

# LOW-COST GROWTH HACKING GUIDE

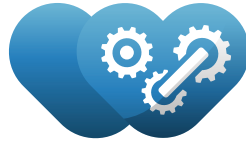


46 Low Cost Growth  
Hacks That Score Big  
Results in 7 Days or Less

**By Nick Dougherty**



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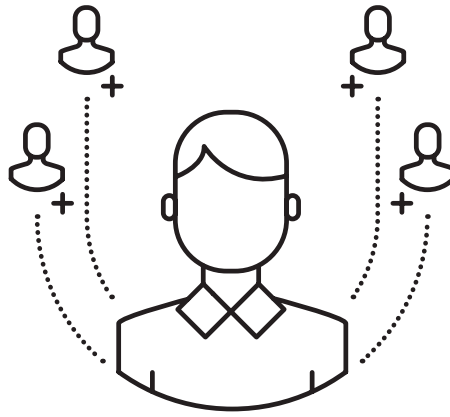
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Cover by Eric Harris

# Before You Begin...

Use these low-cost “Hacks” to **help grow your facility** from the inside. The key is to **be open-minded** with the strategies, regardless of whether you’ve tried them before. Hacking is a way of making things better, so don’t mistake these for the unethical kind. 😊



## Student Acquisition Hacks

**Hack #1 - Referral Incentive Program** The issue with referral programs is that most of us think people will just refer people without any tools. Some will, but why leave it to chance?

Do this 😊

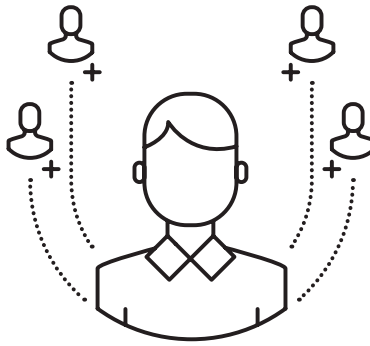
Check out [www.disk.com](http://www.disk.com) and order a custom made flash drive that you send to people's houses with a personal card with the Facebook and Email posts for them to post to help get referrals.

What is the incentive for both parties? What I mean is instead of ONLY rewarding the person who refers, what about the new client? Give them something related to the service you provide, not cash. For example they get a \$50 credit towards their equipment that is needed. So, reward both, and give ALL your clients the tools to make getting referrals easy.

Host a meeting in your school where you actually invite everyone who is interested in learning about your referral program. You can break it up by class or just do it for your entire school depending on the size. This helps with communication for one of the most important processes of your school.

Send out a survey for quality assurance before launching this process.





## Student Acquisition Hacks (Continued)

Use these hacks to help grow your facility

**Hack #2 - Anniversary Hack** - This is one of my **Top 5**. I'm not sure why most of us have neglected this but **IMPLEMENT** this **NOW**. If you have been open for a year, 2 years, or 3-30 years.

Offer a **90 day special** for your anniversary.

*Here is my hack...*

Make your anniversary during the **slowest time** of the year. I opened in October but I took possession in July, which is the usually the worst month in my area. So for 90 days run scarcity and urgency specials. Month 1 - offer the biggest discount - 75 / 50 percent off and then go to about 30 / 40 the next month. The last month use time as the trigger. Only 2 weeks left, 1 week left, all the way down to 24 hours left.

**Hack #3 - Local Sports Team Sponsor Hack** - One thing most of us have done is sponsor a local soccer or baseball team. I'm sure you had the year-end party and pitched them on continuing at your school.

*Here is my hack...*

Sponsor the **WHOLE LEAGUE**.

You can sponsor a team for \$100 - \$250, or you can make them an offer they cant refuse. Find out who runs the league and offer a \$1000 - \$2000 donation and get **ALL** the **TEAMS** to get 50% off training for a month - But it should be a compliment to the sport they play, **NOT** just all Martial Arts. Work with them on agility, coordination, fitness first and mix in Martial Arts.

In my opinion the mistake we make is similar to when people sell a complimentary product that is not similar to the original product a consumer buys.

