

Back-to-School Video Script

Sponsored by the Martial Arts Collective

The back-to-school season can be a time of uncertainty and transition for many of your students. They'll be faced with new schedules and routines, and introduced to other school or community sports and activities. To show our support in a meaningful way, and proactively strengthen retention, at Action Karate, we send personalized videos to each of our students in the weeks leading up to the start of the new school season.

Here's the script we use:

Hi "Johnny's" Family!

I want to commend you on your perseverance and grit these past few months. (Share a personal example if possible).

I'm so proud of you for not giving into the temptation to give up on your goals and quit.

We are entering a new season right now, with new challenges and I want you to know that I'm here for you.

When you feel overwhelmed, use me, use the "Action Karate" Family as a source of calm. See you in class.

