KARATE TRIAL FOLLOW-UP SCRIPTS

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A parent books a trial at 9:40pm and calls two other schools the same night. These are the five touches that get their kid back on your mat, with the words ready for each one. Swap the placeholders and make them sound like your dojo.

School: _____

Trial offer: _____

Who calls: _____

The Five Touches at a Glance

Spread over a week, because most parents take a few days to decide. Each touch keeps your dojo in front of them while they think.

TOUCH	WHEN	CHANNEL	WHO
1. Instant reply	Within the hour of the booking	Text	Automation is fine
2. Day-before reminder	The day before the trial	Text + email	Automation is fine
3. Greeting at the door	When they walk in	In person	Whoever is at the front
4. Follow-up call	The same day as the trial	Phone, then text	A real person
5. The offer	Within the week	Email + text	The instructor or owner

Placeholders

Swap these for whatever your booking or email tool calls them.

PLACEHOLDER	SWAP IT FOR
{Parent}	the parent's first name
{Child}	the child's first name
{School}	your dojo's name
{Your Name}	whoever sends or calls
{Class} / {Day} / {Time}	the trial class they booked
{Parking Note}	where to park, or how to find the door
{Program}	the program you'd put this child in, by age
{Price}	what it costs, said plainly
{Link}	where they book, move a class or sign up

1 Instant Reply

When: Within the hour of the booking

COPY

Text: Hi {Parent}, it's {School}. {Child} is booked for {Class} on {Day} at {Time}. We'll send a reminder the day before with what to wear. Questions? Just reply here.

An automated text is fine here. What matters is that it arrives while the parent is still holding their phone.

2 Day-Before Reminder

When: The day before the trial

COPY

Text: Hi {Parent}, see you tomorrow at {Time}! {Child} can wear comfortable clothes they can move in, no shoes on the mat. Parking: {Parking Note}. Need a different day? {Link}

Email subject: Tomorrow: {Child}'s first karate class

Email: Hi {Parent},

{Child}'s trial class is tomorrow, {Day} at {Time}.

What to wear: comfortable clothes they can move in. No uniform needed yet. Bring a water bottle.

When to arrive: about 10 minutes early, so we can say hello and show {Child} around.

Where to park: {Parking Note}.

Parents are welcome to stay and watch. We'll show you where to sit.

See you tomorrow,
{Your Name}, {School}

Edit the clothing and parking lines to match your dojo. "What does my kid wear?" is the question that stops a nervous first-timer.

3 Greeting at the Door

When: they walk in.

- [ ] **Know the name before they arrive.** Check the day's trial bookings before class.
- [ ] **Greet the parent by name,** then the child.
- [ ] **Show the parent where to watch.** Somewhere they can see their kid's face.
- [ ] **Introduce the instructor** so the child meets one friendly person before class starts.
- [ ] **Say when you'll be in touch:** "I'll give you a call this afternoon to see how it went."

Before You Switch It On

- [ ] **Rewrite every script in your own words.** Parents can hear a script read off a page.
- [ ] **Name who makes the follow-up call.** If it's everyone's job, it's nobody's.
- [ ] **Send touches 1 and 2 to yourself first** and read them on your phone.
- [ ] **Stop the sequence when a family signs up.** Nobody wants an offer email the day after they joined.
- [ ] **Count your trials once a month:** booked, showed up, and joined.

4 Follow-Up Call

When: the same day as the trial, while the kid is still talking about it.

SCRIPT

Open: “Hi, it's {Your Name} from {School}. How did {Child} like class today?”

Listen, then ask: “What did you notice about them on the mat?”

Make the offer: “For {Child}'s age, I'd suggest our {Program} on {Day}. Want me to save {Child} a spot in Thursday's class?”

If they need time: “No problem. Can I check back with you on Friday?”

NO ANSWER?

Voicemail: Hi {Parent}, it's {Your Name} from {School}. I wanted to hear how {Child} liked class today. I'll send you a quick text too, and you can reply whenever it suits you.

Then text: Hi {Parent}, it's {Your Name} from {School}. How did {Child} like class today? We loved having them.

5 The Offer

When: within the week. Name one program, one schedule and one price. A menu of options gives a busy parent another reason to wait.

COPY

Email subject: A spot for {Child} in {Program}

Email: Hi {Parent},

Thanks again for bringing {Child} in this week.

For {Child}'s age, our {Program} is the right fit. Classes are {Day} at {Time}, and membership is {Price}.

You can sign up here: {Link}

If you have questions, reply to this email or call me. Happy to help.

{Your Name}, {School}

Text: Hi {Parent}, it's {Your Name}. Want me to hold {Child}'s spot in {Program}? It's {Day} at {Time}, {Price}. Sign up here: {Link}, or reply and I'll call.

Let the follow-up run itself

Gymdesk's booking forms turn a trial booking into a lead, automations send the confirmation and follow-up, and booking reminders go out before class. The lead pipeline shows where every family stands.

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