

How to gain 100's of Students in your Martial Arts School

Spark Membership

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Introduction

On most of the below ideas, I can provide complete training. Email SrMasterSell@gmail.com to inquire. I have a website to help you with Marketing and Management of your school. I can help you shave years off of your learning curve.

<http://Champions4life.com/mentoring/>

I typically enroll between 20 and 30 new members per month, every month, all year long. Over the years I have streamlined my marketing efforts to make it simple to attract a steady flow of newmembers.



There are three major avenues to attracting new students...

1. Internal promotions
2. External promotions
3. Advertising

I purposely ordered them in this manner. The Internal promotions are by far the most economical and also produce the best results. In contrast, Advertising is the most expensive and also gets you the least results. Internal promotions are also a ton of fun and provide additional benefits to your students like social networking, fun and student retention.

First things First

Before you start marketing, you will need to know how to properly answer your phone to maximize your enrollments. It is easy to lose an interested future student by answering their questions wrong over the telephone.

You must also have an offer to give all new future students. A great offer is a "Free Trial Program" consisting of one or two free orientation classes with a Black Belt Instructor. This way you can offer everyone that calls or stops in your school a free class. This class is about 20 minutes, it is one on one, and it is very fun! Teach something that will excite the future student to start your program.

If you need training on the Telephone or the orientation lesson, I have a training video available for sale. It will show you an actual orientation lesson and what should be taught to best prepare a future student to enroll on your programs.

I also recommend having a short 6-month basic program available to sell the future student. This way, once your orientation lesson is complete, you can present them with an option to enroll today. Give them an incentive to enroll today and they will. 92% of all of our future students enroll on their very first lesson, this does not happen by accident, we have tweaked our approach to inspire people to start their training immediately.

By having a SOLID information call, an inspiring orientation lesson and a clear sales presentation you will then be ready to start using my three avenues to market your school. If you are not confident, you will waste a lot of effort on very little signups.

Why do people enroll in your program?

It may surprise you, but people don't buy based on how much you charge. Or how many lessons they get a week. Or how great you are as an instructor, how popular you are in your town, or if you are a world-class competitor with world titles. Nope.

That's not why. In this industry, so many people think that if they tell everyone all their great accomplishments that they will have

a school full of students. Sadly this is not true. It's not who you are or what you teach, it's the benefits you give your students and future students that make them want to enroll. In other words, it's not about you, it's about them. It's not how great you are, it's how great you can make them. **They don't care how great you are, UNTIL they know how great you can make them.** It's all about the V's and B's, or the Values and Benefits they will receive as a direct result of being enrolled in one of your programs.



What benefits does your school give to future students? Why should they train at your school instead of the other schools in your area? What are your unique Values and Benefits? And how EXACTLY do you teach these Values and Benefits to your students?

How would you answer this question... "How does your school teach my son focus?" How about this one.... "Why will my kid's grades improve after being in your program?" What if an adult asks, "Will I get more physically fit?" Do you know the answers? Do you know the process in order for these things to happen? If not, then you really have nothing to sell to the masses. There will always be a small percentage of people who only care about learning martial arts, sometimes this percentage is so small that your school can go bankrupt. It is important that you market your benefits to a larger percentage of society those who need your unique benefits. It is crucial you know your Values and Benefits,

and more importantly that you know how to teach these Values.

There is a big difference between FEATURES and BENEFITS of your program. People do not buy anything based on FEATURES alone, they buy based on the benefits they will receive from those features.

An example of this, and I have dozens.... I am a certified 7th Degree Black Belt by the USCDKA. Pretty impressive feature, especially when you find out that I have been training for 27 years now... 6 days a week, 6 hours a day. To the future student this means NOTHING. It is a feature... certainly not a benefit.

So how do I turn this into a benefit to make them one step closer to joining my school? "Our Instructor, Master Ron Sell has dedicated his life to helping his students, like your son, learn how to focus and be more confident in school. He is a 7th degree Black Belt, certified by the USCDKA – the USA's leading authority in martial arts. He has been training for more than 27 years in how to help kids of all ages become more physically fit and mentally focused.

