

# The World's Leading Character Development System

**Instant Success Launch Kit - CheckList  
for Powerful Personal Development Centers**



**POWERFUL  
WORDS**  
CHARACTER DEVELOPMENT

**[www.PowerfulWords.com](http://www.PowerfulWords.com)  
(877) 769-3799**

## Powerful Words Instant Success Implementation Check List:

**Remember to Frame Everything Properly**...You DID NOT “buy a character program” You’ve gone above and beyond for your students and partnered with the industry’s leading Child Development Specialist to help you deliver the world’s finest personal development experience at your school.

**Download the Current Month of Powerful Words from**  
<http://www.MyPowerfulWordsAccount.com> / <http://powerfulwords.customerhub.net>

- o Read all files to become comfortable with the system
- o Distribute Power Chats to the Instructional Staff to review
- o Attach the Young Kids Power Chats to a Clipboard Titled (young kids)
- o Attach the Kids Power Chats to a Clipboard Titled (kids)
- o Attach the Adults Power Chats to a Clipboard Titled (adults)
- o Distribute Dear Dr. Robyn & Parents’ Perch to all Staff to review

**Download Instant Success Launch Kit** from Powerful Words Members Area and open all files for review and editing.

- o Edit the Press Release with your school’s information, and immediately e-mail and fax to all local newspapers, radio stations, television stations and town hall
- o Edit the Introductory Letter to Parents with your school’s information and either print it and distribute it or e-mail it to all of your current clients, past clients, and leads/prospects
- o Edit the Introductory Letter for New Student Package and add to your current New Student Enrollment Package (for when you enroll new students)
- o E-Mail the “Character Poster” file to your local Kinkos/OfficeMax/Staples and ask them to blow it up to 2’x3’ then laminate. You can make as many as you’d like to hang around your school – suggested use:

- On the Main Training Floor
- In the Parents’ Viewing Area
- In the Changing Rooms
- In the Office

- o Read the 800 foot Tour Article
- o Read the Mat Chat Tips Article
- o Read the Distracting Students Article
- o Read the Jump Start Guide
- o Read the ABC’s of Parenting – this is a great tool that you can use as a FREE REPORT to generate leads on your website!

**Put up your Powerful Words Bulletin Board**

- o Print out the Current Month Bulletin Board Files
- o Attach to a 2'x3' Corkboard that can be purchased at any office supply store

**Plan out where you'll be putting your Powerful Words Banner** - this banner is 2 feet x 6 feet and you'll want to strategically hang it so that all of your clients and prospects see it immediately upon entering your facility! (Banners are custom designed and usually take a few weeks to get to your facility!)

**Listen to Dr. Robyn's Audio Series "Staff Training for Success"** – This (\$197 value) 3 CD set is sent FREE to all new Gold and Platinum Level Clients and is a marvelous staff training tool. We suggest having each of your staff members listen to each CD, then presenting what they learned at your next staff meeting.

**Hang Up the Photo of Dr. Robyn on your Staff Wall or Wall of Fame** – As a new client, you'll be receiving an autographed photo of Dr. Robyn in the mail shortly. This is sent so that your clients can feel comfortable with your new Child Development Specialist, even though they don't see her everyday in class!

**Add a Powerful Words Page to your Current Website**

o Many clients will use the introductory letter for copy for this page. If you'd like logos or pictures, please contact us at 877-769-3799 and we'll get them to you ASAP (this page should appear on your prospecting website)

o Add a special page in a password protected (Members Only) area on your site so that your clients can download their Powerful Words Materials each and every month. Here are some ideas for what can and should be included on this page:

- Powerful Words Logo (contact Jason Silverman for this)
- Introductory Letter to Parents
- Parents' Perch Letter (current)
- Dear Dr. Robyn Column (current)
- Powerful Projects for all age groups
- Link to Dr. Robyn's Blog – <http://www.DrRobynSilverman.com>
- Photo of Dr. Robyn (contact Jason Silverman for this)

**Add a Link to <http://www.DrRobynSilverman.com>** so that your parents can enjoy an extra benefit from the Powerful Parents Blog and be able to interact with Dr Robyn.

**Listen to this month's Step-by-Step Implementation Tele-Conference.** If you don't have this recording, please contact us at 877-769-3799 and we'll forward it to you immediately.

**Add the Monthly Powerful Words Teleconference to your Schedule** – it always takes place the last Thursday of the month at 1:30pm eastern time.

