

Framing for Successful Renewals with the Kids' Confidence Course

Generate More High-Qualified, New Leads with the Kids' Confidence Course

Introduction

Generating a maximum number of leads is the sole purpose of your marketing program. Whether it's a "traditional" ad in your local newspaper, a lead box at the dry cleaners down the street or a buddy day (using one of NAPMA's movie promotion kits); all that marketing effort is focused on creating a growing list of prospects and an overflowing appointment book.

The key to a flood of new leads is creating a message or concept about the benefits of martial arts that attracts the attention of parents, and then packaging that message in an intro presentation. In other words, you need something more than "make an appointment with me and I'll show you why your child will benefit from martial arts." That is a bit vague for most parents; they need a more specific message that helps them easily identify the benefits of martial arts.

That is why NAPMA created the Kids' Confidence Course. It provides you with all the tools to concentrate your intros and their external marketing support on what may be the primary benefit of martial arts for children (and many adults)—CONFIDENCE!

Now, you may think that the power of the confidence message has waned because martial arts schools make that claim constantly—and so do most other children's athletic programs and activities. You may even think it is overused; however, from a marketing point-of-view, any claim that you can make, which is clearly true, is never old, overused or out of style—nor has lost its power to generate leads.

Often, it's simply a matter of repackaging a timeless message, and it suddenly comes to life again, attracting new prospects from a market that you thought you had worked thoroughly—that's what the Kids' Confidence Course helps you do.

NAPMA's Kids' Confidence Course can make your job much easier, especially if you are still learning the

sales method and polishing your technique. For those members who think their intros are working well, this course and its accompanying marketing campaign will allow you to "refresh" your lead-generating and sales methods.

The Intro Lessons: The Three Secrets to Black Belt Confidence

This section provides the detailed steps of the intro lessons of the Kids' Confidence Course.

Your goal is to give prospective students an experience that will not only teach them some specific skills and provide information about becoming more confident, but also educate them as to the benefits of continued training at your school!

Take notice of how we've packaged the confidence message. First, we've suggested that the information and skills that children and parents will receive is "secret" material, creating an aura of exclusivity (this information is just for them and you are the only professional in the community that can offer it), which, in turn, leads to recognition of your expertise.

Second, we've "married" the concept of confidence with the goal of Black Belt. Initially, Black Belt is a mystery to virtually every prospect, but confidence isn't. Joining the two causes transference—parents know what confidence is, but not Black Belt confidence, but it sounds like something their children should obtain—and, of course, that is the ultimate goal of all your intros: to maximize the number of prospects that enroll in your training program that leads to Black Belt.

NAPMA's Kids' Confidence Course is structured just like your "regular" introductory process.

Class #1—Because the leads/prospects that you've generated are new to martial arts and your school, this first class should be structured almost exactly as your

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standard first intro lesson. It's a simple group "intro", during the first few minutes of class.

For example:

- Show the students where to put their shoes, the parents where to sit, etc.
- Teach the students the "Attention Stance," and why you do it.
- Teach the new students the "Bow," and the philosophy behind it.

During this class, you'll want to integrate (if they aren't already) several key components into your script and procedure.

- When you instruct the students to stand in a line for their session, make sure their parents can see them clearly, and that you can see and speak to the parents easily and without obstacles.
- When you teach the students the "Attention Stance", you should address parents, using the following script, for example:

(Make eye contact directly with the parents.)

"Parents, research shows that there is ONLY ONE way to build confidence! People become more confident by experiencing success. That's the only way!"

"Now, it is also important to understand that we don't want to build a false sense of confidence, so it's vital that we give children increasingly more difficult obstacles, and then coach them appropriately how to overcome them."

"Our 'regular' martial arts program is SPECIFICALLY designed to do EXACTLY that! We structure a system of increasing challenges, and then teach each student how to overcome them, in turn! This is ABSOLUTELY the most effective way to increase a child's confidence level!"

- When teaching the "Attention Stance" address the students with this specific reference:

"Students, remember, your mind will believe what your body tells it! If I'm standing like this (slump over, look sad and depressed) what will my brain think?"

(Solicit Responses)

"That's right, I'm TELLING my brain that 'I don't feel very good,' BUT, what if I stand like this? (Stand

straight and tall at attention.) How does that make you feel?"

(Solicit Responses)

"Exactly, the FIRST SECRET to Black Belt Confidence is Black Belt Body Posture!"

