

GETTING STUDENTS TO PAY YOU MORE

(Part 1)

A report by MisterEnglish.net

To all readers:

This report is for the 1% of school owners who are looking for something *way beyond* the MisterEnglish features and benefits already listed on our public website.

In fact, most current schools using MisterEnglish currently don't use what's revealed in this report. Some who did, have noticed a nice bump in their income. You may or may not get the same bump and we don't make any claims that you will.

Finally, please understand that this report was written for the Japanese market. The “Flexibility as a Premium” model may or may not apply to schools outside of Japan. We encourage you to modify this report to fit your local market.

To NON-MisterEnglish users:

In theory, you can implement the “Flexibility as a Premium” model revealed in this report without using MisterEnglish at your school. MisterEnglish however will make it much easier to automate this.

To MisterEnglish users:

What you are about to read is powerful. Yet, it is completely optional.

You can safely disregard the “Flexibility as a Premium model” suggested in this report and still continue to run your school with MisterEnglish, as you've always done.

If you DO decide to adopt the marketing tactics described in this report, then you may find yourself desiring to change your pricing structure as described herein. By doing so, may see an increase in your income, and happier students at your school. We emphasize that while these tactics have worked for others, there is no guarantee that they'll work for your market area. Experiment for yourself and test your results.

The bottom line is this: continue using MisterEnglish as you have always done, or, add the ideas in this report and unlock additional powers.

The choice is yours.

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If you've been to [our website](#), you already know that MisterEnglish can help you in several ways.

But there is one powerful formula that sits at the core of MisterEnglish that you may not be aware of yet.

In fact, most schools are not currently using this formula, meaning you can start implementing this with little or no competition in your local neighborhood.

The formula is this:

H.O. + M.U.C. or N.T. or M.T. or F.T = MORE
income

(Discover what these abbreviations mean as you read this report, or flip to the last page)

Getting students to pay you more *money*

Ask yourself this question:

*Have you ever thought about asking students to pay you **more**, but were afraid to raise your tuition because they might leave or be upset with you?*

Welcome to the world of “**Attendance Types**”; a world where students may even *thank you* for offering them this new option to pay you more.

When you hear the words, “*Getting students to pay you More Money*” at first blush you might have the impression one will come across as a bit **greedy**.

You'll soon discover, it is not being greedy.

In fact, we argue, it's your responsibility as a school owner to offer your students the *OPTION* to give you more money. Why? Because customers of any business are almost always willing to pay more if you can meet their needs better.

Read that underlined sentence once again. It's that important. Really. Read it again.

Give them what they want. Before we jump into explaining exactly how to Attendance Types work, and how to get your students to pay you more, let's define what we mean by the MisterEnglish “**Attendance Type**” system.

An Attendance Type =

How Often your student comes to class
+ (plus)
how much *flexibility* that student has in regards to scheduling & re-scheduling

Flexibility can vary widely depending on *how much of it you wish to give (or sell)*

"Flexibility" could just mean that you allow students the chance to make up canceled lessons, even though they come to school on fixed days and times each week

(inside MisterEnglish this is called “**Fixed Attendance with a Make-Up Chance**”)

Or, "flexibility" could refer to the ability for students to pick and choose the class they wish to attend instead of being locked into a “Fixed” schedule.

(inside MisterEnglish, this is called “**Ticket Attendance**”)

—

Introducing: “Flexibility as a Premium”

School owners sometimes bend over backwards trying to be flexible with students.

Instead of bending over backwards, **what would happen if you charged for such flexibility instead?** Two things will probably happen.

1. You'd likely be happier because you are no longer trying to satisfy everyone's request – only your *premium* paying students get special “flexibility” treatment.
2. Students would likely stop asking you for favors. They made a choice; either they paid you a premium for flexibility, or they didn't.

We'll call this, the “***Flexibility as a Premium***” tuition model.