**For Example** - If I give you this PDF, I'm not trying to upsell, downsell, or sideways sell you a course on how to teach Martial Arts Classes.

Thank about it. **THIS** my friend is hacking.



## Student Acquisition Hacks (Continued)

Use these hacks to help grow your facility

**Hack #4 - Brand Ambassador Program** - Not having this in your school is a MISTAKE. Implement this ASAP! Incentivize your ambassadors for pushing out content. Content should not be ONLY Sales materials, it should be a mixture. Picture a salad when creating and distributing content.

**Hack #5 - Referral Partners** - Creating relationships with local businesses but providing them with business building tips / hacks at your location once a month. Think about creating your own chamber of commerce. It is needed more than ever, because the people leading the meetings for the chamber are 10 -15 years behind. Focus on quality relationships over quantity.

**Hack #6 - Upload all contacts** - This is one of my favorite hacks to build a FAST custom audience. For \$50 - \$100 have your current members upload all of their contacts into a CSV file then upload to Facebook and run ads to them as a custom audience.

**Hack #7 - PR Mission Base Campaigns** - Most people want to be part of something “Bigger”, something that has a purpose. So buy the book “**Double Double**” by **Cameron Herold** and be your Own PR firm, he shows you how on a silver platter. I suggest having a mission base project once per quarter, think about having a toy drive, a food drive and even a transformation challenge where you get massive PR by imaging the money to a cause. Get on this with more exposure fast at the same time helping with branding and creating a “**Family**” like Cult-URE.

**Hack #8 - The Birthday Party Stack Close** - If you want to close people at parties, use a proven formula. A Formula not created by martial arts business owners. (see next page 8 for details).

**Hack #9 - Instagram Influencers** - One way to grow quick is to hack someone else's audience. As more people are moving to Instagram and with the way you can reach their audience this is a tactic that I HIGHLY SUGGEST. It involves some investigating into who are the major influencers in your area, and that can be a benefit to you. The key is for you to provide value and ask them to be a guest speaker or a Facebook Live interviewer. If you want to pay someone to do the investigating for you, go on [fiver.com](https://www.fiver.com) and look for those services. There are a lot of people that will investigate for you at low, low costs.



## **Student Acquisition Hacks (Continued)**

Use these hacks to help grow your facility

**Hack #10 - Remarketing / Pixels** - If you have not set this up, you should. Fast. Basically, you get a pixel from Facebook or Instagram, and you install it into your website so you can track people coming to your page easier. So if someone comes to your site, doesn't do anything, and leaves, you have the ability to run an ad specifically back to that group of people to drive them back. You can also use lead magnets as part of a funnel to help drive them back to a sales page that was in your funnel sequence. If you have Engage, you have the ability to do all of this easily.

**Hack #11 - Hacking the School Systems Email List** - I don't mean breaking into their database. I mean using a strategic approach. What can you do for the gatekeeper? Who is the gatekeeper? What would they want? I don't have a direct one way to do this, all I know is I would be trying to get that list. Some schools use [www.peachjar.com](http://www.peachjar.com)



## **CRASH COURSE STEPS to being a CLOSER**

Oh, and if you have kids doing your birthday parties DO NOT USE THIS.  
They will blow it for you.

**#1**

In the beginning of the party ask the parents if it's ok if you go over your new student special for two minutes AFTER the party is over.

**#2**

Make a big deal at the end of the party about the birthday child, THEN ask again if its ok to go over the special.

**#3**

HAVE VISIBLE BONUSES - For example a backpack, uniform, even an online course. Make sure to know the exact value of each bonus.

**#4**

Tell them the exact number of all the bonuses and the trial. For example, the official SWAG backpack - \$X.XX, our official uniform - \$X.XX, our life skills transformation course - \$X.XX, and the six week special - \$X.XX, all of these combined is \$X.XX (use the law of contrast principle) before giving your ONE DAY SPECIAL OFFER where they save either \$ or % whichever one sounds better.



