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EASTON ONLINE · THE SYSTEMS BEHIND EIGHT OWNER-OPERATED SCHOOLS

THE FOLLOW UP **GUIDE**

The exact cadence Easton Training Center runs on every new lead and every new member, from the first inquiry through month six. Scripts included.

8

Schools, owner operated, no franchise

6%

Attrition across all eight

6 mo

How long we stay on a new member

From

The team at Easton Online

easton.online

YOU PAID FOR THAT LEAD. NOW GO GET THEM.

You do not have a marketing problem. You most likely have a sales problem. Follow up is the sales problem in its plainest form, and it is the cheapest one to fix.

I'm Eliot Marshall. I'm one of the owners of Easton Training Center, eight schools in Colorado, all owner operated. Our attrition across those schools is about 6%. That's unheard of. Almost none of it comes from anything clever. It comes from boring things we do every single time, and following up is the most boring one and the one that pays the most.

ELIOT MARSHALL

Every lead cost you something. Ad spend, the website, the sign out front, the front desk person who answered the phone. Most schools pay that money, get the form fill, and then let the day get away from them. The lead goes cold within a day. The same thing happens after someone signs up: the school stops paying attention right when the new member is deciding whether this place is for them.

This guide is the system we run to stop both leaks. It has two halves.

HALF ONE

THE NEW LEAD

Someone filled out a form, called, or walked in and did not sign up on the spot. The goal is one thing: get them on the mat for a first class. The cadence runs six months before we call a lead dead.

HALF TWO

THE NEW MEMBER

Someone signed up. The first 90 days decide whether they stay for years or quit before their belt gets dirty. We check in eight times in the first six months, and every check in has a job.

THE RULE UNDER ALL OF IT

Speed, then consistency. A lead is most likely to book when you are still fresh in their mind and their interest is high. Reach out the same day, then stay on the schedule in this guide whether or not they answer. The schedule is what protects the follow up from a busy Tuesday.



THE NEW LEAD CADENCE

A new lead is anyone who raised a hand and did not book. Reach out frequently, vary the time of day, and vary the channel: phone, text, and email. People answer different things.

DAY ONE SAME DAY	Reach out within the hour if you can, and before you close for the day no matter what. Thank them, ask one question about what they are looking for, and offer two specific times for a first class. Two times, not "whenever works."
WEEK 1 EVERY OTHER DAY	Follow up every other day. Rotate phone, text, and email. Change the time of day each attempt. Every message offers a class time.
WEEK 2 TWICE	Twice this week. Still rotating channels. If they respond at any point, go straight back to the week one pace until they are booked.
WEEKS 3 & 4 ONCE A WEEK	Once a week. You have not heard back, so ease off. One useful message a week: a class schedule, a beginner story, an invitation to an open mat. If they answer, ramp back up.
MONTHS 2 TO 6 ONCE A MONTH	Once a month, and ask the honest question. If they have never responded, it is appropriate to ask whether they are still interested or would rather be removed from your list. Most people respect the question. Some of them book.
MONTH 6 NO RESPONSE	Log them as a dead lead and stop. Write it in the contact record with the date. A dead lead you stopped on purpose is a clean list. A dead lead you forgot about is a lead you will accidentally text next year.

WHERE SCHOOLS BREAK THIS

They do day one and week one, then the follow up dies because nobody owns it. Put one name on the follow up. Put the cadence in your CRM as tasks. The system does not depend on anyone remembering.



THE NEW MEMBER CADENCE, FIRST 90 DAYS

Remember how scary it is for someone to even take a few steps inside that door. The first 90 days are make or break. We check in on a schedule, and each check in gathers something the front desk, the admin, and the coaches all need to know.

NEXT DAY AUTOMATE IT	A simple check in on how the first class felt. Schedule this to go out automatically the morning after class one. Ask when they plan to come in next and whether they have any questions. Nothing else.
WEEK 2	Check the record before you write. Look at attendance first. If they have trained fewer than two classes a week, ask whether anything is keeping them off the mat. Be ready for the two most common answers: the schedule and the coaching. Both are fixable if you hear them now.
WEEK 3.5	The trial is about to end. Tell them. Confirm everything is meeting their expectations, then remind them the trial month expires in a week and their next payment is at the full rate. Nobody should be surprised by a charge. Surprised members cancel.
WEEK 7	Review attendance and promotions. A consistent member should have their first promotion by now. Congratulate them by name for the specific thing. This is also the moment to mention a private lesson or a small workshop if one is running.
WEEK 12	Almost 100 days. Make it a moment. Thank them for being consistent. At Easton Training Center we hand them a free month of training to give to a friend. The 100 day member is your best referral source and this is the day to ask.



MONTHS FOUR THROUGH SIX

Past 90 days the risk changes. They are not scared anymore. Now they are deciding whether this is part of their life. Three more check ins carry them to the six month mark, and then they are yours to keep.

WEEK 16	Ask what they like most, then ask for the review. By now they know what they enjoy about training here. Ask if anything could make the experience better. If the answer is nothing, ask them for a Google or Facebook review that day. If the answer is something, fix it and follow up on the fix.
WEEK 20	Attendance, promotions, and the reason they joined. Most members have a second promotion by now. Congratulate it. Then go back to what they told you on day one about why they walked in, and make sure they feel like they are on the way to it.
WEEK 24	Six months. The last scheduled check in. Half a year of training is a real accomplishment for a working adult. Say so. Use the conversation to confirm they are having a great experience, and hand them off to the normal rhythm of the academy: belt ceremonies, open mats, the community.

