

BLACK BELT PROMOTION

GREAT PROMOTIONAL TIPS FOR SCHOOL AND BUSINESS OWNERS

Create a Fall Flurry of New Students

“Get ‘em when it really counts”

Fall is a great time for your school to host and participate in all kinds of events, promotions, and community services in your area. The kids are back in school and the vacationers have returned home. Many school owners feel that fall is an opportune time to increase their advertising efforts and gain as many new students as they can, before the year-end holidays (where new enrollments typically slow down a bit). So, this fall, launch a successful flurry of promotions and stock up on as many new students as you can. Here are some great ideas to get you started.

Martial Arts Day Open House

October is a great time of year to host an open house such as the “National Martial Arts Day” event that is taking place in the United States on October 18, 2003. Open houses are great for getting your current students’ friends and families to visit the school and get information on joining. It is also an opportunity to get the general public to drop by and see what type of services and classes your school has to offer.

As you get started planning your open house, decide what your “theme” will be. You may choose public



safety, an anniversary promotion, health and fitness, or the “Earn Your First Belt” theme found in the National Martial Arts Day Kit in this month’s package. Either way, pick a theme that will help you promote your school and that you feel comfortable with.

Next, decide what the special events and features will be during your open house. If the goal is to bring in new membership, be sure and have several different promotions planned that will help you do just that.

Here is a list of basic promotions/activities to use at your open house that combines activities that will bring in new members, gain new leads, service your community, help charity and involve your students in.



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- Demonstrations
- Drawings for Prizes
- Free Lessons
- Earn Your First Belt Promotion
- One Day Only Enrollment Specials
- Food and Fun

Demonstrations

This gives you the opportunity to showcase your leadership team, demonstration team or any students who have friends coming with them to the open house. Try to increase event participation by involving students in as many events as possible. When your students are involved they are more likely to invite guests. This can also help your student retention.

Drawing for Prizes

Using prize drawings is a great way to gain many new student leads. Make sure the prospect fills out a form or coupon that has room for their name, address, phone number and email address. You may assign someone to make sure people fill out the information completely before dropping their entry into the drawing box.

Have two separate drawing boxes, one for your current students and one for the guests. This way, you have a box filled with new student prospects to follow up on and you make sure that you include your current students in prize giveaways as well.

Create relationships with area businesses and ask for prizes such as a free pizza, video rental, etc. Let the business owner know that you plan on announcing information on his/her business just before the prize is awarded. This is free advertising for the business. In turn, ask that the business owner helps promote your open house by distributing information you provide to their customers.

Free Lessons and “Earn Your First Belt” Promotions

The day of your open house, you can offer free lessons and/or an “Earn Your First Belt” promotion. Plan a time to offer free classes during your open house. The lessons need only be 15-30 minutes. Keep the lesson positive, upbeat, and simple. At the end of the lesson, create a short test using the information they have just learned so they can be awarded their first belt...White belt.

One Day Only Enrollment Specials

Right after your new prospective students have earned their white belt or have at least taken a free lesson, is a good time to offer them some type of enrollment incentive. Consider creating two different offers. One offer for a month at 50% off the regular rate will be popular with some and another program such as eight weeks for \$99.00 may appeal to others. Either way, by having two different specials you are catering to both the cautious consumer that wants to dip their toe in the pool and the bold consumer who is ready to dive right in.

Food and Fun

You may be able to arrange for a food donation with an area restaurant or vendor. If you are hosting a kick-a-thon or other charitable event, your sponsorship chances increase. If you are on your own, consider setting up a refreshment area that some of your students’ parents can help with. You can provide the food for free, or charge a small amount and include extra entries in your prize drawings. Consider plugging in other events and activities that would be fun for the family such as face painting, games, and magicians, to make the event desirable.

Run a “Train for the Rest of the Year” Special

New enrollments become a bit more challenging to get as the end of the year gets closer. Some prospective new students may inquire about training but want to wait until the New Year to get started when they can attend classes consistently. To help encourage this type of future student, you may create a special “Train for the Rest of Year” package.

You can create a package that includes 2-semi private lessons, group classes, a uniform, and any other equipment they will need to get started. Your package should be discounted enough to give the prospect an incentive to join, yet not so discounted that they are surprised at the “real” cost they’ll pay when their program is over.

Have your new students make the full payment amount upon enrolling and let them know that there are no refunds or pro-rated classes. The program finishes at the end of the year and it’s up to them to attend class.

In late November or early December, offer them a special incentive to enroll into your regular program. You don’t want them to put off joining until the New Year, and

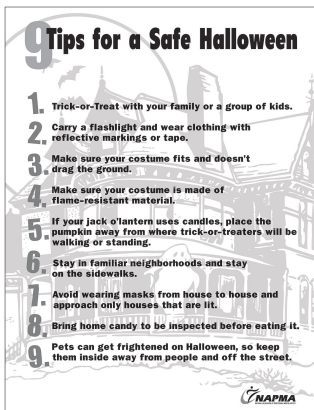
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with the holidays coming up, they may be able to put martial arts on their wish list for a family member to give them as a gift.

Halloween Promotions

Halloween provides you with plenty of opportunities to help your community and market your school at the same time. Many of these promotions are no-cost or low cost and are easy to do. Providing safety tip flyers, offering a “safe” Halloween party or event, and giving out special passes for training are some great ways for making the most of this October.



Safety Tips – consider speaking to schools and organizations that help children in your community about providing “Halloween Safety Tip” flyers to them at no cost. If your schedule allows, you could offer to make an educational presentation to children that goes over the safety tips. A safety tip flyer is included in this month’s package.

“Trick or Treat” at the School – If you don’t have the time to devote to plan a detailed party or create a

haunted house, consider having a “trick or treat” event that is open to the public. You can get parents together to donate candy, and small prizes to go in the bags, and to help you stuff them. Your younger students may especially enjoy helping with this project. Let your students know several weeks ahead of time about the event and tell them to invite as many friends as they can to “trick or treat” at the school. Promote this event as a “safe” way to celebrate Halloween. Give all non-members an enrollment incentive to take with them and information on upcoming events.

Host a Costume Party – you could have a traditional costume party during class time or even on or before Halloween. However, some parents may not feel comfortable with a party that contains scary characters. To remedy that, another idea is to have a positive theme for your party. For example, you may request that the families come in costumes that represent role models, super heroes, careers or that tell something about themselves.

Have a contest and give out prizes and have plenty of goodies on hand for everyone.

Free Passes and Coupons

Giving out free passes or school coupons during Halloween time is a popular way to inexpensively market your school. Make plenty of passes and give them to your students to give out to their friends, their school classmates, at parties and to “trick or treaters.”

Another way to put the passes and coupons to good use is to attach a treat to the pass. This will help draw more attention to the special offer. Simply tape the treat on top of the pass shown below.

Whenever possible, place the treat in the hands of an adult (the decision-maker). As you are giving it to them, point out the special discount or offer and mention the expiration date. Tell them how to redeem the offer as well. If they appear interested or have questions, take the time to answer them and be ready to schedule an appointment on the spot.

Make the most of these promotional ideas designed to increase your profile in the community, add to the number of students training in your facility, and help retain your current members. Choose a few or as many as you like and get ready to track your results so you know which ones worked the best for you.

