

6-WEEK STUDENT BOOSTER COURSE

LEAD GENERATION

WEEK 4 WEBINAR



Student Lead Generation – Turning Interest into Membership:

Real-World Strategies to Grow Your Club with Events, Partnerships and Promotions.

For Martial Arts clubs, real-world marketing is often where the most trust, loyalty, and long-term student growth is built. While digital marketing is key, your local reputation, school relationships, and event impact play a massive role in getting new students through the door.

Having real-world touchpoints will:

- **Spark Interest**
- **Build Trust**
- **Convert that interest into real trial bookings and memberships**





Online vs. Offline Marketing:

Understanding the strengths of both to grow your club faster and smarter.

Marketing your club isn't about choosing between online or offline — it's about knowing how each works and how to use them together effectively.

Online Marketing is best for:

- **Promoting Free Trials**
- **Attracting parents of young children or adult beginners**
- **Reaching people searching online for classes**
- **Building consistent local visibility**

Offline Marketing is best for:

- **Creating in-person touchpoints that lead to trial bookings**
- **Partnering with local schools and community hubs**
- **Encouraging student referrals**
- **Supporting seasonal promotions and events**



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How to Combine Online + Offline for Best Results:

The most successful clubs don't choose between online or offline — they do both strategically:

- **Use online ads to generate leads** → then invite them to an in-person open day
- **Promote your holiday camp on social media** → hand out flyers at local schools
- **Post grading photos on Facebook** → mention your referral offer in class

By blending online reach with offline relationships, you'll create a strong, consistent marketing engine that keeps your club visible, trusted, and growing all year round.



Why Offline Lead Generation Still Wins:

In-person marketing isn't outdated — it's underrated.

When you show up in your community, offer real value, and create authentic connections, your student base grows naturally.

- **Parents trust recommendations from schools and friends**
- **Schools and assemblies offer immediate visibility to hundreds of kids**
- **Local events build buzz and brand awareness fast**
- **Referral schemes can scale quickly without spending**

Let's turn interest into action — and action into long-term students.



Your 6-Week Course

Week 4 Tasks:

This Week's Goals:

1. Watch and make notes on the 'Making Extra Income' Webinar.
2. Research into local media (online and offline) and collate 5 contact details.
3. Research and find 3 schools and their contact details for working together.
4. Set up your own referral scheme and implement it.
5. Set up a beginners course structure for adults and implement it.

Bonus Goal: Organise and set up a school session assembly on bullying with taster sessions.



The Importance Of Local Media Coverage:



Media coverage adds instant credibility and gets your name out to the local area.

Local media — from newspapers and magazines to radio stations and community websites — can be a powerful tool for raising awareness of your club within your area. Getting featured in the local press not only boosts your visibility but also adds credibility and trust in the eyes of parents and potential students. Whether you're promoting a new beginner course, celebrating student achievements, or running a community event like an anti-bullying workshop, local coverage can help you stand out and attract quality leads without the cost of paid advertising.

Benefits of Local Media Coverage

- **Trusted Exposure:** Reliable sources by parents and families.
- **Community Credibility:** Media coverage positions your club as an active part of the community.
- **Free Publicity:** Reach hundreds without spending on advertising.
- **Increased Website Traffic:** Media pieces often link back to your site, boosting local SEO.
- **Lasting Impact:** Printed stories / online features can be shared on social media.
- **Builds Relationships:** Positive coverage can lead to ongoing media partnerships.

The Importance Of Working With Local Schools:

Schools are one of the best sources of long-term students — especially kids aged 4–11.

Partnering with local schools is one of the most effective and meaningful ways to attract new students to your club — especially when the focus is on promoting anti-bullying, confidence, and resilience. By offering free assemblies, PE takeovers, or taster sessions, you not only demonstrate the real-life benefits of martial arts but also position your club as a trusted support system for students, teachers, and families. These sessions create powerful community connections, build your club's reputation, and often lead to trial bookings and long-term memberships.

Benefits of Working with Local Schools (Anti-Bullying Focus)

- **Direct Access to Large Groups of Children and Parents**
- **Establishes Community Credibility**
- **Boosts Word of Mouth and Parent Trust**
- **Supports School Goals on Behaviour & Wellbeing:**
- **Creates Positive Emotional Connection**
- **Increases Local Awareness Without Paid Advertising**

Anti-bullying campaigns are powerful — and perfectly aligned with Martial Arts values.



Why Referral Schemes Work:

Referrals are free, effective, and scale naturally.

Referral schemes are one of the simplest and most effective ways to attract new students — because they come with built-in trust. When a current student (or parent) recommends your club to a friend, that lead is already “warm” and much more likely to try a class. With the right incentive and a simple system, your students become your best promoters — helping you grow your club organically and affordably.

Benefits:

- **Low-Cost, High-Impact**
- **Built-In Trust**
- **Boosts Retention**
- **Encourages Word of Mouth**
- **Easy to Implement**





Why Beginners Courses Work:

Adult beginners often feel nervous about jumping into a full class. A structured short course builds confidence AND trust.

Beginner courses are a fantastic way to attract new students who may feel nervous about jumping straight into regular classes. By offering a structured, short-term introduction — often with a clear start and end date — you lower the barrier to entry, build confidence early, and create a natural path toward ongoing membership. Promoting these courses offline through word of mouth, flyers, and community outreach helps you reach people who might not yet be searching online but are open to trying something new.

Benefits:

- **Reduces Intimidation**
- **Easy to Promote Offline:**
- **Encourages Commitment**
- **Creates Urgency**
- **Ideal for Referrals and Community Outreach**
- **Smooth Transition to Membership**





Turn Local Awareness into Committed Members:

Run High-Converting Holiday Camps

- Brings in new faces who may not commit to a full term
- Builds trust with parents looking for fun, structured childcare
- Creates a perfect setting for students to bond with instructors

Promote Grading and Belt Events as Community Milestones

- Encourages family involvement and pride
- Creates buzz around progression and achievement
- Offers a natural point to talk about staying committed long-term

Run In-School Sessions and Anti-Bullying Assemblies

- Positions your club as a community partner
- Reaches dozens of kids in one session
- Builds rapport with schools and opens doors to regular partnerships





Turn Local Awareness into Committed Members:

Host Open Days or Family Martial Arts Events

- Removes pressure for new joiners — it's a fun first step
- Strengthens community feel within the club
- Provides a great reason to follow up with attendees about joining

Set Up a Student Referral Scheme

- Generates warm leads with built-in trust
- Encourages current students to stay longer and stay involved
- Low-cost, high-impact way to boost membership

Follow Up and Nurture Every Lead

- Helps turn “maybe” into “yes”
- Shows professionalism and care
- Prevents leads from going cold or being forgotten



Turning Interest into Membership - In a Nutshell:

From Awareness to Membership

Offline marketing isn't just about visibility — it's about connection. Whether it's a school assembly, grading event, or family open day, every real-world interaction is a chance to build trust, showcase your values, and turn curiosity into commitment.

By using these grassroots strategies consistently, you'll generate more leads, have stronger retention, and create a thriving martial arts community where students — and their families — feel like they belong.



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AND THAT'S A WRAP!

ANY QUESTIONS?

