

The Best Known Dojo

7 Keys to Attracting a Flood of Ideal Students to
Your Martial Arts School

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The Best Known Dojo

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INTRODUCTION

The very first time I stepped on the dojo rug at the age of eight I felt completely at home but little did I know that it would lead me to my life's purpose.

Today I am obsessed with the martial arts but I am also obsessed with giving more people the opportunity to experience what we offer and with helping others build a successful business teaching martial arts.

That means I'm also obsessed with marketing.

In my years in the martial arts, I've seen many people struggle to attract enough students into their schools. Often they are outstanding in their sport and excellent teachers but they struggle to bring in enough people to achieve the success they are capable of.

Over the years, I've learned that attracting a flood of new students on a steady basis should be possible for any school owner if they follow the right approach.

I started Grow Pro Agency to help school owners get better results - and better value for money - from their marketing.

Now, in this book, I want to share these concepts with even more people in our community.

It's been a lifelong dream to publish my very own book. They say the experts are the ones who speak and the ones who write and, while I am not a huge fan of calling myself an expert or a guru, I can tell you this...

I am driven by the goal of helping more people build a successful martial arts school.

My Martial Arts Journey

Before we dig too deep into the marketing side, let me share a little about my journey in the martial arts as I think it's important for you to know about how I came to be writing this book.

My journey began on March 15, 1993 at Bill Heimberger's Jhoon Rhee Institute of Martial Arts in Tampa, Florida. I was eight years old.



For the first 12 years of my martial arts journey I was able to see how a well-oiled machine ran. I was fortunate that my parents found a school that had a legit program, a great staff and solid systems.

My Instructor at the time started training with the Gracies at seminars and then eventually found a Brazilian Jiu Jitsu school in Clearwater.

He started bringing in Jiu Jitsu into our Masters Club Program.

I hated it.

And I was honestly terrible at it.

And we really weren't provided the necessary training to get good at it.

I am not a fan of not being good at something - so I made the decision to start traveling to the BJJ School my instructor was training at in Clearwater, Florida.

The first time I stepped foot into my very first Brazilian Jiu Jitsu School, I got culture shock.

I remember it as clear as day. I went into a noon class. The location was in a warehouse with no air conditioning (did I mention we are in Florida?!). AND they were repaving the parking lot with asphalt.

It was a “boys club” - and I was the only girl on the mat.

On the wall was a white board with all of the students' names and the date that their payments were due.

If you were late, your name turned from black to red.

It was the farthest thing from professional.

But it was there, in those hot sweaty walls, that I would begin to start becoming a better martial artist and start to learn the potential that I truly had. I ended up earning my BJJ Blue Belt after entering a Jiu Jitsu competition as a white belt and submitting a blue belt.



Earning that BJJ Blue Belt was one of the greatest feelings I've ever felt.

I was the very first female head instructor at my TKD school in their 30-year history and I decided to go to the University of South Florida on a full academic scholarship in my hometown to continue to pursue my martial arts career while obtaining my degree in Education.

During my second year in college in 2005, I found another Brazilian Jiu Jitsu School, Gracie Tampa.

It was located inside of a 24-hour fitness gym and was no larger than 800 square feet of mat space.

Similar to the BJJ school in Clearwater, it was a boys club and was run as a passion project more than anything.

After a few months of training, I developed a close friendship with the owner, and he asked if I would become his General Manager and run the Kids Program.

I decided to take him up on his offer and one of the most beautiful chapters in my life began.

His kids program at the time had four kids in it. I took over and in one year we had 100 kids.



During that time we transitioned to a larger space and I was given a lot more responsibility.

I was in charge of all of the day to day operations of the school's sales, as well as running and teaching the kids program.

I was able to take the systems and processes that I learned through my years at the TKD school and tweak them for our BJJ programs.

This was before digital marketing, Facebook ads, or YouTube.

Our only marketing strategy was word of mouth - which allowed us to grow, but didn't allow us to scale.

I developed a friendship with one of the guys on our team, Matt Arroyo. He was focused on his MMA career at the time and would eventually star on the TUF TV show and become a UFC fighter.

He decided to open his own Jiu Jitsu School with my instructor in South Tampa and in doing so, he started to teach himself marketing.

As our friendship flourished, Matt introduced me to the world of digital marketing. He taught me ads, email marketing, funnels, and so much more.

And still to this day, Matt is like a brother to me. He has become my accountability partner and I am forever grateful for the digital marketing skills that he taught me.

During this time, I became obsessed with learning as many marketing skills as I could. Partly to help my Instructor grow his school - and also because I wanted to grow my own personal brand.

Fast forward seven years to September 2012.

I had struck a deal with my Instructor to open up my own Jiu Jitsu school in Tampa.

And on September 8, 2012 I not only earned my BJJ Black Belt, but I also opened the doors to my very own school: Gracie PAC MMA.



Through the use of my new found digital marketing skills, we were able to grow to a half million dollar school in about three years.

New Passion

It was then that the power of digital marketing became more than just a hobby to me - it became my new found passion and career path.

As my school and team was growing, I was able to start focusing on working on other projects.

I launched my very first online course called The Perfect Kids Jiu Jitsu Class Course which was such a success that I ended up creating and selling two follow-up courses.

Questions then started rolling in about our Kids BJJ Curriculum, and this is where the Kids Jitz Academy was born.

It was an online training platform for BJJ School Owners who wanted to turn their Kids Program into a turnkey profitable machine.

It was eventually re-branded to Jitz University and became a training platform for not just curriculum, but also for business systems and marketing.

With the success of both the martial arts school and the online platform, I started consulting BJJ School Owners with what is now called my “A Team Mastermind”.

As a teacher at heart, having the opportunity to teach others is something that I consider a superpower - and something that I truly enjoy.

I launched an 8 Week Marketing Mastermind Course to help School Owners learn how to do their own Facebook, Instagram, and Google Advertising.

And it was a hit.

I will never forget when we launched this live training course for the first time.

I was speaking on stage at a MAIA (Martial Arts Industry Association Event) and when I stated we only had 30 spots for the first session, School Owners literally ran down to the stage and threw their credit cards at me.

What a feeling.

The first three sessions sold out immediately.

It was an awesome opportunity for me to start meeting school owners of all backgrounds and styles and at the end of the eight weeks of sessions, the feedback was always the same:

“Cris, this was absolutely amazing, but this is a lot of work - will you just do it for us?”

I saw a need in our industry for a digital marketing company that put their customers first - and this was when Grow Pro Agency was born.

Grow Pro is short for “Growth Professionals”.



Over the past two years we have helped hundreds of school owners with their online marketing and have tons of success stories that many school owners wouldn't even dream possible.

You can check them out at

<https://growproagency.com/customer-success/>

We have grown from a one-woman team to a team of 13 at the writing of this book and are currently serving over 200 School Owners with our Programs.

About This Book

The passion that drove my agency growth is the same as the one behind this book.

Grant Cardone said it best: ***“Best known beats best.”***

In other words, it's not enough to be really good at what you do. You have to make sure that other people know you exist and that you can help them.

The purpose of this book is to give you the strategies and techniques you need to employ if you want to become the best known dojo in your community.

Even if you think you are the best - if no one knows who you are - it doesn't matter. If you want to

change more lives through the martial arts - then you've got to get more eyes on your school.

I hope you will use this book as your guide to become "The Best Known Dojo".

Part One:
Mastering the Fundamentals

MASTERING THE FUNDAMENTALS

The key to becoming the best-known Dojo is becoming “omnipresent” which means you’ve got to get really good at marketing.

In this book, I'm going to share with you the seven levels of marketing that you need to master. I've taught these 7 levels to hundreds of School Owners over the years and not only use it in my Academy but also in our Agency.

After 10 years as an Entrepreneur, I've found that **“Simplicity Scales.”**

There are hundreds of different Marketing Strategies that you could implement, but being able to hone in on a few that work really well is your best option.

When you implement the 7 Levels of Marketing:

- You'll have a steady stream of students joining your programs
- Your teams will be stronger and more successful
- You'll achieve more financial success
- You can add better resources in your academy

- You will have a strong foundation for growth

But just as you have to master the fundamentals before you can succeed in martial arts, there are certain essentials you must get right before you start on your marketing journey.

We know that **basics wins fights**.

In this chapter, I'm going to cover these fundamentals and then we'll unpack the seven levels.

The fundamentals are:

- You need to know your ideal customer (aka - Your Customer Avatar)
- You must make an irresistible offer (You can't out-market a bad offer)
- You have to build a talented team (You can't do it all on your own)
- Understanding that Strategy beats tactics every time (On the Mat and in Life)
- You need to put out multiple lines into the ocean (so you can become Best Known)

Let's look at each in more detail.

Knowing your ideal customer

At the end of the day, you can have the best martial arts school in the world, but if you're marketing to the wrong people, it's not going to matter.

So it's important to define exactly who you want to attract and this is called your **“customer avatar.”**

This is basically your ideal prospect. I want you to think about your absolute favorite student and/or family and think about the characteristics they have. Because when we think about those characteristics, that helps us identify the type of students we want to attract more of.

Now, of course, every student isn't going to be exactly the same but creating a clear picture of the type of person we want to attract helps us to create better marketing and to advertise in the right places.

Now the customer avatar for your school might be different than we have for our school. All of our schools are unique.

As an MMA Academy, we often get calls from people who are looking to become “UFC Fighters”. We know that this is not our ideal client and gladly recommend a local school who can help them accomplish their goals.

Accepting students who are NOT your ideal client will usually end in either your team getting frustrated or the client getting frustrated.

Your customer avatar is also going to be different depending on what program they are interested in. For example, we have different customer avatars for our:

- Kids Program
- Adult BJJ Program
- Fitness Kickboxing Program

There are a few key elements you want to include when you develop your avatar:

Name: Giving them a name helps make it more personal. It helps you to think of them as a person rather than some anonymous object. For whatever reason, in the Martial Arts Industry, usually the mother's name is Mrs. Johnson and the kids name is Johnny. (You know what I'm talking about LoL)

Demographic details: This is characteristics like age, gender, marital status, children, type of job, annual income, etc. Let's say we're creating an avatar for our kids martial arts program where we are targeting the parents and not the kids. You might get the best results if you target somebody that's 28 years old, married and lives in a home that's within five miles of your house. This is going to help us to

build our marketing campaigns. For example, Facebook has a ridiculous amount of information (data) on us and we can choose to show our ad to people who make over \$80,000 a year, for example. So this is very powerful information.

Goals and Values: Next we want to think about their goals and values. What do they want to achieve and what is important to them?

Sources of Information: We then want to include details of their likely sources of information, such as books and magazines and websites they read. Is this person going to Pinterest? Is this person reading the Tampa Bay Parenting magazine?

Challenges and Pain Points: This is a very important aspect of your marketing so it's really worth taking time to do this to create your marketing message. For example, the challenges and the pain points for a mother who's interested in their child doing martial arts are going to be different than an adult that is interested in Brazilian Jiu Jitsu. So we need to write down the specific challenges and pain points for that particular program. Taking the time to do this step is going to help you craft your marketing message. So don't skip it.

Objections: Finally, think about any potential objections that this person might have. Maybe a

mother's number one challenge is that she wants her child to come out of his shell, but her worry is that she thinks martial arts has the potential to make him violent. When we understand their challenges and pain points, and when we understand the possible objections that they might have when we are touring them or before the sales presentation, we can actually crush those objections before they even bring them up. We can also use them in our marketing to help craft our message.

Taking time to do this will really make your marketing and your Facebook ad campaigns that much easier.

It's usually an often overlooked step. Take the time to do this exercise so you aren't wasting your marketing dollars.

However it's not something you'll get perfect from the start. You'll find that you'll build this up over time. So I'd encourage you to start with even some basic information and build from there over time.

To learn more about avatars and download a worksheet, [Digital Marketing](#) (by Ryan Deiss) has some great options.

Making an irresistible offer

One of the basic rules of marketing is that you need to be offering something that people actually want to buy. (Kind of a no-brainer - but needs to be said.)

So, I'm going to start with the assumption that you have a great school and that you run a great program.

Because starting to market a bad program is one of the worst things you can do.

Do you know the best way to put a bad martial arts school out of business? Good Marketing.

I've seen time and time again School Owners who actually have solid programs - but the way that they are presenting them in their marketing is causing their prospects to run away.

I know you are super proud of all of the trophies and awards you have won over the years that are probably in the corner of your school collecting dust - but that's not why Mrs. Johnson is going to sign up Johnny at your Academy.

Everyone is tuned into the following channel:
W.I.I.F.M.

“What's In It For Me.”

If we want to see a steady stream of new students, the question we need to be able to answer is, ***“Why should I choose you versus any and every other provider of the same product or service that you provide?”***

What an important question to be able to answer.

Some might call this your “USP” (Unique Selling Proposition).

For example, next to my Academy in Tampa, there is a very well known BJJ school right down the road from us. I can literally throw a rock and hit another jiu jitsu school. So we’ve got to know why people should choose us over them. (Let me state that in no way am I worried or concerned about my competition. I am just proving a point that some markets are incredibly saturated - like mine - and it’s imperative that you are able to answer why prospects should choose you over another activity).

Marketing really is like building a house that needs a good foundation, and when we're talking about marketing, you've got to start with your offer. You’ve got to make it as appealing as possible.

Let’s imagine that it’s summer time and you want to do an extended paid trial offer. So you choose an eight week paid trial offer that costs \$199. In your

marketing you decide to put: 8 Weeks of Martial Arts Classes for only \$199.

That may sound like a great offer to you, but presented like that it's not especially exciting to your prospects because it doesn't showcase the **value** of what you are offering.

So how can we make that more appealing?

We've got to beef it up, add nomenclature, and value stack it.

Here are eight steps you can take to ensure your offer is as appealing as possible.

1. Name
2. Cost
3. Discount
4. Bonus
5. Bundle
6. Risk Reversal
7. Urgency / Scarcity
8. Champion a cause

Let's go through these in more detail and we'll look at how to apply them to the example eight-week trial offer I mentioned.

Every time you create an Offer for your school, I would recommend going through these steps. You

don't have to use every single one, but marinate on how you can implement more than less.

1. Name your product or service

You've got to come up with a name that people are going to be attracted to. Nomenclature matters. For example:

- Train for the Entire Summer
- Train the Rest of the Summer
- 8 Week Summer Success Special
- 8 Week Confidence Course

In our example, we will call it the "Train for the Entire Summer".

Names and Nomenclature matter when you are putting together your offer.

Always remember, "*the aim of marketing is to make selling superfluous.*" Which just means we want to make our marketing so damn good that we don't need to "sell it". And naming your offer takes a part in that.

2. What is the cost?

By cost, I mean total cost not the discounted price. This is important because a psychological term called "anchoring" occurs.

If I go into the shoe store and I see a pair of shoes for \$300, I'm not going to pay that. But if the store owner comes over and says, "Those shoes are 50% off today," I am anchored into thinking that the value of those shoes was \$300 and I might think they are a bargain at \$150.

In our example, if you train at our school for eight weeks, the cost would be about \$310. Our starter kit is \$89 and we always do a one-on-one private lesson when you get started and that's valued at an additional \$60. So the total cost of this offer is \$459.

Make sure in your marketing materials you are letting people know the total cost and value of the offer BEFORE you tell them what the discount is.

When I present my "Train for the Entire Summer Special" as valued at \$459 but it only costs \$199 I am going to find more people attracted to the offer because they can clearly see the savings in it.

3. What is the discount?

Step number three is the discount and that could be money off, or it could be a percentage.

In our example, the cost is \$459 but today it's priced at \$199 so that gives your discount. By quoting the total cost, you anchor them to that higher amount

and then show them the discount after which would be a \$260 savings or 57%.

4. Is there a bonus?

Step number four is a bonus. Maybe you offer a free uniform or a free starter pack or a free intro lesson.

The bonus in our example is the Starter Pack. At our school, that includes a backpack, t-shirt, mouthpiece and a uniform, and the intro private lesson.

Oftentimes the bonuses you supply will be the tipping point - so make sure you include them.

Almost every Martial Arts School offers a free uniform with their paid trial - so try to think outside of the box with what else you can bonus them with.

5. Can you bundle something with it?

Step number five, can you bundle something with it? Whatever the promotion is that you're putting out, can you include something else with it such as you get a private lesson and a t-shirt for an extra \$20 or you can add a seminar for \$20?

In this particular example, we don't bundle anything. However, I want you to always go through all eight steps. It doesn't mean you have to include something for every single one. Doing so will get your creative juices flowing.

6. Risk Reversal

Step six is risk reversal or guarantee. This makes it easier for them to give you a try as you are taking away some of the risk. We offer a 30-day money-back guarantee. To qualify for the guarantee, we ask that you attend all of the classes within the four weeks. Then, if you're not happy with the results, we will give you your money back. We have the confidence that if someone shows up to every class, they're going to want to stick around.

Make sure if you offer any Risk Reversal that you include what they have to commit to in order to receive it if they aren't happy. Otherwise you are going to have people who purchase these, never show up, and want their money back.

7. Add Urgency / Scarcity

Step number seven is adding urgency and scarcity. This may be that you only have a certain number of offers available or that the offer expires on a certain day. That lights a fire under people to make a decision now.

Maybe your limit is the mat size. Ultimately certain programs you might have maxed out. Other programs might not.

In our example, we only offer 20 spots.

I'd like to add, please have integrity when using this. Don't just randomly make up a number because you think it sounds good. We are Martial Artists and we teach our students to be honest and have integrity - so let's make sure we do that in our Marketing as well.

8. Champion a Cause

Then step 8 is Championing a Cause. For example, you could donate 50% of the profits to the local elementary school that you are Partners in Education with. Again, I want you to walk through all these steps. It doesn't mean you've got to implement all of the steps.

In this example, we don't champion a cause. But the start of the school season is a good time to partner with a school to solidify your "Partnership in Education".

So here's the entire offer after going through the eight steps:

- Train for the Entire Summer
- Normally priced at \$459
- Our special is only \$199, save 57%
- You receive eight weeks of classes, free starter package, free private lesson
- 30 day money back guarantee*
- Only 20 offers available

Doesn't sound much better than just here's our eight week program for \$199?!

So when you're planning your offer, these are the eight steps that I recommend walking through. Then use it to help you build out the 7 Levels of Marketing.

