

THE 12-POINT STUDENT CONVERSION CHECKLIST

This easy-to-follow checklist gives martial arts club owners a clear, structured process for turning warm leads into committed members.

With practical steps covering communication, trial preparation, follow-up, reassurance and sign-up clarity, it helps you create a seamless and supportive journey that boosts confidence, reduces hesitation and leads to more students joining your club.

- ✓ **Respond to new leads quickly with a friendly, personalised message** to show attentiveness and build early trust.
- ✓ **Provide 2–3 trial time options instead of open-ended scheduling** to reduce friction and speed up decision-making.
- ✓ **Send a clear, simple confirmation message before their trial** including what to wear, where to go and what to expect.
- ✓ **Prepare instructors with a brief about each trial attendee** so they can greet them personally and build rapport.
- ✓ **Welcome trial students by name upon arrival** to make them feel recognised and comfortable.
- ✓ **Assign a buddy or instructor guide during their trial** to support beginners and reduce nerves.
- ✓ **Create a small “moment of praise” during the trial** to help them feel confident and valued.

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- ✓ **Follow up within a few hours of the trial** with a warm thank-you message reflecting something they did well.
- ✓ **Ask one simple reflective question** such as “How did you feel in the session?” to encourage engagement.
- ✓ **Handle concerns with empathy and positive reassurance** instead of pressure or rushed explanations.
- ✓ **Present membership options clearly and simply**, focusing on what is best for them, not every option available.
- ✓ **Celebrate their decision to join with a warm welcome or small gesture**, reinforcing excitement and belonging.

