



# ROCK SOLIDNEWSLETTER

June 2014

website: [www.NicklausMartialArts.com](http://www.NicklausMartialArts.com)

## SUMMER REFERRAL CONTEST

### Bring-A-Friend to Class

It's that time again. It's Summertime and with summertime we want to roll out our

### **NEW & IMPROVED Summer Referral Bring A Friend Contest during June/July/August.**

This year we are adding some really exciting prizes as our way of saying thanks for our families bringing friends into our program.

Why do we do this every year? It's really rather simple. We know that the absolute best way to bring new people into our program is to have our existing students talk about the program and then invite friends to give it a try. The other reason that we do this every summer is to add some fun to our summers and give away some cool prizes to everyone who brings a friend(s) to try the program.



So how does it work?

We will be holding a **Summer Referral Bring A Friend Contest** during **June/July/August**. Everyone can play. It's simple.

- 1. Stop in the office to get a few Referral Gifts Cards**
- 2. Ask a friend to try a martial arts lesson with you** (Friends need to complete a waiver)
- 3. One Entry** - When that friend tries his/her first lesson you will have your name put in the drawing 1 time.
- 4. Two More Entries** - If that friend tries a FREE month of lessons you will have your name put in the drawing 2 more times **for a total of 3 times.**

- 5. Three More Entries** - If your friend enrolls for the Basic 6 Month Program after the FREE month of lessons you will have your name placed in the drawing 3 more times **for a total of 6 times.**

You can repeat this as many times as you would like and your name can go into the drawing an infinite number of times during June/July/August giving you a better chance to win one of the top 3 prizes.



### GRAND PRIZE

#### **\$500 Dollar Wisconsin Dells Package**

This year our number 1 prize will be a \$300 Gift Certificate to the Wisconsin Dells in addition to \$200 of spending money for your trip to the Dells. All total first prize is \$500 for your Dells weekend

### 2<sup>nd</sup> PRIZE

#### **A New iPod Touch (\$220 Value)**

### 3<sup>rd</sup> Prize

#### **Movie Ticket Package – 10 Movie Tickets & Gift Card for Snacks (\$100 Value)**

You'll get a free t-shirt when your friends try the Free Month of Lessons, too!



Here's something new this year.



We will have a large spinning wheel in the karate school this summer. Every time that you bring a friend in for a FREE lesson you will be able to come to SPIN THE WHEEL for some fun prizes.

Many times in the past we have had our families say that they don't want us to give them a prize for

bringing in their friends. They say that they do it because they want to.

**We appreciate that but at the same time we enjoy giving our families prizes for helping us out.** We know that there are many more people who could benefit from our program.

Our summer Bring A Friend contest has proven to bring lots of energy and excitement into the school in the past. It's our goal to make it happen again this summer. Start thinking about who you might invite to try some martial arts lessons with us this summer. It's going to be a blast.

Thanks in advance for helping us make this a fun, exciting event. Get ready to spin the big wheel!

**Note- This year the summer contest will end on Saturday August 9<sup>th</sup>. That will allow the winner of this year's first prize to get down to the Dells and have a great time in 2014**

Thanks in advance for your help in this contest and remember to look for the handouts in classes in early June.

*Fred Nicklaus*

**Fred Nicklaus  
Owner & Master Instructor**

### **Bring A Friend Week**

Let's start this years Bring A Friend Contest off right by starting June with a **Bring A Friend Week**.

Bring along a buddy or two to classes during the first two weeks of June and give them an opportunity to share in our martial arts fun and also give yourself a head start on this summer's contest

Please let us know in the office if you are planning to bring to **Bring A Friend Week June 2-14**.

### **More New Things At Nicklaus' Martial Arts America**

#### ***Introducing #CheckInWeds***

**Check in Wednesday** is for all of our families who are on Facebook, Yelp, Foursquare, & Google+.



Social Media has become one of the best ways for businesses to spread the word about who they are and what they do.

Facebook is the big guy on the block with lots of pull. This means that the more we can utilize Facebook in our business the more effective our Social Media presence becomes.

So we are introducing Check In Wednesday. This is how it works.



Starting in June every Wednesday of the month we are asking all of our families who are on social media to use their favorite social media to check in before, during, or after their martial arts class that day.

Simply click the check in button in your social media app and write a few sentences about martial arts that day.

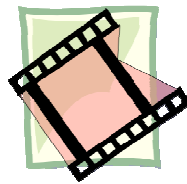
Here are some examples.

*"Getting ready for Tyler's class. He's really enjoying the lessons"*

*"Just finished martial arts class at Nicklaus' Martial Arts America. Great way for Emily to get a good workout and learn some valuable safety skills"*

So there you are. Mark Check In Wednesday on your calendar and in your mind and help us with our presence on social media.

### **Mr. Cornell's Weekly Update Video**



Starting each week in June we will be introducing **Mr. Cornell's Weekly Update Video**

It's one more way for us at Nicklaus' Martial Arts America to remind you about the important events of the upcoming week

So starting in June remember to check our Facebook for **Mr. Cornell's Weekly Update**

Maybe Mr. Cornell will even let me do a video once in a while if I promise to be good.

Fred Nicklaus

*Have a Safe and Wonderful Summer.  
Looking forward to seeing you in class!*








**Happy  
Birthday!**

- 5 Chris Snow
- 6 Dalton Arndt
- 8 Krystail Young
- 17 Will Olson,  
Kaleb Azene
- 18 Ben Loyd
- 19 Sawyer Affeldt
- 25 Lindsay Clark
- 30 Rase Bakalars

**Welcome to the  
Leadership  
Program**  
Owen Frasor

**Special Events for  
Members of the  
Black Belt Club &  
Leadership Team**

The last 15 minutes of regular classes are reserved for Black Belt Club and Leadership Team members to experience advanced training. Ask your instructor how you can become a part of these awesome programs. In June: Escrima Sticks

<b>ROCK SOLID CALENDAR – JUNE 2014</b>						
Sunday	Monday	Tuesday	Weds	Thursday	Friday	Saturday
1	2	3	4	5	6 No 645 pm Class	7
<p><b>SUMMER REFERRAL CONTEST</b>            Be Sure to Bring Your Friends to Class!            Bring your friend to class.            Good Luck in Winning!</p>						
8 Dragon Theme: Respect	9 	10	11	12 	13 Beginner Graduation 7 pm Location TBA No 645 Class	14
15 Dragon Theme: Focus	16	17	18	19	20 Workout w/ Instrs 645 pm @MAA	21
<p><b>Karate Shirt Week!!!</b>            Wear Your Karate Shirts to Class</p> 						
22 Dragon Theme: Team Work	23	24 	25	26	27 Workout w/ Instrs 645 pm @MAA	28 
29 Dragon Theme: Fitness	30	<p><b>July Events:</b>  <b>Summer Boot Camp I: July 7-11</b>  <b>Adv &amp; Black Star Testing: July 25</b></p>				
<p><b>Leadership Weapon of the Month: ESCRIMA STICKS</b>  <i>Next Month: Bo Staff</i></p>						