

Martial Arts Leadership Training Association
Introductory Class Manual



MALTA



Introduction

There are many different ways to enroll a new student in a martial arts school. A person may inquire about lessons through some type of advertisement or special but whatever the marketing tool used, one of the most preferred for the first class experience is a private introduction class.

There are different first impression points to consider when a new student makes contact with us. The first impression could have been made from a:

- Phone call or in conversation at a booth or festival or demonstration.
- the parking lot
- the storefront
- the person greeting them
- the way the staff is dressed and the way they conduct themselves
- the neatness and smell of the place
- disciplined class or lack thereof
- the observers of the class
- the bathroom

You see, there are a lot of different first impressions that go into the decision-making of an enrollment. It is important to keep this in mind when we know we have a potential new student coming in for their first martial arts lesson.

Chapter 1

The Confirmation Call

When a person is scheduled for an introduction class they should be confirmed with a phone call the day of the appointment. If the appointment was made 48 hours or more out, they should be contacted the day before and the day of. This is very, very important.

The call will sound something like this:

Hello this is _____ from (your school name here).

Is Mrs. Smith available?

Hello, Mrs. Smith this is _____ from (your school name here) and I am calling to confirm our appointment tonight at six o'clock.

Will you still be able to make it?

If for some reason they cannot make it we must reschedule, so immediately we give another two times that are available.

That is fantastic I know little Johnny is really looking forward to it. Will your husband be able to make it also?

In the event the husband or spouse cannot make it attempt to reschedule a time when they can, offering two days and two times as soon as possible.

Well that is fantastic I have you down for 6 PM tonight and you know where we are located? I look for to seeing you.

Hello this is _____ from (your school name here).

Is Mrs. Smith available?

Hello Mrs. Smith this is _____ from American freestyle karate and I am calling to confirm our appointment tonight at six o'clock. Will you still be able to make it?

That is fantastic I know little Johnny is really looking forward to it. Will your husband be able to make it also?

Well that is fantastic I have you down for 6 PM tonight and you know where we are located? I look for to seeing you.

Many times you will have to leave a message and this is what you should say:

Hello this is _____ from (your school name here).

Mrs. Smith, I am calling to confirm our appointment tonight with you and your husband at six o'clock for Johnny. If for any reason you and your husband are not able to make it, please let us know because we work by appointment only.

I know little Johnny is really looking forward to it.

We are located _____. If you need to reach us the phone number here is 540-463-2467.

There are times during this call when the person will ask about price.

When you come in this evening we will go through all your different options.

The same rule applies as in the information call script. If they ask for the third time we tell them.

Statistically speaking if we do not confirm the appointment the majority of people will not show. If we have to leave messages the majority of appointments will not show. It is always best to talk with a person. This should be kept short and sweet no conversation.

If an appointment does not show a call should be placed 10 min. after the appointment time.

Hello Mrs. Smith this is _____ from (your school name here), we had an appointment tonight at six o'clock...

If this appointment legitimately forgot they will happily reschedule do it as soon as possible. If you have to leave a message which is usually the case we finish by saying:

*I know things get crazy this time of year but we sure missed you tonight. Again, we work by appointment only so please call me back so we can reschedule. I look forward to giving little Johnny his first martial arts lesson. Again, my number is
###-###-####.*

Chapter 2

The Greeting

The staff member in charge of the introduction class should never be surprised when an appointment shows up for their first private lesson. The appointment should be on the books and the confirmation calls should have been made. Therefore, we know the person's name and the child's name when they walk through the door. We should also be looking for them 15 min. ahead of time.

The program director should be at the door greeting this potential new student.

Good evening! Welcome to (your school name here)! My name is _____ and I am the program director here at (your school name here), you must be Mr. Smith, Mrs. Smith, and this must be Johnny...

One of the reasons parents enroll their children in martial arts programs is for the different life skills that we teach. One of the factors that play into this is showing them the ability to control their child. When we introduce ourselves and shake the hands of the parents (review how to shake hands), we turn our attention to the child...

Hello Johnny, here, can you shake my hand? There you go, squeeze it but not real tight, don't hurt me, now look me in the eye... when you shake someone's hand always look them in the eye.

Most children will not look you in the eye so when we say that part we take our two fingers put it underneath their chin and raise their head up to look at us.

If the child did a great handshake complement the parents on it.

Johnny are you ready for your first black belt lesson?

One of the best things about martial arts is you get to do it barefooted.

Go ahead and take off your shoes and put them against the wall there and put your socks in the shoes.

Mom and dad, let me have you sit down and fill out this top portion right here (hand parents a child PA sheet) and I will go over the second part with you.

I will be back in a few seconds.

What we have done is created compliance. The child is putting their shoes against the wall and the parents are seated filling out the information sheet that we call a personal analysis sheet. We take a few minutes to leave them alone so we can make ourselves look busy so we do not get in a conversation with one parent while the other is filling out the sheet. Remember we want to control the environment.

