

# HOW TO SET UP A MARTIAL ARTS REFERRAL SCHEME

## Turn happy students into your most powerful marketing team.

If you're looking for a low-cost, high-impact way to grow your martial arts club, a referral scheme is one of the most effective tools you can use. People trust personal recommendations far more than ads — and when one of your current students brings a friend or family member through the door, that new lead is already warm, engaged, and more likely to stay.

Referral schemes don't just bring in new students — they also build loyalty and strengthen your community from the inside out.

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## STEP 1: DECIDE YOUR OFFER

Choose a simple, valuable reward for referring someone who signs up for a trial or membership.

### Examples:

- A free class
- £10 off next month's fees
- Club-branded water bottle or T-shirt
- Entry into a monthly prize draw

**Top Tip:** Choose rewards that are meaningful but manageable — you want it to motivate without eating your profit.

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## STEP 2: CREATE YOUR PROMO MATERIALS

Make it easy for students and parents to spread the word.

### Ideas:

- Printed referral cards with space for “Referred by [Name]”
- WhatsApp-friendly graphic with your offer and sign-up link
- Simple poster in the club and a post on your Facebook Page

**Top Tip:** Add a QR code on cards or posters linking to your free trial booking page.

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## STEP 3: TRACK REFERRALS

Keep a clear and simple system to track who referred who, and when they joined.

### Options:

- Google Sheet or spreadsheet
- Ask “Were you referred by someone?” on your trial booking form
- Club management software (if you have it)

**Top Tip:** Celebrate successful referrals publicly — it encourages more people to get involved.

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## STEP 4: PROMOTE IT CONSISTENTLY

Mention your referral scheme regularly to keep it front of mind.

### Where to promote:

- In class announcements
- In your welcome pack for new members
- On your social media and email newsletters

**Top Tip:** Relaunch the scheme every few months with a fresh incentive or bonus reward to boost momentum.

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## STEP 5: FOLLOW THROUGH & REWARD PROMPTLY

Make sure you deliver the promised reward quickly when a referral signs up. It reinforces trust and shows appreciation.

**Top Tip:** Go the extra mile — a personal thank-you from the instructor goes a long way.

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## BENEFITS OF RUNNING A REFERRAL SCHEME

- **Low-Cost Lead Generation:** No ad spend needed
- **High Conversion Rates:** Referrals come pre-qualified and ready to join
- **Strengthens Community:** Members feel like they're part of your growth
- **Boosts Retention:** People who bring friends are more likely to stay
- **Scalable and Repeatable:** Easy to run monthly, quarterly, or year-round

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### Let Your Students Help You Grow.

Your students already love what you do — a referral scheme simply gives them the opportunity to share it. With the right offer, a clear process, and a bit of encouragement, your club can grow consistently through the power of word-of-mouth. It's affordable, effective, and best of all — it builds a stronger community at the heart of your dojo.

Set yours up once, promote it consistently, and watch your student numbers grow.