

OPERATIONS MANUAL

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Why use the iBullyProof Elementary School Course?

As you may have already experienced, getting into public or private schools is sometimes difficult unless you have a proven system like the iBullyProof program. This program will open the doors to public and private schools and increase your school's exposure while becoming one of your school's best forms of marketing. If you've been able to already get into the public school system, this program will show you ways of maximizing the opportunity.

Besides empowering children with life-changing life skills, here are three other reasons to begin an iBullyProof program.

A. Increased Community Recognition

The iBullyProof program is a wonderful way for your martial arts school to gain instant community recognition by working in the public/private school system. By following our proven method for teaching introductory PE classes and emphasizing the Five Points of Character, teachers will beg for you to come back year after year, but you and your program will become the talk of the school. Teachers and counselors will begin recommending your school to parents with children that have attention deficit, behavioral management issues, or lack confidence. With the trusted word of educators endorsing and promoting your program, your school will become the premier martial arts studio in your community.

B. Increase Your Enrollment

Approximately 5-20% of a school's student body will participate in an iBullyProof program. Every elementary school we conduct an iBullyProof program at is always the most popular after-school activity. The enrollment in our iBullyProof program ranges from as small as 25 to as large as 75. From an average size iBullyProof program, you can expect to enroll anywhere from 1 to 5 students in your advanced training center (main school) as full-time students. Of course, that amount can vary depending on several factors, including demographics of elementary school, geographic location of your advanced training center in relation to the school district, cost of enrollment at your advanced training center, and enthusiasm of instruction, to name a few.

C. Provide an Additional Stream of Revenue

The iBullyProof program provides three separate sources of revenue. Your first source comes from the standard tuition of the course. The minimum you should make for a 4-week course at one school is \$1,000. That's for less than four hours of teaching time. You will make over \$250/hour. That's more than the combined hourly rate of my attorney and accountant together.

Your second source of revenue comes from merchandise sales. Approximately 10% of your class will purchase uniforms or equipment from your recommended gear list to help accelerate their child's progress.

The third source of income is generated from the student enrolling at your advanced training center. Let's crunch some numbers. As mentioned, an average size iBullyProof program produces 1-5 new students enrolling in your school in 4-weeks. Imagine if you began five programs simultaneously on different days. At the end of the 4-weeks, you would enroll 5-25 new students in your school. Conservatively, you could do six, 4-week courses within a school year. That means within a school year, you should be able to enroll 30-150 new students at your advanced training center. Multiply those numbers by your annual student value.

Within one school year, your school could earn an extra \$50,000-250,000.

Pinpointing the right schools

There are three types of schools that you should consider when planning to begin an iBullyProof program: Public Schools, Private Schools, and Homeschooling Associations. The focus of this program will be on the Public and Private sectors. However, the homeschooling market could be very lucrative, as there is a need for children who are homeschooled to have some physical activity. Plus, the homeschooling market is booming. Homeschooling organizations provide classroom settings in studies that may be out of the realm of expertise for parents, such as foreign language, computer science, and physical education. Contact your nearest home school association in the yellow pages under Home School.

Public and Private schools are both handled similarly. Again your phone book will be the best place to start. Begin by targeting schools close to your advanced training center (within a 5 to a 10-mile radius from your school). Of course, proximity is relative based on whether you live in a suburban or rural area. By focusing on schools in the same geographical area as your martial arts school, you will increase the odds of those students transferring into your advanced training center. When I first began teaching an iBullyProof program, the schools were approximately 10-25 miles away from my martial arts school. Therefore, my transfer rate of students going from my iBullyProof program to my advanced training center was low. However, if you focus on schools out of your geographic area and have a large following of students, you may want to consider opening a pilot or branch school. We will discuss this in more length later.

Also, consider whether the school is year-round or a more traditional nine-month school cycle. This will help when determining your iBullyProof program schedule.

Identifying potential obstacles

I have only encountered four obstacles in ten years of teaching in public schools.