Building a team with the skills for success

The broad definition of marketing covers the actions you take to promote and sell products or services. But really marketing is ultimately an umbrella term that has a ton of different subset skills. It means things like:

• Writing copy	• Getting clicks
• Crafting headlines	• Analyzing metrics
• Taking pictures and videos	• Building landing pages
• Creating a customer avatar	• Creating funnels
• Placing ads	• Crafting followup campaigns
• Organic social media	• Text messages
• Search engine optimization	• Phone calls

As with any aspect of your martial arts school, the key is to have the right people doing the right tasks.

I personally consider myself a **skill collector**. I love developing the right skills because I know that it's something that no one can ever take away from me.

The year 2020 showcased those of us who had the skills to pivot and thrive, and others who didn't.

But does that mean that just because I have developed the skill, that I'm the one that does it in the business?

Absolutely not.

It just means that I have a foundational level of understanding of these different marketing subsets, which will ultimately help me make better decisions in my business if I am hiring and delegating any of these skill sets out.

You ultimately have three options in regards to your Marketing;

1. You do it yourself.
2. You delegate it to a team member that you have provided the appropriate tools and resources to be successful in this position.
3. You outsource it to a professional marketing company.

The key is to have the right people available with the skills you need, whether that is people within

your own team or whether you use outside help to ensure you get results faster, like my company, Grow Pro Agency. ;)

Strategy Trumps Technique

A key element in getting the best results from your marketing is knowing the difference between technique and strategy.

I like using the analogy with martial arts. In Jiu Jitsu, for example, I can teach you every arm bar, every leg lock, every sweep, every escape, every choke. But those are just techniques.

If I show you all those techniques, but don't teach you a strategy on how to implement them, you're not going to be very successful practicing your ground karate.

One of my favorite quotes from my instructor is that **strategy trumps technique every day of the week and twice on Sunday.**

And I truly believe that.

So what does it have to do with your marketing? Well, it's very similar.

We have all of these different techniques that we're going to cover.

You can understand how to boost a Facebook post or launch a paid ads campaign. But if you don't understand the strategy of moving a customer through your customer journey, then you're going to ultimately say that "Facebook ads don't work".

So, in marketing, as in martial arts, you have to understand that there's technique and then there's strategy and you need to be able to get both right.

The strategy aspect takes more time and more experience to really learn. Sometimes that requires getting the help of a professional, unless you have committed to taking on the digital marketing challenge in your business. That is something that I did and I ended up falling in love with digital marketing but it's not why most of us get into martial arts.

I personally nerd out when it comes to digital marketing.

However, great leaders know when to delegate - and your digital marketing is something I do recommend outsourcing.

Putting out multiple lines

I often think that as school owners, we'd love to be able to pick just one marketing strategy that would allow us to bring in all the new students we want

every week. But the harsh reality is that this approach doesn't work.

It's summed up really well in this great fishing story told by veteran marketer Dan Kennedy:

"One year, on vacation in Hawaii, I was relaxing at a beach, watching whales in the distance, when a fisherman, obviously a local, drove up in his pick-up truck. He got out with a dozen fishing rods. Not one. A dozen.

He baited each hook, cast all the lines into the ocean, and set the rods in the sand. Intrigued, I wandered over and asked him for an explanation. "It's simple," he said. "I love fish but I hate fishin'. I like eatin', not catchin'. So I cast out 12 lines.

By sunset, some of them will have caught a fish. Never all of 'em. So if I only cast one or two I might go hungry. But 12 is enough so some always catch. Usually there's enough for me and extras to sell to local restaurants. This way, I live the life I want."

It's the same approach when it comes to marketing.

Let's say we want to sign up 10 new students this month. We could put all of our eggs in one basket with one marketing strategy and think, "I'm just going to do this one thing and hopefully it brings in 10 people."

But if it fails, then how many people did you get?

You got zero.

What you really need to try to aim for is to do 10 marketing strategies that could potentially bring in one person each.

Yes, it's more work, but it's more **reliable**.

And I don't know about you, but I want consistent lead generation in my Academy. Not just a couple of months where we knock it out of the park.

That's why I created the **7 Levels of Marketing** that we'll cover in this book.

If you do several different strategies and some of them fail, then you have those other ones that will be successful and can still bring in new students.

Now that we understand who our Customer Avatar is and we have created our Irresistible Offer...now we can unpack The 7 Levels of Marketing.

Let's dive in.

Part Two:
The 7 Levels of Marketing

Overview of the 7 Levels of Marketing

In this segment, we're going to look into details of the 7 Levels of Marketing.

As I just said at the end of the previous segment, the aim is to get as many "smart" lines into the ocean as we can and that means using all of the seven levels.

Then it just becomes a numbers game.

If you call a hundred people on your contact list, you'll be lucky to get a hold of 10 of them. And then you'll be lucky to close a handful of them. But when you do that every day over and over and over again, the compound effect happens.

The Compound Effect is one of my absolute favorite books. It's by Darren Hardy.

The Compound Effect is a simple formula to create success in any area of your life.

Small Smart Choices + Time + Consistently = Drastic Results

You can apply this to any area of your life: Your business, your health, your finances, your marketing, etc.

I bring this up because becoming “great at marketing” isn’t going to happen overnight. As stated earlier in part 1, you’ve got to start collecting skills, which is going to take time.

But becoming a #skillcollector will pay off.

I know that the strategies that we are going to go over can seem a little overwhelming but I'm not saying that you've got to go out and do everything at once. The key is to start at the beginning and work your way through.

Eventually once you get your reps in just like martial arts, you're going to be able to do this very quickly and very easily.

The 7 Levels of Marketing are based on the key to becoming the Best Known Dojo in your town, which is what we call being “omnipresent”.

om·ni·pres·ent

/, ɔ̃mnə'preznt/

adjective

1. widely or constantly encountered; common or widespread.

Everywhere your prospects and students turn - I want them to see your school’s name.

When they go on Social Media, when they visit Google or YouTube, when they open their email inbox, when they check their text messages and phone calls, when they go to their mailbox at their home and check for snail mail, when they go to a local festival...I want them to see YOU!

In doing so, you will ultimately find a place in your prospects "Mental Rolodex". So when it is time for them to pull the trigger on joining a Martial Arts School, they come to you first.

You've got to hit every single one of these levels of marketing in order to become omnipresent. And you need a plan that holds them all together. That's what we aim to do in this book.

The cool thing about these levels is that the power behind each particular strategy gets stronger and stronger as we go through the levels.

The downside is that the levels gradually also get more difficult in terms of the amount of time and energy that we have to spend. It's a lot faster for me personally to launch a Facebook ad than to sit and make a hundred phone calls or to sit at a booth for six hours.

But the quality of those leads get better and better as we go down the 7 Levels of Marketing.

If you gave me an option to have 10 leads from a Facebook ad that somebody saw, or you gave me an option to have 10 leads from people that I met at an event, I'm going to choose the people that I met at that event.

That face to face time is incredibly powerful at creating rapport and developing a better quality lead.

It's also important to understand that these levels all work together as an "ecosystem." Your organic social media strategy actually helps your paid strategy as they work together. So if you're only doing paid ads and you're not implementing any form of organic strategy, your cost for running paid ads can actually increase.

In Part 3 of this book, I've included examples at each Level of Marketing that you can follow along with and I hope that will demonstrate how you can apply these elements in your own school.

Are you ready to become a #skillcollector?

LEVEL #1: ORGANIC SOCIAL MEDIA

If you want to be the best-known Dojo, you have to be where your audience is and these days that means having a powerful presence on social media.

This is true whether you are looking to build strong relationships with your existing students or you are reaching out to new people to build your school.

The advantages of organic social media include:

- It helps build community
- It humanizes your school
- It works alongside your other marketing
- It is easy to target your ideal customers

However many people fail to take advantage of its full potential as they don't take the time to plan what they intend to do and create a process for doing it effectively. They therefore end up wasting a lot of time and do not get the results they want.

When we talk about “organic” social media, we usually mean it is free but, as we'll discuss, it is increasingly competitive and, to get the best results, it is usually worth putting some dollars behind it.

Organic social media is quite a broad term so let's get clear about what we mean for martial arts schools. In most cases, the most important to consider are:

- Facebook
- Instagram
- YouTube

Let's look a little more closely at each of them.

Facebook is the big gorilla here. It has more than 2.7 billion active monthly users and on average they spend 38 minutes a day on Facebook. It splits about 56% male and 44% female.

The largest individual age group of users is in the 25-34 age group but they only account for about a quarter of the total.

Instagram is growing in importance and of course it is now part of Facebook. It has about 1 billion monthly users and splits about 57% female to 43% male. The average user is on Instagram about 29 minutes per day.

Like Facebook, the largest group of users is in the 25-34 age group but they represent about a third of total users.

Generally, we find that Facebook has a slightly older crowd. For example, my 92-year-old

grandmother loves being on Facebook. Instagram has a little bit of a younger crowd but our ideal clients are on both Facebook and Instagram.

We have found that Facebook is great for growing kids programs because we use it to stay in contact with the parents by leveraging Facebook Groups. Instagram has been very effective for developing a culture amongst adults that train with us.

YouTube is a little bit different and is still a bit of an untapped opportunity. It has about 2 billion monthly active users and the largest age group is 15-25. It accounts for about 72% of all female internet users and 72% of all male internet users and the average time spent on YouTube by over 18s is about 42 minutes per day.

I suggest using your YouTube channel as a place to build your authority through educational style videos.

Right now, only about 9% of small businesses are on YouTube and given the potential that is kind of nuts.

I believe it's because there's this misconception that video is very difficult. I think it's more of a confidence issue for most school owners. They don't feel comfortable in front of the camera. And obviously it's a video platform.

YouTube for businesses right now is where Facebook was many years ago. But right now I would say that you want to have your Facebook rocking before you even start considering YouTube.

It's worth bearing in mind that YouTube is good for delivering longer videos and more educational content.

The average video that appears on the first page of a YouTube search is 14 minutes and 50 seconds, whereas with Facebook, you're looking at an average length of 30 to 90 seconds.

In my opinion, those are the three key platforms you need to be on as a school owner.

Are there other platforms that you should be testing out, like TikTok? Absolutely. But like I said earlier, basics win fights.

And I believe it's a big mistake to try to do everything at once so I'm going to focus here largely on Facebook.

When you are doing well on Facebook, you can take what you are doing there and move onto Instagram and YouTube by slightly tweaking the type of content you are delivering.

Getting Started

I want to focus here on how to get the best results with your social media accounts so I'm going to assume you're already on Facebook and Instagram even if just with personal accounts. If you're not, simply Google how to set them up and you can be up and running quickly.

Beyond that, you will need to fill them up with engaging content and that's what we'll talk about next.

Let me add a quick word for those who hesitate to use Facebook because they don't like it personally.

The fact is, if you're not going to do it, your competitors are going to do it. And if you are not leveraging these online platforms within the next probably five years, you're no longer going to have a business.

We saw this happen with the pandemic. School owners that were active online found it easier to maintain student relationships and survive through the pandemic.

With everything in life, things evolve and like Darwin said, the people that can ultimately adjust when things evolve, they are the ones that are going to be around.

So it doesn't really matter what your personal thoughts are. If this is ultimately a tool that is going to help you accomplish your goal, you should utilize it.

You ultimately need to be where your audience is and your audience is on Facebook, YouTube, and Instagram.

Keys to Success

As I said, we're going to focus for now on Facebook and how to get the best results with that so that you can then move on to the others.

Here are my five keys to success with leveraging your **Facebook Business Page**:

1. Posting Consistently
2. Using Video and Facebook Live
3. Leveraging Events and Offers
4. Seeking Recommendations
5. Investing to Improve Results

Let's look at each individually.

1. Posting Consistently with Authentic Content Marketing

Most school owners know the importance of posting on their Social Media profiles but the biggest issue they run into is knowing what to post.

They often have every good intention.

They login to Facebook, they open up their business page, they click “create a post”, and then they just sit there and stare at a blank screen.

Oftentimes this will lead them to doing a Google search on “motivational quotes” and they end up just re-posting some motivational quote behind the backdrop of a nature scene and call it day.

This will usually result in them getting 1-2 likes (more than likely it being from their mother and grandmother).

The secret to making posting easy is knowing your avatars as we discussed in the first segment. When you know who your avatar is you will know what content appeals to them and then you can reverse engineer the content that you create.

When you post content your followers like, they will engage with you and that acts as **free advertising for you.**

Bear in mind you might have more than one avatar so you might be producing several different types of content.

For example, if you are predominantly a kid's school, then the people that are going to be

following you are mainly parents. So think about what type of content parents like to see.

It's important to note that at the writing of this book, Facebook Reach (the amount of followers who actually see your content) has completely plummeted.

Facebook has really pulled Reach back because they are becoming a "pay to play platform". Meaning, if you want to get your content out in front of your followers, you've got to put some money behind it.

The reason this is happening is because more and more people and businesses are on the platform and there is limited "real estate" in the timeline.

So if you are spending time creating great content, you might want to consider boosting it (more on this later).

I'd also like to mention that in the early days of Facebook, content was a quantity game. Putting out as much (sometimes posting up to 3-5 times daily) was the way to get in front of people. Over the years the algorithm has changed and it's more about relevant content and quality content more than quantity.

Gone are the days that you need to be posting 3-5 times, so let's focus on posting relevant content to your audiences.

So what do you post?

One way to identify different types of content is to categorize it according to type, such as:

Authentic: Authentic images and videos showcasing what services you offer, highlighting the different age groups that you teach, the different programs that you offer, the different styles that you teach, and your culture are my favorite types of content.

It showcases your brand, your students, your instructors...your school. So you want to post consistently utilizing authentic pictures and videos. What most school owners do is they go to Google, they'll type in motivational quotes, and they'll find some motivational quote over the backdrop of some scenic nature view and that's what they post on their business page.

Utilizing authentic pictures and videos of your students is going to help you get more shares and it's just going to help you become more omnipresent on the platform.

When you post a picture of your students, more than likely their parents are going to share that picture, and now you just put your business in front of hundreds (potentially thousands) of prospects in your community.

***Be sure to discuss with your Attorney what type of verbiage you should have in your Waivers to protect yourself and your students when posting pictures of them online.

Interactive Engagement: Getting people to interact with your posts is one of the best ways to get them in front of more people.

An easy way to do that is simply to ask a question. I think we can all agree that when we ask people for their opinion on Facebook, they love sharing it.

But here's the thing, the posts that work best are often nothing to do with the main topic you want to discuss!

For example, we did a post during the holiday season on, "On your Christmas tree, do you like white lights or colored lights?" This type of post has nothing to do with the Martial Arts, but it does have to do with something that is important to many families - the Holidays and their Christmas Tree. This particular post received tons of comments

(engagement) which we can use to Re-Target those people with an offer in the future (more on this later).

Another small example would be when summer is coming up. Asking a question such as, “Do you prefer going to the beach or the pool?”

As a martial arts school, it’s really not of importance whether people prefer the beach or the pool. But because I asked the question and people love giving their opinion on Facebook, they’re going to go to the comments and they’re going to type “beach,” or they’re going to type “pool.”

When people comment or like your post this sends a signal to the Facebook Algorithm that it’s followers enjoy this type of content, so it will actually begin to show it to more people.

So we call that engagement style of content, where you were asking a question and, because you asked somebody for their opinion, they typically will respond.

With these types of questions, you’re going to get a ton of comments (engagement). What you can then do with that engagement is create Audiences inside of the Facebook Business Manager that you can Re-Target and show Paid Ads and Offers too.

So, when you are gearing up for a launch, your organic social media strategy should have posts that are going to get people to engage and the best way to do that is just by simply asking them a question.

Educational: The next type of content would be educational content. What can you put out there that's going to show that you are an expert in your field and that you're an expert in your community?

So if I am predominantly a kid's school, I could put out educational content about how we separate our kids into different learning developmental stages, by having a three and four year old class, five to seven year old class, eight to 10 year old class and 11 and up so that we can ensure that these kids are learning and training and playing and their same learning developmental stages.

I am going to make an assumption here and say that one of the reasons you opened up your Martial Arts School is because you love to teach. I find that most School Owners do not struggle with creating Educational Content because they get to be in their zone of genius (teaching).

Where the struggle tends to happen is when you put a camera in front of them and hit the record button. Getting comfortable in front of a video camera is a skill set that I would highly recommend to start building.

Humor: One more type of content is funny memes that people will engage with which don't need to be specifically related to martial arts.

Again, going back to the avatar of a parent, funny parenting means, if I'm a parent I'm going to laugh at something that has to do with my kid freaking out because I told them they couldn't eat their food off the floor.

Of course, in order to post content, you've got to have content to post. I think one of the biggest hurdles for school owners to post consistently is that they don't know what to post. The secret to making that easy is to prepare in advance.

We recommend batching content. It's very similar to podcasts. When people record podcasts, they typically record a few in a batch and then they drip-release them out.

I have a photographer that comes in the first week of every single month to my school. They come on Monday and Tuesday so that they can take pictures and videos of all of our students.

We put these in a Google Drive folder, and now we literally have hundreds of assets, images, and videos that we can use in our posting throughout the month. So batching your content can make things easier and more consistent.

2. Using Video and Facebook Live

The reality is that video marketing has become non-negotiable in today's world.

The truth is, we are all walking with our very own Media station in our pockets (our smart device) and your Martial Arts Business in regards to your Marketing needs to be looked at as a Media Agency.

Every single time people pick up their phone (in 2021, we are spending around 3-4 hours a DAY on our phone) we want your prospects and your members to see YOU.

In regards to video, an average person is predicted to spend 100 minutes per day watching online videos. People LOVE watching videos - which means YOU must be creating and posting videos for your business for people to watch.

We know that people love video and we know that people love Facebook, so we need to make sure we are not only posting videos on Facebook (on our biz page, in our ads, and in our groups) but we also need to be leveraging Facebook Live.

Facebook Live videos are one of the easiest ways to create videos and will give you the biggest reach and the largest audience to watch those videos.

So what exactly are Facebook live videos? Facebook Live is a feature that uses the camera on your computer or mobile device to broadcast real-time video to Facebook. You can then use this content to engage with your audience. It is a super powerful tool that is completely FREE to use.

I think many school owners fail to use Facebook Live because they are either unsure how to do it, they are worried what others will think, or they are worried they will mess up. They want to have this really great polished video, but that's not necessarily what your audience wants to see.

The fact is it's okay to be authentic, it's okay to show them that you're human!

Because I want you to really level up your video marketing, your online presence, and your confidence - let's unpack what you can do to make your Facebook Live Videos better.

Plan it Out: One of my favorite Jim Rohn quotes is “Plan your work. Work your plan.” If you plan it and you feel more prepared, you're going to be more confident, and that's going to come across on the screen. Time is something that none of us can ever get back, so we want to make sure you aren't wasting your time (or your followers time) - so grab a sheet of paper and set out a few bullet points that you want to cover.