We are already seeing this “***Flexibility as a Premium***” model in other industries:

Gym Membership

Gym memberships, in Japan at least, often have tiered pricing:

--7000 yen - *Mornings only*

--7500 yen - *Weekends Only*

--8000 yen - *Weekday Afternoons Monday thru Friday 11:00am – 9:00pm*

--10,000 yen *ANYTIME*

As expected, the more flexible the plan, the more you pay.

This is a great example of “***Flexibility as a Premium***” because this 4-tiered pricing model covers almost every type of potential client a gym could have. From the retiree who wakes up early and only needs *mornings*, to the busy businessman whose only time to workout is on the *weekend*, this pricing model has something for everyone.

It also conveniently eliminates almost all excuses not to join their club! Brilliant marketing in action.

-Airlines

The airlines have been selling Flexibility as a Premium for years. **What's interesting is that the whole process of booking a vacation has more or less moved online, and put more than a fair share of brick and mortar travel agencies out of business.**

Let's take a closer look at discount air travel.

The discounts exist because of the LACK of flexibility; the *departure/return* dates are FIXED. It may state that “you must *leave on a Sunday*”

Contrast this to the more expensive *Open Tickets* where you can freely change your mind about departure/return dates, and don't need to leave on a Sunday.

Realizing the *differing needs* of travelers, the airline companies are wise enough to offer **both** types of scheduling – fixed, and non-fixed. Yet many customers end up buying the non-fixed “open ticket” because the flexibility meets their needs better.

Remember those words a few pages ago? Here they are again:

Because customers of any business are almost always willing to pay more if you can meet their needs better.

-Theaters

Because of the Internet, you can now choose your seat before you ever leave home. More impressive, some theaters are offering specially reserved “premium seats” for their *monthly movie club* members. Members pay a *premium* to belong to the monthly movie club. This monthly movie club is a kind of “**Attendance Type**” . It is sold to “regulars” who “attend” the movies at least once a month.

OFFLINE BUSINESS TREND

Admittedly, these three examples are not exactly parallel to the language school world. Yet these examples were used because they illustrate a trend...

...and that trend is this: traditional “offline” business are moving *online* rapidly and are using the Internet to automate flexibility more than they could ever do before.

Furthermore, it underscores the fact that consumers are becoming used to businesses offering some sort of Internet based interaction that makes their lives easier.

In the Airline example, we saw how the automation of their reservation system combined with full flexibility benefited the consumer so much, it put some brick and mortar travel agencies out of business.

In the theater example, we saw how the introduction of a premium monthly movie club payment system *supplemented* the theater's income stream. The Internet based sales become an ADDITIONAL service targeting movie goers who want it.

...and that brings us to a key point -

“an ADDITIONAL service to those who want it.”

Question from a school owner:

“OK. I understand the concept, but how does offering flexibility help me directly as a school owner?”

Answer 1) Offering Flexibility Gives Your Students What They Want – a lifestyle needs match.

You are, in effect, offering attendance plans that meet some of your students' lifestyle needs. The fact is, some students desperately want flexibility due to their jobs, or other commitments during the week.

If your school *doesn't* offer flexibility, but School B down the street does, other factors being equal, which school do you think will be more appealing?

Answer 2) Offering Flexibility Can Help you Differentiate Your School From the Rest

“One-tuition, one-schedule fits everyone”, is an outdated, 20th century pricing model that generally ignores the lifestyle needs of the busy 21st century student.

As schools face stiffer competition, some schools will look for other ways to satisfy their students.

A progressive school may turn to *non-traditional* options - like the “Flexibility as a Premium” model - to attract more students.

Answer 3) Offering Flexibility Can Help You Increase Revenue

This is the big one. If you can charge for flexibility, then some students are **voluntarily** paying more than other students **to sit together in the same class**. This means you can actually increase your average revenue *per class*.

Let's compare both pricing models side-by-side to see the difference

MONDAY 8 pm – Class: Beginners English

MODEL: One-Price fits everyone

Keiko	10,000 yen
Rika	10,000 yen
Noriko	10,000 yen
Junko	10,000 yen
Koji	10,000 yen
TOTAL	50,000 yen

VS.