First is ignorance on behalf of the administrator. This stems from not clearly articulating your message. If you follow the basic script provided, you should have great results! I have a 94% success rate in launching an iBullyProof program in the public school system.

Second, some schools may have a city or community program that orchestrates all after-school programming. Sometimes these programs pay independent contractors an hourly rate (\$8-12/hour), and I avoid those as it's not very cost-effective; however, it's still an effective way to gain new students. Other programs receive grant money and pay contractors a negotiated rate (we will discuss this later).

Third, the elementary school doesn't want to promote a private entity, especially one using its students to make money. A way to turn this into your favor is to offer 100% of the profit back to the school for new schoolbooks or playground equipment. This is a win/win situation for you and the school. Best of all, you will create a great name within your community for helping local schools. This would be a newsworthy piece that the local news would love to cover. This is a great point to take advantage of the local media. Your after-school program is unique from most after-school activities/sports. Your program builds character and promotes a positive self-image while keeping kids off the streets.

Lastly, is a lack of room at the school. The gymnasium or cafeteria is being used after school. Look for alternative spaces, or even outside (weather permitting). Also, see if a different time of year works better for that school.

Contacting the schools

Your initial contact with the schools you will target should be by phone. Ensure that you have your school contact sheet (provided in the packet) or keep track of the information in a spreadsheet. We need to get some preliminary information such as the Principal's name, name of PE teacher, student body count and do they offer any after-school programs for children. Make sure that you talk to the school secretary, not a student helper or aide. Your conversation will sound like this, "Hello, this is John Smith from ABC Martial Arts School, and I'm just updating my information. I have a few quick questions for you. What is the name of your Principal/counselor? What is your student body count? Does your school offer any after-school programs for your students? (If so, do they offer martial arts?) What is the name of your PE teacher?"

This information will help make sure that you are as efficient and effective as possible. If they already offer martial arts, your time may be better spent pursuing other schools. Knowing the Principal's name will be helpful when you make your first contact because you can ask for them by name. Secretaries do a great job of screening potential solicitors, and if you say, "May I speak with the Principal?" You probably won't make it past the secretary.

If you're contacting a school and they don't have a PE teacher, in addition to teaching an iBullyProof program, you may be able also to set up a contract for your services as a PE specialist/martial arts instructor. If it's a private school, it may be easier than a public school. Public schools will generally require a degree and/or a teaching certificate.

Marketing the iBullyProof program

Elementary-age children are your best market (Kindergarten-5th grade). If you market the iBullyProof program to Jr. High students, you would be lucky to have 3 to 5% of the student body participate.

There are three ways to market the iBullyProof program in a public school: sending home a flier, martial arts demonstration, and teaching a PE class to promote your program.

Just sending home a flier is relatively ineffective. Recently, at one school, I sent home fliers and had seven students register for the iBullyProof program. Instead of canceling the class, I did PE classes the next week and had nearly 60 students for the remainder of the course. Fliers only work well in combination with a demo or PE class.

A much more efficient way to market your program is through a school demo. Assuming you have a canned demo for schools, this is a much more efficient use of your time however, you will usually not have 5-20% of the student body participate in your program.

The best way to market your program is through PE classes. Although it is time-consuming initially, you will see all the students, and they will be able to interact with you, and more importantly, they will be able to "do" martial arts rather than "watch" a demonstration.

Even though PE classes are more time-consuming, I usually choose to do PE classes over school demos unless I have to teach more than two days to see all the kids in PE classes.

Preparing to Meet with Decision-Maker

Depending on the school will determine who makes the decisions based on this type of activity, but I usually will start at the top and work my way down if I have to. For the most part, you will need to contact one of the following faculty members: Principal, Vice-principal, Counselor or P.E. teacher. I always prefer meeting them in person rather than selling my program over the phone. Make sure that you are well-groomed, dressed nicely (by that, I mean, nice pants and a school polo shirt or long sleeve shirt and nice dress shoes), confident in your program and yourself, and full of enthusiasm (demonstrate with your personality that you can work well with children).