Another ninja trick that you can do is create a dummy Facebook Group that only you are in. You can practice going live in this Facebook Group to make sure that you are ready to go live in front of an audience.

Be Authentic: People love watching Facebook Live because it's the next best thing from being there in person. As Martial Arts Instructors we often get put on pedestals. Please embrace the fact that you are human. If you make a mistake, it's not a big deal. And, if you are truly unhappy with how the Facebook Live video turned out, you can always delete it after you are done so no one else can watch the recording.

Find A Partner: Doing the live with another person can help to build your confidence. It can also make sure that there is a continued flow to the Live. Having another person helps to break up any dead silences as well.

Ask viewers to interact and comment: While you are live, prompt people to engage and comment with you. Ask if they are watching live or if they are watching the replay. Ask questions and wait for them to leave responses. Be sure to shout out the comments as well, this will motivate people to continue to comment. For longer Facebook Live videos, it can sometimes be helpful to have

someone moderate the comments if you have a lot of interaction going on.

So what should your Facebook Live be about? Here are some different types:

Educational: Educational Facebook Live videos help to position us as an expert in our community on a particular topic. Think of common questions or objections that you get from your prospects and students.

My favorite type of Facebook Live videos are educational. Why? Because I love to teach! And I love to talk about Martial Arts.

Examples of topics are: *“How Martial Arts Develops Confidence”*, *“The Three T’s To Stopping Any Bully Situation”*, *“A Kickboxing Champion’s Diet”*, *“Situational Awareness: 3 Tips Every Woman Should Know”*.

This list could literally go on and on. Sit down with your team and start brainstorming on different topics that you feel comfortable educating your followers on. Then make your bullet points, and go Live!

Live Event/Classes: A great time for you to go Live on Facebook is during your classes and your events. Doing so will showcase what you do best.

Oftentimes going live during classes is going to create a little bit of FOMO, fear of missing out, for a student who maybe decided not to come to class today or a potential prospect that's interested.

One of the really great things about going live during events is that it also allows the families of your students to be involved if they were unable to come.

Interview/Talk Show: Interviews in general are also a really cool way to leverage Facebook Live. Think of people in your community that your followers would be interested in hearing from. You could interview other Team Members, Students, Parents of your Students, Local Elementary School Teachers, or other Local Business Owners (think B2B Marketing).

Behind the Scenes: People love getting an inside look to activities in your business that they normally don't get to see. Use Facebook Live to showcase what goes on in the dojo during the day when nobody's there. Other great options for doing a Facebook Live are staff spotlights and interviewing your team members and asking them questions.

News/Announcements: One easy Facebook Live that we do is what we call "What's Up Monday" and it's just about what's going on in the academy during the week.

For example, what curriculum are you going to be going over? Are there any events that are happening this week? What's our life skill of the week? Are there any birthdays that are happening this week?

It's just an overview of what's going on at the academy that week. It's a great way for somebody to build their **confidence** about going on Facebook Live, because you can just bullet point on a sheet of paper everything that's going on in the academy. Don't plan on having hundreds of live viewers, but do plan on increasing your confidence to do more and longer form Facebook Live Videos.

Let's say it's October, Bully Awareness month, and you want to host a Bullying Workshop (we call ours Rise Above Bullying) In our example for the bullying workshop, we might do a Facebook Live about:

- *Bullying Statistics Every Parent Should Be Aware Of*
- *Common Bullying Situations and Environments That Children Might Find Themselves In*
- *The 3 T's Every Child Should Know (Talk - Tell - Tackle)*
- *A Call to Action To Sign Up For Our Bullying Workshop*

Compared to a prerecorded video, a Facebook Live is going to automatically get you more reach. Why

does this occur? Because your business page followers that are on Facebook when you go live will get a notification that you're going live. I'm sure you've seen that for people that you follow on Facebook. It usually pops up in a notification in the bottom left hand corner.

Although Facebook Live is a great way to leverage video marketing, you can absolutely post pre-recorded videos as well.

For every major Offer or Event that you host in your Academy, I strongly recommend creating a video for it.

The most common video (and easiest) is a "Talking Head" Video. A "Talking Head" Video is a video where the person's head and shoulders are shown on the screen. It doesn't require any editing and can be used to quickly and easily get the information and call to action that you need out.

These are super common to see on social media platforms because they are the easiest to shoot.

You can obviously take your videos and editing to the next level by having professional editing done. This is usually best for creating "Commercial" style videos, as opposed to quick videos for your Posts, or info on Events.

As we'll discuss in a moment, you're probably going to want to spend a little bit of cash to increase the potential audience for your Facebook Live or Pre-Recorded Videos. This is known as “**boosting**”.

Once you are done with your Facebook Live or after you have uploaded your Pre-Recorded video there are a few “**post-fulfillment**” action items that you can take that will help your videos get out in front of more people.

You can upload a custom thumbnail for your videos and you can also pin that video at the top of your newsfeed. You can add captions to the bottom of the video as well. Many people watch videos when they are in a public place and people don't want others to know that they're watching videos, so they read the captions.

Next level post-fulfillment is taking your original video and then slicing it into other pieces of content. You can then turn that content into a blog, long form post, and/or email it out to your list.

Probably the coolest thing that you can do with any video that you post (live or pre-recorded) is that you can create an audience of the people who watched that video and can then re-target them with an offer or another video. This is where the true power of Facebook comes into play.

When you think about what makes Facebook so powerful, it comes to the data that it has on us. We as Marketers can leverage that data and use it to put our businesses in front of more people.

3. Leveraging Events & Offers

Facebook Events:

The third aspect of Organic Facebook efforts should be in leveraging events and offers. It's free to create both events and offers on Facebook so you should do it!

Doing so is simple and just requires you to "fill in the blanks".

For Events, you will need some basic logistical information (Date, Time, Location), you'll need to specify whether the event is online or in person, then give it a name, description, and add a cover photo.

They say the most prepared are the most dedicated, so having the description of your event written out is going to make going through the 7 Levels of Marketing so much easier for you. You will be able to use this description in your social media posts, your Facebook Event, your emails, your phone scripts, etc.

Lastly, for your Event you will need a signup link. The goal of Marketing an Event is to get people to actually sign up (not just see the post). Many of the Industry Standard CRM's (like Pulse) have the ability to easily create a link so that people can conveniently sign up online.

Facebook Offers:

Similar to creating your Facebook Event, you can also create an "Offer". Offers are free to create and will be visual to anyone who goes to your Facebook Business Page. I suggest to make sure you have congruency with your Facebook Offer, your Website Offer, and wherever else you might be showcasing that offer to potential prospects.

Offer congruency is important in building trust with your prospects.

If they see an amazing offer on Facebook, but then go to your website and see a different offer, this lacks congruency.

4. Seeking Recommendations

A very powerful way to use Facebook is to get recommendations from your existing students and this acts as powerful social proof for future prospects.

We will talk about some of the principles behind this in the next chapter when we look at Google Reviews and many of the principles are similar.

When Facebook initially launched its review platform, customers could leave a star rating review. Within the last couple of years, Facebook has changed this to “Recommendations”. Customers can either Recommend (or Not Recommend) a business on Facebook and the star ratings are no longer available.

We are really going to dive into getting Reviews and Recommendations in a later chapter.

5. Investing to Improve Results

Ideally what we want to do on social media is post content that attracts interest from our target market.

When people engage with that content in some way, such as liking it, commenting on it or sharing it, we know they are interested and this then becomes a very attractive audience to a marketer.

When we say something is “Organic”, we just mean that it doesn’t cost anything. And in theory, posting on Facebook is completely free.

But, as technology evolves, platforms change. The reality is that Facebook has become a “pay to play platform” if you want to get the best results so

you've got to put marketing dollars behind some of your organic efforts in order to get it out in front of more people.

A couple of years ago, if you would have posted something on your Facebook business page like a picture of some of your students in class, you probably would have got a ton of engagement (likes, hearts, comments, and shares.)

But today when you're posting, you're lucky just to get a few.

Recently inside of Facebook the reach of organic posting has just completely plummeted down (you can thank the Facebook Algorithm for this).

The fact is that the Facebook news feed that we scroll has limited real estate, so Facebook has to carefully choose what they are going to put in front of its users.

They are also committed to making sure that what you are seeing on your Newsfeed is relevant to you.

Think about how many friends you have on your Facebook Profile.

Do you see every single person's posts each day? Of course not.

Facebook uses the algorithm to determine what it's going to show you in the newsfeed. It does that partly based on how much you have interacted with that person.

Let's say you have friends on Facebook that you went to high school with, but you never engage with them. It's likely you will never see any of their posts. However if you go to their page and you comment on a picture or you like or heart a picture, Facebook's algorithm is going to see that you're communicating with that person and will now show you more of their content.

Facebook has to take an inventory of everything that is on its platform and it uses the algorithm to determine what it's going to put in front of you.

What we've found is that the reach for posts has now reduced significantly from Facebook Business Pages. Facebook is now putting your content in front of only 5% to 6% of the audience at the writing of this book.

That forces our hand and means if we really want to get high level engagement, we've got to have a strategy and be smart about what we're posting - and then put marketing dollars behind it. For this particular strategy, "Boosting" a post, event, or offer is a great option to get ENGAGEMENT.

“Boosting” a post is unfortunately not a great option if you are looking to get Leads or sell Trials. More on this when we dive into Level 3 (Paid Ads).

In order to get engagement, to get likes, to get comments, to get shares, you want to boost. And the reason why you want to get those likes and comments and shares is because what we can do as advertisers is we can create audiences out of the people that like, and comment and share, and we can retarget them with promotional offers.

Ultimately, putting our great content and boosting it is allowing you to create a big lake that you can fish out of, as opposed to a tiny little pond.

Boosting a Post, Event, or Offer

Overall, you want to get your message in front of the largest group of people possible and that means a strategic “boost”. The key elements of this are:

- Goal / Objective
- Audience
- Budget

Let’s look at these individually.

Goal / Objective

When you decide to boost a post on Facebook, the first thing you're going to do is click the blue "Boost Post" button on the post, event, or offer. It's going to ask you what your goals are. You can leave it on automatic but it will offer you options such as:

- More leads
- More engagement
- More messages
- More calls
- More website visitors

Whichever option you choose, the Facebook algorithm will work out how best to deliver that objective. When we boost a post, it is typically an engagement objective.

One of the things I often hear is, "Cris, I boost stuff all the time and it doesn't help me sign up any new students."

What you have to understand is that the objective for boosting a post is **engagement**. The goal isn't to get a name, email, and phone number, the goal isn't to get video views, the goal isn't to send them to a website, to get an opt-in. The goal is literally to get engagement.

So that means if you boost the post for engagement,

it's going to help you get likes, hearts, laughs, comments, and shares.

And this is where most School Owners stop.

If you want to see results from that original boost, you need to “retarget” people that engaged with that post.

We'll talk more about retargeting in Level 3 but essentially it is just choosing to show your ads to people who have taken a specific action such as visiting your page, liking a post, watching your videos, etc.

Audience

The next step of boosting a post is choosing our audience. We have a couple of different options for choosing our audience.

To keep it super simple, you can just choose people who like your page and their friends.

The only issue with this is more than likely you have had people who have liked your page that aren't in your ideal demographic.

For example, my 92 year old grandmother, Olga, has liked and follows my school's page. She lives in Kentucky and isn't exactly our avatar.

Another option is to boost the post to people in your local area. You can do this based on a radius or on zip code. Choosing radius versus zip code really comes down to the demographics of your area.

If you are near a body of water, you might choose to do zip codes instead of a radius. If you are in an area of town that has affluent residences right next to poorer residences, you might want to choose zip codes as well.

The best option in regards to your audience would be to create your very own. For example, you can boost a post to target people in your location between the ages of 24 - 45 that are parents.

One of the biggest mistakes people make when they are creating their own audiences is they add too many interests. You have to remember we are brick and mortar locations and more than likely people aren't going to drive more than 5-10 miles to get to you (depending on your saturation).

The more interests and more detailed targeting you get, the smaller the potential audience will be.

This is why I am not a huge fan of only targeting moms. Doing so means you just removed 50% of your target audience.

Ouch.

Budget

As part of this process, you're going to decide how much money you want to spend. Facebook will prompt you to boost your post for at least 4 days stating best results will occur with that.

When you plug in your daily budget it will also tell you the estimated reach that your boosted post will see. There is no right or wrong answer in regards to budget. Put more in the machine, you have more potential to win bigger.

Facebook Groups

It's necessary that we cover one of the most under utilized aspects of Facebook, Groups. Most School Owners use Facebook Groups as a retention strategy - and it works great. But you can also use Facebook Groups as a recruitment strategy as well.

You should 100% be using Facebook Groups as both a retention and recruitment strategy.

So how does a Facebook Group differ from a Facebook Page?

Your Facebook Business Page is a Page that is dedicated to your business and is best used for marketing and branding. It is visible to everyone on the internet and is a way that fans and followers can

connect with your school as they can receive updates in their newsfeed. Your Facebook Business Page is used to target fans and advertise and as stated above can be used to create events and offers.

I like to think of my Facebook Business Page as my “Front Yard of my Home”. My Front Yard is meticulously kept and a representation of our home.

Your Facebook Group also represents your business but it is best used for Small Group Communication. It can be set to be public or private, but the most powerful aspect is that the people in your group will receive notifications when you post inside. You can also use it to share files and documents. It’s an excellent rapport building tool and will allow you to create personal connections. Facebook is constantly leveling up groups with new features as well.

I like to think of my Facebook Group as the “Back Yard of my Home”. This is where the party happens. This is where the BBQ is happening and the pool party is in full effect.

Let me break down how to use it to build a tribe of loyal followers with your Facebook Group and then we will unpack how to use it as a recruitment strategy.

Facebook Groups for Better Retention

I recommend having a Facebook Group for each of your major programs. We have one for the Parents of our Kids Programs, one for the members of our Adult BJJ & MMA Program, and one for our Fitness Kickboxing Program.

Why the separate groups? Because each one of them has a different avatar and the content that you post for your kids program might not be relevant to the content that you post for your adult programs.

I would shy away from running too many groups though. Having more than 3 can be difficult and overwhelming to keep up with.

When creating your group you will need to name it, set the group type, cover photo, description, color, privacy, and a few more different settings. It's pretty straight forward and you can get this set up by going to facebook.com/groups

Once you've created your group, it's time to invite your staff and members. I recommend making this a part of your On-Boarding Process in the future when you enroll a new student. The goal should be to have all of your students (or their parents/families) in the group.

Here are 10 Tips to run a better Facebook Group:

Tip #1 - Create an On-Boarding Video & Mark As An Announcement

When someone joins your Facebook Group, we want to make sure that they know what it's all about. Putting an on-boarding video in your group and pinning it to the top or making it an "announcement" is a great way to ensure that your Facebook Group Followers will see it.

Our On-Boarding Video is a video we created which highlights the history of our Academy, our Team, our Programs, and what the first 90 days will look like when you sign up with us.

We use it as a way to get new members into the group telling them that there is an onboarding video we would like for them to watch, but the only way to see it is by joining our Facebook Group.

Tip #2 - Set Up A Posting Schedule

Oftentimes school owners have every intention of posting in their Facebook Group, but life and work gets in the way and their Facebook Group gets very little love and attention.

I recommend setting up a posting schedule for you and your team. You can come up with your own content to post or use something like this:

- Monday Motivation - post motivational quotes, memes, or videos
- Technique Tuesday - post a technique of the week video
- Word out Wednesday - give a shout out to a student, family member, or staff member
- Throwback Thursday - post a picture or video from “back in the day”
- Funny Friday - post something that makes them chuckle

You can also use your group to post your Newsletter, Announcements, Birthday Shout Outs, Event Sign Up Links, and more!

Tip #3 - Add CTA's to Increase Engagement

If you are finding that your posts are getting little to no engagement, then add a Call to Action (CTA) to your posts. Some CTA's to improve engagement that you can use are:

- *This is a really important question and I'd love your feedback*
- *Can you leave a quick comment and tell me what you think?*
- *I know there are some of you who know a lot about this and have something valuable to share. What do you think?*
- *This is something I've been curious about for a long time. Let me know!*
- *Please share your experience.*

- *Share your advice with the group.*

Tip #4 - Host Contests Inside of Your Group

We love to host contents inside of our Facebook Group. They get amazing engagement and get our students really pumped up. They are also a great way to get parents who are not in the Facebook Group into it.

Our most popular contest to date has been posting a video of a 4 part MMA Combination (Strikes, Takedown, Pass, Submission). We asked our students to practice at home and submit their own video of them performing the combination on their parents.

We told them they had 1 week to get this done and we would pick a winner the following week and announce it in class. The winner received a “swag bag” full of Gracie PAC merch.

This was a win-win all around. Our students were practicing more at home, they got to spend cherished time with their parents practicing, and we got their parents more involved in our Facebook group.

Tip #5 - Go Live!

As discussed above, you should be leveraging Facebook Live not only on your Facebook Business Page, but also in your group. It's a great way to

create FOMO and get your students who decided to stay home back on the mat that week. We also enjoy going live when we are on field trips with our Summer Camps. It gives the parents an inside look into what their kids are doing and they greatly appreciate it.

Tip #6 - Giveaways

If you are struggling with getting engagement in your Facebook Group, consider doing a Giveaway (everyone loves free stuff! ;) We have done giveaways with prizes such as uniforms, amazon gift cards, private lessons, and birthday parties.

Tip #7 - Welcome New Members

As you continue to grow your Facebook Group, be sure to shout out New Members welcoming them into the group. If you want people to engage with your group, you have to make them feel comfortable enough to do so.

Tip #8 - Highlight Your Upgrade Programs

Upgrade Programs are one of your biggest profit centers in your school. If done correctly, your students should be begging to be in your Upgrade Programs. Highlight your students in your higher tier program in the group to help create excitement about the programs. Upgrade Programs work best when your students can visually see them, so posting about them and the benefits your students receive being in them will help with conversions.

Tip #9 - Use High Quality Content

With smart phones being as powerful as they are today, there is no reason why we shouldn't be posting high quality content in our Facebook Groups. I like to ask myself this question before I post something:

“Would I print this and put it up on the walls of my Academy?”

If the answer is no, that tells me the quality of the content usually isn't that strong. Use websites like canva.com to help you create better, more visually appealing posts.

Tip #10 - Leverage Your Biggest Advocates - Your Team!

