

6-WEEK STUDENT BOOSTER COURSE

STUDENT RETENTION

WEEK 6 WEBINAR



Student Retention – Keeping Students Engaged for the Long Haul:

Student retention is the key to sustainable growth.

It's not just about getting new students — it's about keeping the ones you already have.

Focus on smart, simple strategies to keep students motivated, connected, and progressing. From improving communication and community to creating milestones that matter, your job is to build a culture people don't want to leave.



Your 6-Week Course

Week 6 Tasks:

This Week's Goals:

1. Check and update your student database details to make sure they are correct/relevant.
2. Watch and make notes on the Retention Webinar.
3. Create an online community for your students (Facebook Group / WhatsApp Group)
4. Plan and turn your next grading into a bigger social event.
5. Track your next class attendance and set up "We Missed You" communication.

Bonus Goal: Plan a set up a 12-week journey to students first grading and implement.



Why Student Retention is the Real Growth Strategy:

While gaining new students is exciting, true club success lies in keeping the students you already have.

Retention not only provides consistent income — it builds a strong, loyal community that fuels referrals, supports club culture, and turns students into lifelong ambassadors. By creating meaningful systems that keep students engaged beyond their first few months, giving them reasons to stay, grow, and contribute to your club's success.



The Importance of Student Retention:

Student retention is the foundation of a stable, successful martial arts club.

While new enquiries are important, keeping your current students engaged and progressing delivers the most reliable growth over time. A strong retention strategy not only secures steady income but also builds a positive club culture and increases word-of-mouth referrals. When students stay longer, they become part of the club's identity — and that loyalty leads to long-term success.

Key Benefits of Strong Student Retention:

- Consistent monthly income with less reliance on new leads
- Higher lifetime value per student
- Stronger community atmosphere and club culture
- More referrals from happy, long-term members
- Improved grading progression and event participation
- Lower marketing costs by reducing turn over of students
- Better instructor-student relationships and class dynamics



The Importance of Keeping Student Details Up to Date:

Regularly checking and updating your student records isn't just about staying organised — it's about delivering a better experience, improving communication, and ensuring your club runs smoothly.

Whether it's emergency contact info, belt rank, medical conditions, or communication preferences, having accurate, up-to-date details allows you to support your students more effectively and maintain a high level of professionalism.

Key Benefits:

- Ensures safety by keeping emergency contacts and medical info current
- Improves communication (no more bounced emails or missed texts)
- Helps tailor training to student level and needs
- Allows you to re-engage students at risk of dropping off
- Demonstrates professionalism and care to students and parents



What About GDPR?:

Protecting the students you care about.

As a club owner, you're responsible for storing and handling student data in a way that complies with General Data Protection Regulation (GDPR).

This means:

- Only collecting information that's necessary (e.g. contact, health, attendance)
- Keeping data secure and access restricted to authorised staff
- Informing students (or parents) how their data is used
- Giving them the right to access or request removal of their data
- Regularly reviewing and securely deleting outdated or inactive records

Keeping your records up to date not only supports your day-to-day operations — it also builds trust with students and parents, protects your club legally, and positions your business as well-run and responsible.



Importance of an Online Student Community:

Creating an online community — such as a private Facebook Group or WhatsApp group — is a powerful way to keep students connected, motivated, and engaged outside of class.

For your club: It builds a stronger sense of loyalty, encourages retention, and gives you a direct way to share updates, promote events, and celebrate student achievements.

For students (and parents): It offers a space to feel part of something bigger — where they can ask questions, share progress, and stay inspired between sessions.

A thriving online community transforms your club from just a place to train into a supportive network where students feel seen, supported, and proud to belong.



Turning Belt Gradings into Social Events:

Celebrate Success, Strengthen Community, and Boost Retention

Belt gradings are a key milestone in every student's martial arts journey — but they can be so much more than a formal assessment. By turning your gradings into social events, you create a positive, memorable experience for students and their families, while strengthening loyalty to your club. Whether it's offering refreshments, setting up a photo area, or encouraging families to stay and celebrate, this small shift creates big results in engagement, community feel, and retention.

Benefits:

- Increases student motivation by making achievement feel special
- Improves family engagement and strengthens parent connection
- Creates social proof through photos and videos
- Encourages retention by turning grading into a fun, rewarding experience
- Boosts club loyalty as proud families share the experience
- Reinforces club values of celebration, support, and progression



Tracking Attendance & Following Up on Missed Lessons:

Boost Retention with Consistent Check-Ins and Smart Automations.