Remember, you are doing the school a favor by offering a program that teaches conflict resolution, respect, and so much more. If every child participated in your program, you would surely reduce the amount of school violence, increase attention spans, get kids excited about school and likely increase the average scores on standardized tests. I can tell you that in many of the schools where we have an iBullyProof program, we hear from Principals, teachers, parents, and students, echoing the aforementioned results. What school administrator wouldn't like that?

Conversation script

Don't forget the School Curriculum Guide to present to the Principal, which illustrates the system you will be using to teach life skills and martial arts. The iBullyProof program will demonstrate you're committed to teaching a first-class program.

You	Can I speak with Mr. Jones?
Secretary	Do you have an appointment?
You	I just stopped by to give Mr. Jones some information on an after-school program.
Secretary	What is your name, sir?
You	I'm John Smith with the iBullyProof Elementary School Course.
Secretary	Can you wait while I see if he's available?...He can see you now.
You	Thank you for your help.
	Mr. Jones, I'm John Smith with the iBullyProof program and ABC Martial Arts. Thanks for taking the time to see me; I know that you're busy, so I don't want to take much of your time. I teach a 4-week after-school program that empowers children with character education and conflict resolution and builds self-esteem with an exciting martial arts curriculum. The best part of this program is there's no cost to the school for offering this program to your students. This is a voluntary course, and it is paid for by parents interested in an alternative to having their child go home after-school unsupervised or would just like life skills like goal-setting & respect instilled in their child. The program's cost is very inexpensive, and we also give out one scholarship to a child in need for 20 students enrolled. Mr. Jones, would you be interested in offering this program to your students?

Principal So you teach martial arts? I have a couple of concerns. First, I think parents may object to the teachings of eastern philosophy, and I'm concerned that it may encourage fighting.

Those are valid objections, Mr. Jones. There is no religion or meditation in our classes the skills we teach are conflict resolution, respect, focus, and goal-setting, to name a few. Also, the children in our program would be the last kids fighting or showing off because, to graduate from our program and earn their belt, they must have satisfactory remarks from their parents and schoolteacher. You see, Mr. Jones, we want to make sure that little Timmy not only acts like a superstar in our program but more importantly, at home and school.

Principal Well, that sounds good to me. How do we get this program started?

The first thing that we need to do is promote our program. We do this by teaching PE classes for the children in this school and giving them a flier, which informs the parents about the class. In the PE class, I teach stranger awareness concepts and the 5 Points of Character: respect, conflict resolution, goal setting, focus, and effort. The first thing I will do is teach them never to use their martial arts in school, which is to be used in life-threatening situations. This message is compelling for kids who see martial arts on TV but have never had formal instruction. This class will be a ton of fun and very safe/non-contact. I'd like to start their session by September 22. That means that I need to begin teaching PE classes starting September 8. How does that work for you?

Principal That's fine with me. See Mrs. Jensen, she's our PE teacher, and you can schedule the class times with her.

You Great! Thanks so much for your help, and nice to meet you.

Principal Nice to have met you, Mr. Smith.

If you cannot meet with the Principal, leave the iBullyProof introduction letter with them and then follow up later in the week.

When meeting with the PE teacher, make sure that you use a similar script and inform him/her that you spoke with the Principal. Be cautious that you don't interrupt their class. Find out how long each PE class lasts.

Planning your schedule

After you have targeted the schools in your area, you need to plan a tentative schedule next. The schedule will be determined based on what activities are currently presiding at the school and the availability of floor space (gymnasium/cafeteria/empty classroom) for the iBullyProof program. After speaking with the school faculty, you will have an idea of what day will work well.

Plan when you start your introductory PE classes to promote the iBullyProof program. You want to try to teach the entire student body. Sometimes that may require a one to three-day stretch depending on the school, so be prepared for a couple of long days. Fortunately, you only need to do this once a year per school. Structure your lesson plan so that it consumes the entire class time.

Set your iBullyProof program to start one week after teaching PE classes.

