



HOW TO GET (AND KEEP) CUSTOMERS FOR YOUR KID'S GYM BUSINESS

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INTRODUCTION AND OUTLINE

This module is about **MARKETING**. It is a comprehensive introduction to marketing that'll help you grow your business.

We are going to break the Marketing process down into 6 chapters:

1. **Chapter 1:** What is marketing and why should we do it?
2. **Chapter 2:** Understanding **buying behaviour** - the underlying reasons why we actually buy things, and how this can help us in our marketing.
3. **Chapter 3:** How to talk about **Recreational Gymnastics**
4. **Chapter 4:** We will go through the **customer lifecycle** to track how your prospective customer moves along the pipeline gathering trust along each stage of the process until they eventually buy from you. We'll see how all the marketing pieces fit together- to create what we call your marketing funnel which is a system- including the adverts, landing pages on your website, lead magnets, conversion & sales process, retaining and upselling to your customer and creating loyal advocates for your brand.
5. **Chapter 5:** We will talk about **lead generation** and the best ways to get traffic, interest and followers as well as enquiries for your gym lessons. (New customers).
6. **Chapter 6:** We will talk about the **customer experience** and what you can do immediately in your gym to ensure you give a great impression and experience which will lead to word of mouth marketing, and client referrals.

CHAPTER 1: WHAT IS MARKETING AND WHY SHOULD WE DO IT?

Marketing is about **getting customers** for your business. It is essentially about proactively finding customers and converting them into buying your products and services. For us, broadly speaking this means getting parents to pay for their kids to participate in our gymnastics lessons and related products/services. Our customers are the kids and their parents.

If you don't know how to get customers, then you don't have security or stability in your business - it's that simple. We all need a certain number of participants to make our classes (and businesses) viable.

1.1 Why We Don't Get Customers

Seems logical that all we need to do is go out and get the customers we need, right?

BUT Here's the thing: most people don't go out and get the customers that they need.

I suspect there are a few reasons for this:

- Possible bias against sales people and marketers - you know that sleazy car salesman caricature we all know and hate?
- Having a “Job mentality” - where you believe (maybe unconsciously) that you just need to turn up for your job, do your work and then you’ll get paid!
- Believing that all you need to have great service/product and the customers will find you and take out their wallets, standing in line to buy from you.
- Not prioritizing it – putting coaching or administration tasks ahead of marketing and sales in your daily schedule.

Most of us don’t really proactively go out there and get customers! Our business struggles and we sit there making excuses like “times are tough” or “the kids changed sports from gym to ballet” or “the secretary put the wrong timeslots into the school’s extra mural timetable so no one turned up for gym class”.

NOTE: One key aspect of a mind shift that we might need to make is *understanding that business success is very different to job success*.

When you have a job, someone else owns the business. They took the risk of putting money and time and energy and effort in. They were taking the responsibility for everything that the business delivered and what it didn’t. And then to grow, they started hiring people to do some of the work. Now when we have a job in one of these businesses, we are not really aware of the risks, investment, time and energy it took to build the business. ***We are not aware of just how valuable it is to be getting a steady wage or salary.***

We are also unaware that the owner of the business isn’t guaranteed a steady income because they have to manage the ups and downs and roll with them, as the owner of the business. When you are in a job like this you get told what to do (job description) and you show up on time (hopefully) and do your job and get paid. This is just the way it is: go to work, do your work and are entitled to get paid.

When you start a business you’re in for a surprise! There isn’t anyone to make the work, or get the customers, or tell you what to do or give you a steady salary! This is a shock! The more we get used to the idea of “go to work, get the work, do the work, get paid and get success” – the less likely we are to ask “how does this all work and where do the customers come from.”

We think it’s as simple as start a business, customers show up, they give you lots of money and that’s it! Wow, the business owner has it really easy!

Of course you realise it’s not that easy when you start your own business- and to create the **SYSTEM that successful business owners use to GET the CUSTOMERS- that’s the real trick!**

That's what marketing is about.

Are you willing to do whatever it takes to succeed?

The willingness to do whatever it takes is key to succeeding with marketing.

You'll often have to step outside of your comfort zone to have marketing success. You might have to approach people you don't know and ask them questions. You will have to look people in the eye and ask them to give you money for whatever it is you are selling. You might have to face rejection at first- until you find that marketing formula that works, allowing you to scale your business and ultimately bring you the profits you are looking for.

This is key to being a successful entrepreneur!

1.2 Definitions of Marketing

Eben Pagan's¹ Definitions of Marketing: These 5 definitions help us better understand what marketing is.

- 1.2.1 **Getting Customers:** This can include anything from ensuring staff are wearing a uniform, coaches and front desk are doing the right things so that the customers are telling the right stories so your business can get word of mouth marketing; having designs that make people know and trust your business; having a clean and presentable facility; having safe and well maintained equipment; using social media; creating ads, videos, websites etc
- 1.2.2 **Advertising:** "Finding where new customers are and getting in front of them with your marketing message. Examples are facebook ads, pay per click, printed publications, radio, TV, flyers, shopping mall displays, booths at events and festivals, school visits etc.
- 1.2.3 **Sales:** proactively "finding people yourself- one to one- asking questions about their needs and getting them to tell you what you need to do to get them to buy, then closing.
- 1.2.4 **Conversion:** whenever a customer takes an action (clicking on an ad, subscribing, completing a survey, buying, taking an upsell, etc.). Or phoning/emailing the gym, booking in a trial lesson, attending the trial, filling in a joining/registration form after the trial, paying membership fees and enrolling with the tuition fees.
- 1.2.5 **Upselling & Re-Marketing:** Upselling is when you put an extra product in front of your customer when they are buying from you (at the point of sale). In our industry a common upsell that works well is to sell a uniform when the child joins. Remarketing is when you go back to a customer who's already purchased from you and ask them if they want to buy again.

¹ Eben Pagan's Online Course "Marketing Step by Step" outlines these 5 definitions of marketing.
<https://ebenpagantraining.com/>

The real money is not in getting the customer in the "first place", it's in getting them to buy MORE stuff from you. It's 3-10x less expensive to sell something to an existing customer than it is to go out and get a new customer.

We need to get really good at getting new customers and finding out what our customers (the parents and the kids) are wanting after they've joined us, to successfully keep them in our programmes for longer than the initial 1 term/ 3 month sign up. We will go over some examples of this later on in the module.

Commit yourself to learning and mastering marketing. It's the most **important thing you** can do for the success of your business and your financial future.

CHAPTER 2: UNDERSTANDING BUYING BEHAVIOUR

In his "Marketing Step by Step" Course, Eben Pagan has identified some psychological insights that underpin our buying behaviour of which I believe 5 of them are the most important- and I've summarized them here:

2.1 Our Psychology is Rooted in Our Past

Eben suggests that if you look behind most thoughts, feelings, and actions, you'll find the human being is driven by 3 drivers:

- survival,
- reproduction (sex) and
- social status.

Looking at our customers- Parents of kids aged between 3 and 13 years, I would argue that the things that drive them are a combination of survival and social status.

So it becomes important to them to help their kids navigate and **survive** our modern world intact by giving them the necessary skills and attitudes to prepare them for adulthood so that they too can contribute to the survival of the species. **Survival of the fittest**, as it were.

Having a normal balanced child socially, emotionally, physically and mentally is a common parental goal.

Parents feel good about themselves when they feel they are doing things that develop their kids.

Parents of kids who are not doing so well feel guilt, anxiety, rejection, loss and distress. Their pain is around the possibility of their kids not making it in the world- being cast out, made peripheral and ultimately not happy.

At a deep level, this is their survival instinct telling them there is a threat to the child's survival. This fear will unconsciously but powerfully drive them to do almost anything to avoid "losing their child".