As a School Owner, you are not in this alone. Your Team should be properly trained and should be able to help post in your Facebook Group. It's important that if you are going to be asking your Team/Staff to post in your Facebook Groups that you have Social Media Guidelines written out in your Employee Handbook.

Facebook Groups for Recruitment

Facebook loves Facebook Groups because their ultimate goal is for the users of Facebook to have “**meaningful interactions**”. And oftentimes, these occur in places where people feel most comfortable - groups.

You basically have 3 different options in regards to using Facebook Groups for Recruitment.

Option 1 - Leverage Someone Else’s Facebook Group

Option 2 - Leverage Your Own Community Facebook Group

Option 3 - Leverage Your Own Brand Ambassador Facebook Group

What is important to understand prior to implementing this strategy is realizing these are long-term plays and not quick fixes.

Developing rapport with Facebook Admins of groups you want to leverage or creating your own takes time.

But like everything in your business you are going to choose either spending your time and energy or spending your money.

Facebook groups for recruitment work great - but they take time! Let's unpack these.

Option 1 - Leverage Someone's Else's Facebook Group

Go to Facebook and search for Mom Groups or Community Groups in your Area. You are more than likely going to find a TON of options.

My School, located in Tampa, Florida (but close to two affluent communities called Westchase and Carrollwood) had over 50 groups, 10 of which our ideal clientele would be in.

“Things to do in Tampa” / “Tampa Bay Bad Moms” / “Tampa Bay Area Moms” / “Westchase Neighborhood News” / “Westchase Business Connection” / “Westchase Moms in Business” / “Explore Westchase” / “Carrollwood Community” / “Carrollwood Moms” / “Carrollwood / Lutz Mom's Group”

Once you find the groups, request access to them and start GIVING VALUE.

Gary Vaynerchuck put it best with his *“Jab, Jab, Jab, Right Hook”* concept.

You've got to give, and give, and give, and then you can ask.

If you want to find success within these groups you need to be active. Comment on posts, make recommendations of other businesses, make yourself known just by being present. If the group is a Mom's Group then post relevant content to Moms.

If you are wanting to post something specific from your School, I would strongly suggest reaching out to an Admin first.

Many times in these groups you will find people asking for recommendations of businesses - and often they are looking for extra curricular activities for their kids. If you have been utilizing the above strategy and people have started to "know, like, and trust you", dropping your school's name and website will feel completely natural and not spammy at all.

Option 2 - Leverage Your Own Facebook Group

This strategy is definitely A LOT more work than option 1 but could have HUGE payoffs in the future. Since anyone has the ability to create any type of group on Facebook, you could create your own Community Facebook Group. This means you would own it and also be responsible for keeping it updated with new content.

To start, invite all of the students and parents of your school to the group. Then run a contest asking

them to invite their local friends into the group whom they think would be interested in the type of content you are posting.

If you are going to go this route it's important that you set clear rules and guidelines for your group and consistently perform "CPR" inside.

CPR = Comment, Post, Reply

You should avoid sales-y posts and use a variety of visual mixes in the content that you put out. Welcome new members to the group to build their comfort and the fastest and best way to get high engagement is to simply ask questions.

Option 3 - Leverage Your Own Brand Ambassador Facebook Group

All of us have those specific Families that you would consider Brand Ambassadors or Walking Billboards for your Academy. These students and families have reached the "advocacy" stage of their Customer Journey and provide the most referrals to you.

We actually love our Brand Ambassadors so much that we have an Award and Gift that we give to them each year at our End of the Year Party. They even get their very own Brand Ambassador T-Shirt that only they can wear.

Create a Facebook Group and invite your Brand Ambassadors to this group. Then ask them to Invite their local friends who they think would be interested in the group. This group is different from your Student/Parent Group.

This is a great opportunity for you to get prospects and people who are on Trial into your online community. We are very strict on who we allow into your actual Members/Parent Groups as we post a lot of pictures and videos of our students and call out their names in those posts.

If you commit to putting out edu-tainment type of content such as motivational posts, educational videos, and blog articles you will begin to create trust with these families and will be the go to school if and when they decide to give Martial Arts a try.
Getting It Done

There are some areas of marketing that I'll advise you to outsource but I think organic social media is something that most people can do in house if you train your team properly. If you are in position to outsource it, I would, but it's typically more of a luxury item to outsource because it's not too difficult to post. You've just got to make sure that you remember to do it by creating a system for your team to follow. This will allow you to be consistent.

It's always a key decision we make in our business - deciding what to keep in house and what to outsource. If something needs to be done, you can spend the time and the energy to learn how to do it yourself, you can delegate it to somebody on your team, or you could outsource it or hire a marketing company to do it for you.

As we go through each one of these levels, if you try to implement all seven at one time, you're going to feel super overwhelmed. What I want for you now is to implement this.

I'm sure you have an event that's coming up or an offer that you want to put out.

Follow Level 1 and get it done. There is no lack of knowledge in the world - only a lack of execution.

If knowledge was all we needed we would all be driving rolls royce's and would have a 6 pack.

Go take action.

Key to Success

Be consistent and boost your content.

Common Mistake to Avoid

Not posting to get engagement and not boosting your content.

Ninja Secrets

This is an ecosystem. Your organic activities help you get better results with paid advertising.

LEVEL #2: WEBSITE TRAFFIC, SEO, GOOGLE MY BUSINESS

An effective website is critical to success in today's marketplace but many schools fail to take full advantage.

They may have a great website but very few visitors.

Or they may have visitors but very few of them turn into students.

A well-created website offers many advantages:

- Creates a positive first impression of your school
- Delivers a steady stream of prospective students
- Acts as a destination for a range of marketing campaigns
- Encourages visitors to sign up or optin

I enjoy having the opportunity in all of my businesses to make money while I sleep. So I know that when I wake up each morning, I want to discover that someone has become a new trial or a new prospect.

There are two keys to achieving that:

- **Traffic:** You need to get the maximum number of your ideal prospects to visit your website
- **Conversion:** You want to convert as many visitors as possible into leads, appointments, and/or trials.

Let's look at each of these in more detail.

Traffic

There are many different ways of driving traffic to your website and we will look at some in other chapters, such as Level 3 - Paid Advertising. The ones we're going to focus on here are:

- Search Engine Optimization (SEO)
- Blogging
- Google My Business
- Retargeting

SEO

One of the main ways prospects will find you is by a search online. But finding you doesn't happen by luck or by accident.

You need to take steps to make sure your site shows up in the search results. But showing up isn't enough. You need to rank high.

If you think of your own habits when you're searching for something on Google, how often do you scroll down the page? How often do you go to the second page?

If I'm looking for a pizza delivery, I'm not going to the second page, I'm going to click on whatever I see first and typically that business is in Google Maps “3-Pack” (more on this later).

The way this works is that Google and other search engines build up a picture of what is available on websites all over the world so that when someone does a search on a specific topic, they can quickly give them information that matches what they are looking for.

The search engines do that by constantly sending out bots to visit websites and discover what information they are offering.

The way they are able to do that is by checking out key things on your website like headlines, keywords, links to and from other sites and coding such as metatags you can set up. They also take into account how quickly your website loads.

Search engines want to give searchers the best result possible so you need to take steps to ensure they know why your site is one of the top ones they should offer to someone searching about your topic.

I could go into great detail about all the things you need to do but I honestly don't believe you opened a martial arts school to learn about meta-tags and title, tags and backlinks.

However it is important to be aware of some of the key steps necessary. This is a checklist we use for our websites:

- Secure and Accessible Website
- Page Speed (Including Mobile Page Speed)
- Mobile Friendliness
- Domain Age, URL, and Authority
- Optimized Content
- Technical SEO
- User Experience (RankBrain)
- Links
- Social Signals
- Real Business Information

Getting all of those elements right will allow you to rank higher. And if you rank higher than your competitors, you are probably going to get the click first over your competitors.

This is important so ideally I'd say your website should be 100% outsourced to a professional. You don't want to hire your cousin, Jimmy, who says he can build you a website on WordPress.

If you want expert results, you need to hire an expert. And look for a company where that is their zone of genius. There are great industry solutions such as Market Muscles (which I highly recommend).

Here's just a word of advice. We work with hundreds of schools and have access to their websites and we just see that the industry standard websites always outperform these lower level websites. Spend the money, it's worth it. One new student generated from your website will pay for itself each and every month.

Blogging

Your website should have blogging components because:

- You can post educational content that positions you as an expert
- Blogs can ultimately help you rank higher on Google search engine results pages
- Your blog content supports your social media marketing activity

- Your blog also plays an important role in retargeting

Now, I want to be really clear that your blog is not a magic overnight solution, it is a long-term play and requires some work. This is not like, “Oh, I put a blog up and now all of a sudden I’ve got 30 people lined up outside of my facility.”

There's a misconception people have that, if you get a site and start posting blogs you're automatically going to get a ton of leads. You've got to create the content and drive traffic to the website. The blog will help convert that traffic into a lead, but you've still got to take steps to make that happen.

Creating Blog Content

One of the most common concerns is what to write about. Overall, this is similar to what we talked about in social media and the same ideas apply.

You have to know your avatars and what they are interested in. The content you create in your organic social media efforts can be a good source of ideas for your blog as the blog gives the opportunity to develop them in more detail.

Typically blogs are going to be more educational. I love blogs that cover what sets us apart, what makes our school different from all the other martial arts

schools, and provides teaching on topics that are important to our followers.

You can also use blogs as a way of overcoming common objections and frequently asked questions.

We often get asked about MMA and BJJ, “Is this going to make my child violent?” That allows us to create a blog post pointing out that it's actually going to do the exact opposite because they're going to be able to get a lot of that energy and aggression out, and it gives them the confidence of knowing that they can defend themselves. Because of this they're not going to go out looking for fights.

So, objections that people typically have on the phone or in a sales presentation, or just frequently asked questions, are good ways to come up with blog articles and topics.

One of the best ways to use a blog is to post in line with whatever promotion you're having.

I want to highlight a few key points about blogging posts that are important to bear in mind.

Here are some of the keys to creating an effective blog post.

White Space: It's really important that you have what's called white space throughout your blog.

White space makes it easier on the person's eyes that's reading it. Most people will be reading your blog on their mobile device which already has a small screen. When someone goes to your blog, they don't want to feel like they are about to read a college dissertation.

We try to make our paragraphs very short so that we can implement even more white space.

You will notice this book has a lot of white space (which drives my editor insane).

I do this on purpose to make reading this type of content easier.

Formatting: Make sure that when you are writing a blog out, you use devices like bullet points, bolding and italics.

If your blog is in sections, make sure each one of those is formatted with a separate headline.

So a larger format, larger font and a bolder font is what you would want to do because it breaks up the article and makes it easier to read.

Images: The other thing you want to make sure is that you insert images.

Even as an adult, I like books that have pictures in them. Most people are visual learners and those pictures are also going to help break up the article.

Call to Action: It's important to have a call to action at the end of your blog. That call to action should bring them to be able to sign up for whatever promotion you're doing.

Once you have your blog content, use your social media profiles to help drive traffic to the blog.

But blogging again comes down to providing content that your prospects are interested in. We can't assume that everybody likes watching videos. We can't assume that everybody enjoys reading short form content or long form content. So having content out there that scratches each individual person's itch is helpful.

Start positioning yourself as an expert to drive traffic to your website and offer CTA's to help increase your opt-ins.

Google My Business

An important aspect of your web presence is Google My Business. This has a big impact on your SEO and web traffic but many schools are not even aware of it. Even if they are aware, they don't know

that you should be updating it pretty much on a monthly basis.

So let me go through seven steps you need to follow to get the best out of your Google My Business listing.

1. **Claim your Listing:** If you haven't done it already, you need to start by claiming ownership of your listing. You start this process at business.google.com when logged in to your Google account and they will send you a method of verification such as a physical postcard with a code.
2. **Create your Description:** You need to write a good and persuasive listing describing your school, using the right keywords to ensure it shows up in Google searches. This is one of many things that will help you rank, and you want to make sure that you've got a lot of keywords here that people would potentially use to find you.
3. **Add Your Schedule:** Make sure you put in your office hours rather than your class schedule. You will miss out on calls if people think you are closed when there are no classes listed.

4. **Add Pictures:** Adding pictures in here means they may show up in Google searches and therefore increase your visibility. It's important to keep adding to this so do it at least monthly. A really cool statistic is that our business photos have been viewed 64,000 views per month compared to an average of around 11,000 views per month for other businesses. The reason is because we have posted consistently on Google My Business for years, which means we have more pictures for people to look at.

5. **Post Regularly:** Not many people know that you can actually post on your Google My Business listing but these posts can also help you rank higher on the Google search engine results page, which we call the SERP. It's important to use the right keywords and to add new content regularly. As a rule of thumb, when we post on our Facebook Business Page, we also post on our Google My Business Listing.

6. **Add Products/Services:** You should include details of the major services you offer and also include details of specific events and offers, which you need to keep up to date. For example, we'd include our Bully Seminar on the listing.

7. **Reviews:** This is a crucial topic on its own so we'll look at it separately.

If it's been some time since you've been on your Google My Business listing, this would be a good time to go in and check it out.

My suggestion is to get in the habit of posting on your Google My Business listing in the same way that you would post on your Facebook page.

Google My Business is one of the most underutilized digital marketing tools and spending the time to optimize it is going to help you rank higher on Google.

I have an entire webinar training on how to Optimize Your Google My Business Listing. You can access it for free by going to www.GrowProAgency.com and scrolling down to the bottom where all of my webinars are accessible.

Google Reviews

Let's talk a bit more about Google Reviews, which ultimately sit inside your Google My Business Account and can show up when people find you in a search.

We now live in a world where reviews are critically important.

Let's use Amazon as an example.

When you go to buy something on Amazon, the first thing most people do is they scroll down to the bottom because they want to see the reviews. This shows that our buying habits have really changed over the past decade.

More reviews means more social proof and typically more reviews means you get the first click. That doesn't mean that they're definitely going to sign up at your business, but if I have 150 reviews and you only have 5, it's just human nature to click on the one that has more reviews.

So it's very important that you put a process in place to get as many reviews as possible. You can automate this process with emails and SMS automations but you need to make sure people know how and where to post their reviews.

The key is that you and your team need to be constantly looking out for reviews.

Any time somebody compliments us, we say, *“Hey, I really think other people in our community would get a lot out of your story on how martial arts has changed your life. Would you mind putting that on Google?”*

Any major events like graduation ceremonies or anniversary parties or any time people are in a

really good mood at your facility, that's an opportunity to ask them for those Google Reviews.

The goal I suggest for number of reviews is triple digits. This puts you in another league compared to most other schools as most just don't have triple digits.

Now, of course, the downside of reviews is that not everyone feels they had a great experience for whatever reason and you may get some poor reviews. That fear can sometimes put school owners off from asking.

First, you shouldn't lead with asking for a review.

So instead we ask, "How is Johnny enjoying the classes?" or "How are you enjoying the class?" If they give us positive feedback, then we ask for the review.

If they give us negative feedback, then we've got to fix whatever the issue is and we're not going to ask them for the review.

If someone does leave a negative review, the best approach is to leave a professional response, with your contact information. Oftentimes this negates the negative review in another prospect's eyes. However, what you don't want to do is to get into a huge argument online. Just try your best to fix it.

If it's a spam review, you can flag it as inappropriate and, in some cases, Google will remove it.

Google has been testing some new “badges” for specific industries. In the roofing, hvac, and cleaning service industry's businesses with the most google reviews and highest rated google reviews receive a “badge” on their Google My Business Listing that states their credibility. This hasn't been released in our industry yet, but you might as well start building now.

I have another entire FREE training at www.GrowProAgency.com on the EXACT steps you should take to hit Triple Digit Google Reviews. Go check it out.

Retargeting with the Pixel

In several places, we talk about using retargeting as part of our marketing activity. Retargeting is simply being able to target specific people with our advertising based on something they have done such as visiting a particular web page.

I'm sure this has happened to you.

Let's say you were looking for a new vacuum and you go on a bunch of different websites looking for

one. Then you go on Facebook and all of a sudden you're seeing ads for vacuums.

That is what we call retargeting and the way that people are able to do that from your website is by having the Facebook Pixel on it.

That doesn't happen by accident. If we drive traffic to the website and we have our pixel on our website, we can then retarget them with ads.

The Facebook pixel is just a piece of code that you get from the Facebook Ads Manager that you can copy and paste on the backend of the website - it typically goes under the header tags.

That piece of code basically can track whoever goes to your website. And now if you run retargeting ads, you can follow them ethically everywhere they go online.

It's true that some changes such as the introduction of iOS 14 by Apple have affected the power of the Facebook pixel. That means that people with an iPhone can opt out of tracking the Facebook pixel.

But regardless, not everybody is an Apple user, so you should still have the Facebook pixel on your website. Google is also updating the way it operates its algorithm.

Conversion

The harsh reality about websites is that most are a waste of time and money for the owners.

Your website is not earning its keep if it's not converting website visitors into leads and customers. It may be very pretty or informational or educational but if it's not adding to your bottom line, it's costing you money.

What I mean by converting website visitors into leads and customers is that it achieves one of the following with a website visitor:

- **Opt-ins:** It converts them into a lead because they give us their name, email address and phone number
- **Offers:** It converts them into a customer because they sign up to one of our try one of our programs or events, usually through the form of a paid trial.

You need to structure the pages in a slightly different way for each of these objectives so let's look at each.

Opt-ins (Landing Pages)

When someone is at the start of the customer journey, they may be visiting your website for the first time just looking for information. They are probably not ready to purchase right away.

I don't want someone to visit my website, take a quick look and then leave. They may come back but we can't be sure of that so we need to learn here from the strategies used by the big ecommerce sites.

Let's say you're on a website looking at sweaters to buy. They might have a little popup that appears saying, "Sign up today and we'll send you a 10% off coupon." You might not be ready to buy but you don't want to miss the offer in case you decide to buy later so you sign up for the coupon.

Now they have your email. So even if you don't purchase today, they can continue to send you emails, potentially turning you into a customer later.

It's the same for us. We need to find a way to capture the visitors' contact details so we can stay in touch. Doing that effectively means getting their name, email, and phone number.

In order to do that, you need to offer the following elements:

Opt-in form: This is just a form that allows people to provide their name, email, and phone number.

Lead Magnet: People won't just give you their details because you ask for it. So you need to have a free offer like a PDF, video or checklist that gives them something useful in exchange for their information. Remember Gary Vee's "*Jab, Jab, Jab, Right Hook*" concept we spoke about earlier?