You should complete no more than two, 4-week courses in nine months at one school. Allow at least a 4-8 week break between sessions. This encourages kids to enroll in your advanced training facility while minimizing burnout.

Teaching an exciting PE class

This is the most critical part of having a successful iBullyProof program. Remember that you are selling your program to every child and the school faculty. Not only will the school faculty make recommendations to parents, but some of them may be parents, and their child may be in your PE classes.

Prepare yourself for a long day. I have been teaching PE classes for up to three consecutive days at some schools. Make sure that you bring a lunch and lots of water.

Tip - when teaching PE classes, don't say put your right foot in the back or left foot; say put one foot in the back. You'll save a lot of time and headache if you avoid right or left.

Tip - make sure that you have the proper tools for your classes, such as: kicking paddles or hand mitts and a foam noodle or blocker. Of course, don't forget your fliers to hand out.

Tip - use English terms. Don't intimidate students by using a foreign language.

Here's the general class format for an elementary school:

1. Introduction
 - A. Your name and the martial arts school you represent.
 - B. Give the "Don't Use Your Martial Arts At School or at Home" speech and respect themselves and others.
 - C. Pre-frame the importance of focusing/listening in your class and in school. You will use techniques in class to check to see if they are focusing. Their goal is to be the most focused class you've ever taught.
 - D. Explain the importance of putting forth effort. Teach the children how to rate themselves in how much effort they put forth in class. A "1" would be they aren't trying at all, and a "10" would be a "superstar effort." Explain that they should be at a "10" when they write their name on a piece of paper, clean their room, and do everything they do.
 - E. Pre-frame what you will teach to the class.
2. Warm-ups - do easy warm-ups.
3. Stretch - do basic stretching, not everything you do in your classes.
4. How to stand at attention or "stand like a black belt."
 - A. The message that you want to convey should be standing with confidence. Keep your head up, eyes focused, and back straight.
5. How to go into a kicking stance (not a fighting stance)
 - A. Explain that your hands are not up for fighting; instead, your hands are up to protect yourself. You teach self-defense, not self-offense.
 - B. Explain RAT [how to deal with bullies]
 1. R=Respectfully ask them to stop.
 2. A=Avoid them.
 3. T=Tell a teacher or grown-up.
6. Upward Block
 - A. Have children jump up and switch feet and do an upward block when you say go.
7. Front Kick

- A. Have kids kick with one leg when you clap, not when you say go.
- 8. Front Punch
 - A. Have kids punch out and back as quickly as they can.
- 9. Now, use the skills you have taught and make a simple form: upward block, front kick, and front punch. Have them do it in the air a few times.
- 10. Now use the tools you have brought, let them block the noodle, and punch and kick the pads.
- 11. Fun Drill - Have them make a single file line for girls and a single file line for boys. You're going to do the boys versus the girls with a front kick race. As soon as a person kicks the pad, they run to the end of the line and sit down. The following person kicks the pad and then runs to the end of the line and sits down. The first line to be seated and finish is the winner. Another twist on the competition is to say go, and whichever person kicks the pad first score one point for their team—the first team to ten wins.
- 12. At the end of class, ask them to circle up and answer any questions for them.
- 13. Reframe that they are not using their martial arts at school or home.
- 14. Tell them that one of the first things you taught them was to not use their martial arts at home or school. However, an appropriate place to do martial arts is in a class you will teach at their school beginning next week. Tell them they will not only learn more cool martial arts kicks, but they will also be able to earn a belt. Ask them how many of them want to become a black belt. Then tell them the best way to start is in your IBullyProof program.

Depending on your age group, you may want to add a more challenging curriculum, such as self-defense or cool kicks. Whatever you teach, make sure that it is easy enough for everyone to follow along. Avoid teaching concepts that are too difficult.

How to distribute the iBullyProof fliers

There are three ways to distribute your fliers, and I will list them from the best to the worst way to distribute them. Always ask your copy shop to collate the fliers into groups of 25.

