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EASTON ONLINE · THE SYSTEMS BEHIND EIGHT OWNER-OPERATED SCHOOLS

THE ORIENTATION GUIDE

How Easton Training Center runs a new student's first hour on the mat, from the handshake at the front desk to the hand off to their first class coach. BJJ edition.

3x3

Name, praise, eye contact. Three times each

90

Days that decide whether a member stays

6%

Attrition across our eight schools

From

The team at Easton Online

easton.online

THE FIRST HOUR DECIDES THE FIRST YEAR.

Remember how scary it is for someone to even take a few steps inside that door. Your orientation coach is the first person in your martial art most new students will ever talk to. That is not a front desk job. It is the most important teaching job in the building.

Across eight schools our attrition is about 6%. People ask us what the trick is. There isn't one. A new student who feels welcome, understands the tap, and gets introduced by name to their first coach almost never quits in the first 90 days. A student who gets thrown into a fundamentals class cold usually does. The orientation is where we decide, together with that student, which one they become.

ELIOT MARSHALL

01 WHAT THE ORIENTATION IS FOR

Our intro session introduces a prospective student to Brazilian Jiu Jitsu and to how we train, and it prepares them to succeed in their first fundamentals class. Three outcomes, every time:

- **A strong first impression** of the academy and the people in it.
- **Enough vocabulary and movement** that the first real class is not a wall of confusion.
- **A safe student.** They understand the tap before anyone ever puts a grip on them.

THE MINDSET THE COACH WALKS IN WITH

Positive and enthusiastic, on purpose, every single time. The student's nerves will match the coach's energy. From the moment they walk in, everything we do is aimed at helping them start their first day the right way, and our attention to detail is the whole job.



MEET THE STUDENT

Always start by introducing yourself and explaining how the next hour works. Nobody relaxes until they know what is about to happen to them.

Tell them the orientation will walk them through the basic movements they will do in class, the positions they will hear named, and what it means to train here. Then start building rapport, and do not stop until the hand off.

THE 3X3

NAME. PRAISE. EYES.

Three things, each done three times over the hour:

- **Say their name** three times.
- **Give positive feedback** three times. Think high five.
- **Make eye contact** three times.

It helps the coach actually learn the name, and it tells the student they have been seen. Both matter more than any technique you show.

THE OTHER STRATEGY

ASK QUESTIONS

Three to ask early, and to pass along at the hand off:

- How did you hear about us?
- Do you have any previous martial arts experience?
- What are your fitness goals?

The third answer is the one you write down. It is the reason they walked in, and every check in for the next six months refers back to it.

02 INTRODUCE THE CULTURE

Woven through the hour, not delivered as a lecture:

- **Etiquette.** Bow on and off the mat. Hygiene. Thank your training partners. Black belts are Professor, colored belt instructors are Coach.
- **The belt system.** Why ours is different, and when a student gets to roll.
- **Who we are.** The Easton Training Center way in a sentence: badassess on the mat and a real business behind the desk. Say yours in a sentence too.



PREPARING FOR THE MAT

03 THE GI AND THE BELT

Help them fix their gi. Make sure the pants are on forward and they know how to tie them. Then teach the belt. The goal is for the student to mimic the coach tying it so they start learning from minute one. Belt tying is confusing the first time, which makes it a good ice breaker. Tell them straight: this is going to be hard, and the point is to have fun anyway.

04 THE TOUR

Walk them through every training area, briefly. As you walk, explain the details that give them a frame of reference: where the beginners train, where the kids train, where they will change, where the coaches are. A student who knows where things are does not feel like a guest.

05 TECHNIQUE TIME

Frame the experience so they leave **sweating, smiling, and learning**. Keep the enthusiasm and the patience up the whole time, whether you have one student or six.

POSITION THE STUDENT TO FACE THE WALL

Their focus stays on you as you teach, not on everyone walking past in the lobby. Small detail, and it changes how much they take in.

