



ProMACSM

Professional Martial Arts College

ProMAC Two-Month Action Plan

Today's Date _____ Completion Date _____
Current Active Count _____
Desired Active Count _____
Average Monthly Gross (Averaging the last 90 days) _____
Desired Monthly Gross _____
Desired Net Profit _____

TOP 5 RETENTION STRATEGIES TO HELP ACHIEVE THIS GOAL:

1. _____
2. _____
3. _____
4. _____
5. _____

TOP 5 NEW MEMBER ACQUISITION STRATEGIES TO HELP ACHIEVE THIS GOAL:

1. _____
2. _____
3. _____
4. _____
5. _____



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TOP 5 STAFF DEVELOPMENT STRATEGIES TO HELP ACHIEVE THIS GOAL:

1. _____
2. _____
3. _____
4. _____
5. _____

TOP 5 COST SAVING STRATEGIES TO IMPLEMENT NOW:

(Net Profit is a function of cutting costs)

1. _____
2. _____
3. _____
4. _____
5. _____



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I, _____, believe these goals to be optimistically aggressive but achievable over the next 60 days. I will stay on track and do everything in my power to achieve them.

When I achieve these goals, I will reward myself by:

If for some reason I fall short, the consequences will be:

Signature

Date

Phone number

Email address