

Local Public Schools districts

Local Public Schools districts – go to the district office and they should have a list of all the schools in the district. You will then need to identify those schools in your area. This list will contain the Principal's name, school address, phone number etc. If you are lucky it will also contain the schools Web Address, PTA presidents name and contact info, if it doesn't you will need to get this info. The best way is to contact the district office or visit the district offices website. If that doesn't work you will have to either visit or call the school.

Locate the grade schools in the 3 to 5 mile radius of your school and complete the following information.



Closest grade school's Information. Date _____

School Name _____

School Address _____

School Phone # _____

Schools website www. _____

Principal's Name _____

Principal's email address _____

PTA/PTC/PTO presidents name _____

PTA/C/O's Address _____

PTA/C/O's Phone _____

PTA/C/O's email address _____

School Secretary/receptionists' name _____

PE teachers name _____

PE Teachers Email _____

Notes _____



2nd Closest grade school's Information. Date _____

School Name _____

School Address _____

School Phone # _____

Schools website www. _____

Principal's Name _____

Principal's email address _____

PTA/PTC/PTO presidents name _____

PTA/C/O's Address _____

PTA/C/O's Phone _____

PTA/C/O's email address _____

School Secretary/receptionists' name _____

PE teachers name _____

PE Teachers Email _____

Notes _____



3rd Closest grade school's Information. Date _____

School Name _____

School Address _____

School Phone # _____

Schools website www. _____

Principal's Name _____

Principal's email address _____

PTA/PTC/PTO presidents name _____

PTA/C/O's Address _____

PTA/C/O's Phone _____

PTA/C/O's email address _____

School Secretary/receptionists' name _____

PE teachers name _____

PE Teachers Email _____

Notes _____



4th Closest grade school's Information. Date _____

School Name _____

School Address _____

School Phone # _____

Schools website www. _____

Principal's Name _____

Principal's email address _____

PTA/PTC/PTO presidents name _____

PTA/C/O's Address _____

PTA/C/O's Phone _____

PTA/C/O's email address _____

School Secretary/receptionists' name _____

PE teachers name _____

PE Teachers Email _____

Notes _____



5th Closest grade school's Information. Date _____

School Name _____

School Address _____

School Phone # _____

Schools website www. _____

Principal's Name _____

Principal's email address _____

PTA/PTC/PTO presidents name _____

PTA/C/O's Address _____

PTA/C/O's Phone _____

PTA/C/O's email address _____

School Secretary/receptionists' name _____

PE teachers name _____

PE Teachers Email _____

Notes _____

When visiting or calling the school ask yourself the question – who really is in control? More often than not you will discover that the real power in a school is not the principal, but rather the person who controls the principal – the executive assistant / receptionist / office secretary. Too many times I have seen people treat the receptionist/ secretary like low level hired help or worse and then wonder why the principal is not returning calls or is not available for an appointment – never realizing that this person is the gate keeper to the principal. So treat her with the utmost respect and dignity.

Secondly, remember her job is to protect her principal and her kids – all 600 of them, from intruders and “bad guys”. Guess what you are to her until you prove differently? That’s right you are a “bad guy” or somebody that she needs to block. Don’t take this personally because everybody is - until they get her approval. Once this happens you will have access to the principal.

Now your job is to build rapport with the administrative staff and teachers. The goal being that you want them to like and trust you and most importantly to become a problem solver for them, to improve the lives of the kids and make the teachers and principals lives easier. If they think that your agenda is to simply gain access to the students to sell them lessons you won’t get far (and if you do, it won’t be for long).

Now you can offer to do assemblies for the whole school, for one classroom, provide instruction for the after school program, or the P.E. department.

School Talks - How to Schedule and Conduct

Overview of event: A 15-30 minute presentation to a class, typically at an elementary school, in which we go over basic safety tips, discuss positive character traits and conclude with a demonstration.

Objectives of event: Most importantly, this is an NSA event. The purpose is to generate interest and excitement for the students in the class and have them tell their parents that they'd like to go to Satori Academy. This is also a great opportunity to turn the teacher into a fan. This is vital, because an enthused teacher will refer you to other teachers and may even recommend Satori Academy for some of their students. There is also a retention benefit because you will usually have a student in that class and a school talk in their class will solidify your relationship with that student.

Identifying opportunities and booking events: Read teacher's comments on intent to promote letters. Follow up on any requests for information. Use the Be a Star for a Day Form. Offer to do talks for C students first, then B and A students. Identify parents and adult students who are also teacher and offer to do talks for their classes.

To book school talks, contact the teacher and ask what time will work best for them. Be sure that you can be available. If not, work with them to find a mutually acceptable time.

Materials needed:

- Pencils
- Bookmarks
- Kidz in Power DVD (A Gift For Teacher)
- Boards
- VIP Passes

Staff needed: One experienced tan coat and possibly an assistant.

Attire: Clean and sharp Gis. Impressive appearance is vital.

Preparation prior to event:

- *One month before the event* – Book the event.
- *A few days before the event* – Prepare your student for what will take place. Have them break a board to be sure they will be confident and ready to do it in front of their classmates. Be sure you have all materials available.
- *One day before the event* – Confirm with the teacher, and gather your materials. Be sure you know how to get to the school and how long it takes. Be 100% sure so that you arrive before your starting time.