Regular attendance is one of the strongest indicators of student commitment — and tracking it gives you the power to act before a student quietly disappears. By keeping tabs on who's attending and setting up a simple follow-up process for missed lessons (either manually or through automations), you show students and parents that you care — and encourage them to stay on track. A quick "We missed you" message can make all the difference between a dropout and a long-term member.

Benefits:

- Improves retention by re-engaging students before they drift away
- Builds trust and care — students and parents feel noticed and valued
- Highlights patterns in attendance, helping you identify at-risk students
- Saves time with automated SMS or email follow-ups
- Creates accountability and keeps students progressing toward goals
- Supports communication between instructors, admin, and families



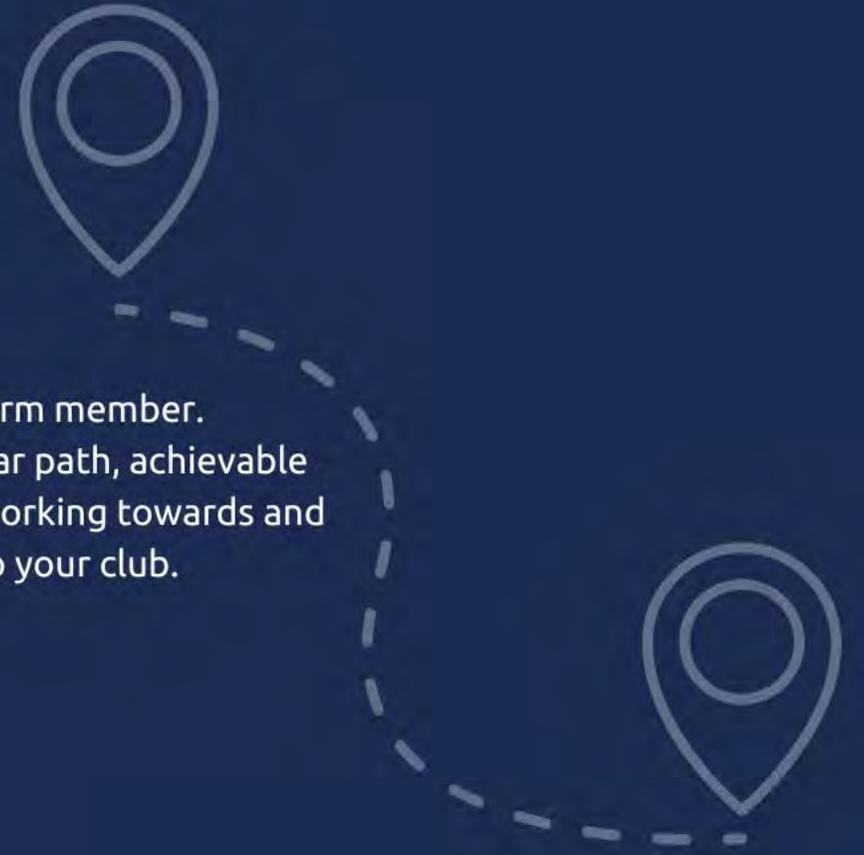
Building a 12-Week First Grading Journey:

Set Clear Milestones That Keep Beginners Motivated and Committed.

The first 12 weeks are critical in determining whether a new student becomes a long-term member. Creating a structured journey that leads to their first belt grading gives beginners a clear path, achievable goals, and a reason to stay engaged. When students (and parents) know what they're working towards and can see their progress, they're far more likely to remain consistent, excited, and loyal to your club.

Benefits for Your Club and Students:

- Improves beginner retention by giving students purpose from day one
- Builds confidence and motivation through visible progress milestones
- Simplifies teaching structure for instructors with weekly focus points
- Keeps parents engaged as they see their child progressing toward a clear goal
- Creates more consistent grading cycles, supporting income and class planning
- Boosts membership conversions by linking trials to a clear 12-week outcome



Keeping Students Engaged for the Long Haul - In a Nutshell:

Retention is the Engine of Club Growth.

When students stay, your club grows. It's that simple. With the right systems in place — clear communication, celebration of progress, a strong community, and structured development — your students are far more likely to stick around, refer friends, and invest long term.

Focus on the relationships, not just the routines, and you'll build a club that thrives far beyond the 12-week mark.



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AND THAT'S A WRAP!

ANY QUESTIONS?

