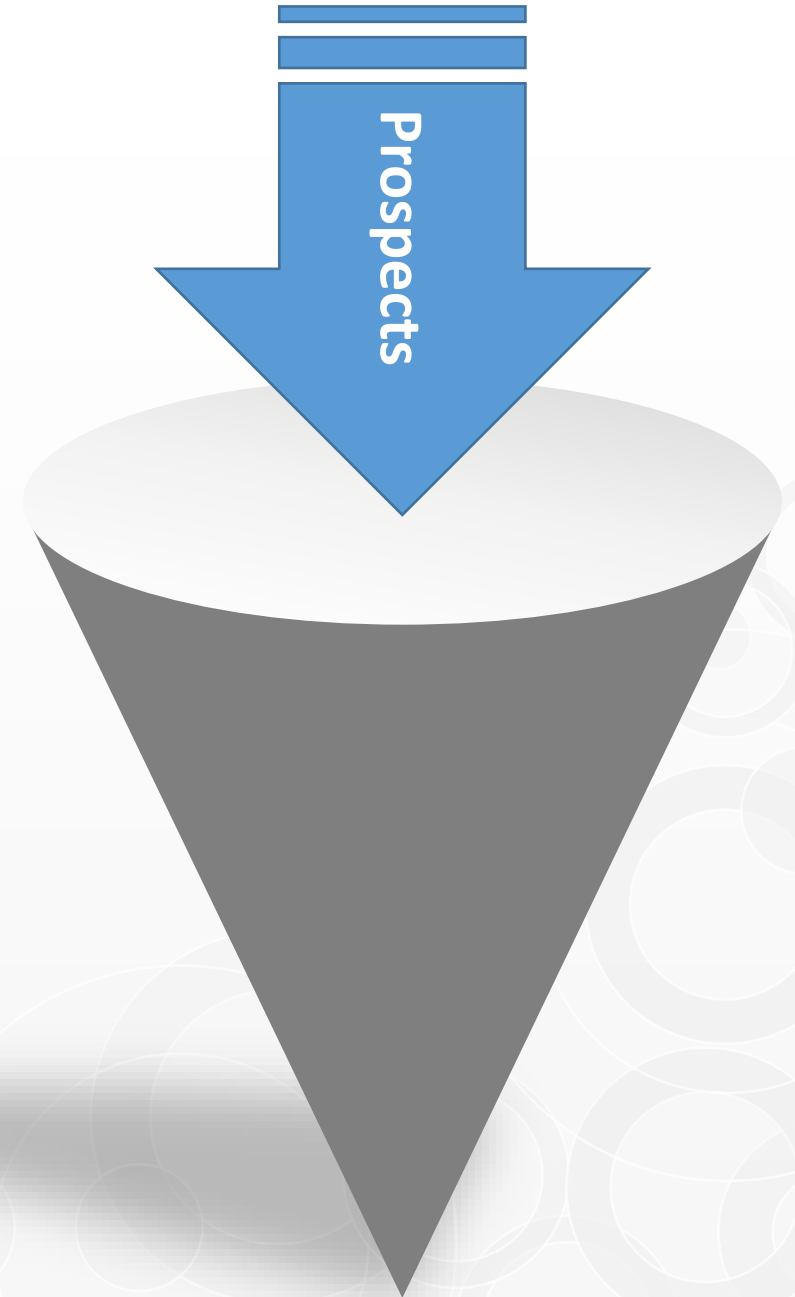
Make Sale



# Convert to Follow Up!!!!

Internet Marketing "Process"

- Sequential, MULTI-MEDIA Follow up
  - Email
  - SMS
  - More Content (Blog etc...)
  - Personal Calls
  - Letters
  - Videos
  - Testimonials
  - Etc...etc...etc





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## 4 Lessons Learned - Make 2021 Your Best Year Ever

- Referrals and Family Add Ons
  - TRUST
  - Ask!
  - Contests
  - Parent's Night Out(s)
  - FREE Child ID Kits, Anti Abduction, School Safe etc...

# Bring-a-Parent WEEK!

**Buddy Pass**  
FOR: Master's School of the Martial Arts  
123 Martial Arts Way • Your Town, US 12345  
(555) 555-5555  
YourSchoolSite.com

Enjoy one FREE week of classes with your buddy!

Please fill out the information below:  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
Class: \_\_\_\_\_

**PARENTS NIGHT OUT**  
Need an evening without the kids?  
My Martial Arts School gives you the opportunity to have a well-earned break. You get a night on the town looking forward to your little ones safe and happy the next morning.