Social status is another important driver motivating parents. Knowing where we fit in the social hierarchy stems back to the time when we were pack animals. It kept us together and regulated our behaviour for the good of the group. *This is still a deep unconscious drive.*

Having material wealth and being seen as a leader or someone who is respected in our community is important. We have all seen those parents who are unconsciously grooming their kids to be top achievers- at school, on the sports-field and socially. They "live" through their kids, wanting them to rise to the top of the pack, gaining in social status all along the way.

The point is if you look behind most thoughts, feelings, and actions, of the Parents, you'll find *survival, reproduction (sex) and social status*. The drive to get these things and the drive to avoid losing them!

2.2 The Triune Brain

Eben talks about our "3 human brains in 1". This is an idea he in turn took from Dr Paul McLean who developed the concept called The Triune Brain. In the Triune Brain, our brain appears to be 3 brains in 1. As we evolved, our brain developed.

Our first brain- the reptilian helped us eat, reproduce and survive. Then grew the mammal (emotional) brain which allowed us to bond with others, group into herds and care for our young and raise them to adulthood, and then grew the thinking brain- which allowed us to reflect upon ourselves, use symbols and concepts and create logic, to predict- to use the past and future and communicate with ourselves and others.

So these three brains in one- the physical, emotional and thinking realms. But these 3 brains don't really work together- so when the reptilian brain is triggered- for example a dangerous situation arises, we feel fear or a meeting opportunity arises —we go back into this "fight or flight" brain and behave like animals.

Or if one is very rooted in the mammal brain, they are so concerned with what others think of them, with trying to get approval, with loving the people around them- they don't use their logical minds to make rational decisions that can help them get ahead in a complex information environment.

Most people spend their time living in their reptile and their mammal brains.

Decisions are made on this unconscious level – then afterwards "rationalized" with the conscious mind.

2.3 We Are Twice as Motivated to Avoid Pain as We Are to Get Pleasure

Tests have shown that we humans will pay twice as much to avoid pain as we will to get pleasure.

The "problem/fear/pain" aspect of what you sell is likely TWICE as important as the pleasure aspect.

This is more than likely once again stemming back to our caveman wiring where in the caveman days, if something bad happened- it was game over! If we didn't escape from the threatening animal that was after us, we died. **So it is built into us to be very motivated to avoid loss or pain or problems or failure.**

Pleasure and desire does also motivate us- but it's not life and death. We are twice as motivated to avoid pain, problems, fears, anxiety and worry----- compared to getting our want, desire or pleasure met.

*Inexperienced marketers will try sell benefits that are positive, or good or pleasurable-- rather than selling what the product or service will help you **avoid**- the fear it will get rid of, the problems it will solve and the pain it will take away.*

We have found that talking to the fears and problems of the mom with an ADHD child produce far more results than outlining the benefits of our lessons. So rather than talking about the tricks they will learn, the fitness they will gain or fun the kids have, I explain how we can *help prevent* their kids possibly going through their whole childhood never learning the skills required to listen, focus and feel accepted by their peers. We talk about the connection between not being able to focus and poor academic performance, poor sporting involvement, the resultant rejection by their peers, anxiety and ultimately low self-esteem and depression.

We then explain how we can help the child avoid this downward spiral of low self-esteem, academic failure, rejection because our lessons actually harness and reward this energy!

We can then frame the benefits against the background of avoiding the bad things: So now we can talk about how we help the child learn to focus through a combination of:

- ✓ physical exercise presented in a fun and engaging way (we burn off the excess energy and use it to teach awesome tricks so that the kids LOVE doing it and feel successful, they never feel they are exercising as they are learning and having so much fun),
- ✓ discipline (we have rules and consequences)
- ✓ teaching methods (positive reinforcement and individual attention) and
- ✓ special class management (where the child can interact with their peers in a safe environment and develop social skills).

We explain that in our lessons we develop the listening and focus required for school and life.

So we are really speaking to the “**survival**” instinct (read unconscious cave(wo)man “I need to ensure that my child doesn’t die”) as well as to her need to **avoid the pain** of the child not thriving and coping in the world.

The same can be said for all the benefits of exercise we know and love so well. Try framing them against the *customer’s pain showing the customer how your service can help them avoid or overcome that pain, worry or fear or solve a problem.*

Another important point is that....

2.4 Customers Need Clarity

There is so much noise out there and people are overwhelmed with choices and over communication! Emails, internet, whatsapps, smartphones, messenger, social media bombards us from the time we wake up to the time we go to sleep.

You cannot hope to cut through this inner and outer noise without FOCUS.

What this all means is that when we design our marketing, we need to find the ***underlying motivators*** in our customer’s brains, and then present them with a CLEAR message that appears to solve or gives them hope of solving whatever pain or problem they are experiencing.

2.5 Focus on Both Features and Benefits/Results

As marketers, we need to stop focusing only on the *features* of our products or services and start focusing on the benefits, results, solutions and even the relief we can offer. **People are not buying our products, they are buying a solution or relief from a problem.** The features are a final cherry on top. Our brains make emotional buying decisions and then rationalize those decisions by looking at the features.

Features	Results/Benefit-	Problem and Solution Ask: “What is your result a solution to?”	Relief it brings when they experience the solution
I teach people how to lose weight	Lose 10 kg of belly fat	Problem: I don’t feel attractive. Solution: Take my programme and lose the kg’s to attract your ideal lover.	Need relief from the nagging internal worry/bad feeling of not doing anything about attracting someone.

We run gymnastics classes for pre schoolers	Kids learn their ABC's of movement and gain agility, balance, co-ordination and strength.	Problem: I am scared my child isn't developing normally and might not be ready for school in time. The preschool teacher has told me he has a weak core, fidgets, is unable to focus or follow through on instructions and can't seem to control his impulses (wait his turn, put his hand up, restrain his anger with his peers etc) Solution: Speed up your child's school readiness with our fast-track Movement ABC's that'll teach core strength, impulse control and calmness so that your kid learns to follow instructions and focus. "Get your child ready for school with our core strengthening Movement ABC's"	Relief from guilt about not doing enough as a parent and feel hope that this might help the problem. Relief at being able to protect the child from the loss of self esteem that goes with having to stay back in pre school when all his friends move up to Grade 1 Disclaimer: If the child has special needs or a problem our programme cannot solve, then we will refer you to a specialist.
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Turn it around from "Fun Gym Classes for Pre schoolers" to "Get your pre-schooler ready for school next year" And the next level is to talk about the ultimate solution- for example the relief from possibly not being promoted up to Grade 1, and the resultant lack of confidence your child might experience?

Ask yourself: What is the benefit or solution your customer gets with your product? The reason why we focus NOT on logic, but instead on Results, Benefits, Solutions and Relief, is because people are driven by their **motivational systems**.

CHAPTER 3: HOW TO TALK ABOUT KIDS RECREATIONAL GYMNASTICS

Kids Rec Gym needs a bit of explaining: Before people buy it from you, you need to explain what it is and why it is so powerful. Explaining how it works and why it is so good for kids will get schools and parents wanting your help. Knowing **both the features and the benefits** is really helpful, because you can use both as you need- in various situations.

Features	Benefits
What you do in a class	All the good things that happen
How long a class is	Avoidance/overcoming all the negative things
What equipment you use	Positive/Good: Health
Price	Happiness
When it happens (e.g. Tuesdays 3.00-4.00pm)	Improved attention and listening/focus
Class sizes	ABC's (agility, balance, co-ordination, strength)
Number of coaches	Confidence
How the classes work	Social impact
	Impact on the Brain
	Emotional impact
	Core strength
	Same neural pathways as Maths and reading

Depending on where your customer is in their journey of seeking you out, you need to have both at your fingertips!

Earlier on in their process, you'd need to talk about the benefits. At first though, always spend a bit of time asking questions about their situation and what it is they're looking for out of gymnastics - and from you as a gymnastics coach or your gymnastics organization.

Listen to them and work out what they need first. Do they need to know how it all works? (features) or is it time to share how beneficial and transformative kids rec gym is?

