

CREATING A SIMPLE LEAD NURTURE SEQUENCE THAT BUILDS TRUST

People rarely make decisions immediately, especially when children's activities or personal fitness are involved. A gentle, value-driven nurture sequence helps leads feel informed and reassured over time.

When done well, nurturing turns initial interest into a genuine connection.

THE PROBLEM:

Many martial arts clubs send one message and stop communicating. Without continued contact, leads cool off quickly, forget about you or feel unsure what to do next.

THE SOLUTION:

Create a short, friendly series of follow-up messages spread over a few days to keep leads engaged and confident.

ACTION STEPS:

SHARE HELPFUL INFORMATION RATHER THAN SALES MESSAGES

Send tips on what to expect in martial arts, first-time class advice, or how beginners are supported. **Providing value builds trust and positions your club as a supportive expert.**

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USE LIGHT TOUCHPOINTS EVERY 24–48 HOURS

A mid-paced sequence keeps your club fresh in their mind without overwhelming them. **Consistency is key for maintaining interest.**

INCLUDE A SHORT STORY OR REAL EXAMPLE

Share a parent testimonial, a student success story or an example of how beginners progress. **Stories create emotional connection and make your club more relatable.**

USE FRIENDLY, CONVERSATIONAL LANGUAGE

Write as if speaking to a friend or neighbour. Avoid anything that feels like a script. **Human connection increases open rates and responses.**

A simple nurture sequence keeps leads warm and engaged, builds trust and reduces the emotional distance between your club and the person enquiring. This foundation makes future conversations smoother and more meaningful.