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MY MARTIAL ARTS SCHOOL  
123 Your Martial Arts School Way • Your Town, US 12345  
555-555-5555

Martial Arts + Family time = Family Fitness!

Turn FAMILY TIME into FUN TIME with martial arts!

The Family that Plays Together Stay Together

Take Classes Together

Turn FAMILY TIME into FUN TIME with martial arts!

Special

Come in this month and receive 2 Weeks FREE Martial Arts Lessons!

Your Martial Arts School's name  
12345 Your Martial Arts School Way • Your Town, US 12345  
555-555-5555  
www.YourMartialArtsSchoolName.com

**KICKIN' BIRTHDAY PARTY**

facebook

Great for GROUPS!  
We provide CAKES!  
We do ALL the work!  
HAVE FUN!

Have a KICKIN' BIRTHDAY PARTY with US!

GREAT FOR GROUPS

HAVE FUN WITH FRIENDS

ALL YOU NEED IS CLEAN UP

CAKE & GAMES

**Buddy DODGE BALL**

Champion? FIND OUT AT!

Fri. August 12th

Bring a FRIEND!

WINNERS' RECEIVE A FREE AFTER-SCHOOL DISCOUNT & NEW EQUIPMENT FOR FREE!

My Martial Arts School  
1234 Your Martial Arts School Way • Your Town, US 12345  
555-555-5555

**DODGE BALL**

SHARE TO FACEBOOK

\$20 Certificate

Refer Any Friend to Our Martial Arts Trial Courses and You'll Receive a

It's as Simple as 1, 2, 3

REFER A FRIEND TO DEMO SCHOOL and You'll Receive A FREE GIFT

Get a Free Gift for Every Friend Referred

**BELT TESTING SWEEPSTAKES**

FREE MARTIAL ARTS TRIAL LESSON

**BELT TESTING SWEEPSTAKES**

FREE MARTIAL ARTS TRIAL LESSON

## 4 Lessons Learned - Make 2021 Your Best Year Ever

- Referrals and Family Add Ons
  - TRUST
  - Ask, Make it a Referral Culture, “Built in” Systems
  - Give them “Reasons Why”
  - Contests & Events - ie. Parents Night Out(s), etc
  - FREE Child ID Kits, Anti Abduction, School Safe etc...
  - Social Isolation Solutions
    - This is a REAL Pain Point, and DEEP Concern for Our Communities Right Now!!!
    - Safe - Socially Distant Activities for Kids etc...
    - Info for Parents/Community etc.



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## 4 Lessons Learned - Make **2021 Your Best Year Ever**

- B2B and Community Marketing
  - Now They WANT TO Work With Us, More than Ever!
  - ONLINE and Offline
    - Social Media Groups, Organizations with Online Groups etc
    - Bricks and Mortar
  - Summer Camp(s)
    - Internal - HUGE OPPORTUNITY
    - External - HUGE OPPORTUNITY
  - Summer B2B and Community Marketing Blitz

# 4 Lessons Learned - Make 2021 Your Best Year Ever

## B2B and Community Marketing

- Who “Else” Has a LOT of Your Prospective Students/Customers?  
(Or “Where” Will a LOT of them Be Gathered Together)
  - Elementary Schools
  - Day Cares
  - Churches
  - Child/Family Related Businesses
    - Kids Clothing Stores
    - Restaurants
  - Child/Family Events
    - Haunted Houses
    - Pumpkin Patch Vendors
    - Church Picnics etc...
    - Elem School/PTA Events/Carnivals/Festivals etc...



# SUMMER BLOCKBUSTERS



We're Conducting a  
"Master Class" on this as a  
FREE Bonus for Our Members

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## 4 Lessons Learned - Make **2021 Your Best Year Ever**

1. Virtual Training, Relationship and Communication
2. Online Marketing
3. Referrals, Family Add Ons
4. B2B and Community Marketing

#5 - BONUS LESSON:

HUGE FOCUS on the "*Database*" (Prospects)

# Martial Arts Industry COVID Recovery Program

The Next 300 School Owners  
to Join the ATLAS Family Get:

Call My Team:

# 800-275-1600

**Cutting Edge**  
ATLAS Software



A Beautiful Lead  
Funnel **Website**



All the **Online** and **Offline**  
Marketing Tools You'll **EVER** Need



**Hyper Engaging**  
Social Media Campaigns

The Industry's **ONLY A to Z**  
After School and Summer Camp  
Support Pgm.



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