If they already understand the benefits of having their kid do your classes- perhaps they've heard about you or did gymnastics as a child themselves, and are already sold on the idea of kids gymnastics, but might be wondering what the kids actually learn and how it works – then you go into the features and the details. You can talk about the equipment you use, how your class is set up with a warm up, various focus movements, the conditioning & flexibility aspects and a bit about the curriculum and how the kids level up as they progress learning the various skills, at their own pace of course! You can talk here about your class ratios (we use 6:1 for pre grade R, 8: 1 for Grade R and 10: 1 for school age).

Once they have all their questions answered, you can go into a little reminder of the benefits- perhaps emphasising the difference between recreational and competitive gymnastics and depending on the age of the child and the reason the mom wanted her child

to join, emphasise those aspects. The key is to find out **why** they contacted you in the first place- what is their underlying reason?

- Is it because their friends are doing it and its FUN and the child is keen?
- Is it because the OT recommended they do it for low muscle tone?
- Is it because they have too much energy and need to burn it off in a healthy way?
- Is it to help stabilize mood in a pre pubescent teenager?
- Is it to feel like they are a good parent, offering these opportunities to their kids?
- Is it to assist with core strength?
- Is it to enter the competitive stream because they think their child has talent?

Whatever the reason is, you need to know it so that you can literally replay their words back to them when you outline the benefits.

Rec Gym Features

Here's an example of what I say when outlining the features of our lessons at Gym Wizards to a new customer

In our lessons we use themes and discussion topics to bring across a message or a learning point to the children.

Each week we will give a protocol or safety rule as well as exploring common issues kids experience like bullying, friendship, dealing with challenges at school, overcoming obstacles, keep trying, positive thinking, using good manners- giving them emotional/social tools to help the kids.

So for example in our **safety week**, we emphasise our golden safety rules and go over all aspects of safety we need the children to understand. For example how we don't run out the door after class, but we wait for mom to come into the gym before leaving with her.

Our discussion point for that particular lesson is "can try", so we'll have a quick 3 minute chat about how we don't use the word "can't" we use "can try" because the "T" in cant stands for Try! This helps build resilience and grit in the kids.

We use music to warm up with, and this includes a bit of cardio, a bit of mobility to get the joints nice and loose and then the coach will demonstrate the key focus skills that we will work on for the day, so the kids can see it. So for example the handstand or the forward roll or the cartwheel, or learning to jump on the trampoline.

The groups are formed (we have small group sizes of around 6-8-10 per teacher, depending on their age) and the kids go with their coach to their circuit. Each coach will have 1-2 focus skills to work on with the children. The kids get to work with all the coaches which gives them a variety of input. We also include rhythm and movement to music for the

preschoolers which teaches them how to listen, keep their space so they don't bump into each other and of course they just love moving to music!

We usually cover 4-6 foci per lesson and at the end the children gather together for a cooling down or a fun ending activity- usually to music as well.

We always teach how to greet and stand in line at the end of the lesson and we teach the children to contain their energy. We sometimes give out stickers or stamps to reinforce the good behaviour- don't worry EVERY child gets a sticker as we don't single out any particular child over another child.

The classes last from 30 minutes to 45 minutes to 1 hour (depending on the age of the children) and all equipment is provided- mats, trampolines, landing areas and much more! (We do not use the big equipment you see at the Olympics- focusing on floor work and jumping as it is the introduction to gymnastics and tumbling). We are non- competitive- which means that each child gets to compare themselves only against their own performance- not against their peers.

We give 8 lessons per term and operate during the school terms. Sometimes the school cancels the hall and then we reschedule at another time during the term (we'll let you know in advance!). We encourage the parents to sit in the foyer or waiting room and leave the hall, because we are encouraging independence and communication skills and find the kids build up their ability to communicate with us and their trust with us faster- when mom's not there to take care of them. Of course, if there is an issue and your child has a problem, you can speak to us and we will help you- that is what we are here for!

For our school age children, there is a progressive level system that is colour coded - (yellow, blue, red, bronze, silver and gold)- The children progress at their own pace through the levels learning progressively more difficult skills. They complete each level at a grading ceremony. The pre school programme, is a preparation for this amazing curriculum.

There is a Parent Watching week once a term for the pre schoolers, and 2 x per year for school age kids, where you will be invited to come and see how much your child has developed.

Then for pre school mums I say this:

Remember, we are teaching fundamental ABC's of movement and preparing the kids for school and life here- so it's far more than learning cartwheels and forward rolls! Please don't be alarmed if your child doesn't seem to "learn any skills"- that's for next year when they go into the formal curriculum. Pre school gymnastics is about exploring what their bodies can do, stimulating a love of movement, encouraging listening and following instructions, taking turns, social skills and impulse control, learning how the gymnastics class works, moving to music and becoming stronger and more flexible. We do also teach skills but our emphasis is not on perfection and repetition- rather on enjoyment and learning through exploration.

For Mums with School Age Kids I say this:

So the Parent watching week happens in term 1 and 3, and the Grading event happens in term 2 and 4. The grading is not compulsory but it is highly advised as it is part of the curriculum to learn to perform in front of people, showcase their development and CELEBRATE their achievements. It also means the kids become really focused during their lessons knowing that they have something to work towards and you really get your money's worth as they put in 100% during their term's lessons! It's a huge achievement for them when they get their colour level certificate.

For all of the parents I then go on to talk about the schedule, prices and fees

Our Parents pay per term, upfront before the term starts. If you'd like to do a trial lesson first, that is perfectly fine! We charge R130 per trial and there is no obligation to join after that if you don't feel it's a good fit. If you do decide to join, (most people do!) you can enrol your child, and become a member- pay the membership fees (it is paid upon joining and annually thereafter) and the term's tuition fees. (I then quote them the actual fees). Our classes are filling up and as you know, we only take (quote relevant number) of kids per class. I know our Tuesday class is already full, so don't delay because we cannot guarantee a place as its on a first pay first serve basis!

Also, the way we work is that unless told otherwise, we assume you are staying with us for the next term. If you're not staying, we ask you to put it in writing a month before the end of the term so that we don't bill you. Also, once the term starts, if you haven't paid- we do not hold your child's place, so to ensure you get to stay in your class of choice, please make sure you make payment way before term starts!

I usually ask them if they have any questions- and many parents ask at this point what they need to wear to the classes. Here is where I upsell them the uniform saying it makes them feel so special and part of a team- promoting equality and discipline! The kids really get into "gymnastic" mode when they wear their leotard (girls) or gym T-shirt and shorts (boys).

Rec Gym Benefits

Now lets talk about the benefits of kids rec gymnastics classes. The benefits really sell the classes.

There are so many benefits that it might be a good idea to write each one out and stick them up on post it notes where you can see them often. This visibility will give you the confidence to talk about them, as you will learn them off by heart and communicate them really well when you're on the phone or talking to a mum face-to face.

Right, let's go through some of them now. This list is not complete- please keep adding to it as you go along during your teaching day or as you think about them.

Physical Benefits

Kids learn their Movement ABC's – agility, balance, co-ordination – which is the foundation underlying any sporting activity. Just like we need to be literate and we learn our letters first before reading- so we need to become physically literate by learning our movement ABC's first.

Helps kids build strength- especially at their core which improves posture, sitting up properly at their desk at school, which helps with fine motor control like pencil grip, also helps with being less fidgety Did you know that kids are often distracted by the task of sitting because they're delayed in their core strength. (Their cores cannot actually support them properly).

Flexibility is built up, which is great for all sports and preventing injuries for example shoulders in cricket bowling or hamstrings in rugby.

Spatial awareness improves through learning where their bodies are in space as well as in relation to objects and other people. This can really help if your child is a little clumsy and keeps knocking things over or hurting themselves.

Burning excess energy this really helps if you have an active child. After class they are more receptive to learning, calmer and of course sleep much better! (Really good for kids with ADHD)

Crossing the midline: Helps our left and right brains integrate and work together- which helps reading because our eyes read from left to right and need to cross over the midline while also taking in information.

