
MARTIAL ARTS SOCIAL MEDIA MASTERY CHECKLIST FOR EXPLOSIVE SCHOOL GROWTH



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Hey there!

I'm Stephen Oliver, founder of Martial Arts Wealth Mastery, a program that's been helping martial arts studio owners grow their schools exponentially over the last 15+ years.

Social media has been one of the ways I've been able to attract new members, fill my classes, and grow my business withOUT spending a ton of money or time doing it.

This checklist reveals a quick run-down of the 7 social media must-haves for explosive martial arts school growth. It's the same checklist I follow and give to all of my clients to ensure they're doing everything right, even if they don't consider themselves "Facebook fluent".

ENJOY!

Grandmaster Stephen Oliver
Founder, Martial Arts Wealth Mastery



www.MartialArtsWealth.com

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Social Media Mastery Checklist for Martial Arts Studios Owners

1. *Create consistency on all of your platforms* - Make sure your

Facebook profile descriptions, website links, and program names are all the same. This optimizes your page so potential students in your area will find you quickly over your competitors.

2. *Post quality content* - Use a mix of posts that vary between promotions (your current offers/classes), sneak peeks into your studio, upcoming events, and thoughtful information like bite-size tips.

3. *Run contests* - Your promotions don't have to just be flyers or direct mail. Run a contest offering a FREE class - requirements could be just tagging a friend in the comments below. This will help expand your reach.

4. *Use video* - this is becoming the go-to medium for most web viewers plus, it increases your visibility online because your fans are more likely to engage with a video than any other type of post.



5. Make your cover photo compelling - Turn your cover photo into a billboard for your business. Use a free design platform like canva to create a cover photo with your latest offer on there. It's the first thing that people see when they come to your page.

Pro tip - most of your traffic will come from mobile so after you post, check it out on a phone to make sure it's readable.

6. Add sign-up buttons and links to your page - In your about section and the "our story" section, add a link to your current class schedule. That way if people read about your business, they know how to take next steps. Also be sure to update your buttons underneath your cover photo to direct them to messenger (if you have someone actively monitoring your page) or to your website.

7. Feature clients - Do a student highlight of the month. If you tag them, the post will show up on their page which will expand your reach to all of their friends who are likely potential new students!



Next Steps...

While social media is important in establishing your brand online and integral to growing your school, there are many other ways to use online and offline marketing to grow your business.

For a limited time, get your FREE Martial Arts School Growth Toolkit (\$1,297 value) and...

Discover 6 Strategies That Martial Arts Experts Around The Nation Are Using To Aggressively Grow Their Student Base And Bottom Line.

If you want a proven, field-tested way to quickly and affordably enroll dozens of new students into your programs, start here - ***Get Your FREE Martial Arts Growth Toolkit Now!***

This FREE Toolkit comes with everything you need - including a complimentary school audit by millionaire maker, Grandmaster Stephen Oliver himself - to rapidly enroll new students into your program, boost your bottom line and generate a reliable and consistent marketing plan so you can stop relying of referral-based signs-ups and start experiencing business growth year-round.

“With all that we learned, we should add at least 100K to our bottom line in all 3 locations over the next year. Your knowledge of every aspect of running a Martial Arts business is vast. Thanks!”

- Les and Jenni Edwards



Here's a quick look at what you'll get...

- Grandmaster Stephen Oliver shares how schools he has worked with have added **\$150,000, \$250,000, \$300,000 AND MORE** to their schools' earnings in the past 12 months — **WITH NO ADDITIONAL EXPENSES**.
- Why some school owners **NEVER** break through their plateau, and how to avoid making that mistake.
- The 4 **PROVEN** Fundamentals you **MUST** master to successfully drive your school to the next level.
- How to multiply your retention by keeping the classroom fresh, exciting, and motivating for your students **AND** your staff!
- How to "tap into" the experience of **THE MOST** successful school owners in the world, and dramatically shorten your learning curve!
- This program is designed to give you the exact shortcut you need to master online marketing quickly and easily.

PLUS, these **FREE Bonuses**...

FREE PERSONAL SCHOOL EVALUATION - Get two 30-minute sessions PLUS a sure-fire action plan to **DOUBLE** your results or better!

TWO 90-MINUTE SEMINARS - Lessons Taught by "The Millionaire Maker" Grandmaster Stephen Oliver

FREE COPY OF STEPHEN'S GROUNDBREAKING BOOK - Trim 35 years off your learning curve and **AVOID** the most costly mistakes in your martial arts business.

[GET YOUR FREE MARTIAL ARTS GROWTH TOOLKIT NOW]

"All of Grandmaster Oliver's sales, marketing, and operational mentoring helped us train our staff to organize a weekend event that generated 107 appointments and over 35 immediate enrollments. We have increased our monthly billables by 6K and 15K in cash!"

- Inner Circle Member



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