

The background of the entire page is a photograph of a festive outdoor market at night. The scene is filled with warm, golden lights from string lights and market stalls. Several red awnings are visible, creating a vibrant contrast against the dark night. People are seen walking through the market, and the overall atmosphere is cozy and celebratory.

\$60,000 IN 60 DAYS

Learn How Your Martial Arts Business
Can Cash in on the Holiday Season



Perfect**Mind**

How to Make \$6k-\$60,000 in the Next 60 Days.

With Christmas quickly approaching, it's a great time to generate new leads and sales off your training programs, merchandise and equipment. Shoppers are in a frenzy trying to figure out new and exciting gift ideas for their loved ones.

January is a fresh start and one of the best months for martial arts. This is because, as research shows, health and fitness top the list of people's New Year's resolutions.

With the new year in mind, Martial arts and fitness programs can be great gifts for Christmas. After all, people want to create ways for their loved ones and their kids to benefit when the new year rolls in.

So how do we take advantage of the Christmas season and cash in given this context?





Get to the Malls

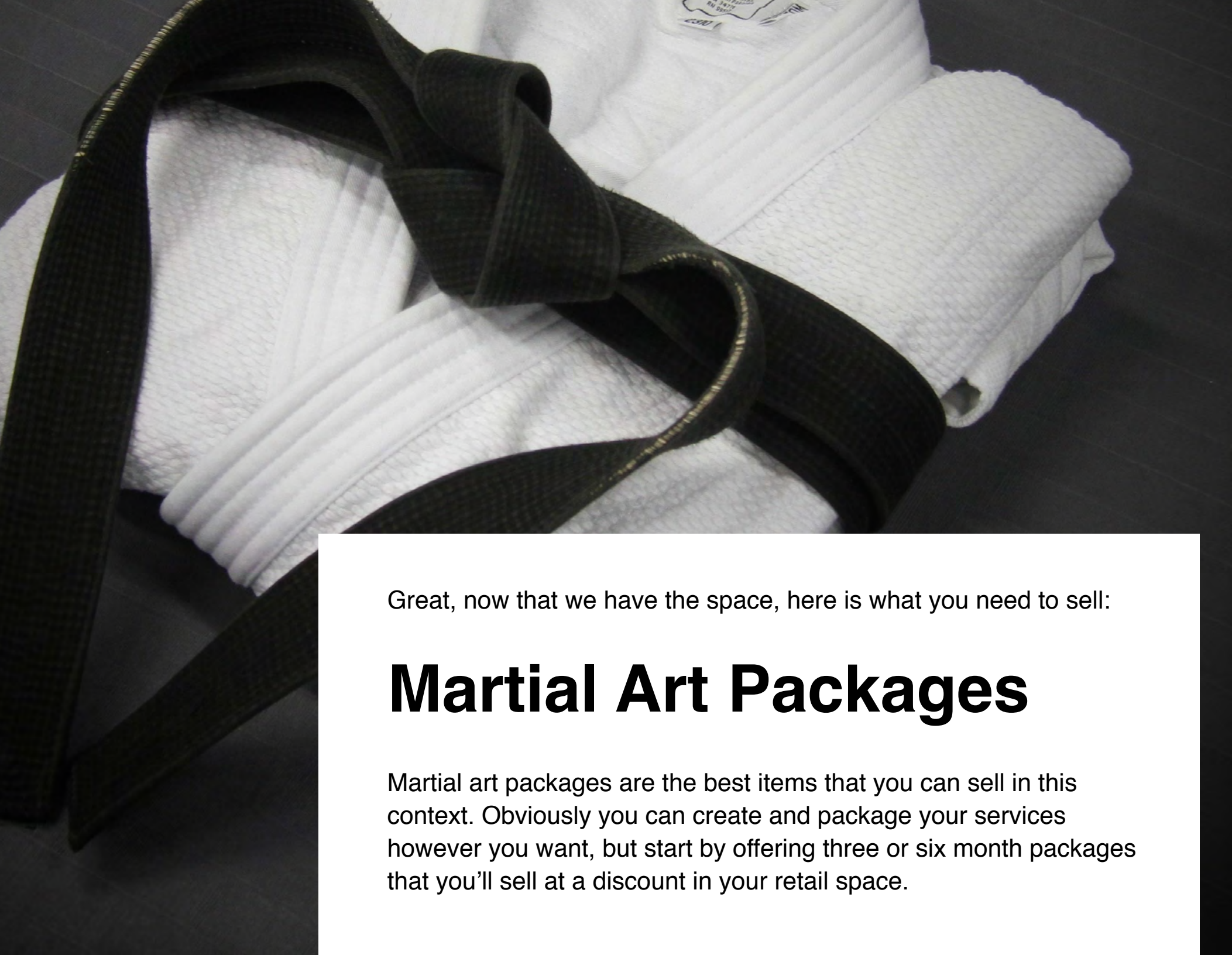
Herds of people are heading to the malls to get their holiday shopping done, and that's exactly where you want to be. What many people don't know is that you can rent temporary spaces to sell your pro-grams and equipment in a shopping mall for a fairly reasonable rate of return.

