

YOUR STUDENT CONVERSION GOALS

1. CREATE A “TRIAL EXPERIENCE SCRIPT” FOR INSTRUCTORS

WHY THIS MATTERS:

Your instructors influence conversion more than any email, advert or message. A structured trial experience helps every visitor feel confident, welcomed and guided from the moment they walk in. When trial students feel supported, they are far more likely to return.

WHAT TO DO:

Create a simple 1-page script or briefing that your whole coaching team can follow consistently. It does not need to be complicated, it just needs to ensure every newcomer receives the same warm, professional experience.

HOW TO DO IT (QUICK STEPS):

1. Write a friendly greeting your team should use, such as: *“Hi Sam, great to have you here today! Excited for your first class?”*
2. Add three key points instructors should cover before the class begins:
 - What the session will include
 - How beginners are supported
 - Anything they need to know (e.g. where to stand, how to line up)
3. Add one non-negotiable “praise moment” such as: *“Make sure you highlight at least one thing they did well.”*
4. Share the script in your team WhatsApp group and pin it in the dojo.

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IDEAS TO TAKE IT FURTHER:

- Create a laminated version to keep at reception.
- Train senior students to support trial visitors using the same script.
- Add a “goal for the day” to help new students feel achievement quickly.

BENEFIT:

This consistency builds professionalism, increases student confidence and lays the groundwork for higher conversion rates across all classes.

2. SET UP A SAME-DAY POST-TRIAL FOLLOW-UP MESSAGE TEMPLATE

WHY THIS MATTERS:

The hours immediately after a trial are the most important point of emotional momentum. When someone leaves feeling positive and receives a warm message before that feeling fades, they naturally stay engaged.

WHAT TO DO:

Create a simple follow-up message you can send within a few hours of every trial. It should feel personal, positive and supportive.

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HOW TO DO IT (QUICK STEPS):

1. Craft a friendly thank-you message: *"Hi Sarah, it was fantastic having you in class today!"*
2. Add a personalised highlight: *"Your focus during the pad drills was brilliant for a first session."*
3. Include a gentle check-in question: *"How did you feel about the class?"*
4. Save it as a template in your messaging system for fast use.

IDEAS TO TAKE IT FURTHER:

- Record a 10-second thank-you video instead of text.
- Create a children's version for parents and an adult-specific version.
- Automate the message to save time, but personalise one detail manually.

BENEFIT:

This small action significantly increases conversation, creates emotional connection and raises the chance of returning for their next class.

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3. CREATE A SIMPLE MEMBERSHIP OPTIONS SNAPSHOT

WHY THIS MATTERS:

Prospects often become overwhelmed if you present too many options or too much detail. A simple, beginner-friendly membership snapshot builds clarity and confidence, making joining feel much easier.

WHAT TO DO:

Create a clean, visual one-page overview of your two or three most suitable memberships for beginners.

HOW TO DO IT (QUICK STEPS):

1. Choose 2–3 entry-level memberships that fit most new starters.
2. Create a simple explanation for each, focusing on benefits (not features).
3. Add what is included (e.g. classes per week, insurance, uniform discounts).
4. Use plain, friendly language, avoiding jargon.
5. Keep it to one page or one screen.

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IDEAS TO TAKE IT FURTHER:

- Turn it into a PDF you can WhatsApp to prospects.
- Add a “Most Popular for Beginners” badge to your ideal option.
- Add a short testimonial under each membership type.

BENEFIT:

Reducing complexity lowers barriers and helps undecided prospects feel more confident about taking the next step.

4. PREPARE AN FAQ SHEET FOR COMMON CONCERNS

WHY THIS MATTERS:

Most objections students or parents raise are rooted in uncertainty, not opposition. A well-crafted FAQ gives prospects instant clarity, reduces hesitation and positions your club as supportive and transparent.

WHAT TO DO:

Compile the 8–10 most common questions parents or adults ask, then create friendly, reassuring answers you can send quickly or add to your website.

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HOW TO DO IT (QUICK STEPS):

1. Write down the questions you hear most, such as:

- *"Is my child too shy?"*
- *"Do I need to be fit to start?"*
- *"How safe is the training?"*

2. Answer each question with empathy first, then clarity: *"Lots of children feel shy at first. We introduce them gently..."*

3. Keep answers short, positive and easy to understand.

4. Share the sheet digitally with your team so everyone answers consistently.

IDEAS TO TAKE IT FURTHER:

- Turn each FAQ into a short video clip.
- Add FAQs to your website to assist undecided visitors.
- Create a parents-only FAQ pack for kids classes.

BENEFIT:

This reduces the number of barriers prospects feel internally and makes joining feel safer and more predictable.

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5. BUILD A TRIAL STUDENT WELCOME PACK (DIGITAL OR PRINTED)

WHY THIS MATTERS:

A trial welcome pack instantly elevates the experience and makes prospects feel valued. When someone feels prepared and supported before attending, they walk in with confidence and leave feeling part of something special.

WHAT TO DO:

Create a small pack (PDF or printed) that warmly welcomes trial students and gives them everything they need to feel comfortable.

HOW TO DO IT (QUICK STEPS):

1. Include a warm welcome message from the club or instructor.
2. Add a simple “What to Expect in Your First Class” section.
3. Include a short intro to your instructors with photos.
4. Add a fun element such as a sticker, wristband or “First Class Certificate.”
5. Email it before their trial or hand it to them on arrival.

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IDEAS TO TAKE IT FURTHER:

- Add a mini challenge card (e.g. “Try your best,” “Meet someone new”).
- Include a short parent guide explaining behaviour and expectations.
- Brand it nicely to make it feel like a premium experience.

BENEFIT:

A welcome pack builds excitement, reduces nerves and creates an experience that stands out compared to other activities parents or adults may be considering.

BONUS GOAL: BUILD A COMPLETE “CONVERSION FLOW MAP” FOR YOUR CLUB

WHY THIS MATTERS:

A Conversion Flow Map is a full visual representation of how a prospect moves from enquiry to membership. When your entire team follows the same system, conversion becomes smoother, more predictable and easier to scale.

WHAT TO DO:

Create a one-page map that outlines every step in your conversion process, who is responsible, and what tools or messages are used at each point.

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HOW TO DO IT (QUICK STEPS):

1. Start with the enquiry: note how you respond and in what timeframe.
2. Map out the booking stage: how you offer times, confirm details and prepare students.
3. Add the trial experience: flow, greeting, support, feedback moments.
4. Add follow-up steps: timing, tone and purpose of each message.
5. End with the sign-up process: simple options and clear next steps.
6. Assign ownership: who handles which stages.
7. Share it with your team, print it, and refine it monthly.

IDEAS TO TAKE IT FURTHER:

- Turn it into a colour-coded poster displayed in your office.
- Review conversion data monthly and update weak sections.
- Train new staff using the flow map as their core learning tool.
- Create mini scripts for each stage to improve consistency.

BENEFIT:

A clear conversion flow brings structure, professionalism and consistency to your entire club, creating predictable student growth month after month.