MODEL: Flexibility As A Premium

Keiko	10,000 yen
Rika	10,000 yen
Noriko	10,500 yen
Junko	10,500 yen
Koji	11,000 yen
TOTAL	52,000 yen

Both the left-side pricing model, and the right-side pricing model, represent the same class (Monday night at 8 pm). The students are in the *same* class together.

The left side model - *One-Price fits everyone* - was the model ABC School used BEFORE adopting MisterEnglish.

The right side model – *Flexibility As A Premium* - is what happened AFTER ABC school began automating this with MisterEnglish.

In the *right-side* example (*Flexibility As A Premium*), *Noriko, Junko, and Koji* chose a more expensive Attendance Type, and thus they pay more (the *blue* represents the extra amount they paid as a premium).

Consider this: *students are usually happy to pay a little more, if it means by paying more, they will gain flexibility in fitting your classes into their lifestyle.*

Here comes those words again:

Because customers of any business are almost always willing to pay more if you can meet their needs better.

KEY TAKEAWAY: **Because you can charge different prices for EACH student, you may end up actually increasing the total income generated per class** (in example above the difference in income was 2,000 yen per month extra, for this single class. How many classes do you have at your school?)

Let's recap:

The answers to the question, **“How does flexibility as a premium help me as a school owner?”**

1. *Offering Flexibility Can Match Your School to Your Students' Individual Lifestyle Needs*
2. *Offering Flexibility Can Help your Differentiate Your School From the Rest*
3. *Offering Flexibility Can Help You Increase Revenue per class*

COUNSELING YOUR STUDENTS

Here is an example of offering *flexibility as a premium* during a counseling session.

When a new student joins your school, or their contract is up for renewal, or anytime in between, you may wish to counsel that student about their current needs. Often overlooked in counseling, is questions concerning their ***lifestyle*** needs.

During counseling, a student might admit that they need more flexibility due to changes in their lifestyle (they have a new baby, a new job-title, etc). To check on this, ask:

“What Course do you want to study? (showing “**Step 1: Choose Your Course**”)

followed up by

“Take a look at this (showing “**Step 2: Choose Your Attendance Type**”). ***What Attendance Type suits you best, given your current busy lifestyle?”***

(The counselor is essentially asking ***‘how much flexibility do you need’***)

(see **Step 1, Step 2** examples on next page)

Step 1: Choose your Course

Course
<input type="radio"/> Beginners Conversation
<input type="radio"/> Intermediate Conversation
<input type="radio"/> Advanced Conversation
<input type="radio"/> Flight Attendant
<input type="radio"/> Travel English
<input type="radio"/> Pronunciation Clinic
<input type="radio"/> Vocabulary Clinic
<input type="radio"/> TOEFL
<input type="radio"/> TOEIC

Step 2: Choose your Attendance Type

Attendance Type	Price
<input type="radio"/> Plan A - 4 Fixed lessons/month - No make-up chances	10,000 yen
<input type="radio"/> Plan B - 4 Fixed lessons/month - 1 make-up chance/month	10,500 yen
<input type="radio"/> Plan C - 4 Fixed lessons/month - 4 make-up chances/month	11,000 yen
<input type="radio"/> Plan D - 4 Monthly Tickets	11,500 yen
<input type="radio"/> Plan E - 25 Normal Tickets	50,000 yen
<input type="radio"/> Plan F - 25 Free Tickets	Ask Us

Look at Step 2. Plan D,E,F are actually "Ticket Attendance" Notice how the tuition changes according to the Flexibility offered. You don't need to have so many Attendance Type plans. Offering students just two or three Attendance Types is enough variety to increase your income per class.

Question from a school owner:

"But what if some of my courses are more expensive than other courses?"

