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# **Partnering with PTAs/PTOs & Local Schools to Grow Your Martial Arts Business**

## **WEBINAR OUTLINE**

### **What we will cover today**

1. How to become the cool, fun, trustworthy subject matter expert
2. How to get invited back to the school
3. Q and A

Be very thoughtful in what you will present.

How to choose your angle.

Anchor to something that is relevant to the school.

1. In the news media
2. Trending topic in the education field
3. Topic on the school's website
4. Topic that came up at a PTA/PTO meeting
5. Topic that has been mentioned in emails/communications from the school itself
6. Topics from teachers' meetings if you know any teachers

### **Be professional not necessarily just another Karate guy**

Martial arts has a good reputation to some but has a bad reputation for people who only see it as violence, usually stemming from the movies.

1. Correspondence should look very professional
  - a. Spend a few bucks on graphic design
  - b. Nice paper
  - c. High quality photos
  - d. Have someone proofread your material and give you feedback before you send it.



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### **Setting up / having a simple presentation planned**

Send a Federal expressed envelop to the person in charge with THEIR PERSONAL NAME on it.

Ensure the envelop feels like it has stuff in it of odd shapes and sizes.

Follow up with an email

Follow up with a phone call

Don't ask for/take more than 15 min.

If the principal/PTO president wants to talk you will of course be ready for a longer meeting.

### **When you are in the presentation with principal, educators, etc.**

1. Speak like an educator and talk about:
  - a. Learning models
  - b. Learning rates
  - c. Interactive classroom environments
  - d. Fun and not scary

\*\*\*When you talk about these topics always speak from your experience and not necessarily the point of view of how your specific program/system, etc. is the best.

There is a huge difference between influence and persuasion.



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### **When asked about your presentation and presentation materials**

1. Have high quality samples with you
2. Speak about how your program...
  - a. Empowers children
  - b. Increases learning rate
  - c. Enhances communication
  - d. Elevates creativity
  - e. Decreasing anxiety and stress
  - f. Builds a positive mindset
  - g. IS NON violent
  - h. THERE IS NO contact of any kind
3. Volunteer to do an assembly, classroom presentation, teachers meeting, etc. and show exactly what you have to offer.

### **Ensuring your materials and presentation match your public persona, AKA your personal brand**

Once you have decided on the program you are going to present to schools, daycares, PTO/PTA's etc. Be sure you look the part.

Once you are on a person or organization's radar as a "go-to" person in a particular niche that person/group will usually go online and check out your website, basic social media, Amazon profile, Google presence, etc.



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#### **Ninja tip:**

When you are approaching an organization, you can typically get a lot of initial good will if you provide them with media clips, news coverage, etc. in advance.

Have a personal website separate from your school

Have a media kit on your website

Have a newsroom on your website

Have lots of testimonials on your website

Have your FB/IG and YouTube channels full of your content videos talking about your subject matter

Super Ninja tip when you get resistance – Usually people who think they are in some way superior or know more than you.

Never argue or puff up simply use the following phrase: “Google Me”

#### **How to get invited back**

Have a follow-up offer so you can stay in the school for a long period of time and/or get invited back often.

We set up a follow-up monthly leadership program in each classroom based around what the teacher and principal valued most in their classroom.

We then provided all the awards and prizes to the monthly recipients, so the school had zero expense and NO pushy sales tactics or overblown promotions on our part.

We went 2 years with never. Spending a dime on marketing and had dozens of kids come to our school each month.