

10 Essential Strategies to Retain Your Martial Arts Students



Why Is Student Retention So Important Anyways?

In any membership-based business, student retention is always one of the biggest concerns. Most martial arts business owners will state that retaining their students is one of their main goals. Even if a school is regularly attracting new students, retention remains a top priority. Here's why:

- ✓ Costs 5 times more to win a new student than to retain one¹
- ✓ A 5% increase in retention can increase profitability by 75%²
- ✓ High retention rates create financial stability for your school
- ✓ Long-time students are more likely to refer their friends

So how can you keep your existing students happy? Student retention does take some work, but there are some simple things you should be doing to retain your students.

We've rounded up the top 10 essential retention strategies you should implement.



1. Offer Beginner Classes

It's tough being the new kid in class. One main reason why a student leaves is that they are uncomfortable being new. One way to help them stay is by offering a series of fundamental or beginner classes, geared only for white belts. This will help them become proficient in the basics and this may encourage them to keep learning.

2. Create Class Structure

Don't let your classes become repetitive. Consider breaking your classes into different stages, so that students don't lose focus or become bored. Also, be sure to end the class on a high note so that students leave with a positive experience and look forward to returning.



3. Vary Your Schedules

Students have a lot of extracurriculars and after-school commitments nowadays, so your class schedules need to be varied and attainable. Allow mix-and-match schedules where students can attend any class during the week as opposed to a strict schedule. This gives your students more incentive to return to your classes.

4. Offer Makeup Classes

Build makeup or refresher classes into your schedule. This way, if a student misses a class or two because they are sick or on vacation, they will be able to take a makeup class. They will not fall behind and will be on track with their training which reduces the risk of dropout.

5. Ask for Feedback

Actively ask for feedback from your students after each semester or belt testing. Conducting satisfaction surveys can preempt someone's decision to quit. Set up automated emails through your [member management software](#) that ask students for improvements and suggestions. Offer an incentive to ensure your students answer them. For instance, you could enroll them in a draw for a gift card or discount for completing the survey.



6. Celebrate Student Milestones

Make your students feel special by recognizing their birthdays and anniversaries with your school. This can be as simple as an automated email that goes out on their birthdays. People like feeling that they belong and this will make them more likely to stay in your school. You can also automate 'We Miss You' emails to go out when a student skips more than 2 classes in a row.

7. Offer Positive Reinforcement

Everyone likes to be recognized for their hard work, so be sure to offer positive reinforcement to your students. Offer badges and certificates for students of the month. You could also reward attendance by giving a monthly award to students who haven't missed any classes.



8. Host Special Events Every Month

Special events are a great retention tool. It's a good way to build community and make your students feel like they belong. You could host a mixture of free and paid events such as pizza parties, end of the school year parties, holiday celebrations and specialty classes, such as self-defense.