Segmentation: Ideally you will also find out what program they're interested in so now you can segment your email list. If somebody's requesting more information, I want to know if they are interested in our kids program, adult program or summer camp.

If you'd like to see an example of this, head to <https://www.graciepac.com/program/kids-martial-arts/>

You'll find an optin page from our website where we offer a lead magnet on building your kids' confidence.

As this page is specifically about kids' classes, I know what topic they are interested in.

On a general page on the site, I would offer options of the different types of classes so that they can identify their interest.

That way, I can follow up by sending them only information that is appropriate to them.

Offers (Checkout Pages)

Once we have someone's contact details, the next step is that we want to encourage them to become a customer.

Your website needs to have the ability to make you money, whether that's through selling a paid trial or booking an appointment to come in.

To do this, you need to create offer pages for your individual programs.

One of the keys to success here is that you need to have an offer that's appealing to your particular avatar. If you just say, "Get one month of martial arts for \$250," that is not exactly appealing. But if you said we have a trial special for four weeks for \$49, that's an appealing offer.

One of the ways people might reach this page is because they have signed up for a lead magnet and you then take them immediately to the checkout page.

In addition, when you are advertising or posting on social media for a specific event or offer, you have

to direct that traffic somewhere and that could be to an offer page.

Make sure that your offers are congruent. If you're running a Facebook ad and you're driving that traffic to your website, the offer in the ad must be congruent with the page you are taking them to.

Again, there are companies out there specific to our industry that this is what they do (like mine, Grow Pro Agency). So, hire a professional to ensure your pages are set up right.

Depending on what the offer promotion or event is, sometimes it makes better sense to send them to a landing page first, where you get their contact information and then bring them to a checkout page or offer page where they can purchase.

Tips for Page Design

Whether you're creating a landing page or a checkout page, I want to give some tips on how to craft that to make it effective. Here are some of the keys:

Headline: First and foremost, your page needs a headline and that headline's only purpose is to get the visitor to stay on that page and keep on scrolling. Typically a bold claim or invoking

curiosity and asking a question is a great way to do that.

Visual: Then we also want to have an image or a video of some sort that is in line with whatever the offer, event, or promotion is.

Again the aim of this is to attract people's attention and keep them interested. Obviously video is the number one type of consumed content. So people like watching videos and if you're using a video in the post, it can be that same exact video on the landing page. No need to reinvent the wheel.

Social proof: I also recommend putting social proof on your checkout page and all that means is putting a testimonial (written or video).

It's very simple for you to go to Google or Facebook and copy and paste some of those testimonials or screen-shot them. Some websites you can even "embed" those reviews and they will get pulled onto the landing page. Whatever event you're doing, try to pull a testimonial that speaks to that particular thing that you're offering. For example, for a bully awareness community event offer, use a testimonial from a parent saying how your program has helped their child build confidence.

Minimum Information: To get best results, you want to minimize the information that you're requesting.

Oftentimes I see school owners do a free event and they will request people's addresses. Now, unless you are big into mailers, it's not a necessity. Some people might not feel comfortable providing you with the address and this will become customer friction and will stop them from signing up.

Really the only thing we need is the name, the email, and the phone number. For something like a free community event, it would also be good to have the child's name and their age. You don't need any other information besides that.

The more information you ask for, the longer the process takes for them and the more chance of them giving up.

Map: If you have the ability to put a map on your checkout page, either screenshotting where your location is on Google Maps, or actually using some code to pull the map in, that's always good.

We don't want people signing up and thinking that we're in a different county or a different city. So the map is always a nice touch.

Trust Seals: I also like using what we call trust seals. A trust seal is just basically showing people that you have layers of security on your checkout page.

Another type of seal that you could offer would be the payment options that you take. I also like offering a money back guarantee for any type of paid offer that we're doing.

Page Speed

One thing that's really important in designing your pages is the load speed, how quickly your checkout page or landing page loads.

Not being aware of your page speed is a website killer. We live in a world where people have the attention span of a goldfish. And if your website isn't loading within one to two seconds, you're going to get a lot of people clicking backwards, or just leaving, which is going to affect your bounce rate.

If you have a high bounce rate, which means people go to your website and they immediately leave, that is basically telling Google that they couldn't find what they were searching for. Google wants to provide people exactly whatever it is that they're looking for. So if you are constantly having people

bounce off of your website, that is going to affect where you rank on the search engine.

Key to Success

Hire this out to a professional.

Common Mistake to Avoid

Utilizing too many stock images on your website.

Ninja Secrets

Put your Facebook Pixel on your website.

LEVEL #3: PAID ADVERTISING

Investing some dollars on advertising is one of the fastest and most effective ways of becoming the Best Known Dojo.

Organic works, but it takes time and patience. Paid is the way to go if you are looking for immediate results.

But it's important to follow the right approach to make sure you don't waste your hard earned cash.

The advantages of paid advertising are:

- It enables you to reach your audience quickly
- It puts you in control of your message
- It allows you to target the exact audience you want
- You can test campaigns and predict their results

We can categorize advertising in one of the following ways:

- Intent-based
- Interest-based

Intent-based advertising is where someone has the intention of finding a solution to a specific problem they are having right now.

So if I am riding my bicycle and my bicycle breaks down, I'm going to look for a repair shop. And I'm probably going to do that on Google or another search engine.

These are what you might call "Today Buyers" because they are actively looking for what you are offering. To reach those people you need to making sure you are showing up in 3 places on the SERP (Search Engine Results Page):

1. At the top with Google Ads by utilizing keywords that match what they are searching for
2. On Google Maps in the 3 Pack by optimizing your Google My Business Listing
3. Organically ranking with SEO

Facebook on the other hand is more Interest-based advertising. What makes Facebook so powerful is the data that it has on us from tracking every action we take on our smartphones. Facebook uses this data to group us into certain audiences that marketers can use to show an ad and plant a seed. We are trying to capture their interest but they are

probably not ready to buy immediately today so we would class them as “Future Buyers”.

People generally aren't going to Facebook to find businesses or deals. They go to Facebook because they want to be entertained or they want to catch up with friends there (or in some cases, they want to be keyboard warriors. You know what I'm talking about.).

So while there are similarities between Google and Facebook for advertising there are also major differences. In line with the rest of this book, we are going to focus on Facebook advertising as it fits in with the other Facebook activity we are covering here. Facebook also has a lot of great resources for getting started with advertising and once you are doing it successfully, you can move on to Google advertising as well to expand your reach.

The Basics of Facebook Paid Advertising

Here are the key steps you have to work through to run a Facebook advertising campaign.

- 1. Decide Your Objective:** You've got to choose a goal or an objective that sets out what you want to achieve with your campaign.
- 2. Choose Your Audience:** You need to identify an audience that is potentially full

of people that would be interested in buying what you're offering.

- 3. Create Your Ads:** Then you have to craft an ad that's going to reel them in and get them to take whatever your call to action is.
- 4. Set Your Budget:** Finally, you have to decide how much you are willing to spend to achieve your objectives.

1. Decide Your Objective

When you go to launch a Facebook advertising campaign, there are 11 different objectives that you can choose from. An objective is just your goal for the campaign.

The ones likely to be most appropriate for a martial arts school are:

- Traffic
- Conversion
- Engagement
- Lead Generation
- Video Views
- Messenger

Very often, when I'm auditing a school owner's ads, I see the first and biggest mistake they make is simply in choosing the wrong goal.

If your goal is to get leads, then you need to specify that objective in your ads manager. If your goal is just to get a bunch of comments, then choose that specific objective. The reason this is important is that Facebook will deliver the audience that helps you achieve your stated objective.

That's why sometimes people get really upset when they pay to boost a post. They say, "These Facebook ads don't work."

Well, when you boost the post, you typically choose the engagement objective. That means you're going to get likes and hearts and comments and shares.

Just because somebody commented on my post, that doesn't mean I'm getting their name, email and phone number.

If you want to get a name, email, and phone number, then you either need to do a lead generation campaign which creates a form inside of Facebook where people can put their contact information or you need to do a traffic or conversion campaign, which directs people to a landing page where they opt in.

So understanding the objective is crucial, and this is really one of the biggest mistakes that people make is they just choose the wrong objective for what they're trying to accomplish.

The objective you have set will also determine how you create the ad, which we'll look at in a moment.

2. Choose Your Audience

Next, you've got to understand how to create audiences. Audiences are really the most powerful aspect of Facebook advertising because Facebook tracks everything that we do and everywhere we go via our phones and Facebook thrives off of the data.

This is the reason why Facebook and Apple are at odds with each other.

They have more marketing data on people than any other organization. As marketers, we can use that data to create audiences of people that we think are potentially going to be interested in what we're selling.

As a brick and mortar martial arts school in Tampa, Florida, I'm in a very saturated market. There are a lot of people here. So if I want to grow my kids' martial arts program, then I'm going to create an audience of my ideal clients.

For this campaign, that might be parents between the ages of 25 to 45. In Tampa, with rush hour traffic people probably won't travel much further than three to five miles. So I would create an

audience of parents aged 25 to 45, within a five mile radius.

If I'm in Newcastle, Indiana, where there's more cows than there are people, then my radius might be a little bit larger because people are willing to travel farther because the market isn't as saturated and there aren't as many schools.

You can create multiple audiences within Facebook for different campaigns and offers and this is where it gets a little trickier.

Getting the audience right is so important because you can have the most beautiful ad with the coolest video, but if you're showing it to somebody that has zero interest in what you're trying to sell, then you are wasting your money.

I would recommend focusing on the following audiences:

Cold Audience & Detailed Targeting Audience

If you are in a location that doesn't have a large population, I would focus on utilizing Cold Audiences and minimal detailed targeting.

A cold audience would potentially look like the people within a specific radius around your school or in certain zip codes. You wouldn't create any other targeting other than that. It will give you a

broad audience that might not have all of your ideal clients, but will provide you with a larger audience to target.

A detailed targeting audience would be an audience that you choose specific characteristics and demographics of. For your Kids Program, this would look like “Parents”. I am NOT a fan of only advertising to women. Many agencies do this and it literally cuts your audience in half. For your adult program, detailed targeting might have interests that include: sports or the UFC.

Engagement Audiences

These are audiences of people that have engaged with your business page in some way. If they liked, commented, or shared a post, if they messaged your business page, if they watched your videos - they would go into this engagement audience and you could show these people specific ads.

The thought process behind creating this type of audience is that the person inside has already interacted with your brand and the next ad that you show them will help move them further down their customer journey.

Look A Like Audiences

Look A Like Audiences are super powerful. You can create many different types of Look A Like Audiences such as: E-Mail Look A Like, Website Traffic Look A Like, Engagement Look A Like, etc

What you are basically telling Facebook is to take one of your original audiences that you created and create another audience that “Looks Like” the original one.

Facebook will then cycle through it’s data to find people that have similar characteristics as the ones that are in your original audience.

Contact List & Website Traffic Audience

Most people don’t know but you can actually take your contact list (Name, E-Mail, Phone Number) and upload it into the Facebook Ads Audience Manager. Facebook will then take your data and try to match it with their data to find the people on your list and create an audience out of them that you can show an ad to. You can do this with your members list, your prospect list, your former members list, and more! This is an incredibly powerful strategy that every Best Known Dojo utilizes.

Finally, you can also create an audience based off of the traffic that goes to your website (as long as you have the Facebook Pixel located in the header coding of your website).

There are literally hundreds of Audiences that you can create. You can also set a length of time that you want the people in that audience.

For example, let's say someone visits your website, you can create an audience of the people who visited within the last 3 days, 7 days, 30 days, or 180 days (or any interval up to 180 days).

If you are wanting to widen your reach, creating an audience of people who went to your website in the last 6 months will give you a larger audience to target - but those people might not be as interested as they once were when they were initially on your website.

In contrast, creating an audience of people that were on your website in the past 7 days will create a much warmer audience as they had just recently interacted with your brand.

3. Create Your Ads

The next part of the process is developing the ad itself. This is the text and visual that people actually see.

What you need to do is create an ad that actually grabs people's attention and makes them stop scrolling and then that ad needs to make the viewer take the action you want them to take.

Remember on Facebook, it's not just martial arts schools that you're in competition with. It's anybody that is vying for the attention of the audience you want.

So if you're advertising for your kids programs, then you want the attention of parents.

Well, what other businesses could potentially want the attention of parents?

It's not just martial arts. It's dance studios, gymnastics, trampoline arenas and bounce house places, for example. So you really need to capture people's attention.

People are consuming so much digital content that they are becoming numb to average content. Your Ad MUST be a “**thumb-stopper**” which means you've got to create something that really stands out.

When you create an ad, there's five elements to it.

1. **Asset:** The asset is the image, video or carousel images that people see in your ad. This is one of the key elements that makes your ads stand out. We recommend using your own authentic pictures but you can also use stock shots if necessary. If you're using video, make sure you use someone

that comes across well in video. No “wet mops” on camera allowed.

However, with a smartphone and a tripod, it’s pretty easy to produce good “talking head” videos. You might want to spend \$20 on a microphone that improves the sound quality as well.

When you take pictures at your school, a word of advice, you need to make sure that it looks fun and it looks safe. So, BJJ guys should stop using ads of people in full on arm bars or getting choked out. :P

My recommendation is to “split-test” different types of media. You should utilize an action picture, a posed picture, an action video, and a talking head video.

There are companies like mine that will actually produce the video for you so you don’t have to worry about editing. You shoot the video shots (we walk you through exactly what type of shots to get and provide you with the scripts) and then you send us the footage to edit. It’s a Done-With-You Video Service which is much more affordable than hiring someone to come into your academy.

2. **Headline:** As people are scrolling, the first thing that catches their eye is the image or video. As they continue to scroll, the next thing that’s going to go in their line of sight is going to be the headline. The

headline is one of the only places that's bolded on Facebook. So that headline is typically what your offer is.

You want to keep this nice and simple and be very clear about what the offer is. You also want to ensure that it appeals to people and makes them want to know more. We also like utilizing emojis on the headline to make it stand out more.

3. **Ad copy:** The next aspect of creating the ad is the part they're actually going to read with the detail of your message or offer.

Your text can be long or short. That partly depends on how much you have to say and the price tag of your offer but you might want to test different versions and see what works best.

Typically, with lower entry barrier offers, shorter ad copy can work. With something more expensive or a higher entry barrier, you might benefit from longer ad copy.

In all aspects of your ad, the name of the game is to split test different options to see which one wins out.

When it comes to writing the copy, we like to use a template and then fit in the appropriate text based on the message.

Here are a few of the templates (and examples) we recommend utilizing when crafting your ads:

Template 1: Leading Question

- Pain point as a question
- Benefit
- Authority/Social Proof
- Benefit
- Urgency

Example Template 1:

Do you want to best prepare your child for the real world? 🧑🏫🧑🏫🌍

At [INSERT SCHOOL NAME], we teach kids how to be healthy 🏆, happy 😊, and focus 🎯 through the discipline of 🥋 Martial Arts 🥋

🌟 Trusted by parents (and kids) across [INSERT TOWN NAME] community. 🌟

🌱 Help your kid grow into their full potential. 🌱

Better act quick 🏃, 🌪️ we have limited spots left.

Give your child the confidence to thrive and see the life skills we teach yourself.

Template 2: Curiosity

- Discover/Learn/See how
- Targeted Social Proof: Name your Target audience demographic
- Overcame/Defeated/Beat/Squashed
- Pain Point
- in Time Period

Example Template 2:

Discover how this Martial Arts School fostered a community that impacted the lives of over 1000 families...

Template 3: Review Based

- Customer Review (Preferably one that includes your school name and target audience)
- Social Proof
- Call to Action

Template 3 Example:

“Before starting at [INSERT SCHOOL NAME] our son Johnny was getting behavior marks in school. Now after training for 6 months, he is ultra focused and earning principal’s honor roll. Thank you to the amazing team at [INSERT SCHOOL NAME]” - [PARENT NAME] 🙌💕

Join our community of hundreds of members leveling up their lifestyles like Johnny by clicking the link below 🎉

We can't wait to see you join the family! 🧑🧒

Template 4: Imagine

- Imagine (Benefit/Pain Point Solved)
- Imagine (Benefit/Pain Point Solved)
- Imagine (Benefit/Pain Point Solved)
- Realization, Pitch + Call to Action
- Social Proof or Urgency

Template 4 Example:

*Imagine your child listening to you the first time...
Imagine your child focusing on family time...
Imagine your child transformed into their happiest
and healthiest self* 😊💪

*Your child could start on a successful path to
improvement tomorrow!* 🌟

*Our fun and engaging Kids Jiu Jitsu Program has
helped Tampa Bay Parents give the life skills their
children need to reach their full potential.* ★★

*Get [INSERT OFFER] today to help your child be
the best version of themselves.* 👍

This offer expires in 72 hours!

4. Call to action: Next, you have your call to action button, which is what action you want the viewer to take.

You want to have a very clear call to action so they know what they should do - and it should be easy for them to do it.

For example, you might want them to sign up for a class or to get the offer or to learn more.

Make sure that your ad copy call to action matches the button call to action. Otherwise you will have incongruency in your ad.

5. **Description:** The final piece of the ad puzzle is the description but oftentimes this isn't even seen on the ad. Facebook will automatically pull this from the landing page that you are sending them to.

So there are the five elements to crafting an ad that converts. It's the exciting part of running the campaign and oftentimes school owners spend too much time creating the ads and not enough time focused on who to show it to, how much to spend and choosing the right objective. So prioritize appropriately.

As a ninja tip, you can always check out the **Facebook Ads Library** which houses every single Facebook Ad that is live.

Want to check out what your competitors Ads look like?

Want to see what billion dollar companies are using in their Ads?

Want to see what Cris Rodriguez's Ads look like for her school? Click here: <https://www.facebook.com/ads/library> and search for "Gracie PAC MMA"

4. Set Your Budget

The next important issue is how much should you spend advertising? My answer to that question is usually, "Well, how much have you got?"

It is a fact that it's more expensive to advertise today on Facebook than it was five years ago. At the time of this writing, Facebook has stated that ad costs are up 47% compared to last year.

There's just more marketers on the platform and more businesses on the platform. It's just a lot more popular.

The same happened when Google AdWords first came out. It was super cheap, and then everybody saw how successful it was and that jacked the price up.

What then happened was everybody went to Facebook and now a lot of people are saying, "Facebook prices are going up. Let's go to YouTube."

But in our experience, Facebook is still a good place to advertise, especially to get started and test your campaigns. You can then take those to other channels.