Emotional and Mental Benefits

Confidence increases as kids gain more control over their bodies and become adept at learning skills through the step by step curriculum.

Stabilizing of Mood The release of the dopamine and serotonin into the system helps stabilize the moods- especially in pre and pubescent kids. We seem to see less of those emotional high's and lows.

Coping Framework: Our addressing of the common issues kids have to deal with help them with a framework for coping with the challenges of life- from friendship, to impulse control, overcoming obstacles and having a positive outlook, being caring and kind and how to handle bullying.

Self Regulation: Through regular practice kids learn to channel their energy and control their impulses!

Communication Skills: children learn to communicate their needs and learn to trust that they will be heard.

Exploration of feelings and how to talk about them- development of **empathy**, by imagining how others are feeling, during our discussion section of the class.

Feel Valued and Accepted: We are non competitive and non-judgemental. So all kids feel valued and accepted.

All levels: It is for all levels- and our coaches are trained to ensure each child is appropriately challenged and successful- never bored or overwhelmed.

Develops the Same Neural pathways needed for learning Maths and Reading: Brain connections are made through the activation of an important system that lies deep within the inner ear. This is called the vestibular system and is the most important system when it comes to brain development. Working in tandem with the brain the vestibular system integrates auditory, visual and tactile input. Specific types of movement common to gymnastics help the vestibular system develop properly. These include the back and forth movement in swinging, the rotational movement as in twisting and the up and over movement used for rolling. The vestibular system gets its information when our head moves. It helps our brain know where we are in space-this is important to support our eye movements when reading!

Maths is a spatial sport! The more children move in different ways, the more connections are made in the brain that improves spatial awareness. For kids to be able to understand mathematical equations and geometric principles, they need good spatial skills. All gymnastics moves improve body awareness and wire the brain for maths success.

Social Benefits

Social skills are the ways in which we interact with others. If we have good social skills then this can help us become confident, happy people who are easy to get along with.

We work on the following social skills which have tremendous social benefits for the kids:

- Cooperation – playing your part in a positive way, eg. taking turns, doing your part of a shared task- Team work.
- Sharing - like treats, belongings and ideas with others, (that means yours and theirs).
- Participation - joining in and 'giving it a go' even if you are not very good at something.
- Being patient – everyone has the right to be heard and considered so everyone needs to learn patience and wait for his or her turn.
- Helping others - even the little kids can help others so that the job gets done or someone can feel cared about.
- Following directions - learning to follow directions or rules helps keep us all safe and well.

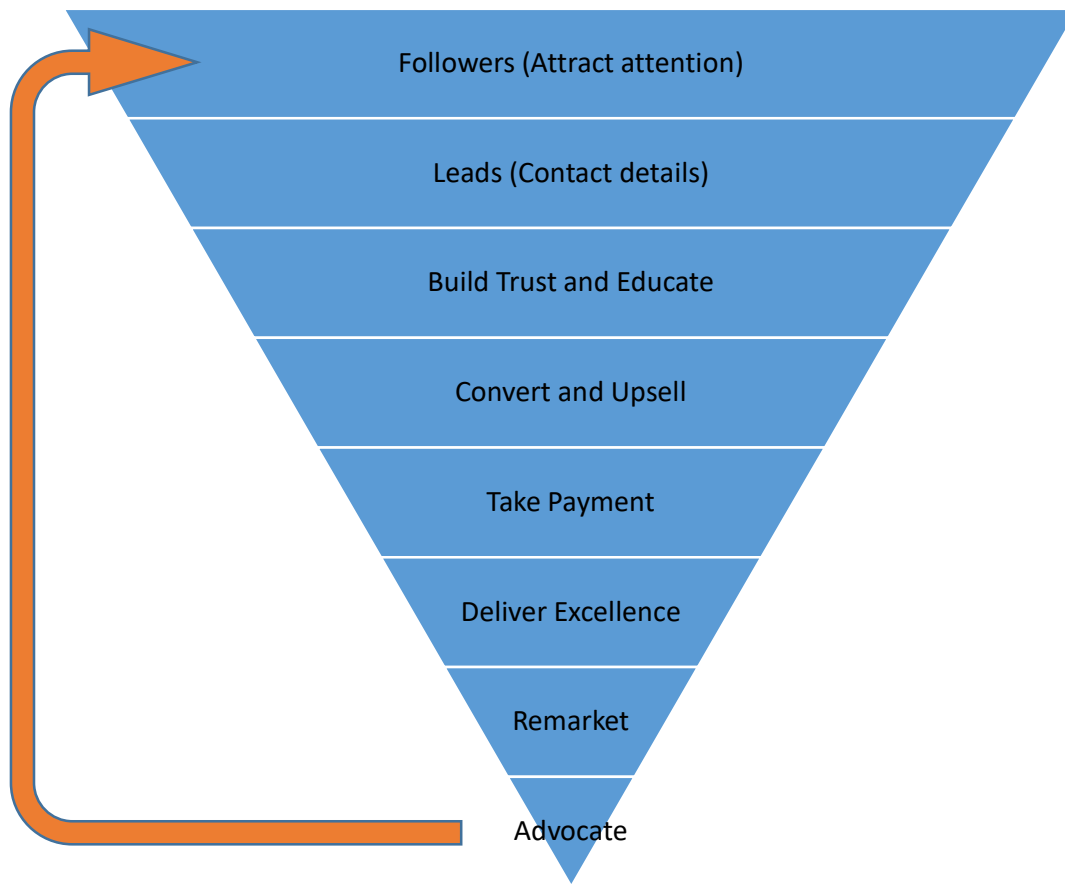
- Staying on task - getting our own job done and not stopping others from doing theirs.
- Accepting differences - every person is unique and special and we all have feelings.
- Listening - learning to be an 'active listener'.
- Praising others and not using 'put downs'. Letting people know when they have done well and not being mean when they haven't.
- Positive communication and interaction - if you are nice to others then they are usually nice to you. Shouting and bullying may get attention but won't win friends.

Generally I find that having a combination of these three types of benefits is the most effective. To grow your business have these “ready to go” at all times!

CHAPTER 4: CUSTOMER LIFECYCLE AND MARKETING FUNNEL

During your marketing, you will want your customer to go through a complete lifecycle journey, and not drop out of the system along the way!

The diagram below explains this customer lifecycle also known as the marketing funnel.



As you can see from the diagram, you don't just ask someone to buy from you straight away! Just like you wouldn't just walk up to someone and ask them to marry you, don't ask someone to buy from you straight away. So for example, don't try and get them to buy right in the banner of your advert!

Take small action steps along the way. This is also known as the marketing funnel. Make sure every step along the way of the funnel is optimized.

So let's go through it.

Marketing Funnel and Sequence

Step 1: Attract Attention + Generate Interest:

Get them to become followers.

One can use online methods or offline methods – or the best way is to use a combination of the two. Offline, as you know uses more traditional methods like word of mouth, flyer drops, school displays, visibility at a community event, a stand at a tradeshow, articles and ads in a printed platforms like newspapers and magazines (like Child Magazine), inviting the

local school for an open day etc. Also using the D6 communicator and the school's own newsletter systems (very effective).

Online would include things like social media, (videoing, posting, blogging, podcasting), online advertising and SEO or search engine optimization. There are other methods like placing articles in online directories, emailing databases etc. The point is to get good at two or a maximum of three and really learn how to do them properly so you can generate leads.

In Chapter 5 we will go over the best ways to generate interest and leads for your gym in more detail.

Step 2: Capture the Lead - Get the Contact Details

Once you have generated interest, you need to capture the lead- this means you need to *get their contact details* so that you can follow up and ultimately convert them into a customer. The best way of doing this is to offer your followers something of value in exchange for their contact details.

Many times I have had telephone calls, walk ins, face-to-face enquiries at events or schools – and either I or my staff have forgotten to take down the names and contact details of the parent and child. This is just leaving money on the table. It's a good idea to have a leads list- a simple form for people to fill in with their contact details.

