BUILDING A WARM AND WELCOMING FIRST IMPRESSION FOR NEW LEADS

The first message a lead receives from your club sets the tone for everything that follows. Many prospects feel nervous, unsure or overwhelmed when enquiring about martial arts, especially if they are beginners or parents researching for their children.

A warm introduction helps them feel acknowledged and valued from the very start, which lays the foundation for strong future engagement.

THE PROBLEM:

When leads receive no response, a delayed reply or a cold, generic message, they feel unimportant and quickly lose interest. This lack of early connection often leads to leads going silent.

THE SOLUTION:

Send a friendly, helpful first message as soon as a lead makes contact. The tone should be welcoming, reassuring and focused on making them feel comfortable and supported.

ACTION STEPS:

SEND A PERSONAL, FRIENDLY WELCOME MESSAGE

Use a simple greeting that thanks them for getting in touch and makes them feel seen. **This builds trust immediately and shows that your club is attentive and professional.**

NEST

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INTRODUCE YOURSELF OR YOUR TEAM BRIEFLY

Include a line such as "I'm Sarah, part of the coaching team here at Phoenix Martial Arts." **Names make your communication feel personal rather than automated.**

ACKNOWLEDGE THEIR INTEREST OR SITUATION

If the lead is a parent, reassure them that starting a new activity is a big step and you are here to help. **Acknowledgement builds rapport and reduces hesitation.**

SET CLEAR EXPECTATIONS FOR WHAT HAPPENS NEXT

Tell them when they will hear from you or what they can expect over the next few days. **Clear expectations reduce uncertainty and help them feel guided.**

A warm and thoughtful first message can dramatically improve lead engagement. When people feel welcomed from the moment they enquire, they are far more likely to stay connected and respond to future communication, making nurturing easier and more effective.

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