- You can also repeat this lesson from the "sitting" position. Using roughly the same script.
- Then, simply teach the same "physical" techniques you normally would, during a first intro lesson (such as a simple blocking technique and, perhaps, a basic kick to build excitement and momentum).

The goal is to end the class on a VERY high note, with the students bubbling with excitement.

Class #2—As a continuation of the last session, you, again, should treat this session just like a second Intro lesson.

For example,

- Review the lesson and techniques from the first session.
- ESPECIALLY, focus on the "First Secret to Black Belt Confidence"!

During this class, you'll want to integrate (if it isn't already) this component to your script and procedure.

- After reviewing the techniques from the first session, present the Second Secret to Black Belt Confidence.

(Seat the students in front of their parents, so you can easily make eye contact with everyone at once.)

"Today, we will practice the Second Secret to Black Belt Confidence!"

(Ask a student to stand and come to the front of the class.)

"What would my brain believe if I looked like this when I met Johnny?"

(In a slouched posture, greet Johnny. Look at the floor and shake his hand weakly.)

(Solicit Response)

"Right, I didn't even look him in the eyes."

"So, the Second Secret to Black Belt Confidence is Eye Contact!"

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- Then, place the students in a line and transition into a target drill. For example, practicing the front kick they learned last class, on X-ray targets. (Use tape, and place an “X” on each target, where you want the student to strike. He or she will be able to focus on a VERY specific spot.) Reinforce the goal of “Black Belt Eye Contact” on the target during each kick.

As with the first class, end this class with plenty of excitement and energy.

Class #3—As a continuation from the second session, treat the third lesson just like a final intro.

For example,

- Review the lessons and techniques from the first and second sessions.
- **ESPECIALLY**, focus on the “First and Second Secrets to Black Belt Confidence”!
- After reviewing the techniques from the first and second sessions, present the Third Secret to Black Belt Confidence.

(Seat the students in front of their parents, so you can easily make eye contact with everyone at once.)

“Now, for the FINAL Secret to Black Belt Confidence!

“During our first lesson, I mentioned that there is ONLY ONE way to BUILD a person’s confidence, and that was by EXPERIENCING success!

“For that confidence to be REAL and not false confidence, you must learn how to overcome increasingly more difficult obstacles.

(Make direct eye contact with the parents)

“Each student in our school learns how to set short-term, intermediate and long-term goals. Look at our belt system. It is SPECIFICALLY designed to help our students set their goals, and visually track their progress. Each of these goals is progressively more difficult, and rewarding! This process is EXACTLY what a person needs to build UNSTOPPABLE Self-Confidence!

“The LAST Secret to Black Belt Confidence is becoming a Black Belt!”

This creates a very easy and logical transition for you, so you can schedule enrollment conferences with a maximum number of families.

Kids’ Confidence Course Marketing Campaign

NAPMA has created a complete marketing program, so you can promote your Kids’ Confidence Course and generate a flood of new leads for your school.

Remember, one of the basic tenets of marketing is to test, test and test again!

NAPMA’s Kids’ Confidence Course is a great opportunity for you to test a new geographic area: advertise in a publication that reaches that audience, distribute the advertising bag flyer in the marketing campaign to those homes and/or host a demonstration or some other event in that new area.

You can then test the “course” or intro portion of the Kids’ Confidence Course on that new group of prospects and compare the results to its use on prospects from your “standard” lead-generating methods—or compare the Kids’ Confidence Course to your regular intro lesson(s).

You’ll find numerous posters, flyers, ad cards and more in the NAPMA “Print Marketing Center” that promotes the confidence message: “With confidence, everything is possible!”

Make sure you display it where students and parents can see it during your Kids’ Confidence Course. Make it part of your presentation, elaborating on each point on the poster to support your Black Belt Confidence message.

Although applicable throughout the year, NAPMA’s Kids’ Confidence Course is a great opportunity during January to jump-start your New Year marketing. Tell parents that they’ll be able to see their children’s increased confidence, which will help them start the new year with a positive attitude, focused on academic excellence.

You must admit that the concept of confidence, as a primary benefit of martial arts, doesn’t lose its luster when it’s packaged correctly, with the classroom excitement and enthusiasm that you’ll provide, and marketed aggressively.

Go for the max with NAPMA’s Kids’ Confidence Course!