

KEEPING LEADS ENGAGED THROUGH VALUE-BASED FOLLOW UPS

Nurturing is not about pushing someone to commit, but about keeping them informed, engaged and emotionally connected until they feel ready.

Providing value through helpful tips, insights and answers to common worries builds positive feelings towards your club.

THE PROBLEM:

If your follow ups are purely reminders or sales prompts, leads may disengage or feel pressured. This reduces their interest and can end communication prematurely.

THE SOLUTION:

Share small pieces of useful, reassuring content that genuinely benefits the lead, whether they join now or later.

ACTION STEPS:

SEND TIPS FOR A FIRST MARTIAL ARTS CLASS

Explain what to wear, how classes run and what beginners can expect. **This reduces anxiety and prepares leads mentally, which increases comfort.**

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ADDRESS COMMON QUESTIONS OR CONCERNS

Talk about things parents often ask such as safety, behaviour, confidence or fitting in. **By addressing concerns early, you remove emotional barriers.**

SHARE A FUN FACT OR HELPFUL INSIGHT ABOUT MARTIAL ARTS

For example, benefits around focus, resilience or fitness. **This keeps your messages informative rather than transactional.**

USE LIGHT, FRIENDLY CHECK-INS

Simple messages like “Hope your week is going well. Let me know if you have any questions” feel supportive rather than pushy. **Friendly touchpoints maintain rapport and keep you at the front of their mind.**

Value-based nurturing builds long-term engagement without pressure. Prospects feel supported and informed, which improves their readiness to connect further when the time feels right for them.