## STUDENT ACQUISITION HACKS (Continued)

Use these hacks to help grow your facility

**Hack #12 - Movie Theater Hack** - This is a key one that I want you to see the common pattern with other things we have told ourselves "That doesn't work anymore." If you find yourself saying that, you are not looking for the opportunity and you should look for the opportunity in all traditional marketing approaches. Look at them as opportunities because most people think they don't work. I like them because I can get them for a better price and they are not as competitive as Facebook.

So revisit your local movie theaters and I'm confident you will be able to get in much cheaper or when they tell you the price I would bet they are much more open to negotiations than they were in the past.

**Hack #13 - Day Care Centers** - Instead of going and asking about teaching in them, ask if you could have them come as a guest because you know many parents in your area are looking for day care. Live interviews on Facebook, and having them at all your events with a table. In other words develop a relationship first, and have something for them instead of the outdated approach of asking to teach a class at their day care.

**Hack #14 - Buddy Events** - INCENTIVE for bringing a friend, and an incentive for the student as well. Make sure the event is theme based and not during the regular class schedule.

**Hack #15 - Surveys** - Everyone is selling on Facebook. Use Quizzes and Surveys. If you have Engage, you have the ability to create quizzes & surveys to run traffic to, otherwise, what's stopping you from creating your own survey and giving members a hard copy?

**Hack #16 - DM People on Instagram / Facebook** - I'm not a big fan of this, but I know several schools that do this and are crushing it.

**Hack #17 - Build your SMS List** - Using short codes. As email open rates continue to open less you will need to adapt. Don't wait. We use Twilio, and if you have Engage, you have the ability to build your SMS list.



## **STUDENT ACQUISITION HACKS (continued)**

Use these hacks to help grow your facility

**Hack #18 - Sponsor Sports Leagues** - I know most have sponsored a local soccer team, I believe the way is to sponsor the league. If you sponsor the league you are hacking the list. The list is what we want.

**Hack #19 - Content Marketing Hack** - Are you doing any content marketing?

### **Some Examples:**

- Infographs
- Case Studies
- PDF's
- E-Books
- VIDEO Shows
- Live Interviews
- Instagram
- Ask Me Anything Series
- How-To Guides
- Secret Reports/ Special Reports/ Free Tools
- Podcast
- LinkedIn
- Press Releases
- Quizzes
- Local Business Listings

**Hack #20 - The “What They Want Automation Hack”** - It is difficult to put in words. So here it is... When you find the main objectives for a student, create a simple automated email and SMS that compliments your teaching. Simple articles and content will serve as “Unconscious” reminders as to why your facility is so valuable.





## Nick D's Growth Hacking Tools

Tools That Nick D Uses That You Should Use Too

**1. Headline Analyzer** - This is my favorite free tool for headlines & email subjects. Check it out: [www.coschedule.com](http://www.coschedule.com)

**2. Photo / Video App** - Check out "Legend" in the app store.

**3. TypeForm / Engage** - These are platforms I would use for surveys. Check them both out.

**4. Collecting Data** - You want to collect intel and data. ALL the time. The more the better. Check out [www.polladdy.com](http://www.polladdy.com)

**5. Book - "Double Double" by Cameron Herold** - One of the best in the world with Operations. Read his book, and make sure to check out the section on PR.

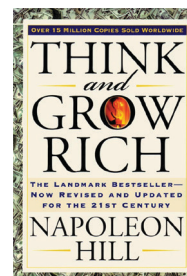
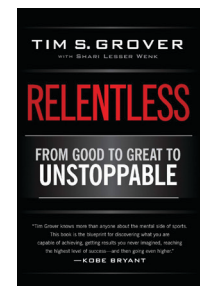
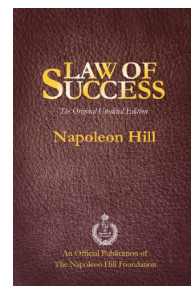
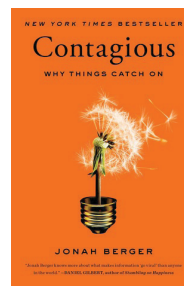
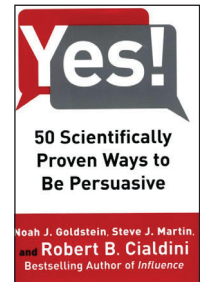
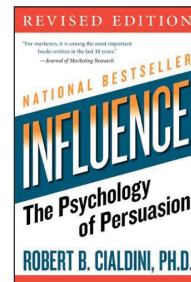
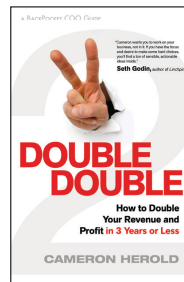
**6. Book - "Influence" by Robert Cialdini** - The Godfather of Influence. If you have not read this, you should order it RIGHT NOW.

