

# HOW TO SET UP A MARTIAL ARTS BEGINNER'S COURSE

**Create a clear path for new students to start strong and stick around.**

**Why Beginner Courses Attract and Convert:** Many potential students are interested in martial arts — but feel too intimidated to jump straight into a regular class as many are unsure where to start, feel intimidated by regular classes, or worry they're "too old," "too unfit," or "too inexperienced." That's where a beginner's course comes in, it removes that barrier. It offers a structured, short-term introduction that's welcoming, confidence-building, and commitment-free.

Whether you're targeting kids, adults, or families, running a beginner's course gives people a clear starting point — and gives you a powerful tool for converting trial interest into long-term membership.

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## STEP 1: CHOOSE YOUR AUDIENCE

**Decide if you're targeting:**

- 🧒 Kids aged 5–12
- 🧑 Adults 18+
- 👨👩👧 Family-style courses (parent and child)

**Benefit:** Allows you to tailor your language, class content, and promotion to the right audience.

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## STEP 2: SET THE FORMAT AND DURATION

**Keep it short and structured. Popular formats:**

- 4-week course (1 class per week)
- 6-week fast-track
- One-month unlimited pass for new beginners only

**Benefit:** Low commitment feels safe for new joiners — but enough time to build confidence and interest.

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## STEP 3: CHOOSE DEDICATED CLASS TIMES

Run the course separately from your regular classes, or clearly label one class as “Beginner-Only.”

**Benefit:** Makes it less intimidating and gives people space to learn the basics before mixing with more advanced students.

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## STEP 4: PROMOTE THE COURSE

**Use simple, benefit-led messaging:**

- “New to Martial Arts? Start with our 4-Week Beginner Course.”
- “No experience needed – Friendly, supportive, and fun!”
- Share on Facebook, in local groups, in newsletters, and via school flyers.

**Benefit:** Clear, friendly promotion attracts the right audience — people who might otherwise hesitate to join.

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## STEP 5: PRICE IT RIGHT (OR OFFER IT FREE!)

### You can:

- Charge a low fixed price (e.g. £20–£40 for 4 weeks)
- Run it FREE and use it as a lead-in to memberships
- Offer a discount for those who sign up on the final week

**Benefit:** Makes joining feel risk-free, and gives a clear conversion path to paid membership.

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## STEP 6: CAPTURE DETAILS AND TRACK PROGRESS

Use a simple form to collect name, age, contact details, and goals. Track attendance and engagement during the course.

**Benefit:** Shows you who's serious, lets you follow up easily, and helps personalise the experience.

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## STEP 7: TRANSITION TO MEMBERSHIP

### On the final week:

- Celebrate progress
- Offer a free uniform or discounted joining offer
- Send a welcome email or follow-up call

**Benefit:** Keeps momentum going — don't let a great first impression fizzle out!

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## TOP BENEFITS OF BEGINNER COURSES

- **Lower Barrier to Entry:** Easier for nervous or unsure students to start
- **Increases Trial Conversion:** Structure and routine lead to stronger commitment
- **Easier to Market:** Defined start date, value, and message
- **Builds Confidence and Trust Early:** Students feel looked after and successful from day one

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### Build a Stronger Club One Beginner at a Time

Beginner courses make joining your club a clear, exciting, and low-pressure experience. They turn hesitation into action and interest into commitment — all while creating a welcoming environment that new students (and their parents) feel great about.

Whether you run it monthly, quarterly, or just during key times of the year, a beginner's course is a proven way to grow your membership with motivated, confident students who are ready to stay.