In terms of budgeting, if your goal is to get new clients and grow, then I would recommend a minimum of \$30 to \$40 a day. If you're just trying to keep your name out there and maintain your position, perhaps you are in between offers, then a maintenance budget would be around \$15 a day.

Let's say your budget is \$300 and you try to space that out over a month, that's \$10 a day. You're not going to get a lot of results with that.

So, if you do have a smaller budget, my recommendation would be don't advertise the full 30 days. Maybe only look at advertising for five to seven days. You're just going to get more bang for your buck if you do it that way.

Keys to Successful Strategy

Earlier in the book, I talked about the fundamentals of marketing and I said that **strategy trumps technique every day of the week.**

That's especially true with Facebook Advertising because it's so easy to get bogged down in the button pushing aspects.

You can watch a YouTube video or you can take a course and you can learn the technical elements. Facebook even has a free blueprint that you can go through and it'll teach you how to run ads, but it's really all about the technical button pushing aspects.

We have to recognize that there's technique and then there's strategy and you need to be able to get both right.

We also have to understand that the platform and the technology is always evolving so you are going to have to dedicate time, energy, and resources to **stay up to date.**

Here are some of the key elements of strategy in Facebook marketing:

Getting the Timing Right: There are particular ebbs and flows in our industry. There are times where we really can see an increase of sign-ups and sometimes also a decrease of sign-ups.

During certain times you've got to go pedal to the metal with your marketing. Those 3 times where you really need to pour the gasoline on the fire are: going into summer, coming out of summer, and going into the new year.

The challenge that you can run into during these times is that your competitors are probably also increasing their ad spend as well. The more people that are advertising, the more expensive it could potentially be due to the fact that it's an auction. So we've got to recognize when those trends are happening. And if you are getting an uptick, then pour some gasoline on the fire and continue to get that traction.

Tracking Your Metrics: It's important to understand the metrics. I always tell my team that **“Math is the Path”**. If something isn't performing, what do I analyze so I can figure out why it's not working? And then if the data point is telling me this, then what do I do?

We need to make data-driven decisions in our business, not emotional decisions. So, making sure that you are tracking the right key performance indicators (KPIs) is really important.

For example, you have to know how many clicks am I getting? Out of those clicks, how many people are actually converting?

If you're converting 40% of the people that go to your landing page, that's amazing. If you're only converting 1%, then that means that there's something wrong with your landing page.

So understanding the metrics that you need to be looking at and then making data-driven decisions is ultimately something you're going to need to do to be really successful if you're running your own ads.

One of the most important things to track is the return you are getting on your investment in advertising.

You are probably going to be running ads either for generating leads or getting conversions like selling trials. This is where you need to understand the difference between front end and back end.

Let's say you spend \$500 on ads and get 10 new students paying an average of \$150 per month. So you've spent \$500 and you've brought in \$1,500 in revenue.

But that's just on the **front end**.

The next month, they're going to give you another \$1,500 and then the same the next month.

It just keeps compounding.

And that's just their tuition payment. It doesn't include the other **profit centers** in our academy such as retail, events, private lessons, etc.

But sometimes we get complaints from clients in our agency that, “We only signed up eight students and that revenue barely covers my ad spend.”

When you look at the return you are getting on your investment, you need to look at the **whole back end revenue** you get and not just the first month.

So let’s just say these 10 new students stay with us for six months, that’s \$9,000 in revenue for that \$500 investment. I’d happily spend that \$500 over and over again in exchange for \$9,000 in revenue over six months.

The problem is most school owners **don’t track their stats**.

When I get on marketing audits with the school owners, I’ll ask how many leads they are averaging a month. They often don’t know. Well then how can we figure out what success is for you?

The other thing to consider is that I can get you a hundred leads, but if you can’t convert any of them, you’re going to tell me that the leads are garbage. Well, it might actually just be your processes and your systems aren’t up to par.

Split Testing: It sounds like a cop out answer when a marketer says you need to test it, but it’s 100% the truth.

You might take a picture of your students in class and go, “Oh my gosh, this is going to be a winning picture ad.”

And then you put it up against some other image that maybe you don't think is as strong, but the audiences are going to tell you what they like. And the only way that you're going to know is if you test.

Everything's a test. When I'm launching an ad, I need to test this image versus this video. I can't assume that the video is going to win out or that the image is going to win out. And in marketing, we call this **split testing**.

We want to put out multiple ads in front of people, see what performs the best, keep the winners on, and turn the losers off so that we can streamline our budget towards ads that we know are winning.

If you are not split testing, you are making a big mistake.

Campaign Planning: The next thing that I want to talk about in terms of your advertising strategy is understanding the customer journey and how to build campaigns around that.

I talk a lot about the Customer Journey because it's important.

There are 6 stages: Awareness, Consideration, Purchase, Onboarding, Retention, Advocacy.

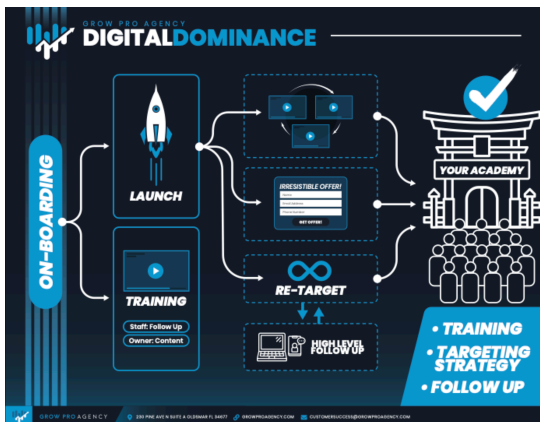
When you look at the Customer Journey, you are looking at what your customers are going through through their eyes. And if we understand what they're going through, we're going to be able to market to them in a way that is going to capture their attention.

Often we all want to go for the kill. We want to go for a purchase. But you have to get awareness first and then consideration second before you can get a purchase.

Knowing the steps that the customer is going to go through, we make sure that we create campaigns with different ads and different copy for specific purposes.

For example, when we are doing a launch, there are some key types of campaigns that we build out.

We call this our **Digital Dominance Strategy**.



Typically, the very first campaign that we launch is a video views campaign.

Have you ever watched a Facebook video ad from a business and then the next time you go on Facebook you see a new, different video from that same business?

It's a very powerful strategy as it basically "traps" that person in your ecosystem by continuously being in front of them.

The reason we like to start with this strategy is because it helps to build awareness of your business, showcases your unique selling propositions, and allows us to continuously stay in front of that person.

It's also VERY cost effective.

We can get your exact avatar to watch your video for 15 seconds for 1 to 2 pennies. Tell me any other marketing platform that can do that.

I'll wait.

As of this writing, video is the number one type of content that is consumed - so we know people WILL watch some of the videos we put out.

The other benefit of this strategy is that you aren't try to "cold sell" people to come into your academy.

We aren't plastering ads to cold audiences that say "buy my stuff". We are warming them up and making them become aware of us so that they can consider us over our competition or other activities.

Then once we've built a large enough audience, we are then going to retarget those same people with a particular offer.

Now that doesn't mean you can't put an offer out to people that don't know anything about you. It usually takes multiple touch points for people to pull the trigger on anything. It's very rare that people see something the first time and they immediately pull the trigger on it.

The next part of the Digital Dominance Method is to put out an Offer to our audiences so that we can generate a lead and an appointment.

Generating a lead and an appointment means we now have contact information on that person which means we can now further market to them via email and text message (more touch points).

Then finally, we launch a Re-Targeting Campaign where we can re-target people who have been to our website, watched our videos, clicked on our offers, and engaged with our social media profiles.

This 3 Strike Strategy we have found has been the absolute best to turn the best academies into the best known academies.

Key to Success

Understanding the metrics

Common Mistake to Avoid

Failing to test

Ninja Secrets

Create the right audience

LEVEL #4: EMAIL AND SMS

If you want to build strong relationships with your students and prospects and encourage them to take action, you need to make good use of email marketing and SMS text messaging.

These days a lot of people are saying that email marketing is dead. But I can assure you it's not. It's still one of the main marketing channels you should use.

That's why the basic rule of digital marketing is truer now than ever - **you always need to be growing your list.**

Here are the advantages of email and SMS marketing:

- You control the list - platforms like Facebook and Google you do not control. It can be easily automated so that messages go out at the appropriate time
- Messages can be personalized so they seem more natural
- You can segment your lists so the messages go to the appropriate people
- SMS messages add flexibility as they are more often read

Keys to Success with Email and SMS

There are several steps you can take to make the most of email marketing:

- Learn to write copy and subject lines
- Plan your campaigns
- Make the most of technology

Learn to write copy and subject lines

None of us opened our martial arts schools because we wanted to be authors and writers. But you've got to be able to write persuasive copy. When I talk about copywriting, my definition of that is “writing to persuade”.

I think that, whether you like it or not, copywriting is one of the skills that you've got to develop as a business owner.

People often ask me to send copies of the emails I use for specific campaigns and I really dislike doing that. That's not because I don't want to help people, but because giving you the exact email is actually hurting you.

It's like teaching someone to fish so they can feed themselves for the rest of their lives.

Sometimes I'll say to my clients, "Listen, I'm not going to give them to you. I'll give you some key pointers but I want you to write them. And then once you write them, I'll read through them and I will give suggestions and let you know things that are working well and areas of improvement in those emails and text messages."

Ideally, you have got to develop the skill of writing, and if it's not going to be you, then you have got to empower somebody on your team and you've got to delegate it to them.

I talk all the time about being a **skill collector** and it's something that I pride myself on. And it's not just learning the skill because that's easy. But can I implement it? Can I follow through on that skill? Can I leverage that skill? Or am I smart enough to realize that I am not good at this (or I really dislike doing it) so I outsource it?

Being a skill collector makes you a more valuable asset to your company. And it's something that no one can ever take away. We saw the School Owners who were Skill Collectors had a much easier time during the pandemic than others who weren't.

And one of the skills that's really important is being able to put emails and text messages together.

The reason why copywriting for emails is so important is that people are conditioned to hit the delete button in their inbox. Today already, it's just past 12 noon and I've deleted more emails in my inbox than I have read.

You need to make sure your emails get delivered, opened, and read.

A big factor that will help get your email opened is the authority and the relationship that you've built with your reader, but really a lot of it is based off of the subject line.

The subject line is the teaser that gets us to open it. Some common things that we see work well in crafting subject lines are:

- Using numbers
- Asking questions
- Utilizing emojis
- Using people's names in the subject line
- Curating curiosity
- Bold (but honest) statements

In order to be successful, you have to have a strong subject line because otherwise people aren't going to open your email.

The actual content of the email is perhaps easier. You just need to be authentic and share the information as if you were talking to a friend.

Something that I find really helpful is to create **swipe files**.

Anytime I see an email that has a subject line that entices me to open it, I take that email and I drag it to a folder that's on my desktop.

I have this folder with literally hundreds and hundreds of emails and each has the subject line in there. So now, when I go to write emails, I'll open up that folder and I can skim through all of these emails that piqued my curiosity and made me want to open them.

However, I don't want you to bait and switch. It really upsets me when marketers do that, they put something in the subject line that invokes curiosity, but has nothing to do with what is inside. I would not recommend doing that because that's ultimately going to break trust with the person that's on your email list.

It only takes one time, one bait and switch and now they're no longer going to look at your emails or they are going to unsubscribe. So you need to be authentic with those subject lines.

It's also important to say that each email needs to have a call to action at the end. Like, what do you want them to do? That call to action should be to register or purchase or sign up. But you do need to put a call to action at the end of every one of those emails.

One of my favorite ninja hacks is to use the post script (P.S.) to give calls to actions. It feels much less spammy. Give it a shot.

Plan your campaigns

I think the biggest mistake that many school owners make with email is that they only do a one-off blast.

More than likely, if you send one email, it's going to end up in the trash box. As I said, most of us delete more emails than we read every day and a key to getting yours read is having relevant content to the prospect/customer, building a relationship over time, and having a strong subject line that invokes curiosity. So sending one-off emails is not a great marketing strategy.

We have to make sure that we're nurturing our email list with content that's valuable to them and we're not just saying, "Buy my stuff, buy my stuff, buy my stuff."

In order to do this, you've got to map out your email campaigns and you should do so with a Marketing Calendar. Most school owners have an event calendar with events like graduation ceremonies, buddy days, parent night out events, and community events.

But what they don't put on the calendar is all of the different **marketing efforts** (specifically from the 7 Levels of Marketing) that need to occur in order for that event to be successful.

I will be unpacking how to set up your Marketing Calendar in detail in Part 3 of this book.

If I'm going to utilize email and sms marketing as a part of my strategy to get my followers to take a specific action (like attend an event or purchase a promotion), I will have the best success with this by organizing my efforts inside of a marketing calendar.

As an example of an email plan, I'm going to share with you here the six-part email series and the two part SMS series that we use when we are doing any type of launch.

We use this whether that's a mass intro, whether it's a women's self-defense seminar, our monthly promotion that we're putting out or a buddy week

that's coming up. This is always the template that we use when we send out our emails.

The larger and more important the event, the more strict we are the number of emails that go out.

Before we unpack this, one of the keys to getting the best out of your email campaigns is having the right technology in place so let's talk about that first.

Make the Most of Technology

When it comes to putting the right technology in place, there are three main options.

1. Option number one is using any form of email platform and emailing people straight out of it, such as a platform like Gmail.

Believe it or not, I know school owners that have saved their list of prospects in Gmail and they try to blast emails out through that platform. They also will use a Google Drive spreadsheet to track all of the contact emails and they've got to copy and paste that every time. It's just an antiquated way of working and not one that I recommend.

2. The second option would be to use an email platform like AWeber, Constant Contact or

MailChimp. These platforms are specifically built for email marketing.

3. The third option would be to use your CRM, like Pulse.

The easy way is to have a website and CRM that speak to each other. So when somebody opts into my website, their contact information automatically goes into my CRM. So I can send out emails and automations and Market Muscle and Pulse do that together. Many CRMs also have the ability to send text messages, Pulse even has the ability to send picture text messages...can your current CRM do THAT?!

Tracking

Your technology allows you to track what is happening with your emails and this is crucial to getting the best results. So, for example, you can track:

- Email open rate
- Email clickthrough rate
- Unsubscribe rate
- Conversion rate

For example, if I send an email and I get 30 unsubscribes, I need to look at why that happened. Was I not honest in the subject line, was it a bait and

switch in the subject line and then once they got to the email, it was something else entirely? Did I send a summer camp kids offer to my adult Brazilian jiu jitsu list and they're just sick and tired of not getting information that is relevant to them so they unsubscribe?

If only 0.02% of the people open my email, then there was probably something off about the subject line.

So being able to track those KPIs, those key performance indicators, is something you need to do in order to be successful.

Segmentation

To get the best results from your list, it needs to be segmented. So you need to know whether you are sending this email to adults that are interested in one of your adult programs or parents that are interested in your kids program.

When someone opts into your website, you should be able to get them to specify what their main interest is which allows you to segment your list.

Let's say somebody opted in for more information about my adult Brazilian Jiu Jitsu program. If I have not segmented them based on that information and I

just have everybody on one list, I'll end up sending non relevant information.

The 22-year-old single guy that doesn't have any kids will not be interested in my kids program offer. If I continue to send emails that are not relevant to the reason he opted in, he is ultimately going to unsubscribe.

So having your list segmented allows you to send them information, content and promotions that are relevant to what their needs are.

SMS

Marinate on this: When was the last time you missed a text message?

Exactly.

We don't miss text messages.

We might not open them. We might not respond to them. But it's very rare that we miss them completely.

Using SMS for sending out messages has a lot of benefits but the downside is it's going to cost you money. Sending emails is usually free (except for some services) but text messages are typically charged per message based on the number of characters you are sending.

The big benefit of SMS is it has a 97% open rate, whereas with email, if you're getting a 20% open rate, then you're crushing it.

It's often smart to think of your own personal usage of a specific marketing strategy to help motivate you to implement it.

For example, I received a text message this morning about a doctor's appointment as a reminder text. They also sent an email. The email was deleted, the text was not.

In regards to SMS Marketing, it's important that you don't over-utilize it. What can happen is, if you abuse this, it's going to create a negative connotation with your brand because you're constantly messaging people.

A few tips about text messages:

- Keep it short
- Make sure you let them know who you are. Oftentimes when you are using an SMS service, they provide you with a separate phone number so it's not going to be your actual phone number that you would use for your school. You're going to get this "fake" phone number and if you just start sending messages and you don't sign it with who it's from, they're not going to know. So, make

sure that you put at the end who the text message is from and don't abuse it.

- Utilize personalization in the content, having their names in there by using custom values is a great way to do this
- Use emojis, people love texting with emojis

Typically what we would do is take a snippet out of the email that we crafted and use that in the text.

As successful as text messaging is, this doesn't mean you should forget to write and send your email campaigns.

At the end of the day, there are a limited number of channels that we can use to communicate with our prospects and with our students. And we want to leverage all of those channels - email, text message, phone call, voicemail drop, etc.

Often school owners are refusing to pick up the phone to call their prospects because they believe that people only text message. Some people only text message, but if my school and your school are right next to each other, and you only decide to text and email, and I decide to text, email, phone call and leave a voicemail drop, I have more chances to talk to that prospect than you do. And more than likely I'm going to win.

So you need to make sure you're hitting all of those channels.

Example campaign

Now, as I mentioned, to provide some context, I'm going to share the outline of the eight-part email and SMS series that we use for many of our campaigns. I want to break it down for you but here is the full campaign:

- Email #1: Offer Teaser
- Email #2: Offer Details
- SMS #1: Offer Details
- Email #3: Testimonials
- Email #4: Hero Story
- Email #5: FAQ
- Email #6: Cart Closing
- SMS #2: Cart Closing

Email #1: Offer Teaser

When you are putting a campaign together, the first email should be a teaser. It shouldn't provide a ton of information. It should basically be like you're dangling a carrot out in front of that person to get them excited about what is happening later on in the month.

It's just going to tease the audience about, "Hey, we've got something really special coming up, we're

so excited about it. This is going to be the number one seminar for children to learn how to bully-proof themselves.” But we're not getting into little details. It's just a teaser email.

Email #2: Offer Details

Email number two is your offer details. That would be the logistics. Let's say you're doing an event, we would want to put all of the little details about that particular event or offer or promotion in email number two with a sign up link.

When writing this email, you've got to make sure that you hook your reader in with not only the subject line, but also the first few sentences of the email.

