

LEAD NURTURING AND CONVERSION - FROM ENQUIRY TO ENROLEMENT

THE HOME OF
MARTIAL ARTS BUSINESS



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NEST

Turn every enquiry into a loyal member with simple, proven follow-up systems.

Your lead generation efforts are working — people are asking about your classes. But here's the truth: most clubs lose potential students during the follow-up. They forget to call back, leave leads waiting too long, or don't know how to move someone from "interested" to "signed up."

That's why this week is all about mastering the art of conversion. You'll learn how to build trust, handle objections, and create a consistent enrolment process that turns curiosity into commitment — one confident step at a time.





THE IMPORTANCE OF NURTURING LEADS:

Nurturing leads is one of the most overlooked yet powerful parts of growing a successful martial arts club.

From a business perspective, it maximises your marketing efforts by converting more enquiries into paying members — meaning higher return on investment and steadier, more predictable student growth.

But it's not just about sales; it's about relationships. By guiding leads through a thoughtful, supportive journey — with timely follow-ups, helpful information, and personal touches — you make potential students feel valued and welcome before they've even stepped on the mat.

This builds trust, reduces drop-offs, and helps students start their martial arts journey with confidence, increasing the likelihood they'll stick around for the long term.

It's a win for your club and a win for your students.



BENEFITS OF NURTURING LEADS:

Nurturing leads is essential for turning initial interest into committed membership — and it delivers real value for both your club and your students.

Business Benefits:

- **Maximises your marketing ROI** by converting more enquiries into paying students
- **Reduces drop-offs from leads** who might otherwise go cold
- **Creates a predictable growth pipeline** for your classes
- **Builds a professional reputation** through structured, thoughtful communication
- **Improves retention** by starting relationships on the right foot

Student Benefits:

- **Boosts confidence** before the first class by removing uncertainty
- **Builds trust early** through friendly, helpful follow-up
- **Makes students feel valued**, not just like a number
- **Creates a smoother journey** from enquiry to enrolment
- **Increases commitment** through positive early experiences



NURTURING LEADS TIPS:

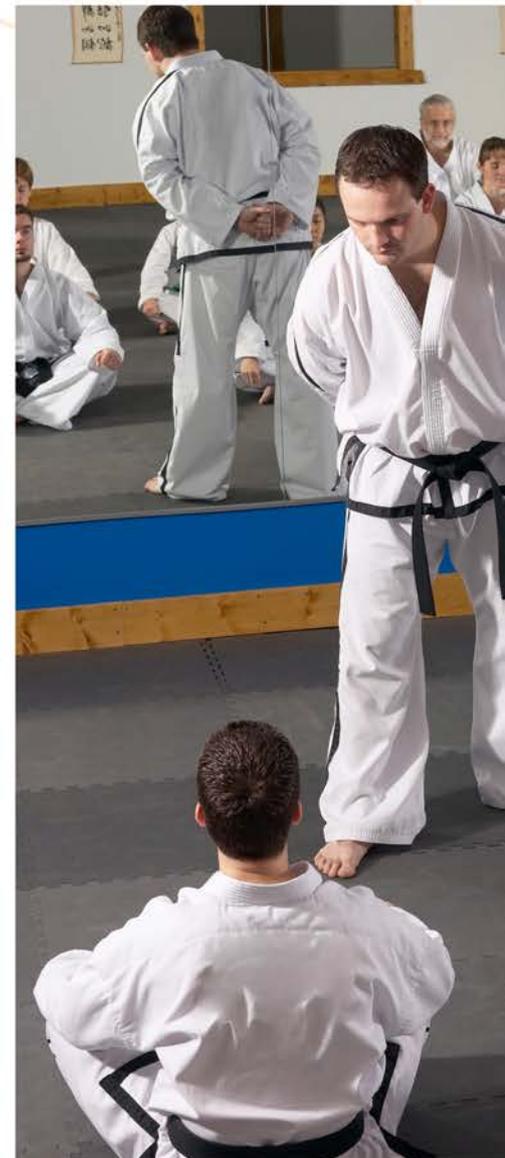
STEP 1: Respond Quickly to Enquiries: Aim to reply within 1–2 hours. Fast responses show professionalism and enthusiasm — and massively increase the chance of booking.

STEP 2: Use Friendly, Personalised Messaging: Address them by name, reference their child's age or goals, and make it feel like a warm conversation — not a sales script.