Chapter 3

The Personal Analysis Sheet

CHILD PA

This personal analysis sheet is very important to gathering information that will help the parents or student decide whether martial arts is for them. It also helps us from a liability standpoint and a tool for us to gather information to give them the best value.

Make sure they have filled out their phone number and e-mail as these are the places that are neglected.

What would you like to get out of our martial arts program?

No matter the answer they give ask: ***and what else?*** This gives them a moment to really think about the answer and may be a little deeper.

The next portion will be general information about the school the grade and the teacher.

The next portion determines what type of student the parent thinks they are.

The next portion is other activities.

The next portion is medical concerns and we need to know!

The last portion is very important

Rate these columns of importance one to 4. 1 being the most important for you 4 being the least.

Once they have filled it out and handed the clipboard back to you, look at it and if self confidence and self discipline is rated as one and two say:

That is fantastic 80% of our parents rate these the same way.

This gives social proof.

If self-confidence and self-discipline are rated as number one and two there is an 80% chance they will enroll. If physical fitness and self-defense are rated one and

two it is more difficult to get this person to enroll because they do not put as high a value on life skills.

Take a good look at what they would want to get out of our program and how they rated these columns and refer back to these things during this introduction class.

Chapter 4

The Tour

At this point we are ready to start the class, but we want to take them on a tour whether physically or visually around the studio to explain a couple vital things.

Now before we get started, let me take you on a tour of our school. It will be a short tour because here it is. Come over here to the mat.

Johnny, when you come to class I want you to come in calm, cool and collected. This is not a playground, we always ask permission to go onto the mat. And once permission is granted then we bow to show respect to the mat.

You bow just like this...

Now you try it...

Great good job!

In Japanese this is called the dojo and in Korean, it is called the dojang. It basically means the gym.

See how squishy it feels, that way if you fall you do not get hurt.

Now if you look at our walls, we have a slogan that says we do more than punching and kicking. You see the belts on the wall? Each belt has a word associated with it and we talk about those words in each class. You see white belt is self-control and our definition is control your mouth and body.

Point to your mouth and when you say the word body stand at attention and smack your legs.

Now, Johnny remember this because I will ask you these definitions later.

The yellow belt is respect and our definition is be nice to people and things. Say be nice to people and things. And the word for orange belt is self discipline(go over to the wall at the blackboard and point out the word we are using for the week). See we do much more than punching and kicking.

Look at the parents when you say the next part.

The next graduation will be _____ and Johnny should be ready to test for his yellow belt then.

We are a black belt school the goal here is black belt it is not yellow belt, it is not green belt or brown belt. It is black belt. We teach our people once we start something we finish it. We are very goal oriented.

This is our Pro shop, everything you need all the way through black belt you get through us. We will tell you what you need and when you need it and everything has been authenticated by our insurance company and it is safe.

Chapter 5

The Class

Now we begin the physical part of the introduction class. This will involve some martial arts and some life skill exercises.

Before we start the physical part of the class we should have a uniform top for the potential student to wear. When the parents are filling out the personal analysis sheet, this gives us the opportunity to size the child in our mind and go get a uniform top that would fit them.

Okay, Johnny let's put your uniform top on. This goes on like a robe.

The warm-up

The first thing that we would do in a class is to warm up, but I want us to practice focus also. We will do jumping jacks as fast as we can and when I say "attention!" I want you to put your hands by your side and your feet together and yell "sir"! Can you do that? Say, "Yes sir".

Do this two or three times and have some fun with it.

The angry exercise

Johnny do you ever get angry? Let's pretend we are playing basketball and I shot the ball and you try to block it but you hit my face when you were doing it. And boy did I get upset and I can just feel myself getting angrier and angrier. And you start laughing at me. Should I stay or should I walk away.

You can have some leeway with this exercise it should be very short.

When you feel yourself starting to get very angry and somebody is trying to urge you into a fight or trying to get you angry you should try this:

turn sideways, put your hands out like this and say, "Stop right there, I am too angry to talk right now I need to walk away!" And walk away.

Practice that a few times having them get loud with their voice and interact with them.

The fight exercise

Johnny if we were on the playground and someone wanted to fight us, we step back the same way and put our hands out the same way and we yell really loud, "Stop right there, I don't want to fight you!"

Do this a couple times.

The stranger danger exercise

Now Johnny, if someone tried to grab us, we do the same thing. We turn sideways, put our hands out and say, "Stop right there, you are not my daddy!"

Do this a couple times.

Karate class

But Johnny, if we were in a real situation, we would turn sideways and instead of having our hands open we would close our hands like this... Roll your fingers down and put your thumb on the bottom.

back fist

reverse punch

back fist, reverse punch

Bend over stretch, Stand on one leg

front kick

back fist, reverse punch and front kick

"I know I can do more than I think I can"

Board Break

(optional; wrist escape, duck, jump, kicking the bag)

Close-- I am somebody!

He is going to do great...

So, what was your favorite part of the class...?

From the time the appointment shows to this point should not last more than 15 to 20 min.