

# Anatomy of a Successful Martial Arts School

Sometime all that is missing from the puzzle is that one piece.... Without it, the art is incomplete. Once we identify what is missing in our studios, the puzzle is complete.

## **Part 4: HEAD**

The HEAD of our company is where all of the planning and strategy come from in making your studio successful on purpose and not just hoping that people flock in to do classes with us.

Here are 4 ways to use your H.E.A.D.!

- Hire Smart
- Engage In Community Events
- Announcements
- Develop A Follow Up System

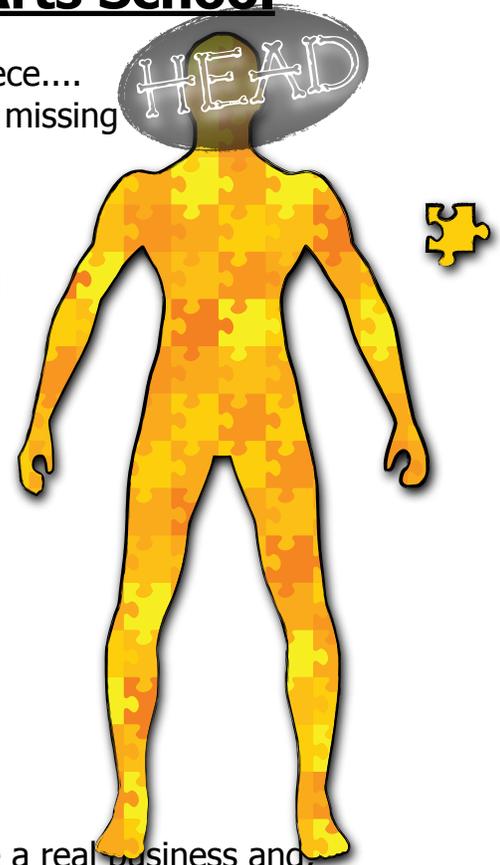
### **1.** Hire Smart:

We sometimes have to remind ourselves that we are a real business and, therefore, should have a professional company set up. I know that there are 3 types of school owners reading this.

1. Got it! These school owners have a solid staff who all know their jobs and responsibilities that go along with those jobs.
2. Wish I had it! These school owners have a future hope that they will one day be able to afford a staff. They also hope to have the perfect person to hire eventually.
3. Think I have it!? These school owners have a staff or at least people on staff but are not convinced that they have the right people or the right people in the right positions.

If you fit into #1, then you can disregard the following and go straight to the next point. If you fit into #2, here are some important things to remember:

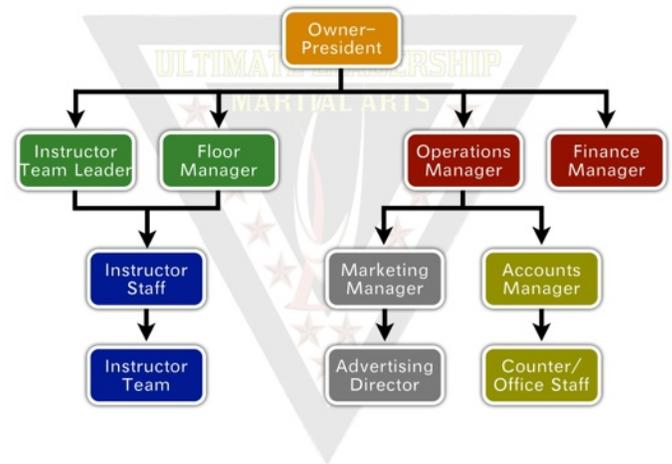
- It all starts with 1 person, 1 day per week. Honestly, you don't need a full time instructor, that's you. You can build the perfect staff over time so that you can have a fully operational program with or without you, but it takes time and focus to do it correctly. So... Start with hiring 1 person for 3 classes one day per week. It's a start. And as you grow, so do their hours and responsibilities.
- Start planting seeds with students that you would like to hire in the future. Ask them if they have ever thought about a job/career in the martial arts.



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-As you get started, make sure you fill real positions on purpose... Don't hire someone without a clear job title and responsibilities. See the chart below for a sample Position Chart.

If you fit into #3, that means that you have a staff, but you have no clear job titles or responsibilities. See the chart for more clarity on this subject. As you will see, in most schools, one person fills several boxes. That's OK.... At least you are on the right path to training others to fill some or even all of the jobs. Your chart may look different, especially if you have several different disciplines at your studio.



## 2. Engage In Community Events:

"Where are you located again?" I hate that question... It means that my studio is not out in the community enough. Don't sit at your desk playing mindsweeper when you could be on the phone scheduling expos, fairs, demos, and school talk presentations. Now, I didn't say YOU had to be the one out there doing the demos. But, as you know, they don't schedule themselves. Call your local chamber to find out what community events are coming up and see how you can participate.

## 3. Announcements:

If you aren't making announcements to your lobby already, you are missing out on a huge communication tool. Here are things you should be talking about in your announcements:

- Upcoming events
- The Focus for the week
- Leadership focus
- What they can do at home
- AND...

Do your current members know what special you are running? They should. Every once and a while, let them know, "Hey parents, just to let you know, if your kids have any friends who want to join the



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studio, right now they can join for .....". This will be great when they drive home and as the student gets out of the car the neighbor asks a question about where he trains. The parents is loaded with the current special and you have a new lead.

## **4.** **D** evelop A Follow Up System:

Don't beat yourself up for not doing this in the past... All you can do is pick up from here and drive forward. So here are the areas that you want to be awesome at following up:

1. **New Leads:** This one is obvious. Have a follow up system so that you keep in contact on a regular basis until they join or ask you to stop calling/e-mailing.
2. **Students who are/were struggling:** As you take a student and re-motivate them, make sure to check back in a month or 2 later to see how they are doing on their goals.
3. **Students who express interest in upgrading or being an instructor:** Once a student tells you they want to be in your extreme program (for example) you want to make yourself a note and, the next day, contact their parents and let them know, "Jonny mentioned yesterday that he would like to be in the extreme classes. I wanted to talk to you and let you know that we have a class Friday and I would love to have him try the class free....."
4. **Ex Students:** Yes, Ex-Students! Keep dialog open with your ex clients. I have auto-emails that go out to all of my ex students on their birthday and it is just a nice note that shows them that we are still thinking about them. We also LIKE their posts on Facebook and do other things to reach out and make them feel like if they wanted to come back, that they would be welcome.



**We would love to help your school get to the next level.**  
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