When they see you at that trade fair or school display, get them to give you their details so you can follow up! Especially important if a mom walks in and wants her child to try out there and then. Get them to fill in a temporary enrolment form and at the same time capture their contact details.

We have all our coaches armed with temporary enrolment forms at all times, so that we are covered in terms of indemnity and also able to capture the contact details.

A nice way to get someone who is online to give you their contact details, is to put a webform up, asking them for their details and then offering a free try out or trial lesson in exchange.

Other ideas would be to give a free assessment session to see which class the child should join! A checklist for school readiness would be another nice giveaway that parents would find valuable enough to give their email addresses and phone numbers for.

Step 3: Educate and Build Trust – Nurture!

The advantage of using a free trial or assessment as your “lead magnet”- is that you can build trust and educate the parent with a feedback session *straight after* the lesson or assessment.

By this time they probably have enough trust to sign the child up for your term's lessons almost immediately!

For both offline leads as well as online leads, you need to continue with the education and trust building process through connecting with them either directly (telephone, whatsapp or messenger) or via social media platforms like Facebook and Instagram. It is best to follow up within 24-48 hours after they've given you their contact details.

Using an email autoresponder is another wonderful way of telling your prospective clients all about the features and benefits of the classes you have to offer!

Refer back to the section on How to talk to Rec Gym Parents for ideas on how to educate and build trust.

Parent Education is the Key to Increased Enrolment in Pre School Gymnastics

Preschool classes survive on parents telling other parents. [School age classes rely on this too, but also on the children telling their friends and on schools promoting it from their extra mural timetables/other advertising].

If the parents aren't fully aware of the philosophy of the gym, the objectives of the lessons, the basic purposes behind the curriculum, they cannot really appreciate the need to make an extra effort to get their child to class.

The instructors know all the reasons why the program is so important to a child's growth and development- but do the parents?

Parent education can't stop with the information in our club brochure- that's just the beginning. In order to effectively educate the parents, you must PLAN on educating them before and after their child participates in each gymnastics class.

Before Class

Make sure the parents have a handbook before they come to class [or at least by the second lesson]

Our Pre School Handbook Contains

- The Philosophy of the Gym
- Class Objectives
- Class Description
- Parent Role
- Student Role
- Basic Child Development
- Class/Gym Rules

Parents will feel more involved if you give them this information to apply to their child's gym experience.

Sending letters to parents who enrol their child in your classes is a another very effective form of parent communication.

Before starting a pre school class, parents need to know that each child matures differently and some students in the class are older than others in the class. Even a few months makes a big difference in a child's development. Don't allow parents to compare their child with another child in the class. Also if one child has been in the programme for any length of time they're going to recognize the names of skills and directions more easily than a new child.

You should aim to teach with comfort. Customers will return to a business that makes them feel comfortable. Often parents expect too much out of a pre school class and will not feel comfortable if their child is running around or not listening to the instructor.

If you haven't explained the true benefits of your class, parents will expect you to teach their children actual gymnastics skills.

A parent may think that if they're bringing their child to a gymnastics school, then why wouldn't their child learn gymnastics? You have to educate them to understand the realistic goals of the programme.

Use the following phrases as you talk or write to the parents- to explain the objectives of a Pre- School Class

- promotes reading readiness through perceptual motor skills
- teaches children to be a member of a line
- enhances motor development, co-ordination, poise, agility
- increases self-confidence as a mover
- makes new friends
- improves listening skills
- improves ability to move to vocal instruction
- prepares them for Grade R/Grade 1 testing by teaching motor skills
- it's FUN!

These are some of the benefits of the class the parents SHOULD KNOW ABOUT!

Customer education is KEY TO SELLING THESE CLASSES.

See 20 Reasons Your Pre schooler Should Do Gymnastics (Article by Anne Josephson) which is a downloadable resource.

Educating the parents is how you'll keep them coming back and telling their friends about your innovative, beneficial programme for young children. Make a list of pre school classes you offer and their explanations - so the parent knows what to expect before their first class.

The key to customer service is to EXCEED their expectations! But if you don't even match what they expect, you'll never make them happy. Use written material to explain the program, and then deliver.

Step 4: Conversion - Ask for the Sign Up

It seems obvious, but many people forget this step along the way. As you go through the sales process, here are a couple of tips:

1. Give proof that your product (preschool gym lessons) or promise (to give confidence) works. Mention other happy customers, numbers of kids in your programme, direct them to your website where there are testimonials. If you don't have testimonials, get some!
2. Create scarcity: Don't say "Sure you can think about it". Say "Of course it's up to you, but our classes are filling up fast and I would act now for us to be able to hold your place. We only have 6-8 children per teacher in the Pre Grade R class because we like to give each child the attention they need. Once we've reached our quota, we will have to put you on the waiting list".
3. Place the price in the context of what value they are getting. "For less than your monthly DSTV bill (R399 per month) you'll be giving your pre-schooler a kick start into a lifelong process of loving learning and confidence and avoiding the low self-esteem of not thriving in the classroom and socially. You actually can't put a price on that!"
4. Appeal to the status factor: "Research has shown that children who take part in these extra enrichment mural activities throughout school perform better academically, gain more confidence, have better social skills and have more chance of becoming our future leaders in government and industry!"
5. Listen to all their objections and overcome them one by one. Offer alternative times/days/coaches. Explain your make-up policy (they can book to come to make up lessons if they miss one or two during the term).
6. Give a firm and clear Call to Action (CTA) and associate that with the next step so they already imagine their child enjoying the solution or benefit. "Just click the link and pay now with either your credit card or internet banking. As soon as I have the POP (proof of payment), I can put him/her on my class list to get your child started with developing a strong core at the beginning of the new term!"
7. Upsell: "Would you like to purchase a uniform now or when you arrive next week? The uniform is really a good thing as it promotes discipline, equality and feeling part of something. The kids feel really excited and proud when they wear their uniform!"

Step 5: Take the Payment

I find it best to have a credit card machine. This way you can actually take payments on site at the gym.

The other way is to have them do an internet banking transfer on their phones and show you proof of payment.

A third possibility is to hold on while you're on the phone to them and have them process the payment. This way you can literally hold their hand and encourage the process right the way to the end.

Whatever method you use, try to have the customer make the payment while you are there, so you don't get "cart abandonment"- where the customer has second thoughts.

Once they have paid, they become an ACTIVE member on your system.

Step 6: Deliver Excellence

This is where the **customer service** and **relationship** with the customers comes into the picture.

Here is where you truly "Make their Day" or deliver WOW! Building a great relationship with the parents is so important in our industry. Small things can make a difference and make our customers feel special and cared for. Stay in touch with your customers. Have a face to face chat or a telephone call to see how they are experiencing your service. Remember the specific expectations your customer might have and follow through on those if you've promised.

So, as a start, we ensure all our coaches greet each customer every time they enter the gym. We teach ALL our coaches to look them in the eye and ensure they know ALL the parents' names and which kids belong to which parents. We let them know they can trust us with their kids- and that actually we are here to support them on their parenting journey!

We will go into customer service in a more detailed way later in this module.

Step 7: Remarket

This is when you offer your clients additional levels, products or services. In order to do this successfully, you need to know what the parents and kids **wants and needs** are.

We understand that the kids want fun and kindness and that the parents want their child to develop and learn with attention to the uniqueness and individuality of their child.

We have a "one parent per class" rule: this means that each coach needs to make personal contact with just one parent after each class they've taught, giving some feedback on the child's improvement – whether they learned a new skill, improved on their listening skills or that the child was kind to a new person in the group. (Social skills).

We also know that the kids and parents all love to feel successful. Creating a level programme for them to follow inside your Rec Gym Curriculum is a great way to keep them in the programme longer. For example our kids move upward through our colour level programme from yellow, to blue, to red, to bronze, silver and finally gold. This gives them a

roadmap to follow and it becomes natural to take the next step and sign up for another term, semester or year.