STEP 3: Send a “What to Expect” Message Before Their Trial: Include what to wear, where to park, class time, and who'll greet them — it removes anxiety and builds trust.

STEP 4: Stay in Touch Before the Class: Use a reminder SMS or WhatsApp the day before: “Hi [Name], we're looking forward to seeing you tomorrow!”

STEP 5: Follow Up With Value (Not Just Sales): Send helpful info like a welcome video, benefits of martial arts, or testimonials. Nurture first — the sell comes naturally after.





CONVERTING LEADS INTO STUDENTS TIPS:

STEP 1: Make the Trial Class Memorable:

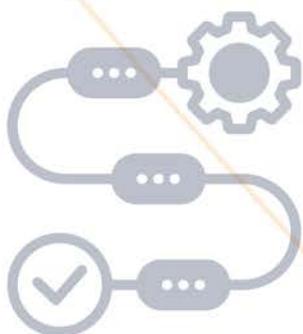
Ensure they feel welcome, supported, and part of the group from the moment they walk in — first impressions convert!

STEP 2: Follow Up Within 24 Hours: A quick thank-you and friendly “How did it go?” message makes them feel valued — and prompts action while they’re still excited.

STEP 3: Offer a Simple Next Step: Have a clear, low-pressure joining option (e.g. first month at a special rate or a “join today and get a free T-shirt” offer).

STEP 4: Handle Objections with Empathy and Confidence: Have prepared, polite responses for common concerns like price, time, or commitment — turn “I’m not sure” into “I’ll give it a go.”

STEP 5: Track and Review Your Conversion Rates Weekly: Know how many leads became trials, and how many trials became members — what gets measured gets improved.





IMPORTANCE TO REVIEW/IMPROVE LEAD-TO-SIGN-UP PROCESS:

Your lead-to-sign-up process is the bridge between interest and enrolment — and if there are gaps, potential students can easily slip through.

Regularly reviewing this journey helps you spot where people lose momentum, streamline your communication, and create a smoother, more professional experience from the first message to the first class. By refining your process, you build trust faster, reduce drop-offs, and convert more enquiries into paying members with less effort.

Benefits:

- Improves consistency and removes guesswork
- Highlights small tweaks that can boost conversions
- Gives a clear foundation to improve every step

Action Steps:

- Map out your current process from enquiry to first class
- List what works well (e.g. fast replies, clear info)
- Identify pain points (e.g. slow follow-up, unclear next steps)

Top Tip: Ask a friend to submit a trial enquiry and report back on their experience — fresh eyes can reveal hidden gaps.



THE IMPORTANCE OF UNDERSTANDING CONVERSION RATES:

Knowing your conversion rates gives you real insight into what's working — and what's not.

It tells you how many enquiries actually turn into trial lessons and how many trials become full members. This data helps you make better decisions, focus on the right improvements, and measure progress over time. When you understand your numbers, you can confidently plan your marketing, set realistic goals, and grow your club with clarity and control.

Benefits:

- Shows exactly where you're losing potential students
- Lets you measure success over time
- Helps you set realistic growth goals



Action Steps:

- Track the number of enquiries you receive in a month
- Track how many of those become trial bookings
- Track how many trials become members

Top Tip: Use a simple spreadsheet to track leads weekly — even basic data gives powerful insight.





THE IMPORTANCE OF PRE-INTRO AND POST-INTRO CHECKLISTS:

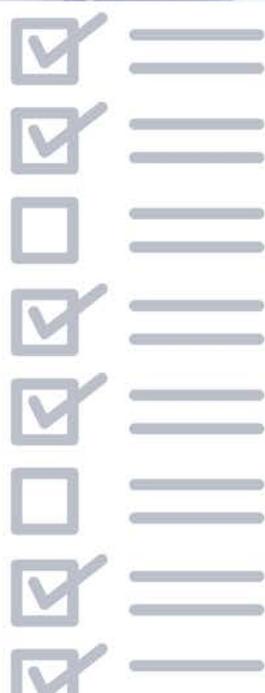
Using pre-intro and post-intro checklists ensures a smooth, professional experience for every new lead — and that consistency leads to more confident students and higher conversion rates.

A pre-intro checklist: helps you prepare each guest before they arrive, reducing no-shows and anxiety while creating a great first impression.

