Enroll 30 New Students with the New Year's Resolution Solution: The Flab-to-Fit Seminar

2020 is almost here. Time to dig out the scale, buy new running shoes, and research the latest exercise and diet plans. Or not. Your martial arts school can provide all of the things necessary to get in shape this coming year—no shoes required. The Flab-to-Fit Seminar will help prospective students get into shape by enrolling and referring their friends.

What Is It?

A health and martial arts exercise seminar that will help prospective students get into the right mindset for martial arts and to accomplish their goal, while giving current students the opportunity to take advantage of their membership. Instructors, staff members, and a health professional (trainer, registered dietician, etc.) should speak, motivate, and arrange a perfect combination of martial arts training and diet plans for each seminar participant.

How Do I Do It?

The seminar should be hosted at your Martial Arts school. You won't have to rent space and it makes it easier to guide new participants back to your school.

The weekend is the perfect time, especially on a Saturday evening when adults are more likely to be free.

Seminar participants will address their ultimate fitness goal and the small goals that will lead up to it. Those who achieve the small goals at each belt test (two–three months) and their entire goal at some point during the year will win some great prizes.



How to Operate

Once you receive your materials, decide on the exact date you want to host the seminar, edit your materials, and begin promoting in your school, via email, and on social media.

Start signing up current students and outside potential students. This promotion is great for adults, but even if children have a goal, the seminar can motivate them as well.

Keep promoting on social media! In this month's materials, we've included Instagram story images, instructions for creating the event on Facebook (including the cover photo), and an email template. When sending the email, make sure the subject reads, "We Have the Solution to Your 2020 Resolution!"

Get a volunteer or hired health trainer, dietician, or someone who is legally certified to advise a healthy diet plan. This will also be a way for them to gain some clients, which should be an incentive.

Finally, host the event:

Introduce guests and have each one address their ultimate fitness goal. You and your staff can help them break it down into three or four smaller goals. Have the health professional organize a diet plan for each person. Not everyone has the same body shape, so adhere to those differences. This can be done while you and your staff organize their goals.

Hold the short trial lesson, going over the basic techniques of beginner martial arts. Motivate the potential students with their new diet plan and training in your school. They can and will achieve their goal this year.

Enroll them in your school.

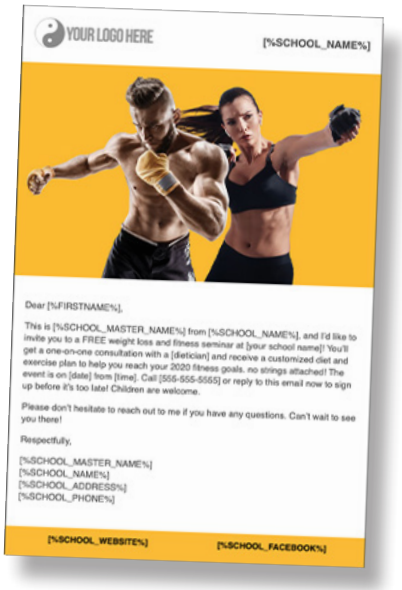
As for prizes, these won't have to be given out for some time, but it's good to have them planned out now. Will one prize be a free month of training? A free belt test? Free private lessons? Whatever you are comfortable with.

Follow Up

The great thing about this promotion is that you will have already had one-on-one contact with each seminar participant. None of these potential enrollments should get away. Enter their contact information into Atlas immediately. You can even hand them an MA Times to inspire them to stay true to their goals. Don't be afraid to follow up with anyone that inquires about the promotion but does not show up. They may want to still act on a deal if you can still give them a free diet plan.







Alternative Promotions

In addition to the strategies outlined in this article, there are plenty of other promotions available to attract new students in the Seasonal Promotions:

- New Year, New Attitude
- Marvelous Midnight Bash
- Rockin' Lock-In
- Magic at Midnight Parents' Night Out
- New Year, New You
- Fit for All
- School Kids Resolution (Anytime Campaign)
- Ultimate Fitness
- Ultimate Weight Loss
- Summer Camp

Check out the Seasonal Promotions in the MA Biz Academy for more details and artwork!



Fall Movie Releases

- *Princess Mononoke, Nov. 17*
- *Frozen II, Nov. 22*
- *A Beautiful Day in the Neighborhood, Nov. 22*
- *Knives Out, Nov. 27*
- *Jumanji: The Next Level, Dec. 13*
- *Star Wars: The Rise of Skywalker, Dec. 20*
- *Spies in Disguise, Dec. 25*