

# BLACK BELT **MARKETING**

MARKETING STRATEGIES FOR PROFESSIONAL MARTIAL ARTISTS

## Getting in the School System Made Easy!

**N**ow that your students are going back to school, it's the perfect time to create a new campaign to break into the public and private schools in your area. Instructors who regularly sponsor public school activities enjoy an enhanced reputation in the community, new students enrolling in their facility and additional opportunities that come from taking the time to become involved.

There are many ways to become involved in your local public schools. We recommend that you make a plan that contains several different ideas or promotions that would benefit the school, the students, and yourself. Even if you have attempted to get into the school system in the past and didn't, don't give up. Simply look for another promotion or service you can offer that would benefit the students, teachers, and school.

*Here are some promotions and topics that you can suggest to your local schools:*

### **Volunteer to be a Guest Speaker**

Your local school system may have an official "Volunteer Speakers Bureau" that you can sign-up to be a part of. Either way, you can contact teachers and schools and volunteer to donate your time to give a special talk. Before



you schedule your speaking engagements, make a list of the different types of "talks" you feel qualified to give.

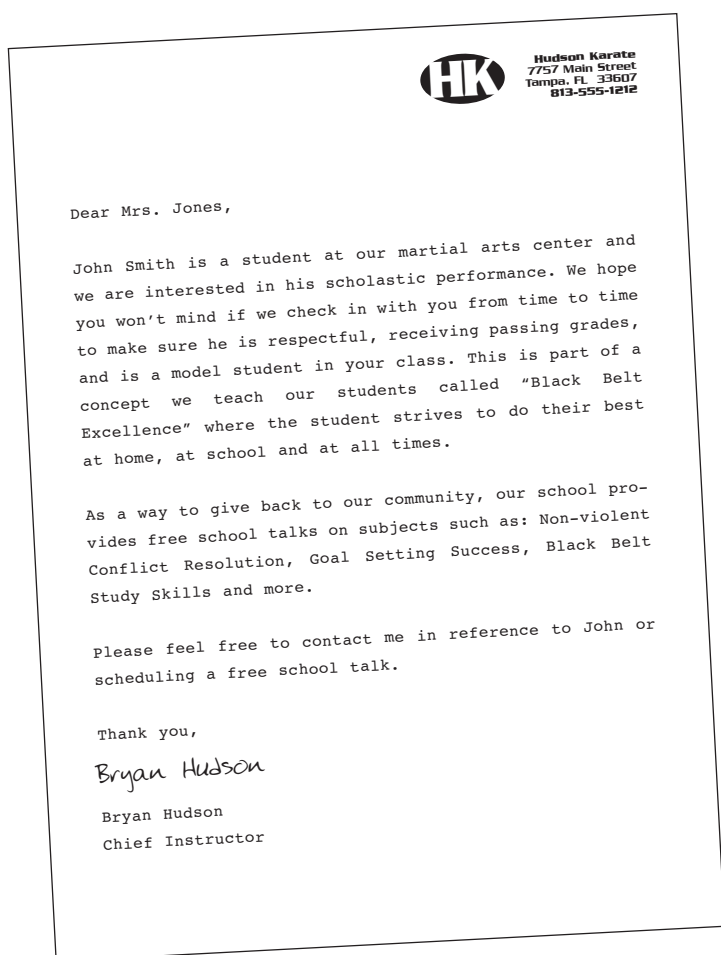
### ***Some of your topics may include:***

- Random Acts of Kindness
- Black Belt Study Skills
- Goal Setting and Goal Getting
- Bully Basics
- Stranger Danger
- Seasonal Safety Tips
- Words of the Week Discussions
- Non-violent Conflict Resolution
- Say "No" to Drugs
- How to be a Positive Role Model

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If you would like to approach teachers directly, start out by finding out who teaches your best-behaved students first. Create a note or a letter to touch-base with the teacher and let them know that you will be in touch periodically to check on your student to make sure he/she is doing a great job at school.