**Schedule your 15 Minute Jump Start Session with Jason Silverman**

**Start implementing the Power Chats in Class!**

**Distribute the Powerful Projects and let the students know what kind of reward they'll get when they complete them! Some ideas include:**

- **Star Patches**
- **Stickers**
- **Pins**
- **Dog Tags**

**Implement the “Drive it Home” system with your parents** – The “Drive it Home” system is really quite simple. All you need to do is ask parents to speak with their children as they drive home from class, what they learned during the Power Chat.

Here's an e-mail that you can send out to your clients...I might also suggest adding this to your new enrollment system so that all new clients get this particular e-mail when they join.

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Dear Mr. & Mrs. Parent,

I am thrilled to announce that our new Powerful Words Character Development Program is off to an Unbelievable start! We would like to invite YOU to “Drive it Home!” This week, on your way home from class, ask your child about the discussion that took place at the end of class. Ask questions like, “So what did you learn during this talk? Can you tell me what the Powerful Word of the month is? What does it mean? How do you think you can apply what you learned today at home, at school, etc.” You'll notice that this will allow you to have a great conversation about this month's POWERful Word. In addition, it's also a wonderful way to engage your child's creativity.

I'm sure that they'll respond positively. I'd love to hear what they tell you...would you please do me a favor and e-mail me what happens? Or, if it's easier, simply tell any of our staff members the next time you come to class! We greatly appreciate your help and your commitment to providing an Unfair Advantage for Your Family!

Sincerely,

The School Owner

**Plan a Grand Re-Opening** to introduce your school as a Personal Development Center to your community!

## The Components of the Toolkit Explained:

1.) **Monthly Step by Step Teleconference** – Each month, Dr. Robyn hosts a LIVE teleconference for our clients. She goes over everything that's included in the current month's Powerful Words Toolkit and teaches you and your staff EXACTLY how to implement it successfully. In addition, this call includes a Monthly Marketing Moment from Marketing Director Jason M. Silverman as well as a Power Chat Role Play featuring a Powerful Words Client so you can learn how others are using the system at their schools. A recording of the call is sent to all clients so they may share it with any staff that wasn't on the call live. *(included in the Silver, Gold and Platinum Level Packages)*

2.) **Monthly Bulletin Board Files** – This file give you the opportunity to create a monthly Character Development Center simply by printing the files and attaching them to a bulletin board! Included in one convenient file are a Powerful Words Header, The Powerful Word of the Month Defined, Dear Dr. Robyn, Parents' Perch, and all 3 of the Powerful Projects *(included in the Gold and Platinum Level Packages)*

3.) **Dear Dr. Robyn Column** – The Dear Dr. Robyn Column is designed to add extra parenting value to your school. This monthly column can be added to your newsletter, sent as a monthly e-mail or simply handed out as another way to communicate with your clients. *(included in the Gold and Platinum Level Packages)*

4.) **Parents' Perch Letter** – The Parents' Perch Letter is a Student Retention tool designed to illustrate to your parents the added value that your school provides to them. Each month it lets them know exactly what their children will be learning in addition to the physical skills. *(included in the Silver, Gold and Platinum Level Packages)*

5.) **Power Chats for Young Children (age 3-6)** – Power Chats are 5 minute scripted lesson plans that have been expertly written for your immediate implementation into your classrooms. They are age appropriate to keep the attention of your students and effectively teach them about the Powerful Word of the Month. Each month 8 lessons are provided for each age group so you may teach 2 different lessons per week. *(included in the Gold and Platinum Level Packages)*

6.) **Powerful Character Photo Files** – These pictures are designed to work in tandem with the Power Chats for Young Children. Dr. Robyn has referenced these optional photos in the Power Chats to help make the Power Chats more concrete to the young students in your classes. *(included in the Gold and Platinum Level Packages)*

7.) **Power Chats for School Age Children (age 7-12)** – Power Chats are 5 minute scripted lesson plans that have been expertly written for your immediate implementation into your classrooms. They are age appropriate to keep the attention of your students and effectively teach them about the Powerful Word of the Month. Each month 8 lessons are provided for each age group so you may teach 2 different lessons per week.