If you have some courses that are more expensive than others, such as a **Private Lesson** for example, then you can type up something similar to this below:

PRICING MENU

Dear Student:

Please tell the manager your answers to STEP 1 and STEP 2:

STEP 1: CHOOSE YOUR COURSE

Beginner Conversation	10,000 yen
Intermediate Conversation	10,000 yen
Advanced Conversation	10,000 yen
Flight Attendant	11,000 yen
Travel English	11,000 yen
Pronunciation Clinic	9,000 yen
Vocabulary Clinic	9,000 yen
TOEIC	9,500 yen
TOEFL	9,500 yen
PRIVATE LESSON	16,000 yen

STEP 2: CHOOSE YOUR ATTENDANCE TYPE

Fixed Attendance

PLAN A - 4 Fixed lessons/month - no make up chances	+ 0 yen
PLAN B - 4 Fixed lessons/month - 1 make up chance/month	+ 500 yen
PLAN C - 4 Fixed lessons/month - 4 make up chances/month	+ 1000 yen

NON-Fixed Attendance (If you prefer to attend via Tickets instead)

PLAN D - 4 Monthly Tickets	+ 1200 yen
PLAN E - 25 Normal Tickets	2000 yen each for any course. 3500 yen each for Private Lesson
PLAN F - 25 Free Tickets	Ask Us

Here is an Counseling example:

Say you have two students sitting together in the same class on Monday night at 8 PM. Their names are Ms. Keiko, and Mr. Koji. During Counseling, or when they first join your school, you ask each student the two questions

“What Course do you want to study?”

followed up by

“What Attendance Type suits you the best given your current busy lifestyle?”

(how much flexibility do you wish to purchase)

You discover that each student tells you that they have different needs in terms of flexibility.

Let's look at that comparison one more time:

MONDAY 8 pm – Class: Beginners English

One-Price for everyone

Keiko	10,000 yen
Rika	10,000 yen
Noriko	10,000 yen
Junko	10,000 yen
Koji	10,000 yen
TOTAL	50,000 yen

VS.

Flexibility As A Premium

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Rika	10,000 yen
Noriko	10,500 yen
Junko	10,500 yen
Koji	11,000 yen
TOTAL	52,000 yen

Ms. Keiko, tells you that is always able to come to class and does not need the flexibility of a make-up chance, while **Mr. Koji**, just got promoted to section chief, and now welcomes the chance to attend class with the possibility of making up missed lessons.

Ms. Keiko and Mr. Koji both come to the same class, at a Fixed time - every Monday at 8 PM (just like they always have at your school). But since adopting the **Flexibility as a Premium** model outlined in this report, this year your income results are different by 2,000 yen per month for the Monday 8 pm class.

Mr. Koji (who bought **Attendance Plan C @ 11,000 yen/month**), pays slightly more than Ms. Keiko (who is on **Attendance Plan A @ 10,000 yen/month**). Note again that these students are sitting together for the same 4 lessons every Monday night at 8 PM.

This is an important point; Even though Keiko and Koji are on different attendance type plans and they are both sitting together in the same class, it is not any more trouble to manage, because the entire process is calculated, executed, and automated by the **MisterEnglish online school management system.**

Mr. Koji is happier and he *thanks* you for implementing flexibility this year. Your bank is also happier because you're now depositing more cash each month.

HOW TO INCREASE INCOME BY 240,000 yen

Click [Here for a VIDEO](#)
that explains the concept visually

HOW TO AUTOMATE FLEXIBILITY IN MISTERENGLISH

SELLING FLEXIBILITY

One of the unique features of the MisterEnglish system is that it allows you the option to sell *several* DIFFERENT Attendance Types *within a single class* if you choose.

As mentioned at the beginning of this report, in MisterEnglish there are **two categories** of Attendance Types:

FIXED Attendance - students come to class on the same day and time each week (e.g. every Monday at 8 pm)

and

Ticket Attendance - students use some kind of Ticket to book a class at a time that's convenient to them. Ticket Attendance, is broken down into three ways to attend class:

Normal Tickets

MONTHLY Tickets

Free Tickets

*Don't worry about understanding these terms now. There is a glossary at the end of this report. It will all be clear once you start actually **using** MisterEnglish at your school. NOTE: While Tickets are usually used to allow students to book their own lessons, Ticket Attendance can also be used to book students into classes in advance.*

STARTING OUT: When you first put a student into one of your classes, you need to tell MisterEnglish if the student is on a **Fixed Attendance** schedule (e.g. every Monday 8pm) or a **Ticket Attendance** schedule. The Fixed Attendance section is in **Maroon** and the Ticket Attendance is in **dark Green** in the screenshot below:

Next, you will choose the Course the student is attending.
Click "Submit".