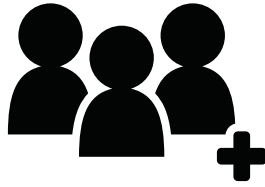
**7. Book - "The 50 Scientific Ways to Get People to Say Yes" by Robert Cialdini** - Pure GOLD

**8. Book - "Contagious" by Jonah Berger** - There is a reason certain things SPREAD like a VIRUS, and reasons why things DO NOT. Order this Now.

## Books You Should Consider Reading

Recommended by Nick D





## Customer On-Boarding

**#1 Updated Pinned Post** - It should be updated every month or before the content becomes stale. Survey your clients to tell you what, or if, you are failing to communicate.

**#2 Create an On-Boarding Course** - Try teachable, it's a great platform and easy to use. The advantage of using teachable is you are able to create exams for any course.

**#3 Weekly Survey** - During the first 6 weeks or during the first few weeks of the trial program you offer, send out a survey to get feedback and data. Keep in mind the three stages of retention, and the on-boarding phase is critical. You want to make sure that each week they are confident, and feel that they can be great at Martial Arts. Any feelings of awkwardness or non-confidence will decrease the percentage of them continuing.

**#4 Family Pot Luck Day Every Month** - I'm not sure why I never tried this before but it seems like common sense. People want to feel part of a family, family is the key feeling you want to achieve for all clients.

**#5 Gamification** - Implementing a gamification process will only create more excitement for the trial members. People like to win things and it keeps them wanting to come back.

**#6 Gifting process** - Gifting is a proven way to increase conversion. The key is having a trackable process.

**#7 Orientation Night** - If you aren't a fan of pot lucks, have an orientation night for any parents (of the students) once a month to improve communication and increase conversion alone by 5-10 percent a month will pay huge dividends over a year.

DO NOT be cheap. Have it catered, make sure you have nice seating and make sure you offer healthy food and drinks.

**#8 The 4 Week or Weekly Report Card** - Without seeing your progress we are hoping they feel the benefits. Document and create a report card for all trial members. NOW. If you offer our Life Mastery Program, we give this to you already designed.

Customer on-boarding in Martial Arts is as outdated as any system out there. BS Follow up calls & auto emails aren't going to be enough today. Just like everything else in the world, consumer expectations have gone up. But, has your level or service gone up?

On-boarding should be on-going. For example do you have an on-boarding process that makes the transition from going to higher program - **IE** - Little Dragon moving to a kids program? If not, you should have a process.

**Personal Connection Worksheet** - This is a Document that tracks everyone on trial & confirms what type of personal connection has been made.



## **Client Journey**

### Guarantee Client's Success

There are three phases of the retention process and this is the final phase where most of us drop our level of service and/or effort toward the client. DO NOT let this happen. Use these hacks below.

#### **#1**

### **Create a Road Map For the Client**

Yes, spend the money and create an actual road map. Also include a video of you going through their journey.

#### **#2**

### **Create “Must Have Experiences”**

Without having one “Must Have” at each level of training you will have a much higher return rate. Having a “Must Have” experience that you and your team gets the member to, is the difference in growth. Doing this only increases your odds of growing.

#### **#3**

### **The “Must Have Survey”**

This will scare most of us. This is the survey that bluntly asks your customer what would happen if you no longer had your service available. This will help you know who is a loyal or satisfied customer.