*Here is an example of a letter you may write to a teacher on school letterhead:*



This letter can be found on this month's CD-ROM.

After you have scheduled your first talk and it has been a success, ask the teacher if they would write a short testimonial letter about the event. This is also the time where you can suggest that you would like to do talks for the

whole school, or get involved with other school promotions. Use your testimonial to help schedule appearances at other schools. Post a copy on the wall in your school for visitors and students to see and read.

In addition, consider utilizing the information in your July 2003 NAPMA Package on "How to Write Killer Press Releases". Each time you are a guest at a school for an event or a talk, notify the press. You may notify them in advance and invite them to attend or give them a summary of the topic you spoke about.

### **Participate in School Special Events**

Many schools have a calendar of events for the school year you may be able to obtain from the school office. Events such as carnivals, auctions, special contest promotions, teach-ins/career days and field trips may be on the agenda for the year. Review the event list and look for ways to get involved that would benefit both the school and your martial arts facility.

### **Carnivals**

At carnivals, schools may rent out booths, need prizes donated, games created, volunteers, and more. You may help out in any of those areas and even provide entertainment through martial arts demonstrations or by giving free lessons certificates as a donation to the school.

### **Auctions and Special Contest Promotions**

Auctions and contest promotions require items for people to bid on and prizes to give away. You can participate by donating training time for your programs and merchandise if you desire. You may also suggest a quick demonstration by your team just before your item goes up for bids or before the prizewinner is announced. The demonstration can help spice-up the event and build interest in your school.

### **Teach-ins/Career Days**

Most academic schools have some type of "teach-in" event on their annual calendars. You could volunteer to teach physical education, psychology, science, foreign language class, or other topics, as long as you have a way to tie them into martial arts.



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### Field Trips

You can offer a martial arts class in your school as an educational field trip. This gets teachers and students into your facility and makes it easier to hand out information on your school including special offers. Simply teach the class an introductory lesson, fitness kickboxing class, or utilize any other ideas the school teacher may have.

### Show Recognition and Appreciation for Teachers

Teachers are special and work very hard with students for little kudos. They believe they can make a difference in a child's life. Hey that sounds familiar! Any recognition or random act of kindness will be appreciated.

*Here are some simple ways to show thanks to a teacher:*

- Invite your student's teacher to belt promotions.
- Host a special self-defense seminar for them at your school.
- Offer a discount to teachers who want to enroll in lessons.
- Call to say "thank you" or write a note when the teacher signs correspondence you've sent to their school.

### Provide Student Rewards

You can offer teachers special rewards to give to students for excellence. These rewards can be for lessons at your school, logo imprinted items, a t-shirt, a recognition certificate co-sponsored by your club, etc. Most teachers have some type of

incentive program for their students to help keep them motivated. Plus, they're always looking for new incentives.