Classes Times ▶ Attendance Types ▶ Manage Course & Class ▶ New Registration ▶ Assign Students to Course ▶ Manage Free Slots ▶ Sch
Add Irregular Class ▶ Add Feedback ▶ History ▶ My Schedule

Assign Students to Course

Choose Fixed or Ticket Attendance:

with Fixed Attendance [?]		
<input type="button" value="-- Choose Course --"/> <input type="button" value="Submit"/>		
Note! used for Fixed Attendance.		
Ticket Attendance [?]		
with Normal Tickets [?]	with Monthly Tickets [?]	Assign Free Tickets [?]
<input type="button" value="-- Choose Course --"/> <input type="button" value="Submit"/>	<input type="button" value="-- Choose Course --"/> <input type="button" value="Submit"/>	Click here to assign Free Tickets (tickets to Free Slots)
Note! used for assigning Normal Tickets.	Note! used for assigning with MONTHLY Tickets.	

When you click Submit in previous screenshot, you'll be take to the next page. You'll be asked to choose an **Attendance Type** for that individual student (see Step 4 below)

Students will attend with FIXED Attendance

List of Classes for 4/2014 - 3/2015

Step 2 - Select Fixed Class(es):

Beginner Brown Bgn, Monday at 9:00-11:00.
Capacity: 3.

2014/09/22 - 2015/05/04

Shana Capola (25509904)
yukikazu meguro
(meguroY)
Neimi Kuroki (Neimi)
100 test (test100)

Step 3 - Select Interval:

Date interval: from YYYY-MM-DD to YYYY-MM-DD

The "from" date is inclusive, the "to" date is exclusive, so if you'd like to assign the whole of March, select from March 1st to April 1st.

Assign Class(es) above to these students below

Step 4 - Select Attendance Type:

-- Choose Attendance type --

Note: Tickets can not be assigned by this interface (only FIXED Attendance)

Bulk assign up to six(6) students at once. It takes about 3 minutes or more to assign 6 students for the rest of the year.
Please be patient, or come back to this page after a few minutes.

Step 5 - Select Specific Students:

222 Dude (dude222)

224 keiko (keiko224)

99 test (test99)

Attendance types are important because, as described earlier, the Attendance Type tells the MisterEnglish online school management system **how often** a student should come to class, and how many times that student can cancel and re-schedule his or her lesson (**the flexibility**).

When the computer knows **how** the student wishes to attend class, it can keep track of all attendance, all cancellations, and all make-ups so that you don't have to. It will automate the class attendance system so that you can concentrate on teaching instead of management.

RECAP

An Attendance Type =

How Often your student comes to class

+ (plus)

how much *flexibility* that student has in regards to scheduling & re-scheduling

This flexibility refers to:

"Make up chances",

"Normal Tickets,"

"Monthly Tickets",

"Free Tickets",

or even a combination of these.

TRACKING (made easier):

It was mentioned that you do NOT need to use MisterEnglish to use the "Flexibility as a Premium" model. In theory, you *could* track this manually on paper.

But imagine the work – if you had 5 students in one class, and 3 of them were on different attendance types, you would need to remember which student was on which attendance type plan, and then track each student's cancellations *and* make-ups *each month*.

Even more difficult would be ensuring that students rescheduled their lessons within the time-frame stated in your school make-up policy.

For example, if your make-up policy states that "*all lessons must be rescheduled within 30 days*", how would you ever track 50 individual students to confirm they all make up their lesson within "30 days" of canceling it?