It would be ideal to get a space from December 1st to December 24th. This is when you will find the most amounts of people looking to spend money and buy your programs.

Here's What To Do:

- Call your local strip mall or shopping centre in regards to short term spaces you can rent for a few weeks during Christmas time. You need to do this well in advance but sometimes malls will have vacancies and can fit you in.
- All you need is a little kiosk or an actual small storefront in a high-traffic area. You've seen them before, often little cell phone stands or people selling novelty items.
- Ideally, look to get an 8 x 8 kiosk space. This should cost you anywhere from \$400 to \$1200 a week, de-pending on how good the space is for foot traffic.





Great, now that we have the space, here is what you need to sell:

Martial Art Packages

Martial art packages are the best items that you can sell in this context. Obviously you can create and package your services however you want, but start by offering three or six month packages that you'll sell at a discount in your retail space.

For Instance, a One Month Package Would Look Like This:

You get one of your uniforms, a white belt, and maybe a t-shirt or boxing gloves. You compliment the latter with a nice certificate that says “one month of training plus boxing gloves and uniform, total value of \$300”. Thereafter, wrap the package up with nice plastic wrap or, alternatively, make a nice gift box so that it would be ready to go like any other gift for Christmas.

Next, offer this package for only \$149, that way people can see that it's discounted as a Christmas sale.





Better Deals

For people looking for a better deal, create three or six month packages with an even greater discount. For a three month package, offer a price of \$300 with a total value of \$750. And for a six month package, offer a price of \$500 with a total value of \$1500.

Now it's crucial to note that these are being offered as gifts and are nonrefundable items. The person purchasing the gifts may or may not actually exercise the option to use the package and, hence, they must clearly state that they are valid for only 12 months.

Martial Arts Equipment

Depending on what type of school you run, you may have uniforms, T-shirts, hoodies, pants, weapons, boxing gloves, helmets, mouth guards, chin pads, and etc. You will be surprised how often people like to pick up boxing gloves or nunchucks as an impulse purchase.

Bring everything you sell in your pro shop to your kiosk as this is an ideal time to offload old inventory.



Gathering Leads:

Lets not forget the importance of having a draw available where every single person that walks by can enter. All they do is put their name, phone number, and email into a draw for a prize (free training at the academy). You've just turned holiday shoppers into leads that you can follow up with in the new year.



Let's Do Some Math

What's the value of a new student for you? Let's say you charge \$150 a month for your program. And everybody normally trains an average of 12 months.

$$12 \times \$150 = \$1800 \text{ dollars.}$$

Every new student you sign up is worth \$1800.

Excellent let's go back to your store. Maybe you had the opportunity to sell 10 one-month packages, 5 three-month packages, and 2 six-month packages.

That's a total of 18 new students. $18 \times \$1800$ equals just over \$32,000. Not bad for a few weeks worth of work during the slowest month of the year.



Finally, we may have sold some boxing gloves or equipment on the side. All of that could add up to be an extra \$5000 or \$10,000.

And oh yeah, what about all those leads that you got from your promotional offer? If you can generate only 5 leads a day and you were there for 20 days, that's 100 hot leads. If you can close 20% of them, now you have 20 more students at \$1800, which in turn comes to \$36,000, bringing your total to over \$60,000 for only 3 1/2 weeks of work.

Not a bad deal! Now go call your nearest mall and sell more programs this Christmas!





PerfectMind

Martial Arts Management Software & Marketing Services

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1.877.737.8030

sales@perfectmind.com

CREDITS

Authored by : Sean Jimenez