

Ten Low-Cost Ideas to Increase your Enrollment

by Stan Lee

Flyers, Flyers , Flyers

If you can create ad copy that is benefit oriented and has a good call to action, flyers can be one of the most inexpensive and successful ways to market your services. Flyers can be printed cheaply (black on bright paper, 2000 for \$70) and can be distributed in local businesses. Purchase transparent plastic flyer racks so that the flyers will stand upright and get noticed. Offer to distribute coupons or offers to your current student base to encourage local businesses to display your flyers.

Referrals, Referrals, Referrals

The most inexpensive advertising you can get is when your students refer your school to others. Offer an incentive program to encourage them (Every one in my school who refers a new student gets a \$25 gift certificate to spend in our pro shop)

Barter

If you look hard enough you can find that many different advertisers may be interested in using your services. I have bartered memberships for radio ads, billboards, bumper stickers and newspaper advertising. If you join a barter organization, they have lists of business who love to barter. (Call Keith Ginsberg at (904) 305- 4845 ITEX Barter exchange and Tell him I sent You) Martial arts schools have a great deal of fixed costs. The rent doesn't go up every time you enroll a new student. Use this to your advantage.

Donate to Auctions and Charitable events

Many local schools and organizations have silent auctions to raise money. Donate a few one month memberships. Many of the students will enroll when they see what you have to offer.

Gym Classes

Go to your local elementary school and volunteer to teach PhysEd for a week. The gym teachers get some time off and the kids get some variety. You pick up a few new students!

Buddy Day

Have one day set aside on your schedule every month where all your students can bring their friends to class with them. Give them all a free month.

Free Self-Defense classes

Arrange with businesses to put on a free self defense seminar for their employees. Give everyone a free month of classes.

Career Day

Volunteer to speak about goal setting and self-discipline at your local schools during career day. Send flyers home with the children

Press Releases

Release the results of all belt promotions, competitions or other events to your local newspaper to be printed in the community interest section. Free advertising.

Charitable Works.

Organize your students to hold a "kick-a-thon" or other event for charity. Your local newspaper and radio stations will help you spread the word. Builds goodwill and gets your name out in the public eye.

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