We hold gradings twice a year (another product) which celebrate their progression up a level. This adds to their motivation to then move up to the next level (and stay inside the programme longer).

At gold level they get a “graduation ceremony” and medal. It makes them feel special and they exit on a high note! We encourage as many of our kids as possible to “complete the curriculum”.

Additional products or services can include other programmes for example parkour, trampolining, rope skipping, fitness, flex classes etc as well as items like uniforms, apparel and items from the café or tuck shop.

Other examples would be:

- booking their birthday party with you,
- attending your holiday camps,
- signing up for more than just one class x per week
- buying uniforms,
- attending competitions and gradings
- attending parent night out or other events your gym might host
- signing up for another term, semester or year- to get to the next level

Step 8: Get Them to Become an Advocate- Bringing Referrals

Ask for testimonials and referrals! Make it easy to refer: We have used a 10% fees discount for referrals very successfully in the past.

So for every new customer the person brings to your gym, the referrer gets 10% off their fees. Remember to have a space on your application/membership form that asks how they heard about you and the name of the person that referred them.

We have found by using this with the new parents right when they join and are excited, works the best.

Always say thank you to your referees!

CHAPTER 5: THE BEST WAYS TO GENERATE LEADS

Here are my tried and tested best ways of generating interest for our gymnastics programmes.

Make sure you have a website and drive traffic there using the methods below I highly recommend you use a Wordpress site as it is user friendly. Very little coding is required and there are constant improvements and millions of themes- so your website can look totally unique.

Online

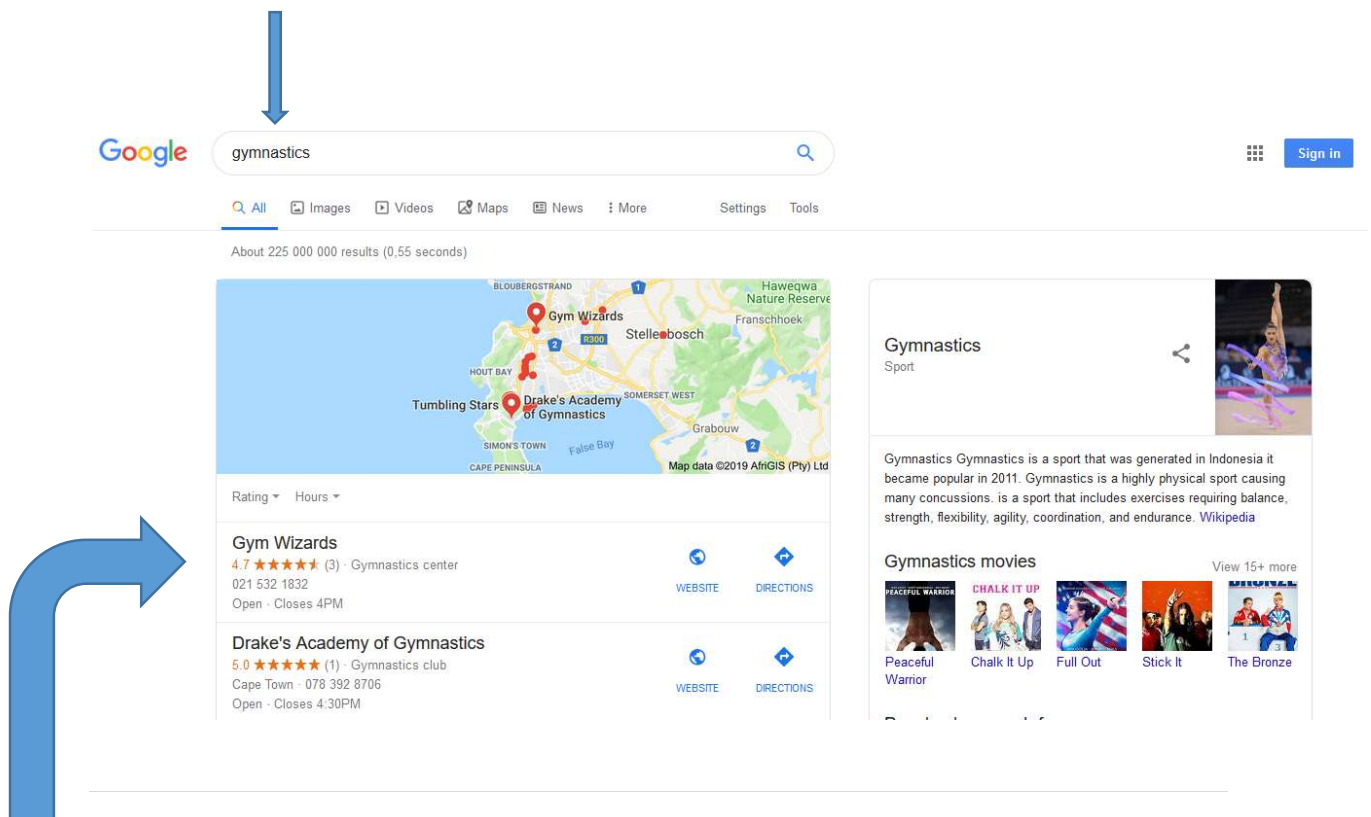
Search Engine Optimization

The best of course is when the prospect is actually searching for you because then they are already half- way there- they are actively looking for a solution to their query.

That's one of the reason's why it is important to use **Search Engine Optimization** with your website.

This is a whole topic in and of itself, but if you want the world's leading advice, I would suggest you go to www.yoast.com – there's loads of free DIY tips and strategies and of course online courses you can do as well.

Having your site optimized for search terms that your potential customer (the parent) is using, is a great way to generate interest. *At Gym Wizards, 80% of our visits to our website come from people searching for our services on google.* Because we have made sure our keywords are those being used by our prospective clients, we come up first when they search for those terms. See how we come up first for “gymnastics”.



Make sure you use “local SEO” strategies so that people can find you based on your location. Using Google My Business is very important- and you can find out more here <https://yoast.com/what-is-local-seo/>

Try to use industry specific URL's- instead of www.mygymclub.co.za/classes - rather use www.mygymclub.co.za/gymnastics-classes

Make sure when they come to your website it is well structured, user friendly and has all the information there they might need.

There are two schools of thought around whether to put your prices on the website: I prefer not to as I prefer to show the parent the VALUE first before giving them the price. Otherwise parents are unaware that they are not comparing apples with apples and they seem to ONLY compare prices!

Social Media

Facebook, Instagram and Youtube are huge and you can really expand your visibility by having a presence here.

Make sure you choose one or two platforms (maximum) and post consistently!

There are great **scheduling tools** like Buffer, Later and Hootsuite. These tools allow you to create your posts and schedule them on a drip system. This allows you to create a month's worth of posts in one sitting and set them to fire off daily. This saves a whole lot of time and ensures you post regularly.

Make sure you do take about 30 minutes a day to engage with any queries or comments that are posted on your social media accounts.

I would recommend doing Lauren Dallas' courses on Facebook and Instagram mastery if you'd like to really get into social media effectively.

Lauren Dallas:

[Build your Business on Facebook \(Free Masterclass\)](#)

[Boost Your Brand on Instagram](#)

Writing Blogs

Writing a regular blog not only educates your audience but it also pushes you up the rankings in Google. When you use linking strategies that connect your blogs together in a structured and logical way that helps customers gather more information on the topic, google's bots give you thumbs up helping your website climb up onto the first page for that keyword.

Remember once again that your blog categories need to be well thought out and keyword optimized. These categories will help you rank for your overall keyword.

Write consistently. Google (and your audience) will be grateful for content that is delivered consistently.

<https://yoast.com/ultimate-guide-blogging/>

Digital Marketing

More specifically using Facebook and Google Adverts. This is very different to boosting posts on FB or promoting posts on Instagram.

