

BLACK BELT **MARKETING**

MARKETING STRATEGIES FOR SCHOOL OWNERS

How to Make Your Valentine's Day "Red Hot!"

To help you with your Valentine's Day marketing this year, we've included a special Valentine's Day Guest Pass that can be redeemed at your school for one free month of training. This beautiful, full-color pass can be found on your CD-ROM.

Customize them with your school information and distribute them to both adults and children to give friends and family members. You may want to suggest that your students give them to everyone in their class at school or in the workplace. You can also give the passes out at a Valentine's Day party like the one described below.

Hosting a Valentine's Day Party

This year, February 14th falls on a Saturday. This gives you the opportunity to host a party in the evening that would be fun for your students to attend as well as give parents the opportunity to go out and spend some quality time with their significant other. In addition, you can ask your attendees to invite friends that don't take martial arts to participate which can result in new students.

Party Hours

To get started, decide what time your party will start and end. If the goal is to give the parents of your junior students enough time to go out and enjoy themselves, you may want your party to last four or five hours. Consider running the event from 6:00 p.m. - 11:00 p.m.

Activities

Next, create a schedule that contains the different party activities that will take place. While you design the party, keep in mind the ages of most participants and try to offer games that the majority will enjoy.

Here is a sample of a basic party plan:

- 6:00 p.m. - arrive, snack, and open practice
- 6:30 p.m. - cardiovascular kickboxing workout to music
- 7:00 p.m. - match the broken heart game
- 7:30 p.m. - pizza and watch demo team performance
- 8:00 p.m. - heartbreak balloon game
- 8:30 p.m. - dodge ball
- 9:30 p.m. - conversational heart bingo
- 10:15 p.m. - find the chocolate kiss game
- 10:30 p.m. - clean-up, watch short video

Decorations and Supplies

Prior to the party, you will want to establish a budget for supplies and decorations for the party. Visit your local party supply and craft store to get an idea of what you would like to have and need. Here is a sample list for you to consider.

Party items and decorations may include:

- Balloons and streamers
- Other festive decorations
- Plastic table cloths
- Cups, plates, napkins, utensils



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Supplies needed for the games on the party plan list include:

- Red construction paper, markers, and scissors
- Red, white, and pink small or medium size balloons
- Soft rubber ball
- Conversational heart and red hot heart candies
- Chocolate kisses candies

How Much to Charge

You could host the party as a free service to your students and ask the parents of the children who will attend to sign-up to bring all of the needed decorations, supplies, and food. However, most parents would be happy to give the school \$20.00 – \$30.00 for their child to attend. Many parents would have to spend that on a babysitter anyway, and would rather have their child at the martial arts school getting exercise and having a blast with their friends in a positive environment.

Encourage Students to Bring Friends

To encourage your students to invite friends to attend, let them know that their friends are welcome. You may want to create a flyer with the specifics on your party and ask each student to give them to friends that don't attend the school.

Attach one of the special Valentine's Day Passes that are good for one free month of training to the extra flyers that you give your students to give to friends. Now they are invited to the party and to a free month of lessons.



Valentine's Party Games

Broken Hearts

Cut large hearts out of red construction paper. Cut the hearts in half, using a zig-zag or other shape, making each one different. Create enough half hearts so that each person at the party gets one. As your guests arrive, hand them one of the half hearts. Once everyone has arrived, have them find the person who has the other half of their heart. Give them a prize.

Heartbreaker Balloon Game

Blow up a variety of heart-shaped balloons. Divide the participants into several groups of 10 keeping children close in size and age in the same group and give each person a balloon. Have one group at a time come out and place their balloon on the ground between their feet. The idea is to break everyone else's balloon while keeping yours from breaking. The last person in each group with an unbroken balloon is the winner.

Conversational Heart Bingo

Buy a bag of Conversational Hearts and Red Hot candies. Make bingo cards using the sayings that are on the hearts. Be sure to use at least a few different sayings on each card so they are not exactly alike. One at a time, read a conversational candies message aloud. If the player has that saying on their card, they mark it with a Red Hot candy. The first player to complete a row is the winner.

Chocolate Kiss Hunt

Very simply get several bags of chocolate kisses and hide them throughout the school. If you have children that are a variety of ages, you may place them in several groups and hide the kisses in harder places for the older kids. Each group goes on their chocolate kiss hunt, and gets to eat what they find.