SMS #1: Offer Details

Once we have those details out, that's when we blast an SMS. Now that SMS isn't going to be as long as email number two, because it's a text message. You actually get charged based on the number of characters that you have when you're sending those out. So if you don't want to incur huge costs, you need to keep it a little bit shorter. But we want to just put the main details of whatever it is that we're pushing with a sign up link.

Email #3: Testimonials

Email number three is where you're going to implement social proof. You're going to have other people talk about how amazing your school is. We all can probably talk until we're blue in the face about how great we think our academies are, but you want to let your people do that for you.

So where can you find testimonials? Well, just go on Google. If I go on Google right now and I look up my school, I'm going to find 190 five-star reviews that I can go through that I can use them in my testimonials.

Not only can you use your Google reviews, you can also use your Facebook recommendations. Inside your Facebook business page, you'll have a reviews section and you can utilize these reviews as well.

If you have implemented a Video Testimonial strategy where you have a system for getting success stories on video, you can also use those.

Ideally, we want to try to find a review that is in line with what we are offering. So if it's a bully proof seminar that we're crafting these emails and text messages for, we would want to try to find a testimonial or review that's in line with that, that speaks about how our programs teach bully proof self-defense.

Email #4: Hero Story

Email number four is the hero's story. This is one that not a lot of people utilize and it's really one of the most powerful emails that you can send. People love stories and stories sell.

You can craft an email that tells either a personal story that you or a friend encountered or that one of your students encountered. This is a personal story that people can read and that they can empathize with.

With a bully proof seminar, you could maybe tell a story about when you were younger... or heck even when you're an adult, bullying happens to adults as well... and you can relay how what you have learned in the martial arts helped you deal with that particular situation.

You could also use a story from one of your students. Maybe you had a student that was habitually getting bullied and they signed up at your school and they learned the three T's to stop any bully and they found success with it and, skip to the end of the story, now they're no longer getting bullied.

So it doesn't have to be your personal hero story. It can be a story where somebody that experienced

your programs at your school found success with what you teach.

When we're writing those stories, allowing ourselves to be authentic, being true and being open and honest and getting vulnerable really will help to increase the power of that email.

Think of this email like a bridge. It should tell a story of where someone was when they started, where they are at now, and how your programs helped them get from point A to point B.

Email #5: FAQ

The next email is just a frequently asked question (FAQ) email. This should probably be the easiest one for you to craft. Here are some examples for the bully seminar:

- Question number one might be, “How much does it cost?” It's free.
- Question number two might be, “Who's it for? What are the age groups?” It's for children ages 5 to 12.
- Question number three might be, “How long is the event going to last?” It's going to last 45 minutes.
- Question number four might be, “Where are you located?”

- Question number five, “I have multiple children. Can I bring both siblings?” Absolutely.

So you're just going to think about what are the questions that we often get when you're either on the phone or in the lobby from people that are inquiring about whatever the specific offer, promotion, or event is. We want to put those frequently asked questions in that email.

Email #6: Cart Closing

Then the last email says cart closing, but it just means final chance. This is your final chance to register, or this offer is going to be expiring soon.

What this email really does is create urgency and it creates scarcity so that people will finally pull the trigger.

SMS #2: Cart Closing

That's also when you would send your second text message, which would be very similar to the copy you use in the email, though it might be a little bit shorter, letting people know this event is on Saturday, “Today is the last day to register, click the link below to save your spot.”

Those are the topics and the template that you use you should use when you're putting together an email and text message campaign.

If you do all of that, if you write those six emails and those two text messages, the next time that you have an event or a promotion or an offer, you will get more sign-ups.

I would like to point out that depending on the size of the event, all 6 emails might not be necessary.

For example, when we host Parent Night Out Events, we sell these out consistently through our own student base. We cap ours between 30-40 kids depending on the theme. We have consistently had waiting lists for these events each month when we host them.

Due to the popularity of these, it doesn't require us to send all 6 e-mails.

This strategy is best used for large prospecting events (like a mass intro) or large retention events (like an anniversary party, trunk or treat, or holiday party)

Key to Success

Having a marketing calendar

Common Mistake to Avoid

Sending one-off emails and thinking you'll have 40 people lined up outside of your door.

Ninja Secrets

Create a Swipe File

LEVEL #5:

PRINT MARKETING

Print marketing is one of the most under-utilized of the seven levels of marketing but it can give great results, especially as so many of your competitors aren't using it well.

You might consider it old school but, as in martial arts, the basics work. I say it all the time. What wins fights? The basics win fights. It's the same thing in marketing. The basics are going to win in marketing and we want to make sure we're hitting all of these channels that are part of the seven levels of marketing.

Yes you should absolutely test and experiment new platforms (such as TikTok), but you should always have your 7 Levels of Marketing implemented.

The benefits of print marketing include:

- Allows you to make an impact outside of online marketing which can be oversaturated
- Delivers excellent value for money if used correctly
- Allows you to reach audiences that are difficult to reach in other ways

The main elements of print marketing include:

• Rack cards	• Bandit signs
• Banners	• Postcards / Every Door Direct Mail
• 4x4 cards	• Newsletters
• Flyers	• Posters

We'll look at some of those in more detail but let me share an example. We recently had a buddy week that was a great success. We signed up seven new students from buddy week.

I often hear School Owners complain when they have tried to run Buddy Days and say, "I tried to run a buddy day and nobody showed up."

That's why I typically don't recommend an actual buddy day. I recommend a buddy week because life gets in the way and people forget. If you host it on Monday and they show up and they forgot to bring a buddy, then they don't have another opportunity to bring a buddy.

But if you host buddy week for an entire week, if they forget then, at their next class, they can bring a friend.

Often times when School Owners host an event like this, the only action they will take is they will put it in their newsletter, post a flyer, and make announcements during their Mat Chats.

What typically they don't do is have actual physical handouts that they can give their students and that's so important, especially when it comes to the kids. We want to give the child a physical piece of paper that has all the information so that their parents can give that information to the potential buddy that's coming. This is also a great way to keep “drop off” parents in the loop.

What I love about Print Marketing is it's cost effectiveness.

For this particular event example (Buddy Day), we pretend 4x4's.

A 4x4 is where you've got a sheet of paper and you just have four little smaller flyers on that one sheet. Then you chop them and now you've got four handouts. It's cheaper than printing full color pages and giving a full flyer to every student.

That probably cost us about \$20 and we got seven new students from it.

That was it.

It doesn't cost us to send out emails. It doesn't cost us to make announcements. It doesn't cost us to put it in the newsletter.

So these “basic” marketing strategies are just a very affordable way to really make sure you jam pack your events or you sell out on your promotions.

Now seven students may not seem like a home run but I think the misconception that people have with their marketing is they try to do one event, one promotion and try to sign up 10-20 people from that one event or promotion.

Most schools want to aim for 10-20 new students every month. Some of the larger schools are going to be aiming for 30-40 new students just because you potentially have a higher attrition.

But instead of trying to do one event or one promotion and sign up 10, 15, 20 people, what you really should do is do 10, 15, 20 little marketing strategies, like these seven levels of marketing.

While not every single one might bring in a student, you are going to have ones that bring in multiple students. I think one of the biggest errors that a lot of school owners make is that they put all of their eggs in one basket and hope for a home run.

I want to talk in more detail about the main aspects of print marketing that you should be leveraging when you have events or when you have promotions.

Rack cards

Rack cards are great ways to build other B2B relationships. They're long rectangular cards that have a call to action and an offer. It's got a front and it's got a back and typically we have two different offers, maybe we'd have a kids offer and then we'd have an adult offer.

The idea is that we want to find other local businesses that will take them and help us distribute them to our community. Typically we like putting them in hair salons, nail salons, barber shops, mom and pop restaurants.

They typically work best in mom and pop type of shops. If you try to go into franchises and put your print marketing there, they're probably going to say they've got to ask corporate or they've got to ask a manager.

It's super easy to get your marketing materials in other businesses.

Here is how you do it:

You put the rack cards in your back pocket.

You walk in, ask to speak to a manager, say, “Hey, my name's Cris. I own the martial arts school right around the corner. We are going to businesses to see if they have any marketing materials that we can put in our school and give our students that sign up in their new student packet. We have about 300 families who live in this area near your business, do you have anything that we could hand out in a new student packet or that we could put next to our coffee machine?”

They're going to say, “You want to market for free for me? Heck, yeah!” And they're going to provide you with their marketing materials.

Once they hand it to you, you're going to pull yours out of your back pocket and you're going to ask them, “Would you mind putting mine out here?”

That's it.

Give to get.

Jab, Jacob, Jab, Right Hook - Gary Vee.

You do have to remember to replenish those stocks, as they're eventually going to run out. So you should have it on your calendar once a month, that you're going to go to these businesses and you're

going to replenish the marketing materials that you put out there.

For the design, you need to have a headline that is going to hook them in. There needs to be an offer. The images need to be in line with whatever program you're selling. If it's fitness kickboxing, you need to have a picture of somebody doing fitness kickboxing on there.

You want to have your contact information so that they know how to connect with you. And if there's some form of coupon code that you want them to use, you're going to put that on there.

The best marketers use the seasons to disguise their marketing the same way that the best teachers disguise repetition by doing different drills or different activities, no matter what you're teaching.

We change our Rack Cards up based on the seasons. So, if we're coming into summer, we're going to have a summer special on one side and on the flip side of it, maybe we have a fitness kickboxing program so moms can get into shape during the summer.

There are tons of industry print marketing companies out there that'll print these cards for you. Or you could just get it printed at a local print shop.

Bandit signs

The next category is bandit signs, which are the little signs that go on the side of the road. The thing with bandit signs is you've got to make sure that it's legal in your area. Sometimes it's not, but that doesn't stop some people from putting them out. I'm sure you've seen them around.

The key to the road signs being successful is you've got to keep it simple. A lot of times I see school owners trying to put an essay on the sign with tons of information. You have about a split second to capture somebody's attention.

There are 3 items you should put on your bandit signs:

- 1- A Headline
- 2- Your Offer
- 3 - Your CTA



We like using bright yellow road signs as in this example. So the background of the sign is bright yellow, and it just has a tendency to pop a lot better than just white. And then we'll use black and red as the text colors. And the red really pops on the yellow.

If you can use them, ideally, you want to try to place them at intersections where people are stopped and you want to place multiple ones in a row. If you're going to place them in the green stretch in the middle of a highway, you're going to want to put multiple signs because people are driving by quickly.

We also love to put these in areas where we know children and families will be, like near the local elementary schools.

One thing about bandit signs, they're not cheap.

In order to get 50 of them printed, you're going to spend a few hundred dollars on the cost of the sign and the stakes to put them in the ground.

Ideally, you don't want to lose them and you want to reuse them. Try and put these out on Friday night and then you want to pick them back up either Sunday night or Monday morning.

Therefore it's not super cost-effective to do this for every single promotion.

So I would pick the two or three top promotions that you really want to push. Remember the three most important times to go pedal to the metal with your marketing?

Going into summer, coming out of summer, and going into the New Year - that's when I would leverage this strategy.

We mainly use these when we have a really big promotion. An example would be our eight-week summer special. Another example would be our back to school special.

Now, if you're in the concrete jungle, if your school's downtown and there's no grass anywhere, it's going to be a little more difficult to leverage this marketing strategy. So there are certain areas that this is going to perform better than others.

Newsletter

Having a print newsletter is another old school strategy. Typically if a school does a newsletter, they just keep it digital. My recommendation is 100% print it out.

We create ours in Canva, which is a very easy platform to use. We then print it at a local FedEx and then we hand them out to the parents in the lobby and to our students at the end of class.

Now, what do you think is typically going to happen to that newsletter? Some of them are going to end up in the trash, you have to accept that. But what we hope for is for parents to put that on the refrigerator at home.

And now every time they walk by the fridge, which is often, they're going to see everything that's going on in our facility.

Your newsletter is a form of marketing.

I'd like to pound out that I think there's this misconception that we only market to get new students.

Every single time a student walks into your facility, you've got to market to them so that they come back.

We've got to implement our best retention strategies to make sure that they come back.

For some people yesterday's class that they took is the last class they're ever going to take in martial arts. We don't want that.

So it's not just marketing to get new students. It's also marketing to maintain the students you have, which is your retention. And a newsletter is a very easy and cost effective way to make sure that the events that you have going on in your school are packed. A student who participates in your events is going to develop more friendships with other students and being involved is going to help prolong their martial arts journey.

Every Door Direct Mail

The last form of print marketing I want to go over is EDDM, Every Door Direct Mail.

Dan Kennedy, the king of direct mail says the business that can pay the most to acquire a customer wins.

So if I can pay \$100 and you can only pay \$99, I'm going to beat you.

EDDM is not cheap but it can give you great results.

If you just Google EDDM, you're going to see tons of websites pop up that offer it but you can do it through your local USPS, United States Postal Service. The details are at USPS.com.

You can actually pay them to do the printing and the delivery or you can get your postcards printed somewhere else, and then take them to USPS.

That's usually what we do because we can print the postcards really cheap elsewhere and then just get USPS to deliver.

Typically we'll use a company like nextdayflyers.com or overnightprint.com or gotprint.com. Those are some websites that I always price check because they always have different coupons and you always want to try and get three prices.

For the delivery, you actually get to pick a route that these postcards are going to be delivered to.

So you would potentially pick some routes that are close to your location. You can even choose different demographics, for example, if you only want to send these to households with incomes above a certain level.

When you deliver the postcards to USPS, they give you very specific instructions. You have to package your postcards in stacks of about 100. So you do have to count them out and then wrap them in a paper print out they supply. Then you take it to USPS and they deliver it.

If you're like that sounds like a lot of work, then you can just pay more and have them do it. But this is a way for you to save some dollars by packaging it yourself and then bringing it to them.

As I said, It's not cheap. It's probably going to be around \$1,000 to get in a thousand homes that are within a mile or two radius of your school. But because everybody is being bombarded online, getting a tangible item into people's hands can really help you stand out.

You don't want to use just a small postcard because it's going to just be hidden amongst all of the other mail that people get. We like using a larger postcard that really stands out.

What we've seen as most successful for the design is utilizing images that don't have anything to do with martial arts. So, when the pandemic was slowing down in Florida we decided to use this picture of a mom that was sitting on a couch with her head down and she just looked so stressed out and there were two kids jumping on the bed behind her. Nothing to do with martial arts, but it represented what a lot of parents were going through during the pandemic, which was, "These kids are driving me freaking crazy!". Our friends over at MAIA Edge provided this to us.



So, it doesn't have to be kids in martial arts uniforms. It just has to speak to the audience and the pain points that they have.

Because it's not cheap, I would use a direct marketing campaign on specific occasions such as going into summer for your summer camps and your summer specials, coming out of summer for your back to school specials, and then going into the new year for your new year special.

Using Direct Mail for Testing

One interesting use of direct mail is to test new offers and campaigns.

We decided to do a direct mail campaign last November because we had been solely advertising online since March 2020 due to the pandemic.

It was really our only form of advertising during the COVID lockdowns and people were just being bombarded at every angle when they went online.

Our thought process was, why don't we get in their mailbox?

So we put together a campaign. The whole thing cost about \$800 for printing and delivery to a couple of thousand houses.

And what we did is we chose an offer that we had never done before. Because I wanted to see how well this particular campaign would do. If I'd put our typical offer in there, we wouldn't really know how well it worked. So we chose an offer that we had never done before, which was 30 free days.

Therefore, if somebody came in and said, "I saw that you have a 30 free day offer," we knew that it came from the postcards. We got eight signups from it so we more than made our money back from that particular campaign just in signups alone in the first month.

That initial installment that those people paid more than covered the marketing cost. And now those

people are on a 12 month program. So are you willing to trade \$800 for \$8,000 potentially or even more?

Quality of Graphics

I think one of the biggest hurdles for school owners is getting a graphic that they are happy to print. We didn't go to school to be a graphic designer. So we are lucky to have access to MAIA Edge, an online resource platform from the Martial Arts Industry Association.

They have an online platform that provides you with every graphic that you could possibly imagine for your print marketing.

Alternatively, you can get a design done cheaply at Fiverr.com. If you want to do it yourself, then utilize a website like Canva but still it's going to be time consuming and it's not going to look as good as a professional graphic designer.

If I'm printing something that's going to go into thousands of mailboxes in my community, or I'm going to print something that's going to go into hundreds of businesses, I want it to represent the professional type of academy that I have. And if it looks like a fifth grader did it then that's not necessarily the type of awareness that I want for my martial arts school.

So that is marketing level number five, which is print and marketing. Again, most people think it's old school. But people are bombarded when they're online and your print marketing can really help to interrupt their day, especially if we can get in their mailbox.

Key to Success

Speak to the audience pain points

Common Mistake to Avoid

Wasting time creating graphics yourself

Ninja Secrets

The graphic doesn't necessarily need to be a kid

LEVEL #6:

PHONE CALLS

The next level of marketing is phone calls - which covers outgoing calls that you make or incoming calls that you respond to when people call in.

We'll be talking more about outbound calls but both types are important and require slightly different approaches.

The fact is that the **phone is the lifeline of your business.**

And while it's true that virtually nobody likes making outbound phone calls to sell, it's still a vital marketing strategy.

If you call me on my cell phone, and I don't recognize the number, I am flat out not picking up. And a lot of people have a similar sentiment - but not everybody.

In Level 4, we talked about the importance of EMail and SMS Marketing, add in the phone and you are now a triple threat.

The advantages of phone calls include:

- Personal contact encourages people to make decisions
- It gives a chance to answer questions and overcome objections
- It gives you valuable feedback

I think it's important to talk about the different levels of quality of leads.

The most powerful lead you can get is a referral lead, which is much different than a lead that would come from a Facebook Ad.

We learned earlier the difference between interest based marketing (Facebook) and intent based marketing (Google). Understanding this means you recognize that there are different levels of lead quality.

Lead follow up is probably one of the biggest challenges in our industry. So many school owners receive a lead, call them once, text them once, and email them once, and then forget about them.

Having a solid lead follow up strategy that includes CONTINUOUS phone calls, texts, and emails will ultimately result in success.

Often what happens is a lead will come in, you will give them a call back and then not hear from them. For some Owners and Program Directors, this can

be really demotivating and can cause you not to want to continue to follow up. But you must!

The key to success is you need to have a process. You can't just give one of your team members a list of a hundred leads and say, "Go call them. I want you to try to enroll them." So you want to have a system and I'm going to provide that system here.