And the example we used concerns FIXED Scheduling only. Without MisterEnglish to manage the tracking, it would be even more complicated if your school sells **tickets**. Just know that MisterEnglish handles tickets just as easily as Fixed Attendance. You may use both types at your school.

Key takeaway: If you want to try the "Flexibility as a Premium" model, you may want to automate the process. MisterEnglish automates much of this for you.

FREQUENTLY ASKED QUESTIONS

Question: *This “Flexibility as a Premium” idea won’t work at my school. In fact, I’m happy with what I’m doing at my school already. How can MisterEnglish help me?*

Answer: As quoted on page 2:

“This report is an **OPTION** to the core benefits already advertised on our website.

In other words, you **DO NOT NEED TO CHANGE YOUR SCHOOL IN ANY WAY** when you use MisterEnglish. Pick and choose the features that make sense to you, and disregard the rest. Because this report is an option, you can safely disregard this entire report and still benefit from the core features of MisterEnglish (see website for core benefits)”

Question: *This report is interesting, BUT I don’t offer Rescheduling at my school because I don’t have time to teach make-up classes.”*

Answer: This is the most common reaction we hear from school owners. The problem with this, is that it misunderstands the process of making-up a canceled class in the terms of the “Flexibility as a Premium” model.

When you offer students “Flexibility as a Premium”, you do NOT want to create special “Make-up” time slots. Doing so would defeat the “flexibility” aspect.

Instead, you simply allow the student to log into your school, and reschedule themselves into an **already existing** class of the same ability level.

Because the student is re-scheduling into an *already existing* class of the *same ability* level, no additional classes need to be added, and thus no extra teaching is required of you.

NOTE: You need to have at least 2 classes of the same Course, for “Flexibility as a Premium” rescheduling to work e.g. Cancel Monday 8pm, reschedule into Wednesday 7pm.

Question: *“But won’t my student make mistakes in scheduling or re-scheduling?”*

Answer: Another common concern is the possibility of mis-scheduling. Would a student ever make mistakes and book an inappropriate class?

The system has been programmed to minimize this possibility of mistakes. It does this by restricting students to classes belonging to the same parent Course.

For example, when a student logs into your school, the **Intermediate-Course** student will **not** be able to view your **Beginners Course** classes, or **Advanced Course** classes. She can only view the group of classes that fall under Course you assign her.

Question: *But what if the lesson they reschedule into is on a different page in the book with different students on top of it?*

Answer: Research has proven that language learning requires the learner to be flexible. The best learners are the ones that adapt to changing circumstances and changing interlocutors. Children are the best at adapting to new lessons & “friends”. Adults love

meeting new students too, and can pick-up what is going on by context. An occasional make-up lesson here or there will not damage anyone's ability to learn. On the contrary, it will likely enhance the language experience!

Question: *At my school, my students only come at Fixed times once a week - the same day and time each week. How will using MisterEnglish help them?*

Answer: Here are a few ways MisterEnglish helps your students:

- Students can do any cancellation online in just a few seconds, instead of calling you.
- Student can reschedule themselves into another class instead of calling you.
- Students never need to ask you about what's available. They just sign in to view it.
- **"Feedback** feature: Students, or their parents, can read written feedback left by their teacher after class. Regular feedback motivates students to continue learning at your school. **Increase motivation, and you'll likely increase retention.** (optional – teachers don't need to write feedback if they don't want to).
- **Class Notes** feature: Students can log in, click on any class, and read notes you or a teacher has left (e.g. lesson objectives for this class, homework for this class). This helps the student prepare before the class. And it can also help the student review what he or she has learned after class.

[See our website](#) for a full breakdown of the features and benefits of using MisterEnglish.

Q) *How does MisterEnglish help me, the school owner. My school is on a Fixed schedule?*

A) If you are wondering what are the additional benefits *besides* being able to offer the option of "Flexibility as a Premium", please refer to our core benefits on the public website. **This report only deals with "Flexibility as a Premium".**

For your convenience, here a few of the core benefits as listed on our website:

Attract students – when you use MisterEnglish, you stand out from everyone else in town still using paper and pencil.