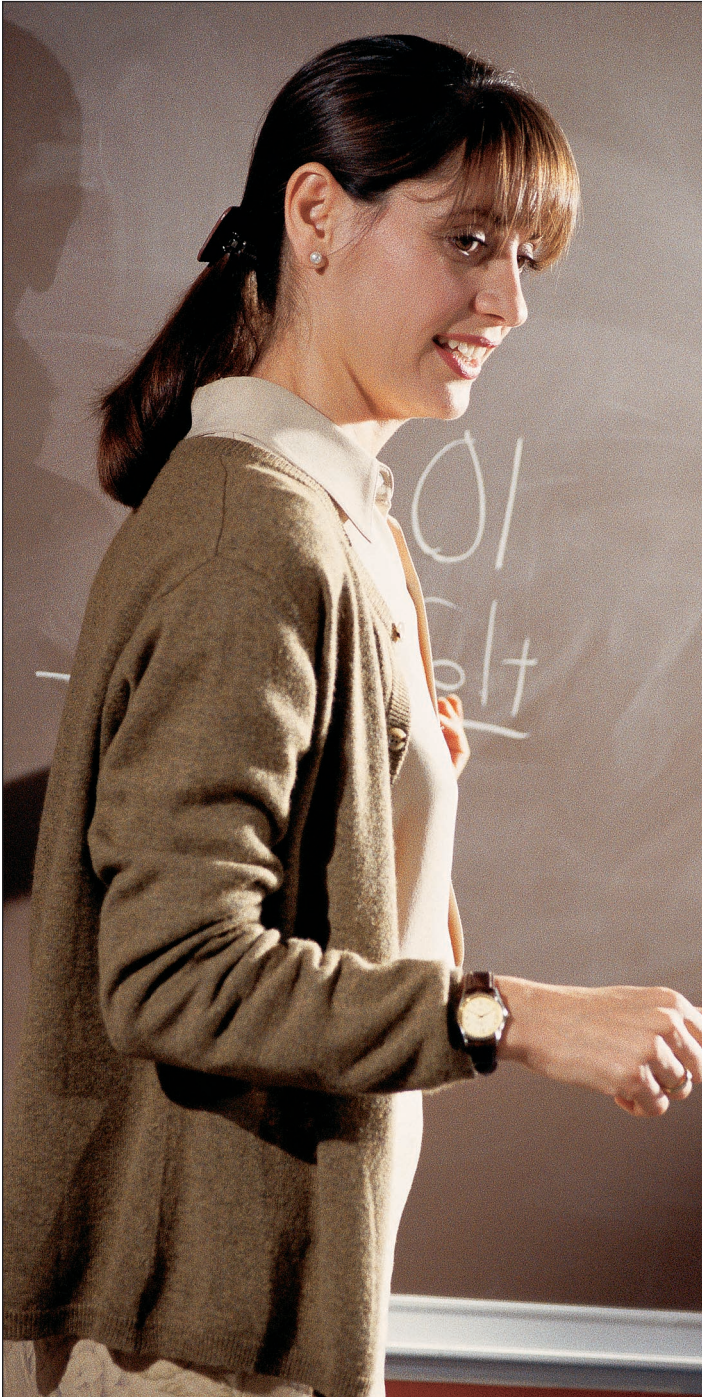
### Donate Classroom Supplies and Educational Resources

There are plenty of opportunities to help sponsor a class or a group of children by donating supplies that teachers need for class. With educational budget cuts, some teachers are asking students to bring in supplies that normally the school would have provided, and some are spending their own money to get the resources they need.

This gives you the opportunity to contact teachers or schools and ask what you can do to help. Find out what they could use to help enhance the children's educational experience and then, provide it for them.



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Some of the most popular items that you could provide for the classroom could also carry your school's logo and information such as:

<b>Item</b>	<b>Cost per piece</b>
<b>#2 Pencils</b>	<b>\$.25 - \$.35</b>
<b>Erasers</b>	<b>\$.45 - \$.60</b>
<b>A Box of Crayons</b>	<b>\$.75 - \$1.00</b>
<b>Small Pad of Paper</b>	<b>\$2.00-\$3.00</b>
<b>Book Covers</b>	<b>\$.25 - \$.75</b>

You can create a positive impact on the children with items that have space to include some type of motivational message or statement. The statement could be as short as "Treat others with respect". Other phrases or themes that the teacher is trying to instill in the students could also be printed on the supplies.

As you can see, there are tons of ways to help out the local schools and work together with teachers. If you have made a proposal in the past and been turned down, don't get discouraged. This is a new school year, and there are so many ways you can work together. Always remain polite and professional and do your best to serve the teachers' needs.

Even if you don't reap a ton of new students at once from working with your local teachers, you will reap student referrals from those you've helped and who had a chance to listen to your special talks. Those teachers will tell other teachers how great you were to work with and before you know it, you'll be working with several local schools. Your students who attend those schools will be proud to tell their friends "That was my martial arts instructor who just came to class." So give a lot and you'll get a lot in return.