WHO DOES THIS

ONE OWNER PER CHECK IN

Front desk can run the next day, week two and week 3.5 messages. A coach or the GM should own weeks 7, 12, 16, 20 and 24, because those are about training, not logistics. Log every one in the member's record.

WHAT YOU GET BACK

AN EARLY WARNING SYSTEM

The answers tell you who is about to quit before they quit. A member who misses week two and gives you a schedule excuse at week 3.5 is a cancel at week 8 unless someone acts. Now you know in time.



THE TEXTS WE SEND

These are the actual messages. Swap the **highlighted** parts for your own, and swap our perks for yours. The 30 minute private and the free month for a friend are what Easton Training Center offers. Yours can be different. The timing and the tone should not be.

CONFIRMATION TEXT

AFTER THEY BOOK A FIRST CLASS

Hey **NAME**, this is **YOUR NAME** from **ACADEMY**. You're set for **DAY** at **TIME**. Wear something comfortable you can move in, show up ten minutes early, and ask for me at the front desk. See you on the mat.

NEXT DAY CHECK IN

AUTOMATED, MORNING AFTER CLASS ONE

Hey **NAME**, this is **YOUR NAME** from **ACADEMY**. I'm excited you decided to give us a try! When will we see you for your next class? And do you have any questions for me?

2 WEEK CHECK IN

CHECK ATTENDANCE FIRST

Hi **NAME**, this is **YOUR NAME** over at **ACADEMY**. Wanted to check in and see how classes are going so far. Also a reminder that during your trial month you're eligible for a free 30 minute private lesson with the instructor of your choice. Want me to set one up?

If attendance is under two classes a week, replace the private lesson line with: "I noticed we haven't seen you much this week. Is anything getting in the way of training?"

3.5 WEEK CHECK IN

TRIAL ENDS IN A WEEK

Hey **NAME**, **YOUR NAME** from **ACADEMY**. How have classes been going? Quick heads up that your trial month ends on **DATE** and regular program pricing starts with your next payment. If you have any questions about that, just reply here.

Encourage them to use the private lesson inside the first 30 days. Ours expires after three months.

7 WEEK CHECK IN

REVIEW PROMOTIONS FIRST

Hi **NAME**, this is **YOUR NAME** at **ACADEMY**. Just wanted to check in and see how training has been going. It's awesome that you've already made it to your **RANK**. Keep showing up.



DAY 100 AND BEYOND

12 WEEK CHECK IN, PART ONE

THE 100 DAY THANK YOU

Hey **NAME**, **YOUR NAME** over at **ACADEMY**. Wanted to reach out and congratulate you. You've been training with us for over 100 days! As a thank you for being so consistent, we'd like to give you a free month of training for one of your friends. Stop by the front desk next time you're in and we'll get it set up.

12 WEEK CHECK IN, PART TWO

SEND THE SAME DAY, AFTER PART ONE LANDS

Also, a reminder that if you refer a friend and they stay past their trial month, you get 10% off your membership every month they're active. Refer three friends and that's 30% off for as long as they train.

This is Easton Training Center's referral structure. If yours is different, write yours here. Do not skip the message.

16 WEEK CHECK IN

THEN ASK FOR THE REVIEW

Hey **NAME**, hope you've been enjoying classes with us. Do you have any questions about your training, or anything we can do to make your experience better?

If the answer is positive: "That means a lot. Would you be up for leaving us a quick Google review? Here's the link: **LINK**." If it is negative, address it first and follow up after the fix. Never ask for a review in the same message as a complaint.

20 WEEK CHECK IN

REVIEW PROMOTIONS FIRST

Hi **NAME**, I just saw you made it to **RANK**. That's exciting! What's been your favorite part of training so far?

Whatever they answer, connect it back to the reason they gave for joining on day one.

24 WEEK CHECK IN

THE SIX MONTH MARK

Hey **NAME**, congratulations. You've officially been a member of **ACADEMY** for six months! We're happy you're part of this community. Anything you want to work on in the next six? Let me know and I'll point the right coach at it.

TWO RULES FOR EVERY TEMPLATE

From a person, never from "the team." And one ask per message. A check in that asks how classes are going, reminds them of a charge, and requests a review is three messages pretending to be one, and it gets none of the three.





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— THIS IS ONE PIECE OF THE SYSTEM

THE FOLLOW UP IS THE PART YOU CAN START TOMORROW.

Everything else we teach at Easton Online is what Easton Training Center runs every day: the sales funnel and the intro class that produce the lead in the first place, the fundamentals program and curriculum that keep the member past six months, the staff handbooks and meeting rhythm that make it all run without the owner in the building. Our schools run whether or not an owner is in the building. That's not a flex, that's a system, and you can have it.

We're not a marketing company and we're not internet gurus. We're martial arts academy owners and operators, like you.

Get started at easton.online

UNDER 100 MEMBERS

LAUNCH

For schools that are opening or still under a hundred. The CRM, the website that converts, the sales funnel, and the fundamentals curriculum, in three modules.

OVER 100 MEMBERS

ACADEMY ACCELERATOR

Everything we do across eight schools: core values and vision, the full sales funnel and training videos, program structure, curriculum, handbooks and SOPs, and a monthly call with Eliot.



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