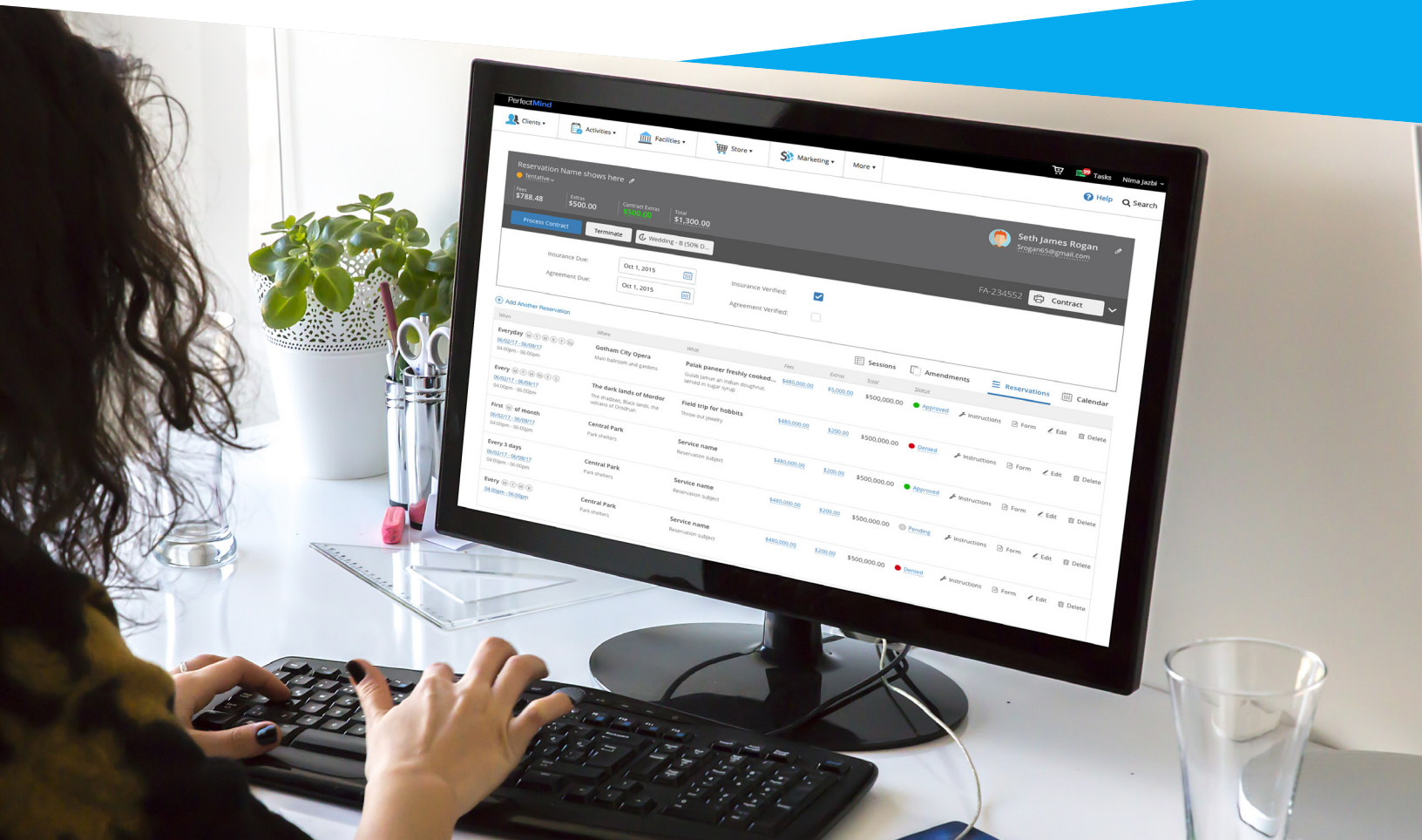
9. Offer Leadership Opportunities

A leadership program is a great retention tool and it creates value for your current classes. Offer students of a certain level the chance to help out in classes with drills by making them student instructors. This will not only keep them motivated and involved but they can motivate their peers as well. Once they've reached a certain level, you can even recruit your future instructors from there.



10. Make it Easy to Book Classes & Pay

This one is geared for the parents. If parents find it difficult to book classes, purchase memberships or make payments to your school, you will lose out on repeat business. To avoid this, make sure your billing is automated and offer self-service functionality. Let your students and their parents book classes online, view and update their billing information and even check-in online. [Martial arts management software](#) can help you achieve this easily.



Do You Know the Warning Signs?

Do you recognize the signs of a student about to drop out? Here are some warning signs to watch for.

- ✓ Seems withdrawn or loses interest over time
- ✓ Constantly struggles to keep up with the class
- ✓ Signs of frustration, lack of motivation or anger

However, the biggest indicator is attendance records. Tracking attendance records is usually the best way to figure out if a student is more likely to drop out or not. It can be tricky to manually track attendance, especially in larger schools but that's where dedicated martial arts software can help. Member management software will track attendance for you so you can prevent student dropouts before it's too late.

Retaining your martial arts students doesn't have to be a battle if you follow these simple strategies to keep your students engaged. Also, with the help of member management software, you can simplify business processes by automating billing and collections, send automated birthday emails or reminders, and track belt testing and attendance. If you want to find out more about how PerfectMind will improve your retention rates, schedule a live demo with one of our product specialists today.

About PerfectMind:

Originally designed by a martial artist for martial arts schools, PerfectMind is a member management and marketing software solution. The all-in-one platform improves student retention, by automating and managing billing and payments, belt and rank, email marketing, reporting and more.

Plus, PerfectMind's intelligent ABC rating attendance tracking system proactively monitors cancellation indicators. It segments students into groups, based on their attendance so you always know which group of students are about to drop out and can reach out to them before it's too late.



To learn more about how PerfectMind can help you visit www.perfectmind.com or simply give us a call 1-877-737-8030.

Connect with us:    

¹ 7 Mighty Customer Experience Trends For Retention in 2019

<https://postfunnel.com/7-mighty-customer-experience-trends-for-retention-in-2019/>

² Customer Acquisition Vs.retention Costs – Statistics And Trends

<https://www.invespcro.com/blog/customer-acquisition-retention/>