

Attention School Director . . .

"No, It's Not Magic!"

But You're Probably Wondering Why I've Sent You This Magic Wand?

Dear Adam;

You're likely wondering why I've sent you this Magic Coin trick. There are two reasons:

1. I have something very important to share with you and I needed some way to catch your attention.
2. Since what I have to share with you adds valuable programming that your students and parents love... at NO COST, with NO ADDITIONAL STAFF WORK, and INCREASED REVENUE you might think it sounds, too good to be true – almost like magic - so I sent you this Magic Coin trick.

But it is true, and it's not magic. In fact more than 50 other locations are getting the following benefits with us and it takes no additional staff work:

- Satisfied parents who keep their kids in programs and bring them back year after year.
- Increased revenue with no additional work for you. (We handle everything, instructors, curriculum, equipment, marketing tools, flyers, registration forms, billing and collections).
- Better behaved children with less disciplinary actions. Students enrolled in our programs tend to become more focuses, respectful, self-confident and disciplined at school and at home (won't you parent's love that!).
- So, what if you offered programs at your school that were fun and active for the children and taught listening skills, respect, self-confidence and sports skills and **the children brought those new skills home after school**. Do you think you're parents would be happy? Do you think the children would be happier and better prepared to take on the challenges of today?

Currently, more than 50 other locations throughout Seattle use our programs, and our organization has been featured on **WYYY Local Channel 77 as a highly reputable children's organization. Take two minute right now to go www.MyWebSite.com and watch WSVN's two minute video.**

Here's how it works:

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We offer a menu of activities for the children including karate/self defense, dance and hip-hop, cheerleading and Yoga. We introduce these programs to the kids with a FREE introductory class. In this free class you'll see for yourself how we incorporate, focus, listening, respect and self-confidence into the curriculum all while having a great time in a safe environment.

To introduce a new program, we send out flyers to the students to bring home. The week before we begin we host the free introductory class for all the children in the school as a way to generate interest and demand for the program. After the introductory class, we come back to the school during pick-up time to meet with parents and answer any questions.

All of our instructors go through thorough background checks and we are fully insured. You are welcome to review our background check files and insurance certificates.

**How Do We Have Fun
and Teach Improved Listening, Respect and Self-Confidence Skills
That the Children Take Home?**

Watch the 2 minute video from WYYY local channel 77 at
www.MyWebSite.com to see

You'll see exactly how we have fun and teach life-long development skills. In addition, all of our instructors are trained to include the principles of Steven Covey's "*7 Habits of Happy Children*". In Mr. Covey's program, The 7 Habits, principles are integrated into our curriculum and become part of the learning process for the students. You can learn more about The Leader in Me at <http://www.theleaderinme.org> .

Who Pays?

Most schools offer our programs as additional curriculum and **parents pay** South Seattle Youth Sports directly and you get a percentage of each enrollment. Parents love this because their kids are not only learning a sport and life skills, the **parents don't have to drive them and pick them up from another location across town!** Each class meets once a week for 30 minute. A minimum of 6 children are needed to start a class and once enrolment exceeds 15, another class in added.

Some schools simply add our program to their curriculum and pay for it. In this case the classes are broken into as many as needed (max. 20 children per class). For example you can send the toddlers first, followed by the preschoolers and then school-age children. Other flexible scheduling is also available.

Please be sure to watch the Local Fox News WSVN Channel 7 video at www.MyWebSite.com. It gives a great overview of what we do and is only 2 minutes.

I will be calling you within the next couple days to answer any questions.

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Thank you for your time,

John Doe

President Seattle Youth Sports

P.S. Remember, we handle everything, instructors, curriculum, equipment, marketing tools, flyers, registration forms, billing and collections and you get a percentage of each registration.

P.P.S. Be sure to watch the video from Local Fox News WYYY Channel 77 at www.MyWebSite.com. It is only 2 minutes and it will give you a great overview of how we create a fun program for the kids and teach life-long lessons that you parents will love or please feel free to call me at 786-877-7976 or email me at John@MyWebSite.com

P.P.P.S. I know you may be a bit skeptical even after you watch the video from WYYY Channel 77, so here's just a few of the hundreds of comments I've received over the years.

Fill with testimonials.