This is an extremely powerful way of getting in front of the right audience.

It requires that you set your intent (what objective do you want to achieve? Is it brand awareness, traffic to website, generating leads, having customers make a purchase?).

Then you create and target your audience, set your budget and dates, placements (which platforms the ad will be placed on e.g Instagram stories Facebook newsfeed etc) and create the copy and creative (photos or videos) and track and measure the results. You need to add a facebook pixel to your website to be able to track accurately.

Beware: This is not for the faint of heart. You can lose R1000's of Rands and loads of time trying to do Ads with little or no results if you don't know what you're doing.

I strongly suggest that if you go this route, you either study it religiously or hire a professional.

The goal of digital marketing is to be able to do the maths or "know your numbers". You need to be able to know that if you spend R5000, you'll get so many leads, so many customers @ a certain income.

Let's do the maths...

- Facebook ad spend: R5,000
- Leads (at R20): 250
- % of leads that actually buy: 20%
- Customers: 50
- Price of product: R2,000
- = Revenue: R100,000

If your numbers look like the above result, you know that in order to generate R100 000 revenue, you need to spend R5000 on marketing.

Offline Methods

Bring a Friend Day

Allow the kids to bring a friend to class for free. This works really well in the emptier classes. Do not forget to tell the children and parents to bring a friend of the same age.

Car Stickers

Get the existing students to put stickers on their parents' cars! You can tell the parents that one person per term will win a prize. The winner is the parent whose car is spotted and photographed with the car sticker on. Examples of prizes include 30% reduction in tuition fees. Once again, these stickers will be driving traffic to your website, so have the website URL **clearly** visible.

Do a "Cartwheel Clinic"

Make this open to the public or ask the students to bring a friend to the "Cartwheel Clinic". This can be held every first Saturday of the month. [It can be a 45 min long class just on cartwheels.] Have 5-10 cartwheel stations around the gym with a coach at each station.

Target Surrounding Schools

Make appointments at schools that are situated close to your facility or the venue/school you are teaching at. Create a marketing pack for each school, after you've interviewed their marketing person/secretary.

Ideas include:

- Placing an Editorial or an Advert in the School Newsletter
- Hand out flyers to every child
- Place an advert on the school's website
- Give a 5 minute presentation at the Parent Open Days
- Show your Corporate video to the PE Teacher
- Place Your Gym Lessons on their Extramural Timetable
- Let your existing gymnasts in that school participate in the School's Talent Shows (doing gymnastics off course)
- Have a short presentation at the Grade R Graduation Days or Grade 1 Orientation days
- Have a presentation or stall at the New Grade 1 Open Days
- Use the school's emailing list
- Advertise on the School Communicator
- Place a Mobile Trailer [and banner] near the drop-off zone during the opening week of school
- Bulk SMS the whole school or the Prep School [Grade R, Gr1, Gr2 and Gr 3]
- "Like" the schools Facebook Fan Pages- and start networking and placing comments there!

Hold an Open Gymnastics Day

Give a gymnastic class at the school one morning or afternoon or on a Saturday morning. Or you can invite all the children from say the grade 1 class to come to your venue as a special outing! Try and include it in the school calendar once a term, so that it becomes a tradition in the school calendar. A good time to do it would be just before your new term's intake, as the schools open after their break. You could then have a "Back to School Special" offer. Make sure you capture all the parents' names for following up on. You could charge a small fee and give the proceeds to the school.

Sports PE Lessons at Schools

Call up the school and offer to give the whole pre school and/or foundation phase a gym lesson during Phys Ed. You'll find that the teachers love it, as they get to have a break! Make sure you send the children home with a brochure/flyer, so moms know how to contact you.

School Assemblies

Ask the headmaster/assembly co-ordinator of nearby school if you can do a 5 minute insert in their assembly. Use some of the kids who already attend your gym class to go up on stage and showcase a few moves or talk about how much they love gymnastics classes.

Speak to the students and teachers, educating them about what you do in a gym lesson.

Make sure you send the children home with a brochure/flyer, so moms know how to contact you. [Use a mix of more advanced kids as well as beginner gymnasts, so that the local school children can dream big by seeing the flips and skills- but also identify with the beginner kids of the show and say "I can do that!"]

Follow up with a handwritten letter of thanks to the school. [Much more effective than email]

Give Holiday Gymnastics Programmes

Either at schools or at your gym - especially focus on the Holiday Aftercare Programmes. Ask the local school if you could go in during the holiday aftercare and teach all their students a 45 min gymnastics class. You can do it free or charge a small fee per child. It's good for the teachers and the children- and of course you'll get enquiries and leads.

Target Surrounding Partners

Target surrounding potential partners who have databases of exactly your target market.

Examples include:

Daycare/Holiday Care Services

Martial Arts Teachers

Play Ball/Soccer Teachers

Ballet and Dance Teachers

Horse Riding Teachers

Kindergarten Teachers

Swimming Teachers

Other Pre- School Gymnastics Teachers

Form a *strategic alliance* with your local ballet/dance/modern/swim teachers and access their database of children. Many of these children would want to learn gymnastics or parkour. **Do an “email swap” with these Partners and offer an affiliate commission- For example offer the dance teacher a 50% referral fee on all her students who join up with you.**

The same strategy applies to Kindergarten teachers, Martial Arts Teachers, Aftercare/Holiday Care and Horse Riding Teachers. [Remember your promotional partner will get 50% of the first tuition fee payment. Thereafter it's all yours - you take the full fees.]

For the other **Pre-school Gymnastics** teachers in your area, find out the age they teach up until [usually the year before Grade 1] and tell them you'll pay them for referrals they send you for their “graduating children” - those who are too old for/outgrown their programme.

Other People with databases of your target market include:

Child Psychologists

Family Psychologists

Educational Psychologists

Occupational Therapists

Kinderkineticists

Biokineticists

General Practitioners

Extra Math Teachers

Music Teachers

Holiday Program Service Providers

Hold Birthday Parties

Either at your gym or go to the parent's home and offer a gymnastics party on the lawn. All you need is an airtrack and a couple of round trampolines and you can have a 45 minute session with the party kids. This is a guaranteed way to get more sign ups!

CHAPTER 6: THE CUSTOMER EXPERIENCE

We have two customers really- the Parents and The Kids. In some cases the schools are also our customers but for now we will focus on the parents and kids. We need to ensure excellence at every step of the customer's experience. It is important to know what the customer is experiencing- talk to them often and ask for suggestions. Do surveys and get to the essence of how they are experiencing your Gym. This way you can solve problems, meet expectations, prevent problems and give outstanding service as you over deliver on their expectations!

The Parent and Child's Experience

Where and how does the parent and the child interact with our business and what impression does it leave? Put yourself in your customer's shoes and critically observe the way your gym operates at the following customer contact points:

Phone

This is ongoing and mostly used by the parent when they need to join up or have questions answered from time to time. Make sure that a real person answers the phone. If you are away or on a holiday, set a message with an email address or emergency contact number. Ask them to leave their email address and phone number as well as if anyone referred them (so we can thank them!). Let people know when you'll be back in the office.

Let the customers hear the smile in your voice and end your welcome greeting with "and how can I help you?" Listen carefully, answer questions and make suggestions. It is important that you have your information (features and benefits) at your fingertips here and that you speak enthusiastically about the programme and products.

Always have a "next step"- come and see the gym, sign up for a trial class/holiday camp or enrol!

Website

Make it easy to navigate and have an online parent portal and registration. Have testimonials! You should have your instructors there so people get to "meet" them, and info about your Venue and Program. Outline the benefits of your program and use photos and videos. Especially important is giving a guide to the right class for their child.

Front Office Staff

Should be professionally dressed with a nametag. Be warm and friendly! Welcome both parent and child- go down to the level of the child. Acknowledge everyone that walks in. Introduce yourself to new visitors. Introduce the staff (point them out at their photos on the wall).

Memorize all members names. Be the child's "familiar face" weekly.