The USCDKA provides you with the proper framework to teach exciting curriculum and offer the best credentials to your students, black belts and instructors. The Legacy of Grandmaster Sell is a huge selling point and should be big part of your USP. See www.USCDKA.com for more info.

If you turn your features into Values and Benefits, and clearly communicate these to your future student, you will be one giant step closer to having a school full of students.

First impressions, they are Lasting!

When a future student walks into your school, what impression are they getting? I encourage you now to step outside your front

door, walk in and look around with the student's perspective. Go ahead, I'll wait while you do it. Back already? Ok, let's discuss what you saw.

Is the place clean? Does it smell good? Is everything that's on the wall **FRAMED**? Don't ever tape or tack something to the wall. Don't tape any signs to the mirrors, the windows or your front



counter. Is all the equipment stored properly? Is the bathroom **CLEAN** at all times? Is your front counter completely cleaned off?

Are the carpets smelling fresh and vacuumed? Are there piles of "stuff" in the corner, or on the training floor? Trash cans full? I hate the smell of feet and sweat, and so does your future student. Get rid of it by cleaning and by using airfreshner.

Clean your school daily. Clean the bathrooms twice a day. Frame everything. Dust your pro-shop weekly. Keep everything organized. **NOTHING** should be on your front counter, nothing! Buy scented candles or plug-ins and place them throughout your school, replace them when needed.

Clean the glass and mirrors daily. Vacuum the carpets and use carpet cleaner monthly. Mop your mats every two days.

What about your attitude towards a new future student? Are you happy to see them? Does your attitude reflect someone who is friendly? Likeable? (Sales training tells me that people will only buy something from people they like! You must be likeable!) When a future student walks in my school, the first thing I do is bow to them. A real bow. I stop, snap to attention and bow. Then I extend my hand with a smile and shake their hand, welcome them to the school and tell them I'm glad they are here.

I always wear a clean and proper uniform. I look sharp. I am shaved and clean, hair perfect and wear cologne. I speak with a smile and with confidence. I am genuine. I want that very first impression to make a positive impact. I want to start our relationship off right.

Are you a product of the product? Are you living the same life you are selling to your future students? Are you in shape? Or at least working out daily to get into great shape? Are you focused and disciplined? Do you practice the tenants of martial arts? If not, it will be a tough sell. People see right through phonies! If your not, the best time to start is now.

Once you know what your school's unique Values and Benefits are, know how to answer the phone properly, know how to make a great first impression, know how to do a proper orientation lesson that will compel people to enroll.... you are ready to start promoting your school.

Internal Promotions

Internal Promotions are events you do inside your school with your existing student body. Your students will bring their friends into your school for a fun event or a fun class. To make these events huge you must get excited about them yourself, you must announce the events with enthusiasm every chance you get in your classes. The more people who come, the better chance you will have of growing your student body. An important thing to remember: You must have A+ rated event in every aspect for your event to produce new enrollments.

ALWAYS GATHER NAMES, ADDRESSES, EMAILS, PHONE NUMBERS and CELL PHONE NUMBERS of all your guests. The best way to do this is to have a "permission slip" that the parents must fill out prior on any guests participating in your events. This information should be entered into a database or into a Contact Management System like my RainMaker Application. This is the list we start marketing too. We call all of these future students and invite them to our free trial program.

The larger your current student body, the better your results will be on internal promotions.

Here is a list of great Internal Promotions...

- 1. Birthday Parties** – We have three different packages we sell to our students so they can celebrate their birthday at our school. The basic package is \$249, we provide a ton of fun and activities for the guests for two hours and we also provide drinks, pizza, bal-



loons, napkins, and tablecloths. The parents provide any additional food they think they need (not necessary) and the cake and candles. We also have a \$399 and a \$599 package available with various options. I remember starting 3 years ago at only \$160 for our baseline party, over the years we have tweaked the party to the point where it runs so good we have a party most weekends. The reason the Birthday Party is a great promotion for new enrollments is because the birthday boy/girl will invite 20 of their friends to their party. Most of the guests will not be current students, so you have 20 hot prospective students in your school. Of course you must have a great presentation and you must have a great birthday party. Once these kids are in your school, having a blast doing martial arts it is easier to invite them to come back to try a free class. If you need more training on how to conduct a top notch Birthday Party, I have a training video for sale that will give you all the details. I'll teach you all the games, activities and exactly how to enroll the kids from the party. My three years experience can be yours. I have spent tons of time on trial and error.