A post-intro checklist: ensures every trial student is followed up promptly and personally, increasing the likelihood they'll join.

For your club: these checklists streamline the onboarding process, save time, and improve team communication.

For your students: they create a more welcoming journey — one that builds trust, eases nerves, and makes it easy to take that first step into membership.



TOP TIP:

Automate this with email or SMS templates — saves time and ensures nothing gets missed.

PRE-INTRO LESSON CHECKLIST:

Action Steps:

- Make sure your pre-trial system is solid
 - Clear confirmation (SMS/email)
 - Friendly welcome message
 - What to bring/wear
 - Name of the instructor
 - Parking/location info



POST-INTRO LESSON CHECKLIST:

Action Steps:

- After the intro session, follow up with:
 - A thank-you message
 - Invitation to join
 - Reminder of next steps
 - Link to join or schedule follow-up chat



TOP TIP:

Send your follow-up within 24 hours — fast response = better conversion.



PRE-INTRO LESSON CHECKLIST:

Purpose: To ensure every new lead feels prepared, welcomed, and excited before their first visit.

| TASK | NOTES |
|--|---|
| Send confirmation message (SMS/Email/WhatsApp) | Include date, time, location, parking info |
| Attach "What to Expect" guide or video | Mention what to wear, how the class runs |
| Mention name of instructor/class lead | Builds familiarity and comfort |
| Ask if they have any questions | Helps build rapport before they arrive |
| Add to calendar/reminder system | Prevents missed follow-up or tracking issues |
| Prepare a welcome pack (optional) | Flyer, trial form, club info, sticker/wristband |
| Notify instructor about the trial guest | So they can personally welcome them |

TOP TIP:

Send a friendly SMS reminder the day before with a warm "We're looking forward to seeing you!" message.



POST-INTRO LESSON CHECKLIST:

Purpose: To guide the student from trial to membership with confidence and clarity.

TASK

Thank the student (or parent) after class

Send a follow-up message (within 24 hours)

Share joining options or special offer

Ask if they'd like to join or book a second session

Log the outcome (joined / thinking / not interested)

Send an optional feedback survey

If no response, follow up again after 2–3 days

NOTES

Do this in person and with a message that evening

Reaffirm benefits, ask how they found the class

Include link to join or book next session

Invite without pressure

Track in CRM or spreadsheet

Helps improve intro process

Often gets late conversions

TOP TIP:

Personalise your follow-up! Mention their name, progress, or something specific they did well in the session.





WHY INDUCTION VIDEOS WORK AT BRINGING IN TRIAL LESSON BOOKINGS:

A short, friendly induction video is one of the most effective tools for converting enquiries into trial bookings.

It gives potential students or parents a chance to see your club, meet the instructor, and understand what to expect — all before they even step through the door. This reduces anxiety, builds familiarity, and helps people feel more comfortable saying “yes.”

A well-made video creates a personal connection quickly, boosts trust, and significantly increases follow-through from new leads.

Benefits:

- Builds a human connection instantly
- Reduces nerves for new students
- Increases follow-through from enquiries

Action Steps:

- Script a short (1–2 min) welcome video introducing:
 - Who you are
 - What your club offers
 - What to expect on day one
 - How to book their free trial
- **Share via:**
 - SMS/WhatsApp
 - Email follow-up
 - Social media



TOP TIP: Keep it natural - just film it on your phone and don't forget to smile.

TACKLING REJECTION REASONS:

Benefits:

- Prepares you for conversations that could otherwise fizzle
- Shows potential students you care and understand
- Boosts confidence in handling objections positively

Action Steps:

- Think of the top objections you hear (e.g. "It's too expensive", "We're too busy")
- Write polite, helpful responses to overcome them
- Train your team to use these confidently

Top Tip: Turn each objection into a benefit. "Too busy?" "That's exactly why our sessions are short, structured and stress-relieving."



IN A NUTSHELL

Build Trust, Add Value, Convert With Confidence.

Leads are the lifeblood of your club — but only if you follow up well. The clubs that grow fastest aren't always the ones with the biggest ads — they're the ones who make every lead feel seen, supported, and excited to join.

By reviewing your process, preparing your responses, and creating a seamless journey from enquiry to enrolment, you'll build a club that's not only professional — but personal. And that's what keeps students coming back.





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