#### **#4**

### **Weekly Active Student Count**

The number of students in your school is irrelevant. It's a vanity metric and most owners exaggerate anyway. However, you do want to know on a weekly basis - what percentage of your student base attended classes. Tracking this over time will allow you to look at patterns and to adjust your overall growth strategy.

**The Hack** - Create a reward system that is VISIBLE for everyone to see with rewards for consistency. The longer they don't miss, the more valuable and impactful the GIFT should be.

#### **#5**

### **Weekly Non-Active User Hack**

You might not agree with this one, but just really listen & think. For people that miss a week - we have all offered the BS make up refresher class to prevent them from quitting.

F THAT.

**Create a Video** - Spend a few dollars and do research of people that quit (use famous people) and then compare to the elite that didn't quit.

Be the opposite of the rest of the industry.

Don't LET people in your school that don't WANT TO be there.

#### **#6**

### **Premium Membership**

No, not the Black Belt Club or Master Club... They are 20-30 years old. Offer a mission based program. Offer more missions for 6 weeks, 3 months, 9 months instead of things that never end. This is the future, and the future is here.

ADAPT or Die.

If you have our Life Mastery Program, this is a premium program we created that you can offer to your students. We give you all the necessary tools & coaching, done with you.



## Client Journey (Continued)

Guarantee Client's Success

### #7

#### 15 (Yes there is just SO MUCH HERE I couldn't make it ONLY 1)

The PURPOSE of a business is to create and keep customers. And remember I referenced the three phases of retention?

Well, they are the following :

**Phase 1** = Initial

**Phase 2** = Medium - This is where it either fades or ignites for most

**Phase 3** = Long Term - This is when you MUST create MUST HAVE experiences. This is where the premium program comes in.

Robert Chialdini talks about these principles - include them in EVERY step of the client journey.

**#1 Reciprocity** - Gifts

**#2 Social Proof** - Evidence based videos and posts used to show value and what others can expect. Do you have a SWIPE file of these?

**#3 Consistency** - There is no in-between. You either are or you ARE NOT.

**#4 Authority** - PODCAST? Your own book? Which do you have? [48hourbooks.com](http://48hourbooks.com) allows you to publish your own book. All you really need is microsoft word to write your own book.

**#5 Liking** - Do you and your staff have a high likability factor?

**#6 Scarcity** - Used in your events and in any promotion to get customers.

**#7 Recognition** - Do you highlight MILESTONES of your members? You better, and if not START.

**#8 PRECISION** - At this stage you must form CUSTOM RELATIONSHIPS with members.

**#9 The Netflix Effect** - Do you have anything that is COMING SOON for your members. This one is easy. Just watch how Netflix automates and prepares you months in advance about what series is coming. Communicate like Netflix

**#10 Ongoing On-Boarding** - I had to remind you again because this is the stage where it is most necessary.

**#11 Resurrection Automation Process** - Follow these steps for old members. This is the only effort required...

**Survey** - Why.

**Desire** - What did they want that you didn't give.

**Give** - Make an attempt to make it better.

**Offer** - Make and offer with incentive.

**#12 Loyalty Program** - IMPLEMENT ONE NOW!

**#13 Customer Perks** - Local business discounts. Discounts based on attendance.

**#14 Special Trips for Long Term Members** - Not the retreat where you charge \$100. Just where you go and SPEND QUALITY TIME WITHOUT CHARGING.

**#15 Surprise Visits** - Going to their sports game and being supportive, box tickets to a professional sports game if they are a BIG fan



## MY FINAL HACK

**The TEAM BOOK** - Create a BOOK with an entire class. For example your kids advanced class. Where they tell their story and benefits.

THIS IS GOLD ^^^^ DO NOT JUST think about it....

DO IT.

### Conclusion

I know there are SEVERAL HACKS In here that you can implement. The key word is "can"... Turn that into "DID".

Enjoy and let the hacking begin.

Peace,  
**Nick D**