**8.) Powerful Points for Teens and Adults** – Powerful Points are 5 minute scripted lesson plans that have been expertly written for your immediate implementation into your classrooms. While similar to the Power Chats, these Powerful Points are designed to create more of a conversation with your teen and adult students. Many clients use these as part of their staff training systems to ensure that the character of their staff is at the level it should be. Each month 8 lessons are provided for each age group so you may teach 2 different lessons per week. (included in the Gold and Platinum Level Packages)

**9.) Powerful Projects for Young Children (age 3-6)** – The Powerful Project is a fantastic opportunity for your students to be thinking and talking about your school... when they're not at your school. These easy and fun to complete mini projects allow your students to show you their dedication to developing their character. All projects are age appropriate for the intended audience to keep their attention and gain "buy in" from the students. Many schools will reward their students with some form of tangible recognition for completion such as a star, a dog tag, a sticker, a pin, etc. (included in the Gold and Platinum Level Packages)

**10.) Powerful Projects for School Age Children (age 7-12)** – The Powerful Project is a fantastic opportunity for your students to be thinking and talking about your school...when they're not at your school. These easy and fun to complete mini projects allow your students to show you their dedication to developing their character. All projects are age appropriate for the intended audience to keep their attention and gain "buy in" from the students. Many schools will reward their students with some form of tangible recognition for completion such as a star, a dog tag, a sticker, a pin, etc. (included in the Silver, Gold and Platinum Level Packages)

**11.) Powerful Projects for Teens and Adults** – The Powerful Project is a fantastic opportunity for your students to be thinking and talking about your school...when they're not at your school. These easy and fun to complete mini projects allow your students to show you their dedication to developing their character. All projects are age appropriate for the intended audience to keep their attention and gain "buy in" from the students. The Teens and Adults projects usually provide an opportunity for your students to share their thoughts about how they can personally implement the Powerful Word of the Month in their own lives. (included in the Gold and Platinum Level Packages)

**12.) Powerful Challenge Community Builder** – The Powerful Challenge was designed to provide an additional opportunity for your students to set and achieve another goal in relation to the Powerful Word of the Month. Many clients will blow this file up and put it in their lobby allowing all students to "sign up" for a monthly challenge of their own design. (included in the Gold and Platinum Level Packages)

**13.) Teachers' Connection Letter** – The Teachers' Connection Letter is designed to help your academy build a successful relationship with the local school systems by partnering with the teachers of your students. Powerful Words usually includes these letters 2-3 times per year to allow you the chance to communicate with the school



systems and become recognized as a valuable community resource in the areas of Character Development, Physical Fitness, Safety, etc. (*included in the Gold and Platinum Level Packages*)

14.) **Monthly Powerful Words Introduction Video** – The Monthly Powerful Words Introduction Video allows our Members the opportunity every month to have Dr. Robyn Silverman introduce the monthly Powerful Word to your prospects and your members. Each month, we provide this video file to you by giving you the embed codes so that you can instantly add this video to your website, your social media and your blog(s) (*included only in Platinum Level Package*)

15.) **Monthly Ask Dr. Robyn Video** – The Monthly Ask Dr. Robyn Video allows our Members the opportunity every month to have Dr. Robyn Silverman help you add even more value to their membership. Each month, we provide this video file to you by giving you the embed codes so that you can instantly add this video to your website, your social media and your blog(s) (*included only in Platinum Level Package*)

16.) **Powerful Press Release** – The Powerful Press Release allows our Platinum Level Members the opportunity every month to share the benefits they offer with the community. These professionally written and designed Press Releases are ready to be updated with your school's information and immediately e-mailed or faxed to all local newspapers, television stations, and radio stations. Many of our clients receive monthly press that they could never afford if they had to buy it as advertising space! (*included only in Platinum Level Package*)

17.) **Monthly Powerful Words Banner** – Every month our Platinum Level Members receive a Full Color, 2' x 6' Banner. This banner says, "This Academy teaches (the current word of the month)" and has a powerful quote to help solidify what your students are learning at your school. This is a fantastic Buzz creator and helps to make enrolling new students a breeze as they see you offer much more than "just the physical." (*included only in Platinum Level Package*)

18.) **Power Points with the Pros CD** – Every month our Platinum Level Members receive an amazing recording that can be used for staff development and training. Dr. Robyn or Jason Silverman interview somebody that you'd never normally have the opportunity to learn from and get them to share some secrets that will help you in many ways. In the past, we've included interviews with A Teen Specialist, a World Renowned Expert in dealing with Children of Divorce, an Internationally Acclaimed Hiring Specialist, etc. (*included only in Platinum Level Package*)

19.) **Help Me Dr. Robyn! / Help Me Guro Jason! Call in Hours** – Every month our Platinum Level Members have the opportunity to speak with Dr. Robyn live to get some additional help/coaching in making their school the best it can be. Due to the enormous demand on her time, it's rare that clients get 1 on 1 time speaking with her, so this is a huge benefit! (*included only in Platinum Level Package*)