Summary of steps at event:

- **Initial steps upon arrival** – Arrive 10 minutes early and sign in at the school office. Establish rapport with the office staff. They can be very helpful when you would like to promote future talks, assemblies and other events. Quietly enter the classroom. Be unobtrusive as a lesson may be in progress. When the teacher is ready, re-introduce yourself and use this time to explain what you will be doing and ask permission to distribute invitations for students to visit your school (VIPs). Show the teacher what other handouts you'll be giving (pencils etc.) so that they are very comfortable with everything that will go on.
- **Set up instructions** – Get your materials ready for when it's time to hand them out and have your boards ready for breaking

Conducting the event:

- **Main body of presentation** - Introduce yourself and your school. Establish rapport with students. Deliver school talk. Conclude with having your student break a board emphasizing “commitment.”
- **Final steps** – Explain to the students that everyone will have the opportunity to break a board because you will be leaving a personal invitation for them with the teacher who will award the children who demonstrate good behavior. (This makes the



teacher's job easier and makes them your ally.) Distribute remaining handouts, thank your participants and thank the teacher.

Follow up after the event: Call the teacher after a few days to thank them again and ask if they would like any more gift passes and if any of their colleagues might want a similar presentation. Also, as your student if they enjoyed the talk and ask them to invite their friends to buddy day. Finally ask other students if they'd like to have you do the same thing in their classes.

Any other important information unique to this event: In addition to generating leads for new students, school talks are important networking events. Remember to ask the teacher if any of his or her colleagues would like to have us do this presentation. And, don't underestimate the influence of the office staff.

School Assemblies – How to Schedule and Conduct

Overview of event: A 15-30 minute presentation in a school assembly format typically at an elementary school, in which we go over basic safety tips, discuss positive character traits and conclude with a demonstration.

Objectives of event: Most importantly, this is an NSA event. The purpose is to generate interest and excitement for the students in the class and have them tell their parents that they'd like to go to Satori Academy. This is also a great opportunity to turn the teachers into fans. This is vital, because enthused teachers will refer you to other teachers and may even recommend Satori Academy for some of their students. There is generally also a retention benefit because you will usually have students from your school at these assemblies. A strong presentation will help retain those students.

Identifying opportunities and booking events: Identify all schools in your area and send a letter to each principal offering your services as a speaker. Include a copy of our "Successful Life Skills." Inform the principal that they can choose any topic they wish presented. Determine if your schools participate in the "Red Ribbon Week" anti-drug campaign and offer to be a speaker. Identify any teachers who are your students or parents of students and offer to be a speaker at their school. Doing school talks can also lead to assembly opportunities.

Materials needed:

- Enough pencils for every student
- Enough bookmarks for every student
- Kidz in Power DVD (A gift for the principal or school administrator)
- Boards

Staff needed: One experienced tan coat and possibly an assistant.

Attire: Clean and sharp Gis. Impressive appearance is vital.

Preparation prior to event:

- *One month before the assembly* – Book the event and review the script for your presentation.
- *One week before the assembly* – Familiarize yourself with the script to ensure that you are very comfortable with your presentation and schedule your assistant for the presentation.
- *A few days before the event* – Identify any of your students that attend this school and tell them you will be speaking. Select one or more who you'd like to participate in your presentation. Ask them if they'd like to participate and prepare them. If they will be breaking a board at the assembly, have them break a board in your class to be sure they will be confident and ready to do it in front of their classmates. Be sure you have all materials available.
- *One day before the event* – Confirm with the school secretary and gather your materials. Be sure you know how to get to the school and how long it takes. Be 100% sure so that you arrive before your starting time.
- *The day of the assembly* – Prepare your assistant for their role in the presentation.

Summary of steps at event:

- **Initial steps upon arrival** – Arrive 15 minutes early and sign in at the school office. Establish rapport with the office staff. They can be very helpful when you would like to promote future talks, assemblies and other events. Meet the principal and be in the assembly room to greet students and teachers as they enter.
- **Set up instructions** – Get your materials ready for when it's time to hand them out and have your boards ready for breaking.
- **Conducting the event** –
 - Greet students with high fives and ask how they are doing. Be sincerely interested in them; remember they are checking you out to see if they like you.

- Identify your own students and ask them if they are ready, if you need more helpers ask the principal to select students that can assist and not detract from the presentation. Do not select on your own or you might get a student who wants to be a wise guy and make you look bad.
 - Establish a couple of strong focus anchors.
 - Begin by discussing the meaning of the bow, putting an emphasis on the importance of never practicing karate on the playground or other inappropriate places (This will be welcomed by the principal and teachers and put them at ease.)
 - Remember to focus your talk on the message you are there to deliver.
 - After reviewing the main points of your message do a martial arts demonstration followed by a board break using your assistant instructor. Emphasize to the students the board you are using is a special board and they are not to try this at home.
 - If you are doing a “Red Ribbon Assembly” present the 5 ways to say no to drugs, tobacco and alcohol using your own students or those selected by the principal.
 - End your presentation with a game of “sensei says” or “attention stance”.
- **Concluding the assembly** – Be sure to thank the principal, present them with the bookmarks and pencils and give them a VIP pass to show your appreciation for allowing you to speak to the students. Take this time and offer to help raise funds for their school with our fundraiser activities.

Follow up after the event: Send a letter or call the principal to thank them and offer your services for future events or to be a P.E. teacher for a day. The more things you are involved in, the more exposure your school will get.

Any other important information unique to this event: In addition to generating leads for new students, assemblies are important networking events. Treat everyone as if they could refer 100 students to you. It’s very possible that they can. And don’t underestimate the influence of the office staff.