1. Talk to the school to see if they use a Monday or Friday envelope that goes home to the parents. Ask the school to place the flier in the envelope.
2. Give the fliers to the classroom teacher when they take the children back to the classroom from the PE class. This works well, but getting it into an envelope will work much better.
3. Give the fliers to the children in your PE class. Kids will shove the flier into their pocket or bottom of their backpack, and parents may never see it.
4. Leave the fliers at the office to pick up the children. Make sure that you distribute the iBullyProof fliers. Additionally, see if you can have the iBullyProof program added to the school newspaper. We did a iBullyProof program at one Jr. High school where they did a short story in the school newspaper and no fliers, and we had seven kids show up. The following week I handed out fliers, and we had 27 kids.

Voicemail script

Thank you for calling ABC Martial Arts School and the iBullyProof program hotline. If you would like your child to be instilled with life skills such as confidence, respect, and goal setting, register your child for our upcoming 4-week session. To register, please leave your child's name, age, and school they attend, or if you have any other questions, leave your name and phone number, and we will return your call. Thank you for calling ABC Martial Arts School and the iBullyProof program.

How iBullyProof fees are paid

There are two ways fees can be paid. Generally, in iBullyProof Elementary School Courses, parents pay for the fees. Depending on your region and demographics will determine what you will charge for an iBullyProof program. The minimum we suggest is \$49.

We will not conduct an iBullyProof program if we feel we won't have a minimum of 25 students. We teach at schools with 150 children and have 30 kids every time in our program, and we have schools with 325 children and have 63 kids (when your program gets that size, you need at least two instructors) in our iBullyProof program.

The other way fees can be paid is through a school grant. The minimum that we charge for a 4-week course is \$1,000. This fee is usually paid at the end of the course; however, I always request to be paid upfront. Administrators will hesitate to pay upfront, as they want to ensure that the services will be performed. I request to pay upfront because school districts tend to take up to one to two months after you finish your program to pay you.

If an administrator wants to negotiate a better deal, inform them that the minimum you teach an iBullyProof program for is \$1,000. I have taken over contracts where one instructor charged only \$400 per school, and then I went in and charged \$1,000 because I had an iBullyProof system with life-changing life skills, and the other instructor taught martial arts based on what he felt like teaching that day. He had no system.

Additional sources of revenue

Besides receiving tuition fees, there are other revenue streams in an iBullyProof program. Make sure that you promote in your first class that having a uniform will be much better than tight jeans, especially when they stretch and kick. Just bring a gear bag full of uniforms and let parents know that you have a limited number of uniforms if they want one today. Also, promote kicking paddles to help accelerate their progress. Of course, it makes it challenging to sell these products if you don't use them in class.

The iBullyProof curriculum

The curriculum is age-specific for elementary school students and is designed to be taught in 4 weeks. We use three rotating curriculum cycles that teach traditional martial arts skills and, more importantly, focus on three specific life skills: Goal Setting, Respect, and Focus. After completing a curriculum cycle, allow yourself a four to eight-week break at that particular school before you begin again.

You can modify the curriculum, but make sure that it is simple and easy to teach to a group of 25 or more. Make sure that you avoid teaching forms. Instead, we use pad drills/5 count drills, similar to what you would learn in boxing or muay thai. This is very simple and fun. The pad drill moves straight forward, and there is no turning. This can be done with or without pads. The curriculum you teach in the iBullyProof program should be some of the basics of your beginning curriculum at your advanced training center. This way, if a child misses an iBullyProof class they can make it up at your advanced training center.

Starting your classes

On your first day, you will be overwhelmed with new students, and they will be throwing cash and checks at you. Make sure that you take your time to write everyone's name down as they pay. Don't receive money or checks until you write their name on your class roster and have checked off that they have paid. This will be helpful for your accounting purposes.

Staple a packet of information together for the parents. This packet should include the class syllabus, plus the three forms the student must turn in for graduation: Parent Worksheet, Academic Progress, and the curriculum sheet. Make sure to include your release form in this packet. Make sure that you hand out the packet of information to the children at the end of class; otherwise, there is a good chance they will forget it or misplace the info.

