

## POWERFUL BENEFITS TOUR

### *The Powerful Benefits Tour for Any Size School*

Whenever new prospects come to our schools or academies, we need to be ready to give them a tour. I know that some of you are thinking, “A tour? My place is too small for a tour!” Hogwash. This is not a walking tour. This is a “Powerful Benefits Tour” which highlights all the amazing aspects of your program that can have a positive impact on Mr. and Mrs. Prospect as well as on Junior.

Set up different stations or “stops” along the tour route.

- While feet may not move much, allow eyes to land on different areas as you mention the various benefits of your program.
- Use your vertical space if you have limited overall square feet.
- Mark stations creatively with new student boards, Powerful Words boards, student advancement boards, etc.

Your school will seem huge once you know how to emphasize your strengths.

#### *Here is a sample Powerful Benefits Tour:*

“Hello, Mr and Mrs. Prospect, this must be your wonderful son, Junior. It is nice to meet all of you. From what we discussed over the phone, you hope Junior is able to gain A,B and C (i.e. discipline, confidence, respect, strength, socialization) from our program, is that correct? Wonderful. Many parents come to our school seeking those very same benefits from our programs.

I would love to show you the different aspects of our program that speak to your interest in A, B and C. Over here, as you can see, we have brightly colored mats that fit together like a big puzzle. Who do you think put that puzzle together Junior? That’s right, the teachers here put the big puzzle together. What colors are those big puzzle pieces? Good job! Well, Mr. and Mrs. Prospect, these mats are great. They are cushy enough to fall on but have great traction so that the kids don’t tend to slip. After all, safety is very important to all of us, don’t you agree? All our fabulous classes take place right over here on these mats, Junior! After we finish our tour we can try them out, OK? Great.

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All of our students are in developmentally appropriate classes, Mr. and Mrs. Prospect, so that the Junior will be with others who are of similar age and weight. It is important that Junior feels appropriately challenged but not overwhelmed and our developmentally appropriate classes make sure of that. Junior will learn in a group setting, however, he will also be challenged individually so that he can grow at his own pace. How does that sound?

If you shift your attentions over here, you will see our character development bulletin board with our Powerful Word of the Month. Since you are so interested in Junior learning A, B, and C here in class, I know you will love this. The board allows you to see everything at a glance-- the powerful word of the month along with the definition as well as the projects for young children, school-age children, and teens. These projects can be used as springboards for discussion at your own house. And, to keep you up-to-date on the character lessons they are learning in class, you will also see a copy of the letter that goes home to the parents about the word of the month and some tips about how you can implement the Powerful Word of the month at home. How does that sound to you?

In class, we talk to the children about the Powerful word of the month at the end of class. This challenges them mentally. See, our program is really two programs in one—we have a stellar physical program as well as a comprehensive character education program. Child Development Specialist, Dr. Robyn Silverman designs our Powerful Words character program. This ensures that we have the best character program possible as well as a top notch physical program.

Considering that you were hoping that Junior gained AB and C from the program, you can imagine how important it is to impress upon him both through the physical benefits of class as well as through the mental exercises of character development. You can see how this might be beneficial for Junior, right? And, you can use the powerchats we do in class to broach topics in the car—something we call “driving it home” where Junior’s attention is captured and he can actually teach you about what he learned that day!

I also have something else to show you! This is the awesome uniform you will be wearing in class, Junior! What do you think of that? We can have you try it on after we do our introductory lesson. All of our students wear them when we take their picture for the new student board which is right over here. Your face will be right up here with all these other boys and girls who might even be in your class! What do you think of that?

This area over here is where you will take off your shoes, Junior. You can put your shoes and coat right over here so you will know exactly where it goes. So, if you are ready, why don’t you take off your shoes, put them on the shoe rack over there and then sit down on the mat so that I know you are ready...”

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*Can you think of any other Powerful Benefits Stations at your school? For example;*

- Parents area; where they can watch their child's progress
- Greeting area; where they are welcomed in each, ask questions and get answers
- Student advancement area; where they can see how students' have progressed
- Student activity area; where they can see upcoming events listed
- Homework area; where students can work while waiting for pick up
- Tutoring/Practice area; where advanced students can work with less advanced students or students can practice before/after/during other classes.

When you solidify your Powerful Benefits Tour, you will be creating a system that will mentally expand your school. Any of your staff members can give it—and of course, that is one of our goals, isn't it?

You all offer Powerful benefits at your school. After all, it is not the size of the school that will impress your prospects. It is your ability to articulate what you can offer to the prospect that can make the biggest impact.

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Dr. Robyn Silverman is a leading expert in character/personal development, body image, leadership and confidence-building, who appears regularly on national television and radio including; The Today Show, Good Morning America, The CBS Early Show, Fox News, Nightline, and more. An award-winning columnist and writer as well as a professional speaker and success coach, she believes that young people are assets to be developed, not deficits to be managed. Living in New Jersey with her family, she has been the content consultant for 17 books for middle schoolers and writes a character education/leadership curriculum called Powerful Words for after-school programs around the world. Her most recent book, Good Girls Don't Get Fat: How Weight Obsession is Messing Up Our Girls and How We Can Help Them Thrive Despite It, is based on her passion to help all girls and women reach their potential, highlight their strengths, and rally the adults, role models, and leaders in the world to tell them that they are enough just the way they are.

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To Take Advantage of even more Powerful School Building Information, make sure you're signed up at <http://www.PowerfulWords.com> or <http://www.AllStarCharacter.com>

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