- 2. Parent's Night Out** – Imagine having 100 kids in your school, all having a blast. Imagine half of them being guests! 50 future students spending 3 hours with you on a Friday or Saturday night! We have our demo team perform for them, we do a mini orientation class with them, we play dodge ball, sword fighting, play video games, eat pizza! It is basically a way for the kids to ditch their parents on a Friday night, bring a friend or two and play at your school in a social atmosphere!
- 3. White Belt Appreciation Party!** – Imagine inviting all your White Belts to a fun party on a Saturday afternoon. It is basically a Birthday Party, but no Birthday Cake! We have fun and games and eat pizza. Everyone must bring a friend!

- 4. Belt Promotions** – Every belt promotion is an opportunity to enroll more students. Make sure your belt promotion is more like a celebration and not a belt testing where the students might look bad. The Belt Promotion is where your students invite their parents, grandparents, schoolteachers, and friends to witness their ceremony. Let the students show off, have your Black Belt Demo team perform. Make it fun and exciting. Have a drawing for a 3- month beginner program with a uniform included. At the end of the night draw the person's name. At the door when all the guests arrive have someone greeting all the guests and mention the drawing.



- 5. Special Seminars/Community Events** – Conduct a Free Child Safety Class or a Woman's Self Defense Course. Collect Names, Addresses and Phone numbers.
- 6. School Talks** – Remember "Show and Tell" in school? What if every one of your school age students brought their instructor to school? You could do a talk on Respect, Focus, Martial Arts Fun, etc. Three goals: Make your student a hero in front of their classmates. Two, Get the teacher to "fall in love" with you and your program, Three, get the kids in the class excited to do martial arts in your school! Need help? I have done hundreds of these presentations and have training available.
- 7. Buddy Week** – Every month, have a set Buddy Week. Buddy Week is where your students bring their friends to class to try it out. Make the class fun and enjoyable for new people. This allows you to get your program in front of more people.
- 8. Enrollment Contest** – I love contests! The enrollment contest is something we have done for years and has really

helped us add 20 – 50 new members. The idea is that for every friend that a student brings to "Buddy Day" they get a ticket for the raffle. Make the prize cool like an iPod Touch, or a Nintendo Wii or whatever is hot. Run the Contest for 60 days and have the drawing at the next Parent's Nite Out or Belt Promotion. Announce it in every class. The more friends you bring to Buddy Day, the more chances you have to win the prize. Award the tickets in class.



External Promotions

This is where you step out of your comfortable school and go out into the community. This is the most aggressive form of promotion, however it will give you tons of results if you think of these as promotions! I mean, you must keep in mind that the only reason for these promotions is to gather names and phone numbers for new enrollments.

Here is a list of External Promotions...

- 1. Demonstrations** – at the movie theater, at a school, in a park, at the local community event, at a church, boy scout meeting.... I mean anywhere there is a gathering of people, go there. If you are a brand new school and you do not have any of your own students, see if you can borrow some from another school in your Association. Or do the demo yourself. I would refrain from breaking boards or concrete. I would refrain from sparring and weapons. Show the fun aspects of the martial arts. The kicks, the self-defense, the forms. They are all aspects new students will enjoy watching. REMEMBER: THIS DEMO IS ABOUT ATTRACTING NEW STUDENTS! Not about entertaining the crowd on how good you are in the martial arts. At the end of your demo, offer a free trial program and a free uniform to anyone who makes an appointment today. Have appointment times pre planed and appointment sheets created with fill in the blank times for names and phone numbers. I once did this for Grandmaster Brenda Sell's school and we schedule 67 appointments in one demonstration!!!! I think we enrolled over 40 new students in one day! DO NOT DO ANY DEMO MORE THAN 5 MILES AWAY FROM YOUR LOCATION: You won't get any student from too far away, it's a waste of time, resources with no ROI (return on investment).