- Might online access for each student who joins make a positive, modern impression on prospects walking in, especially those prospects who don't know you yet?
- Might students shopping for schools that offer flexibility be attracted to your "connected" school?
- Might your students, especially mothers of children (if you teach children) talk to their friends about your new online feedback and scheduling service?

Manage more professionally – Your school's schedule is integrated with each student's personal profile. Updates to one, are auto-synchronized with the other. This reduces miscommunication, and mistakes. This helps keep all staff and all students on the same page.

Q) *Isn't MisterEnglish only for schools that sell tickets?*

A) Absolutely not. It's for any type of school. Fixed schedules or flexible schedules. Or

schools with both.

Examples of Attendance Types

In this report, we discussed selling Flexibility as a Premium. We said that you can do that in two ways;

1. Sell Make-up chances (perfect model for schools with only Fixed Attendance)
2. Sell *Tickets* (which can be used for lessons with fixed scheduling or for booking lessons freely)

FIXED ATTENDANCE QUESTIONS

Q.) *My student comes to class at a fixed time and day once a week – every Monday at 8:00 pm. She wants to buy the premium ability to cancel and make up 1 lesson per month. Is this possible with MisterEnglish?*

A) Yes. Assign her a Course through the “Fixed Attendance” interface (see the **maroon** area in the screenshot below.

Classes Times ▶ Attendance Types ▶ Manage Course & Class ▶ New Registration ▶ Assign Students to Course ▶ Manage Free Slots ▶ Schedule ▶ Add Irregular Class ▶ Add Feedback ▶ History ▶ My Schedule

Assign Students to Course

Choose Fixed or Ticket Attendance:

with Fixed Attendance [?]		
<input type="button" value="-- Choose Course --"/> <input type="button" value="Submit"/>		
Note! used for Fixed Attendance.		
Ticket Attendance [?]		
with Normal Tickets [?]	with Monthly Tickets [?]	Assign Free Tickets [?]
<input type="button" value="-- Choose Course --"/> <input type="button" value="Submit"/>	<input type="button" value="-- Choose Course --"/> <input type="button" value="Submit"/>	Click here to assign Free Tickets (tickets to Free Slots)
Note! used for assigning Normal Tickets.	Note! used for assigning with MONTHLY Tickets.	

TICKET ATTENDANCE QUESTIONS

Q.) *My student wants to come to school 4 times a month, but at different times and days that she decides. She doesn't want to be tied to a fixed day. Is this possible with MisterEnglish?*

A.) Yes. Use *Normal Tickets*, *Monthly Tickets*, or *Free Tickets*.

Q): *“My student wants to come 44 times a year, but doesn't want to be tied down to a fixed day. Is this possible with MisterEnglish?”*

A): Yes. Assign the student Normal Tickets.

Example: 44 Tickets expiring March 31st.

CUSTOMIZE YOUR OWN ATTENDANCE TYPES

Q.) Dear MisterEnglish. I've got a really complicated plan. I want my student to come once a week at the same day and time, but I also want to give her 2 additional tickets that will expire at the end of the month. So, 4 fixed lessons every Monday night at 8 pm, plus 2 more tickets that are valid till month's end. In other words 6 possible lessons per month. Furthermore, the student should NOT come on the 5th week of longer months because I'm closed on those days.

Can I differentiate my school in this way? If so how?"

A) Yes, MisterEnglish can handle that. You'll need to create a **Custom Fixed Attendance Type** using the Fixed Attendance customization box (see screenshot below)

FIXED Attendance

Fixed MONTHLY attendance
e.g. for attending a class 4(8, 12 etc) times per month on a fixed day and time BUT not on the 5th week of long months.
Attend how often: Fixed 4/mo., 2 m.t.
(e.g. "4 classes/month")

Fixed amount of classes per month: 4

Amount of Make-up Chances per month (if any): No

Amount of Additional MONTHLY Tickets (if any): 2

Are Tickets renewable (if cancelled, is a Make up permitted?): No

Not applicable if no Tickets defined:

Submit

Screenshot of how to set up 4 lessons a month, no lessons on 5th week of the month, with 2 additional Monthly Tickets each month

COMBINING Fixed Attendance AND Ticket Attendance (tickets)

Q) My student wants to come at a fixed time, every Monday at 8pm, but she also wants the freedom to book a few extra classes throughout the year at times convenient to her. For example, when she has a day off from work. How do I set up this kind of unique Attendance Type?