Move through the positions and core movements on the checklist on page six. Name each one out loud so the words are familiar when a fundamentals coach says them next week. Prioritize the starred movements if time runs short.



STAYING SAFE WITH THE TAP

The tap is the social contract of jiu jitsu. Every new student learns what, when, where, why, and how before they ever partner up. It is the one talk in this guide we never shorten.

WHAT

A SIGNAL TO STOP

A tap tells your partner you no longer feel safe and you want the exchange to end. That is all it means. It is not losing.

WHEN

EARLY AND OFTEN

We tap when we feel unsafe, from a position or a submission. Getting better at jiu jitsu requires tapping early and often. Say that sentence exactly.

HOW

THREE TAPS, FELT

Hands, feet, or out loud. Teach three clear taps on the partner. Not a slap and not a pat. The partner has to feel it to know to stop.

WHY

A TOOL, NOT A DEFEAT

The tap is a positive tool that keeps everyone training tomorrow. A new student who believes that stays. One who thinks tapping is failure gets hurt or quits.

THE MISTAKE WE SEE IN OTHER ROOMS

Coaches teach the mechanics of the tap and skip the why. A student who only knows how to tap will hold out to avoid embarrassment. A student who understands why we tap protects themselves and their partner. Spend your time on the why.



THE ORIENTATION CHECKLIST

Print this page and keep it at the desk. Red boxes are the priorities: if the hour runs short, these still happen.

RAPPORT

- ☒ Introduce yourself and frame the hour
- ☒ Say their name, three times
- ☒ Praise, three times
- ☒ Eye contact, three times
- ☐ How did you hear about us?
- ☐ Any previous martial arts experience?
- ☐ What are your fitness goals?
Write this one down

CULTURE AND SAFETY

- ☐ Fix the gi, teach the belt
- ☐ Tour every training area
- ☐ Etiquette: bow, hygiene, thank partners
- ☐ Professor and Coach
- ☐ The belt system and when we roll
- ☒ The tap: what, when, where, why, how

POSITIONS TO NAME

- ☐ Takedowns
- ☐ Side control
- ☐ Closed guard, including half guard
- ☐ Mount
- ☐ Back control

CORE MOVEMENTS

- ☐ Double leg
- ☐ Seated breakfall
- ☒ Up in base
- ☒ Standing breakfall
- ☐ Forward and backward rolls
- ☒ Hip out
- ☐ Bridges

FACE THE WALL

Set up so the student faces the wall during technique. Their attention stays on the coach instead of the lobby. Every time.



THE HAND OFF

The orientation ends with an introduction, not a goodbye. Find the coach for the class they are about to join and introduce the student by name.

You have used their name three times by now, so this is easy. Include anything relevant from the hour: previous training, an old injury, the goal they told you. The coach should start class already knowing who this person is.

While you wait together for class to start, summarize the orientation and frame how it prepared them for what comes next. Then thank them, and tell them you'll see them on the mat.

WHY THE HAND OFF MATTERS

NOBODY WALKS IN ALONE

The worst moment of a first class is standing on the edge of the mat not knowing anyone. The hand off deletes that moment. The student walks in with a coach who already knows their name and their goal.

WHAT HAPPENS AFTER

THE FOLLOW UP STARTS TOMORROW

The orientation coach's notes feed the next day check in and every check in after it. If your school does not have a follow up cadence yet, the Follow Up Guide at easton.online is the one we use.

People do not quit jiu jitsu. They quit feeling lost in a room full of people who know each other. Run this hour well and they never feel that way.

ELIOT MARSHALL





EASTON.ONLINE

— THIS IS ONE PIECE OF THE SYSTEM

THE ORIENTATION IS THE PART YOU CAN FIX THIS WEEK.

Behind it sits everything else Easton Training Center runs, and everything Easton Online teaches: the sales funnel and follow up that get the student to the orientation in the first place, the fundamentals program and curriculum that keep them past six months, the staff handbooks and meeting rhythm that let the school 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.