2. School Talks – See above.

3. **VIP Face to Face** – Go on the street (local mall, gas station, your own shopping center), dressed in uniform, clipboard and some trial lesson free passes. Your goal is to walk up to a complete stranger and say something like... *"Hi, my name is John from Karate Advantage here in New Tampa. As part of our New Tampa community outreach program we are giving a free month of self defense and safety classes to all children in our community"* Hand the person the pass and listen. If they give any hint of interest, move to get the phone number and set an appointment.

4. Mall Booth – Set up a booth at a local trade show or your local bank. Have a clipboard, free lesson guest passes and your appointment book to set appointments. Be enthusiastic about your school and know what your school can do for them.

5. Banners – Hang a banner outside of your school. "Summer Karate, Classes forming Now, 907-1111", "Adult Programs, classes forming now, 907-1111", "Back To School Martial Arts, classes forming now, 907-1111"



6. Door Hangers – Get some full color post cards printed and put them on house doors (just slide them between door and door jam, takes some practice, but very easy), you can also put them on windshield wipers of cars as well as put a few in local business counters (with their permission of course!) DO NOT place in mailboxes, it is illegal. Get a few of your teen aged students together on a Saturday morning, go neighborhood to neighborhood, you might get rid of a few thousand each Saturday. Feed them pizza or pay them minimum wage

or give them a special class for advanced martial arts training.

- 7. Election Signs** – You know the small 18 X 24" election signs? I use them and they work. They are actually illegal in my town, so they don't last long, but I always get calls. Go to SignOutfitters.com for easy and cheap signs. Don't forget to get stakes too!



- 8. Fun Day in Parking lot** – Have an open house. Bring a grill for hot dogs. Have a demo. Set up a table for a raffle. Have fun and collect as many APPOINTMENTS as you can.
- 9. Set up a table outside of your school front door.** – Place a small card table, put a student uniform on the table, a lead box to gather names, addresses and phone numbers. Have some flyers or postcard advertisements available. Place anything that might spark some interest. Basically, all you are trying to do is get people's attention, attract them to your school.

Advertising

I really don't believe in most print advertising. I think your money is best spent on internal and external promotions. However, some things are a no brainer. Let's discuss them now.

1. **Yellow Page Ad** – DON'T DO IT!!!! Way to expensive, doesn't work.
2. **Guy Walks in Off Street to Sell you an ad in the local penny saver** – Kick him right in the groin! Tell him no!
3. **Newspaper Salesman Calls** – Hang up the phone immediately, don't worry about being rude.
4. **Community Newsletters** – In your area, are there any communities or homeowner's associations that have monthly newsletters that go out to all the residents? This is a great opportunity to buy an ad in their for pretty cheap. For less than \$100 you'll get exposure to every resident!
5. **Apartment Complex Newsletters** – Same as Community Newsletters, most apartment complexes have a monthly newsletter.
6. **Google Ad-words** – on Google you can buy search terms to get your website in front of the right audience. "New Tampa Karate", "Tampa Karate For Kids", etc.
7. **Web Site** – If you don't have a website for your school you are missing out. I get 10 or more students every month from my web site (<http://Champions4Life.com>). The website is designed to attract new members. I advertise my website on Google and everything I hand out has the address on it. I also have it written on my front door along with my phone num-



ber, so anyone passing by can write it down. You will notice, it promotes our V's and B's more than it promotes me.

- 8. Lead Boxes** – Check out getmembers.com, they have a martial arts section. Also check out MasterMackMarketing.com

Seasonal Marketing

- 1. New Years** – Always attracts the fitness minded individual if you can position your school as an excellent way to get into great physical shape.
- 2. Summer Programs** – Kids are bored, martial arts are exciting!
- 3. Back to School** – This time of year is always great! Talk about how your program can help a child get more focused, an achiever's attitude, winning behavior and strong character. All the elements for success in school.
- 4. Holidays** – Sell gift cards, sell gift boxes with a uniform and a gift certificate for a month of lessons.
5. These ideas will get you going!

Final Word

My mentor, Kyoshi Steve LaVallee, always says there is not one way to get 20 new members, but there are 20 ways to create one new member. What this means is you have to take MASSIVE ACTION to produce MASSIVE RESULTS. Pick 5 of the ideas this week and take massive action on them. Then next week add another 5. The more you do, the more results you will get.

Spend 50% of your day on attracting new students, it will pay off.