You need to be up to speed on all programmes, schedules, events, and everything going on at the facility!

Make sure you point out the clothing shop and any specials or events coming up.

Parent Handbook

This should include a welcome message and explain the gym philosophy. It should include the year's calendar (with term dates and events), the schedules, the fees, and the Gym's policies. It should include customer testimonials and explain how the referral programme works.

Facility

This needs to be clean from corner to corner and smell good and fresh. Bright colours make it cheerful and child friendly. Equipment needs to be in good order and looking smart (no broken mats and torn handles). Let the kids have a jump on the trampoline or meet some of the other children before their first day. Have a suggestion box for parents to tell you their ideas and their criticisms!

Class Instructor

The teacher needs to be seen as competent, enthusiastic, child centred and *welcoming-especially to the new kids, late kids, shy kids*. Teachers need to be aware of when a child is anxious or not feeling happy and address it immediately. Class instructors can go to the new child, welcome and introduce themselves and explain what fun they're going to have in the class and what they're going to do (we will be doing forward rolls, games, climbing the rope, cartwheels and stretching and learning about friendship today! don't worry if you can't yet do everything- not all the kids can. You can try what you feel comfortable with and I'm sure you're going to love it!")

On an ongoing basis, coaches need to talk to parents before and after every class and know their names. They need to make ALL the kids feel successful. A good thing to do is have a child demonstrate a newly learned skill and get the rest of the class to clap for them! When coaches speak to parents, they need to talk about their skill and physical development as well as character traits.

Good service will include talking to kids about their other interests as well and phoning them if they're absent twice in a row- to see if anything is wrong.

We go into detail about how to be an excellent teacher in our Class Management module later on in this training series.

Observing Classes

Make sure when you have new customers watching (and always) to have GREAT classes where kids are having fun and are engaged! Kids need to be moving most of the time and safety needs to be paramount.

Make sure the parents can see their children either by watching from a distance/behind a barrier or in a waiting room that shows the lesson on the CCTV monitors.

Have a welcoming waiting room with comfortable chairs, coffee and tea.

You can have your TV monitors playing special event loops. If you have space, it's a good idea to have a play area for younger siblings or for the shy kids. (It's a nice transition to get them into the gym at a later stage)

Create good first impressions!

Discussions with Own Child

The most common questions parents ask their kids are:

What did you learn?

What was the part you enjoyed most?

Did you have fun?

Do you want to go more often?

Why weren't you listening to the teacher

Do you want to have your birthday party here?

Educating the kids is important so that they can give impressive answers to their parents!

Having teaching objectives which are outlined at the beginning of the class, reinforced during the class and recapped at the end of the class will ensure the kids are able to accurately relay what has been taught in the lesson that day!

NOTE: "We learned cartwheels" is not going to cut it. They will learn and do cartwheels for years. If they say that from preschool all the way to grade 7, how would that seem to a parent? "We learned which hand goes with which foot in a cartwheel" is much more effective! And later "we learned to go through the vertical by doing our cartwheels between two mats today" is very different. The parent can see progression!

Curriculum and Progress Reports

Formal progress reports should be done once a term or once every second term. They should be age appropriate and easy to understand.

They should reward both skills and character traits.

Teachers can also give stickers for student progress.

Here is an example of a Pre school scorecard



GYM WIZARDS

STRONGER. FITTER. SMARTER KIDS

SCORECARD

PRE SCHOOL

DATE: _____

NAME: _____

CHARACTER DEVELOPMENT

- ☐ Able To Stay With Class
- ☐ Respects Coach And Others
- ☐ Listens During Discussion

THE KEY

- ☒ = Mastered
- ☐ / = Partially Mastered
- ☐ = Needs Work

FOCUS SKILLS

- ☐ Cart Over Cart Block
- ☐ Baboon Walk
- ☐ Forward Roll
- ☐ Crab Walk Backwards
- ☐ Swings
- ☐ Tuck Hold On Bar
- ☐ Balance On One Leg 10 sec
- ☐ Tuck Jump

Billing Statements

These should be timeously sent (we usually send ours a month before the term ends). They should be followed up with a bulk SMS. They should be easy to understand, accurate and always promote the referral programme.

Make your D-date and late fees policies clear (if applicable). We usually state our “No Pay No Play” policy.

We also always state the following:

“We cannot guarantee your child’s place in their preferred class. Attendance last term does not give you preference over another child if you haven’t paid. The only way to guarantee your place in your preferred class is to pay upfront as early as possible. Once we have reached our full quota of paying class members, we can refer you to another class or put you on the waiting list”.

Newsletters

These need to be done periodically- we usually send out two or three per term. It will have all the relevant dates and events as well as some educational piece – usually educating about the benefits of the Program. Keep it engaging by highlighting a family or a child who has come to your attention. A nice idea is to list all the children who moved up a level at the latest grading.

Events

These should be well organized and have refreshments on sale. Usually these are some kind of event where the kids get to showcase their achievements or when launching a new program opening. For the kids showcasing their skills, make it all about their own personal mastery journey and do not compare against other kids. Give awards and make the kids feel like “rockstars”.

Launching a new program? Give away prizes and special offers, making the new sign ups feel special like VIP’s.

Make it a FUN experience they will remember!

Don’t make it too long!

Exit on a positive note

When kids do decide to exit the program, make them feel special. Go over everything they’ve learned from you and wish them well. Make sure they know they are welcome back!

We give our graduating gold level kids a medal and certificate of completion. This is a very proud moment and we make a big fuss over them, encouraging them to feel proud of themselves and also letting the younger kids see what they are working towards. We always ask for referrals at this point again.

CONCLUDING THOUGHTS

These are the 10 key points summarizing this e book:

1. Marketing is the key money-making action in your business. If you’re not focusing on it, you’re probably not making money. You need to have a marketing mindset and get out of your comfort zone to do what it takes, to market your business.
2. Start your marketing process by understanding the needs and wants of your customer. Get inside the mind of your customers to see what unconsciously drives them!
3. Our inner reptile and mammal makes most decisions for us and our rational mind only approves this decision. Give your customers what their irrational minds want.

4. Talk about both features and benefits of recreational gymnastics/your gymnastics programme and have them at your fingertips at all times, to be able to grow your business.
5. Marketing is a system and a sequence. Make sure your marketing funnel has a consistent message and that your customers receive value at every step of the customer journey.
6. Know your maths! Measure your clicks, leads, downloads, show ups (for your trials), sign ups, upsells.
7. Use both online and offline methods for lead generation, educating and upselling your customers.
8. Build lifetime relationships with your customers so that you can offer them what they need over and over again.
9. Put yourselves in the shoes of your customers and go through the points of contact with your Gym- see what your customers see to evaluate what kind of experience you are giving them.
10. Referrals are the most powerful way to grow your gym membership: ask for them- especially when the customer first joins and they are excited about your services and products. Thank them for referring leads to you! Reward them for referring leads to you.

LET'S STAY CONNECTED

I hope you have enjoyed this e Book and can use it in your Gym Business.

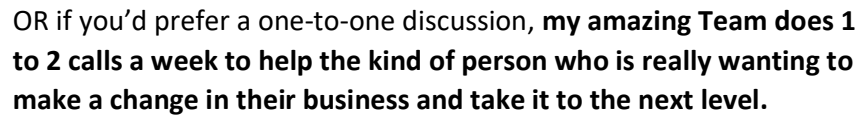
If you like what you've read, and you haven't already connected with me personally or joined my circle, I'd like to invite you to connect ***with me personally*** in my private [Kids Sports Entrepreneur Facebook Group](#)

Here you can ask questions and get support from me personally, as well from other Kids Sports Entrepreneurs who are also on this journey!

Join the Kids Sports Entrepreneurs Group

It's only a click away and totally free.

Use **GWA2025** as the passcode for access.



EMAIL us on: INFO@GYMWIZARDSACADEMY.COM

Hope to see you there.

Thorburns

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