

TOP TIPS FOR RECORDING AN INDUCTION VIDEO THAT CONVERTS

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

Top Tip: Keep it natural — film it on your phone in your club, smile, and speak like you would to a friend.

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

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RECORDING AN INDUCTION VIDEO THAT CONVERTS:

TOP TIP 1: KEEP IT SHORT (1–2 MINUTES MAX)

Why: Attention spans are short — especially on mobile. Your goal is to make a quick connection, not deliver a lecture.

Tip: Stick to 3 core points: who you are, what to expect, and how to get started.

TOP TIP 2: BE WARM, FRIENDLY, AND AUTHENTIC

Why: People book when they feel a personal connection. You don't need to be a polished presenter — just smile and be yourself.

Tip: Imagine you're speaking to a parent or student who's just walked in for the first time.

TOP TIP 3: FILM IN YOUR CLUB — WHILE IT'S ACTIVE

Why: Real visuals of your space and students in action instantly build trust and familiarity.

Tip: Choose a quiet moment between classes or capture short clips to layer over your voice.

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TOP TIP 4: SCRIPT LIGHTLY, BUT SPEAK NATURALLY

Why: You want to sound confident and clear, but not robotic.

Tip: Outline key points you want to cover (see example script below), then speak freely and smile often.

TOP TIP 5: COVER THESE KEY POINTS:

- **Who you are:** “Hi, I’m [Your Name], owner/instructor at [Club Name] in [Town].”
 - **What to expect:** “We specialise in [age groups/styles], and our trial lessons are a friendly, pressure-free way to get started.”
 - **How to join:** “Just click the link below or send us a message to book your free trial — we’ll take care of the rest!”
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TOP TIP 6: SHARE IT WHERE IT COUNTS

Why: A great video only works if people see it!

Tip: Send it via:

- SMS/WhatsApp to new enquiries
- Email automations for leads
- Social media (Facebook, Instagram, TikTok)
- Your website's trial booking page

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BONUS TIP: ADD SUBTITLES

Why: Most people watch videos on mute — especially on social media.

Tip: Use free tools like CapCut, Veed.io, or YouTube Studio to auto-generate captions.

Final Reminder: Done Is Better Than Perfect.

Your video doesn't need studio lighting or fancy editing. The most effective videos are simple, personal, and genuine. With just your phone and 10 minutes of your time, you can create a powerful tool that makes potential students feel welcome — and far more likely to walk through your doors.