

Spark DNA – Daily Necessary Actives.

WEEKLY TASKS (EVERY Day, WEEK / Monthly)

Some info on my D.N.A – Daily Necessary activities

When I designed my D.N.A. it was for the sole purpose of having a way to keep my staff, program managers and students on track. I realized that there were so many (too) many things to keep track of and duties to perform as an owner if I wanted to continue to grow, be profitable and also, help my students become the best they could be. Some of it seemed like it wasn't my responsibility, for example: motivating a student to come to class or staying focused on gaining that next belt level and continually enjoying the classes. Then I realized that no matter what it was it was always my job and my responsibility. The minute I started to focus on the success of others, the more successful I became.

Interestingly, the same went for my program managers. I had to give them a clear understanding of what I expected, put together the training for that area and make sure they were held accountable to get it done and done right with a high level of performance. These are some of the top activities a school owner needs to get done on a month to month basis. If it says * Spark next to it. They are areas that spark has simplified for you, but putting the system into their software. Most of it can be done in an automations, which is basically a prearranged set of activities or tasks that are performed without doing it manually. Setting it up takes time, but after that it is mostly hands off.

1. **Call new prospects: *Spark - Contacts-->Leads and Trial Maximizer – Actual Phone call.**
2. **Communicate with prospects & trials: *Spark - Contacts-->Leads and Trial Maximizer *Spark - *Checked every day, done every day. No excuses.**
2. **Call missed appointments: *Spark - Contacts-->Leads and Trial Maximizer *Checked everyday**
3. **Call upcoming appointments: *Spark - Contacts-->Leads and Trial Maximizer *Done Everyday**
4. **Past Due Memberships: *Spark - Reports-->Past Due Memberships *If there are any give them a call daily. Make sure to leave a note, because nothing is worse than calling someone about money when they have already been spoken to.**
5. **Expiring memberships (renewals) if you are doing agreements: *Spark - *If there are any give them a call daily but start Two to three months in advanced.**
7. **Communicate with new students: *Spark - Contacts-->New Member Maximizer - Send out a text to all new members at least every two - three weeks.**
8. **Make calls about upcoming events (if any) *Spark - *Done Every day – this could be done in conjunction with other calls and tasks.**
9. **Communicate with MIA Students: *Spark - *Reports--> MIA Maximizer Done Every day - this is essential and one of the most important things you can do, with the calls. Uncover the reasons why they are not coming and correct them.**
10. **Missing Digital Agreements: Reports-->Missing Digital Agreements *Spark - * Done Weekly**
11. **Members Without App: Reports-->Members without App. *Spark - * Work on this Every day - until we get it up and running fully. This develops the culture of the school.**
12. **Students without a membership: *Spark - * Reports-->Students without Membership * Done Weekly**
13. **Marketing. Program Manager – help with posting on social media for marketing purposes, have them call local business for business appreciation sharing of marketing material. Push the buddy week, pushing the referral program.**

- 14 - **Upgrading** – *Spark - *Set up a system for upgrades and have program manager set meetings with the potential client upgrades if you can set up an automation triggered by the belt or date etc..
- 15 - **Retail sales** - *Spark - *push deals of the month, making sure everyone has their necessary gear, shirts etc. Set up a check out page (spark). Use that in conjunction with an automation and sell, sell, sell.
- 16 - **Special Events** - *Spark - *like Nerf Wars and so on. Promote the event. Same as retail sales, set up check out page, promote with an automation and drive sales to the check out page.
- 17 - **Outside events:** to teach or market to outside business (business partnerships) and possibly teaching classes at schools and day cares etc. Any where people go, setting up seminars at realtor agencies, schools, corporate events.
- 18 – **Birthday Parties:** *Spark - *promote with an automation 3 months in advance and every month until their birthday. At that point you can set automatically for it to send out birthday cards and possibly a gift for the students. Maybe \$10 off their next gear purchase over \$30.