A) You MUST assign the student the FIXED Attendance Type first (see Maroon area in earlier screenshot). After that, you can give her Ticket Attendance such as Normal Tickets, MONTHLY Tickets, or FREE Tickets.

GLOSSARY

Attendance Type How often a student comes to class, plus the degree of flexibility you give that student. We recommend selling Flexibility as a paid *premium*. You do this by using Make-up Chances, and/or Tickets as your premium.

FIXED Attendance - Fixed Monthly attendance = the student is scheduled to come to class at the same day and same time for the first four weeks of the month. The student is NOT scheduled for the 5th week of the month.

- **Fixed Weekly attendance** = the student is scheduled to come to class at the same day and same time each week, every week of the month including the 5th week of longer months.

Ticket Attendance – Student is not bound to any day or time. In *Ticket Attendance*, Student uses Tickets to attend. Student selects classes occurring at times that are convenient for her. She can see available classes from her computer or cellular phone. You can also use Tickets and assign a student to regularly occurring days.

Ticket - A credit to take a lesson.. 1 ticket can be redeemed for one lesson. There are 3 kinds of tickets - Normal, Monthly, and Free.

- **Ticket (NORMAL)** - A credit to take a lesson. 1 ticket can be redeemed for one lesson.

- **Ticket (MONTHLY)** - A ticket that is issued each month, and expires automatically at the end of each month. (MisterEnglish will take away unused tickets automatically at 11:59pm on the last day of the month).

- **Ticket (FREE)** - A FREE ticket allows a student to book a class for any time slot that says "Free". You must have already created a "Free" time slots in your monthly schedule. When created, these Free time slots will have a pull down menu from which a student can select ANY course at your school. Free tickets are very powerful (because the student can choose ANY course) and should only be used if you fully understand how Free Tickets work.

Irregular Class - Anytime you wish to add just a single class to the daily schedule, you would click *Add Irregular Class*. If you wish to create a course that lasts less than 1 month, say lasting 7 days, set up the course first from *Manage Courses* page, then return to *Add Irregular Class* page to add the days that the course meets. One-time events such as Christmas parties would be done this way too.

Make-up Chance – the chance to reschedule a lesson. We recommend selling Make-up Chances as a *premium* benefit. MisterEnglish will track all cancellations and make-ups to ensure everyone gets what they paid for. MisterEnglish will also automatically subtract any Make-up Chance credit that hasn't been used by the deadline you set in your Make-Up Rule.

Make-Up Rule a rule you set once upon the creation of your school account. The Make Up Rule is the maximum number of days a student is given to reschedule a canceled class.

WHAT TO DO NEXT

Is there something in this report that you could try in your school to increase income per class? Did it motivate you to experiment with offering flexible pricing models?

Here is your next step:

Read PART 2 of this report. You'll get some specific Attendance Types designed to increase profits, even if you don't wish to increase tuition. In PART 2, we'll cover five different approaches to selling Attendance Types.

If you haven't done so already, enter your email on our website and we'll send you PART 2, along with more information about MisterEnglish, including some videos of the software in action.

If you want, you can also sign up for a trial of MisterEnglish. You'll be sent all our reports as a paid member.

More information:

<http://misterenglish.net>

Answer to the Secret Formula:

H.O.

+

M.U.C. or N.T. or M.T. or F.T = More Income

Answer:

**How Often the student attends class
+ (plus flexibility *or not*)**

**Make-Up Chance(s), or Normal Tickets, or
Monthly Tickets, or Free Tickets**

= More Income

<http://misterenglish.net>