Make sure that you set a goal for all the students to attend all four classes. If they miss a class, they must make it up by attending your advanced training center or main school.

Tracking important class information

Keeping track of class attendance is very important. At the beginning of every class, take a role-call. Use the form provided in this packet. You not only have a space to check for each class they attend but also a place to track if they have submitted their payment for the class (marked by "pd"), turned in their Parent Worksheet (marked by "pw") and the Academic Progress form (marked by "ap"). Make sure that you take time to keep accurate records.

Following the checklist

Everything you need to bring and do is provided for you on your checklist. Make sure that your instructor is very responsible. If they forget one thing, you could end up with 30 students showing up for graduation with no belts. Make sure the instructor initials each completed task.

Additional forms

Towards the end of your program, you will need to distribute letters to the parents and the school Principal inviting them to attend your graduation. Make sure that you distribute these letters two weeks before the graduation. This way, both the parents and school Principal can plan to attend. If the Principal attends the graduation, make sure that you make them feel like a VIP. This could be great PR for your program.

Earning a belt

When students earn a belt in your after-school program, they won't earn a belt in your traditional belt system. Instead, students will earn a belt with a stripe through the center. We use white belts with a yellow, blue, or red stripe sewn through the center. Each belt is referred to as the Goal-Setting belt (white with yellow stripe), Respect belt (white with blue stripe), or the Focus belt (white with red stripe).

When a student enters your school, your instructors will instantly recognize them as an iBullyProof student. If a student wants to become a black belt, they must enroll in your school.

Conducting a graduation

There are three ways to conduct graduation. I've listed the options from least favorable to most favorable.

#1 - Have the elementary school graduation where you teach at the end of the fifth week. This is the easiest way to conduct the graduation. Ensure that you follow the checklist and have ordered all your belts and sent out letters to parents and the school Principal. After the children receive their belts, make sure that you encourage all the children to participate in your next session or train at your advanced training center and work toward becoming a black belt. Their certification entitles them to train for free for a limited time.

#2 - rent a local middle school or high school gymnasium. Conduct the graduation on a Friday night, beginning at 6:00 pm. This will be significant graduation, and you will invite all of your iBullyProof schools to the graduation. Make sure that this is a centrally located school. You will need a large staff to conduct this graduation. We print up programs and decorate the gymnasium. Usually, we have a staff of at least fifteen black belts to assist with the testing process. We try to complete the entire graduation in a two-hour time frame. We spend an additional one hour of setup time and a half-hour of clean-up.

#3 - Hold the graduation at your martial arts school. This graduation is usually conducted on a Wednesday or Saturday. This is unquestionably the best way to promote your martial arts program and enroll new students. Make sure that you offer an enrollment special on the day of graduation. Have a table staffed with your enrollment director to answer questions for parents. In some cases, we have had over two hundred children that we have graduated at the end of a curriculum cycle. This may be a challenge to have over two hundred participants and nearly four hundred spectators in your school at one time. Therefore, you must solve this problem through creative scheduling. Let's say you have two hundred kids taking martial arts at five different schools. Your Saturday schedule may look something like this:

10:00-11:00AM	Laurel Elementary
11:00-11:30AM	Prep for next graduation
11:30-12:30PM	Harrisburg Elementary
12:30-1:00PM	Prep for next graduation
1:00-2:00PM	Central Linn Elementary
2:00-2:30PM	Prep for next graduation
2:30-3:30PM	Monroe Elementary
3:30-4:00PM	Prep for next graduation
4:00-5:00PM	Territorial Elementary
5:00-6:00PM	Clean up

If a child cannot make it to your graduation, make sure to invite them to receive their belt in a class at your main school.

Graduation Tip #1 - Prepare and demonstrate with your demonstration team members or black belts.

Graduation Tip #2 - Prepare a speech highlighting the benefits of training in martial arts, which focuses on life skills.

