

HOW TO DO A WOMEN SELF DEFENSE SEMINAR / WORKSHOP



OVERVIEW

OBJECTIVE

This seminar is designed to help recruit new students by offering a free 2 hour Self Defense workshop. You would hold the class during down times at your location, during the day or Saturdays, or if need be off-site. For example, at your local elementary school.




MARKETING

it as a free seminar to help the community gain awareness as they develop confidence in themselves, so they can navigate the world in a more successful and confident way.

COURSE EXECUTION OUTLINE

• SET YOUR DATE / TIME / LENGTH OF COURSE

• MARKETING STRATEGY – PLACES TO MARKET

-  **INTERNALLY** – reach out to parents of existing students. Provide them with passes to give out. Suggest to them any friends, co-workers, family members, or groups they are involved in. (Mom Groups, PTA etc.)
-  **LOCAL ELEMENTARY SCHOOLS.** Offer the class to all teachers and office staff. You could even schedule the class at the elementary school. Maybe on a Wednesday when they have early dismissal.
-  **BUSINESSES** in your area. Visit restaurants, banks, department stores, grocery stores, and daycares. Offer it to all their employees and their families.









Notes:

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CLASS OUTLINE

INTRODUCTION

-  **THANK THEM** for taking time out to help better themselves.
-  **WHO YOU ARE** (Your school), how long you have been a part of the community, relationships with local schools and businesses.
-  **MAKE AWARE** that even after the course, in two weeks you will not remember these techniques. Constant practice will help retain the knowledge.
-  **GOOGLE** different stats on woman self-defense. Why it is important, how many attacks happen each year, day, hour etc. And then quote them throughout the course.
-  **WARM UP.** Keep in mind some people will not be prepared for a strong work out. Keep it easy, and fun. Something they can do as a group, for example divide the room in half and have them jog or walk fast, passing each other not making contact.
-  **GO OVER SOME BASIC TECHNIQUES,** Palm strike, elbow, knee strikes on pads or body shields.
-  **PARTNER DRILLS** of different scenarios. Think of different real-life situations. Being abducted, at the ATM, walking in parking lot etc.
-  **LIVE ACTION DRILLS.** Take the drills you did in partner exercise and perform them real time. Safety precaution is a must here, no injuries. Use your own instructors if possible.





Notes:

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CLASS OUTLINE

CLOSE

-  This is where you want to remember the four steps to selling.
-  Thank them for coming again. Emphasize how great it was that they took time out of their schedule to better themselves.
-  Get affirmations, ask questions such as, do you see how this can benefit you?
-  Now explain how the program usually works, for example normally it is \$99 for our 4 week self defense program, but because you attended today anyone that enrolls in our 4 week course today, it is only \$49 for the entire course.

FOLLOW UP

-  Just as in our normal trial memberships, set up a follow up / progress check two weeks into the trial and try to get them on a regular membership. Ask them how they are enjoying the program, do they see the benefit it has to offer. And let them know if they enroll now they will receive \$99 off their down payment and they still can have the full 4 week program.

Notes:
