

6-WEEK STUDENT BOOSTER COURSE

NURTURING & CONVERSION

WEEK 5 WEBINAR



Lead Nurturing & Conversion – From Enquiry to Enrolment:

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 it's important to master the art of conversion. By learning how to build trust, handle objections, and create a consistent enrolment process it will allow you to turn that curiosity into commitment — one confident step at a time.



Your 6-Week Course

Week 4 Tasks:

This Week's Goals:

1. Review and make pro/con notes on your current lead to sign up process.
2. Research and understand your current conversion rates.
3. Review pre intro checklist and action any steps.
4. Review post intro checklist and action any steps.
5. Brainstorm and think of 5 common rejection reasons and write prepared responses.

Bonus Goal: Plan and film an introduction video to share with new leads via SMS/Mailer/Social.



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.



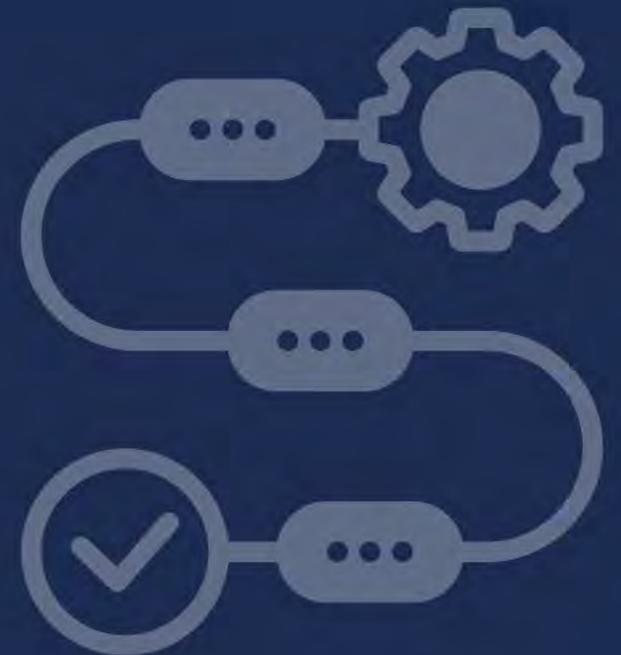
Importance to Review/Improve Lead-to-Sign-Up Process:

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





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**





The Importance of Pre-Intro & 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.





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**



From Enquiry to Enrolment - 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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AND THAT'S A WRAP!

ANY QUESTIONS?