Graduation Tip #3 - Let a few of your black belts give a brief speech about how martial arts changed their lives. If you have black belts that are children, this can be very powerful.

Graduation Tip #4 - Prepare, Prepare, Prepare. Ensure that you have a staff to answer questions and, most importantly, handle enrollments.

Graduation Tip #5 - Have an enrollment special if they register the day of graduation.

Staffing the iBullyProof program

Don't start by looking at the best technician in your school; instead, look for someone responsible, articulate, and enthusiastic. Find someone that can motivate others with their positive attitude. Sometimes it may be one of your black belts, or it could be just one of your advanced students. It is unnecessary to have the instructor be a black belt, but the person must feel confident teaching the curriculum. They must be able to manage the class and manage their time. More importantly, they must be an excellent representative of you and your school.

Paying your staff

We pay our instructors \$25-35/class, depending on the instructor's experience. Our staff is paid at the end of the curriculum cycle. Of course, all paid staff must be present for the graduation. If you use an experienced instructor to teach the PE classes, we suggest giving them a low hourly rate with a bonus. Bonuses are given based on the number of children that transfer from your iBullyProof program into your advanced training center. We usually provide a \$25 bonus for each student who enrolls in our school. This is a massive incentive for the instructor to teach an exciting program.

Opening a new branch school

If your iBullyProof programs are not conveniently located near your main schools and you have a substantial following, you may want to consider opening a branch or pilot school. When we have a large student base, we usually open a pilot school central to all of our iBullyProof programs. Pilot schools are taught in the evening, twice a week for 45 minutes/class at a local elementary or middle school gymnasium or cafeteria. The great thing about a pilot school is the overhead is very minimal, and your profit margin is extremely high. You may pay less than \$100/month to rent a gymnasium. When you have a large following in your pilot school, you may want to consider opening a branch school. A branch school is a private building that you would lease or rent.

Things to consider

When you begin your classes, make sure that you ask for a school calendar to ensure that your classes will not be victims of a "No School Day" or Holiday. If your class happens to fall on a "No School Day" or Holiday, make sure that you add a day to your session.

After you have taught at a school for a while and received rave reviews, make sure that you ask the Principal for a letter of recommendation. These letters of recommendation look great on your school wall when a parent comes into your advanced training center and lends a lot of credibility to your program. These letters will also assist you when you meet new Principals. It's one thing if you say how fantastic your program is, but if a Principal of another school is recommending your program, it makes it that much easier to get into the school.

Have each student take home a release form that must be sent back with the child for the second class, signed by the parent.

Customize each belt certificate with your address and phone number.

Customizing form letters

Your iBullyProof packet includes form letters that may customize in Microsoft Word 97 or newer. Any word or phrase that is italicized inside parenthesis needs to be customized to suit your specific needs. In order to modify these form letters, follow the steps listed below.

To customize the Microsoft Word documents, open Microsoft Word.

- Customize the text by highlighting all bold text and then retype your custom text.
- To insert your logo, go to "Insert" and down to "Picture" and then to "From File...". Search for your logo and click "Insert."
- Click on the image. Next, go to "Format" and then down to "Picture." On the "Picture" window, go to the "Layout" tab. Under "Wrapping Style," click "Square" and then click "OK."
- Position the mouse cursor on the little corner square of the logo and hold the left click button of your mouse down as you hold the shift key down on your keyboard. You will now resize your logo to the correct size and maintain proper proportion.
- Place the logo in the desired location by clicking and holding the left mouse button on the mouse over the image and drag it to your desired location.
- You are done!

Why use the iBullyProof name versus your school name?

You may or may not use your school name in the public school system. Public schools tend to be very apprehensive about promoting or endorsing a private enterprise. Most of the schools we teach at have no problem with allowing us to use our business name; however, there are some exceptions. If you can put your school logo on the fliers, do it by all means. If not, ask if you can put the iBullyProof logo on the flier. Since the iBullyProof program runs an after-school program rather than a business, most schools will not have a problem with allowing those on the flier.