

10 TOP TIPS TO HELP IMPROVE YOUR JUDO CLUB

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MARTIAL ARTS BUSINESS



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Welcome to 10 top tips to help grow and improve your Judo club. This guide is designed to provide you with practical strategies and tips that can help your club attract new members, retain existing ones, and foster a stronger sense of community. Whether you're a small local club or a larger more established one, these principles can be adapted to suit your specific needs.

Now, let's dive into each of these tips in detail.





MAKE JOINING THE CLUB AS EASY AS POSSIBLE

Overcome common barriers to participation such as cost and convenience by offering affordable membership options and family discounts. Ensure the club's location is easily identifiable and consider amenities like parking facilities, and a waiting area for parents to enhance their overall experience.

Streamline the process by providing online sign-up and monthly payment options for convenience.



FOCUS ON MEMBER RETENTION

Implement recognition programmes such as 'student of the week' and 'player of the month'. This will give students a feeling of achievement. Ensure you do regular gradings and let students know when the grading will be, as this gives them something to work towards.

Celebrating milestones, both big and small will encourage ongoing participation and commitment.

Increasing customer retention rates by **5%** can increase profits by

25% - 95%

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ENHANCE THE ONBOARDING EXPERIENCE



Offer orientation sessions to familiarise new members with club rules, etiquette, and expectations, this will make your club seem friendly and professional. Be sure to give new members personal attention during their initial classes or assign experienced members as mentors or buddies for newcomers.

Make sure new members know the basics and ensure they have a kit to wear so they feel like part of the club from the start.

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LEVERAGE FREE TRIALS EFFECTIVELY



Offer free trials or introductory sessions to attract potential members and encourage trial participants to bring friends or family members.

Don't have a system in place? NEST provide everything you need to grow your club and communicate with members. With NEST you get easy online registration, a direct debit system, free trial prospecting system and communication systems.

Find out more at: www.nestmanagement.co.uk/judo/

Consider providing incentives or discounts to members who refer new individuals to the club.

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COMMUNICATE REGULARLY WITH STUDENTS

Our Student App allows you to keep in regular contact with members, through emails, Facebook updates, WhatsApp groups – make them feel like part of a community.

When new people join the club, provide clear instructions and communication throughout the enrolment process.

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BOOST ONLINE PRESENCE, WORD OF MOUTH AND MARKETING

Be sure to maintain an updated website and active social media profiles. Look to reach new potential members through online advertising and Facebook marketing – invest in your club and see the return.

Share engaging content, including training tips, success stories, and Judo's benefits to inspire others and highlight achievements and progress within the club. Encourage members to share their positive experiences – word of mouth is an extremely positive form of advertising.

82.4%

of people say they seek recommendations from **friends and family** before making a purchase, demonstrating the power of word of mouth

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ADDRESS COMMON MISCONCEPTIONS

Address common misconceptions head-on, such as the belief that Judo is overly aggressive or unsafe for children. Host open mat sessions and information sessions to educate the public about the true nature of Judo.

Be sure to highlight the discipline, safety, and character-building aspects of the sport.



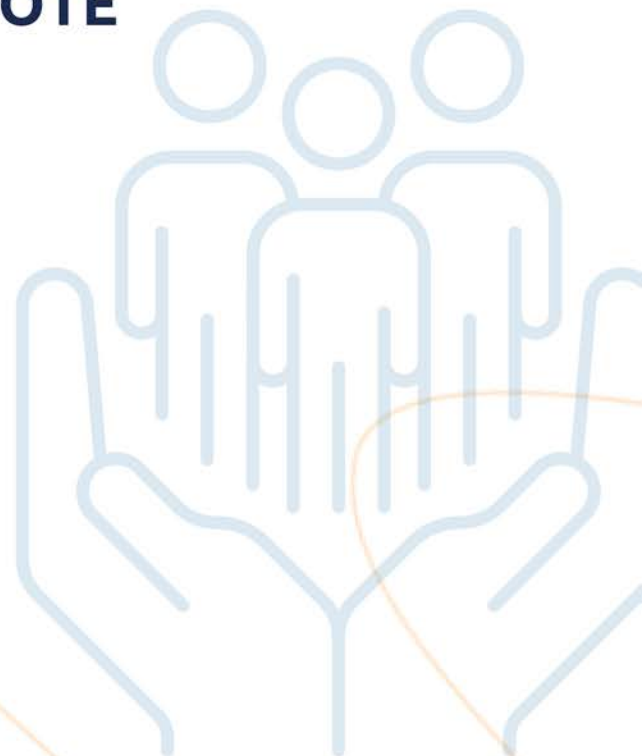
DID YOU KNOW? Judo is ranked lower in injury risk compared to sports such as football.

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ACTIVELY PROMOTE INCLUSIVITY

Ensure that your club is accessible to everyone, regardless of their financial situation or ability. Actively promote inclusivity in your marketing materials. Highlight the diversity of your club, including members with disabilities and from diverse backgrounds.

Consider offering scholarship places or reduced fees for individuals who show promise but cannot afford regular classes.





SET CLEAR MEMBERSHIP GOALS

Set specific, measurable, and attainable goals for membership growth, and make sure you regularly review and adjust your objectives as needed.

Be sure to track attendance figures, new member sign-ups, and referrals to measure progress toward your goals and make sure you celebrate milestones and achievements along the way.

Need a way to measure attendance figures and track new member sign ups? Check out NESTs reporting features. [Contact us today](#) to book a demo!



CREATE STRONG COMMUNITY LINKS

Collaborate with local schools, sports clubs, and community organisations to offer after-school clubs and free taster sessions. Why don't you look to host joint events and activities to expand your club's reach.

Actively participate in community activities and attend community meetings and events to establish a visible presence. Share your passion for Judo and its positive impact on individuals and the community as a whole.



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Growing your Judo club requires dedication, strategy, and a commitment to creating a welcoming and inclusive environment. By implementing these tips, you can attract new members, retain your current ones, and strengthen your club's presence within the community.

Remember that the journey to growth may take time, but with patience and persistence, your club can thrive and make a positive impact on the lives of its members and the community. If you want more specific business advice on how to grow your club, [contact NEST today](#).



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