System for Phone Success

The important elements for success on the phone are as follows:

- Calling the right people
- Calling at the right time
- Calling consistently
- Following a formula
- Having the right people making the calls

Calling the right people

I've said it multiple times in this book, but it's so important that I am going to say it again: **You've got to always be growing your list. It's the one form of digital marketing that you actually own.**

As your school grows and time passes on, your contact list will get larger and larger. The benefit to this is when you are ready to push a promotional

offer you have more interested people to reach out to.

When making outbound calls, it all starts with your list.

And that's why we want to utilize all of these different levels of marketing so we can continue to grow our lists.

As an aside, for legal reasons, if they opted in on your website or your ad, there have to be privacy policies on the website and this is why you would want to use a website company that knows what they're doing, because they will have the right privacy policies on the website.

Your website should make clear that when someone opts in and gives you their phone number that you are going to reach out to them.

Calling at the right time

Outgoing calls can be reactive or proactive.

Reactive is usually when someone has just opted in at your website. In this case, websites like Market Muscles are going to send you a notification or give you a phone call saying that somebody just opted in.

You must act immediately on this and respond to the lead. Leads have a tendency to go cold after 5

minutes, so as long as it's a reasonable time during the day, reach out to the lead.

Bonus ninja points if when you call them, they are still on your website.

Most people looking for a Martial Arts School are going to go to Google. And more than likely you are not the only school that they are checking out.

They say “money loves speed”, so make sure you are immediately reaching out to your opt-ins.

Proactive calls may be where you have a specific promotion that you're trying to market, and you're utilizing a list of people that might've opted in some time ago.

You want to segment this list into hot leads, warm leads and cold leads. Typically, this is based on when they opted in.

- Somebody who opted in six months ago is a cold lead
- Somebody who opted in four weeks ago is a warm lead
- Somebody who opted in this week is a hot lead

Segmenting the leads based on the time that has passed is going to help you because more than likely the hot and warm leads are going to convert

better than the colder leads, so segmenting gives you a starting point.

You always want to start with the hot leads, reaching out first to the ones that most recently opted in. Then you go to the warm leads, then you go to the cold leads.

Calling at the right time can also mean being able to get them on the phone. Because the reality is many people won't answer the first time you call.

We have a whole process we teach our clients on this including:

- Best Texting Strategies
- Double Calling
- Leaving the Magic Voicemail
- And our F.U.U.N. Process

Keep in mind that you need to be able to call at different times of day as many people will only be able to respond at times that are convenient for them. So, if you're making these calls and nobody's picking up, you've got to look at what time it is and split test a different time.

Calling consistently

They say that **“fortune is in the follow up.”**

Making calls should not be a one-off campaign. It should be part of your regular, daily activity.

Schools that have the most success with converting their leads into appointments are ones that have a block of time dedicated every single day to making lead follow up calls.

When we are pushing a big promotion, my team knows they need to make 20 phone calls a day.

They take our list (which has about 13,000 contacts) and get to work.

Outgoing calling is just like the compound effect. Those small, smart choices done consistently over time yield drastic results.

If you make 20 calls a day, Monday through Friday, you just made a hundred calls.

If you make 20 calls on Monday, you're not going to have dramatic results. If you do that every single week for the next three weeks you are going to have dramatic results.

Again, it always goes back to growing your list. If you only have a list of a thousand people, within 50 days you will have gone through everybody.

So that's why we want to continuously be marketing to continuously grow our lists so that we have more

people that we can pick up the phone and call or text.

Following a formula

When you are making these outgoing phone calls, my recommendation is to create a template of what to say.

I don't want to call it a script because what I don't want you doing is being super robotic on the phone.

I'm not a huge fan of scripts.

If you give somebody a script, then they're going to sound scripted. They're going to sound like robots. I'm more of a fan of giving them a **framework**.

When my wife Stephanie and I were still both on-site workers, she was responsible for sales. My wife Stephannie is a GREAT sales-woman and we relied heavily on her personality and her ability to connect with others. Not exactly repeatable or scaleable.

So when she stepped down, we had to have a written down frame-work for our team to follow so they could be successful.

If you do not provide your team with a framework when making these phone calls, and if you don't

ROLE-PLAY with them, you will have limited success.

Let's go over what is called "**The 4 Steps of Selling.**" This was taught to me by my mentor, Mike Metzger from MAIA (The Martial Arts Industry Association)

The four steps of selling are as follows:

1. The reason why you're calling
2. Sell it and paint the picture
3. Call to action with urgency and scarcity
4. Close

The way that you would use this framework would be to write these as bullet points. Then have a minor bullet point under each one of the steps with **example** correspondence.

Let's go through an example:

The reason why you're calling

"Hi, Mrs. Smith. This is Cris from Gracie PAC. The reason why I'm calling is because you requested information from our website earlier this week."

Sell it and paint the picture

"I'm calling because the kids are getting ready to get out of school and summer is quickly

approaching and we have an amazing 'Train for the Entire Summer' special that I thought you'd be really interested in for your son, Johnny.

Our 'Train for the Entire Summer' special is going to help Johnny make more friends. It's going to keep him consistent during the summer months when the kids are out of school, it's going to be great exercise. And it's going to be a lot of fun. He's going to get to learn fun martial arts and how to defend himself."

Call to action with urgency and scarcity

"Because we don't want to overcrowd our mats this summer and we want to keep a really great teacher to student ratio, I only have 10 of these specials that I'm allowed to give out."

Close

"I have availability for you to come in tonight at 6:00 PM or tomorrow at 5:00 PM. Do either of those times work for you?"

Setting up this type of framework in advance makes the calls easier and faster.

Importance

As I said, making phone calls is not something that everybody might potentially love to do. But at the end of the day, you have to focus on the things that have a direct impact on the bottom line of the business.

We can't spend too much time on the things that have an indirect impact on the bottom line of the business.

You painting the walls of your Academy might have an indirect impact on the bottom line of your business. You cleaning your Academy might have an indirect impact on the bottom line of your business.

But what will have a direct impact on the bottom line of your business is 100% following up with leads.

Making these phone calls (and follow up in general) and every one of these seven levels of marketing that we are going through will have a direct effect on the bottom line of your business. It's really the difference between the good and the great.

Great people do the things that they don't want to do because they know it will help them achieve their goal.

Key to Success

Use the four steps of selling.

Common Mistake to Avoid

Giving up too early, letting the no's get to you.

Ninja Secrets

It's a numbers game.

LEVEL #7:

FACE TO FACE

We are now at the seventh level of marketing, which is face to face marketing.

This can be external, which is mainly booths and partnerships in education or it can be internal which is predominantly mat chats, rapport chats, and announcements.

In terms of attracting new clients, the external element is more important. Mat chats however play an important role in retention and internal marketing for your events.

The big advantages of face to face are that:

- You get time to build rapport and establish relationships
- You get a chance to answer questions and overcome objections
- People who are willing to give up their time to talk to you are probably already interested

Something quite interesting about the levels of marketing is that the further you go along the levels, the more sweat equity it requires.

The previous level was phone calls and not many people really enjoy making phone calls. It requires sweat equity, it requires time and energy and enthusiasm.

It's the same thing with face-to-face marketing, especially booths and partnerships, as it also requires a big time commitment, a lot of energy and a big dose of enthusiasm.

However it can be extremely effective as the leads that come from booths tend to be very high quality compared to something like organic social media or paid ads, because you've had time to get to know the person and build rapport.

Of course, the great part about organic social media or doing your SEO on your website and blogs and creating landing pages and running ads and writing emails is that you can do that from the comfort of your office.

The Face to Face Level of Marketing may require more sweat equity but it can potentially produce the best quality leads, so it's very powerful.

Let's look in more detail at the different types of face to face marketing.

Booths and Partners in Education

To keep it real, booths in Florida aren't really my jam. It's hot. And humid.

BUT, we still do it.

Going to your local festival and setting up a booth to get leads and book appointments should definitely be one of your lines out in the ocean.

Your booth should include:

- Something to attract people and get their contact information
- Offer a call to action

While you can spend \$50 to \$5000 on creating your perfect booth, none of that matters if you don't get leads and appointments.

So what type of festivals do we go to?

We go to Open Houses / Meet the Teachers, Fall Festivals, Spring Flings, Easter Egg Hunts, local Grand Openings of similar types of businesses, Back to School Fairs, etc.

The relationship that we have developed with many of the local schools allows us to set up booths for free (or at a very small cost) at their events.

Our most successful strategy for getting leads at the booth is inviting people to our Free Community

Event that happens the following weekend from that event.

We utilize board breaking, “punch the bully”, a pop corn machine and/or referral wheels to attract people to our booth. We then get their contact information to invite them to our Free Community Event. More on this in the next section.

When purchasing your booth, if you can, try to invest into something that looks professional. There are plenty of websites that can make customizable tents and backdrops and tablecloths and items like that.

I've got a picture here of our setup for our booths that we use. And we typically will bring our “booth attractor” and TV. We put slideshows and videos of our classes and programs to showcase our school.



Could you go to a booth with just a table and a clipboard? Sure. But your competitor a couple of booths down is probably going to have a TV and a referral wheel and a Billy the Bully. And that competitor is me.

Attracting Interest

When you have a booth, the next most important thing is what you are going to do to get people to your booth. People aren't going to a festival to sign up for martial arts.

So you've got to ask yourself, what am I doing to get people to the booth?

Things that have worked well for us are:

- Board Breaking
- Striking Billy the Bully
- Referral Wheels
- Popcorn

Then the second question is, once you have them at the booth, what are you doing to get them to show further interest? The interest could flow from the breaking of the board or punching the bully and should lead to them signing up for your Community Event.

Right People

This type of event has to be done by someone who is outgoing. Don't send the introvert on your team to talk to people at the festival. You can't be sitting behind the table. You've got to go out in front and you have to be willing to start conversations with people.

In addition, you have to be prepared to have lots of people that say no. It's really just a numbers game. If I ask a hundred people, I might get 98 no's, but I could potentially get two yeses.

Key to Success

Have a way to attract people to your booth.

Common Mistake to Avoid

Not having a call to action.

Ninja Secrets

Everyone loves free food.

Part Three: Action Plan

Action Plans

I hope you have found this book useful thus far but I want to make sure you've got a next step you can take that will allow you to put this information to use.

Now this may be an "Unpopular Opinion", but I truly believe that our industry doesn't have a knowledge issue.

It has an EXECUTION issue.

(And don't think we are special - I think all industries have this issue).

That's why it's so important to not get being in motion - confused with taking action.

Reading this book = Being in Motion

Executing what you learned = Taking ACTION

In order for you to have success with this, I have provided you with two action plans in this segment.

- **Immediate Action Checklist:** These are 10 keys you should check today to evaluate where you currently stand.
- **Campaign Action Plan:** This is a step by step system you can follow to promote any event or offer and get better results.

Immediate Action Checklist

Here are 10 steps you can take now to evaluate where you stand and get ready to improve your marketing.

1. Do you have a Facebook Business Page setup and are there some recent posts?
2. Have you claimed and recently updated your Google My Business entry?
3. Are you utilizing an industry standard website like Market Muscles which helps to position you better on Google and are you collecting names of visitors to your website and are you offering an incentive to encourage people to give you their details??
4. Do you have the Facebook pixel on your website?
5. Have you set up a Facebook ad account? (Even if you are not running ads.) Or have you hired an outside company, like Grow Pro, to launch your Paid Ads?
6. Have you created a calendar of the key events in your school during the year and the marketing needed for each?
7. Does the technology you use for collecting email addresses make it easy to send out regular communication to your students and prospects?
8. Have you created scripts for the people who make your phone calls to make the sales process easier?

9. Do you have a consistent range of printed material that you use in your marketing?
10. Do you have a booth set up and are you promoting your school at external events and do you have a booth and other material that helps you get the best results?

Once you implement these basic marketing foundations, you can now utilize the Campaign Action Plan.

Campaign Action Plan (4 Week Launch Process)

Now that you have a full understanding of the 7 Levels of Marketing and you've got the 10 basic marketing foundations in place, let's unpack my 4 Week Launch Process.

Knowing and understanding the 7 Levels isn't enough, you've got to have a system in place to make them successful.

Having a clear roadmap on when and how to implement each level is going to ensure that you and your team stay organized and have a system in place to make sure all 7 levels get implemented.

One of the biggest mistakes I see school owners make is that they don't have an actual **Marketing Calendar**.

Most schools have an event calendar where they will put things like their graduation ceremonies, parent night out days, and buddy weeks.

But what they fail to do is put on the calendar the marketing strategies they are going to employ in order to make those events successful.

I am a huge fan of using a Google Calendar for this.

Our Google Calendar not only has all of our events and marketing action steps, we utilize it to help us run our day to day operations.

I personally love color coordination, so we color coordinate the calendar and break down the following 6 focuses on ours:

- Red = Closed Dates, Travel, Business Seminars
- Orange = Events, Camps, Graduation Ceremonies
- Yellow = Meetings
- Purple = Inventory Checks, Order Placements, Print Marketing (Direct Mail, Snail Mailing Postcards)
- Green = Marketing
- Blue = Social

When we have a specific event, we put the 7 Levels of Marketing into our Google Calendar so our team knows exactly when to:

- Level 1 - Schedule out the Posts for Organic Social Media
- Level 2 - Create Checkout/Sign Up Pages so people can sign up, post on our GMB listing, and potentially write a blog article
- Level 3 - Set up our paid ads
- Level 4 - Craft and Schedule out our EMAIL and SMS Campaigns
- Level 5 - Create and Order Print Marketing
- Level 6 - Craft our Phone “Scripts” and our Hot/Warm/Cold Lead List
- Level 7 - Set up Face to Face Marketing Events (if applicable)

Each month, I recommend having a minimum of one Recruiting event, one Retention event, and one Revenue event.

Doing so will ensure that you are hitting all of the 5 different Profit Centers in our school.

As a note, there are 5 Profit Centers in your school.

1. New Students
2. Upgrades
3. Retail
4. Renewals/Retention

5. Special Events

In regards to planning out WHEN your marketing campaigns should go out, I have a system that I call:

Prep, Prime, Pump, and Pull.

Let's unpack it.

Prep Week

A minimum of 4 weeks before your event or promotion, you should begin your "Prep Week".

During this time you are going to prepare all of the assets that you will need in order to market your campaign successfully.

What does Prep Week include?

- Creating and ordering your Print Marketing Materials
- Creating your Sign Up Sheets / Checkout Pages
Creating and scheduling your Social Media Posts/Events
- Writing & Scheduling your email and sms campaigns
- Writing out your 4 Steps of Selling Phone "Script"
- Create your Paid Ad Campaigns
- Send out Email #1 (Teaser)

Executing properly during Prep Week is going to ensure that you have all of the assets and resources that you need in order to make your campaign successful.

Prime Week

3 weeks out from your event or promotion you are going to implement Prime Week. This is where you are priming your prospects and getting them excited about your campaign.

What does Prime Week include?

- Social Media Posts 1 & 2 go live
- Send out Email #2 (Details)
- Send out SMS #1 (Details)
- Pass out your Print Marketing
- Create your Hot/Warm/Cold Call LIst
- Start your Mat Chat announcements (if applicable)

Prime Week is when your Marketing really starts to kick off.

Pump Week

2 Weeks prior to your event or promotion you will begin Pump Week. Pump week is when you “pump” up your marketing.

What does Pump Week include?

- Launch your paid ad campaigns
- Start The 4 Steps of Selling Phone Call Strategy
- Send out Email #3 (Testimonials)
- Send out Email #4 (Hero Story)
- Social Media Post 3 goes live

By Pump Week your sign ups should be coming in strong.

Pull Week

The week of your event we are going to “pull” out all of the stops to ensure the success of this campaign.

What does Pull Week include?

- Send out Email #5 (FAQ)
- Send out Email #6 (Final Chance)
- Send out SMS #2 (Final Chance)
- Social Media Post 4 goes live
- Final Phone Calls are made
- Paid Ad spend is increased

Pull Week is your final opportunity to hit your goal for this campaign.

Your Google Marketing Calendar

Implementing this 4 week process of Prep, Prime, Pump, and Pull Weeks will help you and your team stay organized on what needs to get done in terms of your marketing action steps.

My recommendation is to write out each bullet point (marketing action) into a calendar. You can use a printed blank calendar template and different colored pens or a dry erase calendar (I personally like the At-A-Glance brand).

Once you have written each marketing action on the calendar, then transfer it to a digital Google Calendar so everyone on your team has access to it.

Once the Marketing Action has been completed, our team turns the color to “grey” which keeps everyone on the team in the know with what has been completed.

Setting up your Google Marketing Calendar is not a small task.

In my Academy, we plan the entire year’s Event and Marketing strategies in December for the upcoming year.

It takes about 6 hours for us to plan and write everything out on the dry erase calendar.

The following day, it takes about 8 hours to transfer all of those color coded events and marketing actions into the Google Calendar.

Yes, it's time consuming.

But I am willing to trade 14 hours of my life over the period of 2 days to ensure that my team has every resource they need in order to have success with these marketing campaigns over the next 12 months.

The best part? I only have to do this once a year.

Trying to plan out your calendar a year in advance is a daunting task, so if you are just getting started my recommendation is that you start by doing this quarterly.

Go through the 7 Levels of Marketing and choose which ones you are going to make as a part of your Marketing Action Plan.

Then use my 4 Week Process (Prep, Prime, Pump, and Pull) to transfer those Marketing Action Steps to your Google Calendar.

Implementing this strategy has allowed me to become an off-site owner which has given me the opportunity to focus on other business ventures.

It keeps my team organized and accountable and is the absolute best way that I have found to ensure that all of the “small details” on our Marketing Action Plan actually get implemented.

Conclusion

No matter how great your curriculum and programs are.

No matter how amazingly talented your Instructors are.

No matter how beautiful your facility is.

Becoming the Best Known Dojo in your community isn't going to happen by accident, it's going to happen by **taking action**.

Use this book as a guideline when launching your Marketing Campaigns and you will be everywhere your prospects and customers are - putting you in their Mental Rolodex - and ensuring that you are “5 mile famous” and the Best Known Dojo in your town.

Ready to let my company Grow Pro take care of your digital marketing?

Well our Team would love to connect to see how we can help you and your Academy!

We offer a Free Marketing Audit on your FB Page, Ads, Google My Business Listing, and where you Rank on Google's Search Engine Results Page.

During the audit, we will show you what's working well, where you have room for improvements, and can answer any questions you might have.

We can then go over the 3 different programs we offer here at Grow Pro Agency.

If that sounds good to you, you can conveniently book this online by going to www.GrowProAgency.com/survey

It will ask you a few questions so we have the necessary information to do the audit, and it will then take you to our online calendar to book a time.

Looking forward to connecting with you.