

MULTI-DISCIPLINE MEMBERSHIP TIER PLANNER

Sell each martial art as its own front door. Sell the room once they're through it. This sheet turns the four-tier structure from the post into your disciplines, your prices, and the student-led signal that moves someone up.

STEP 1 · YOUR FRONT DOORS one row per discipline you market on its own

#	DISCIPLINE	CLASSES / WEEK	LEAD COACH	HAS ITS OWN PAGE, INTRO, AND SEARCH TERM?	WHICH DISCIPLINE IT FEEDS NEXT (THE BRIDGE)
1				☐ page ☐ intro ☐ search	
2				☐ page ☐ intro ☐ search	
3				☐ page ☐ intro ☐ search	
4				☐ page ☐ intro ☐ search	
5				☐ page ☐ intro ☐ search	

STEP 2 · YOUR TIERS the post's structure on the left, yours on the right

TIER	THE MODEL	YOUR NAME FOR IT	WHICH DISCIPLINES	\$ / MONTH	RIGHT FOR	WRONG FOR
FOUNDATIONS one discipline	Beginners finding their feet. Wrong for cross-trainers.					
CONFIDENT two disciplines	Regular hobbyists building range. Wrong for infrequent members.					
UNLIMITED all disciplines	High-frequency members who live there. Wrong for people short on time.					
COMPETITION full pathway	Serious competitors. Wrong for fitness-only members.					

STEP 3 · WHAT MOVES THEM UP the signal comes from the student, never from the sales pitch

FROM → TO	THE SIGNAL IN THE POST	THE SIGNAL IN YOUR GYM (WHAT YOU'D ACTUALLY HEAR OR SEE)	WHO'S ALLOWED TO OFFER IT
FOUNDATIONS → CONFIDENT	They ask, "Can I try the Muay Thai class too?"		
CONFIDENT → UNLIMITED	They're on the mats 3+ times a week and want more.		
UNLIMITED → COMPETITION	They start asking about smokers, comps, fight prep.		

STEP 4 · SILO CHECK

- ☐ **Leadership cross-trains in public.** Which coach trains in which other program this month? _____
- ☐ **Every discipline has a named bridge.** The clinch-to-grappling kind. Step 1's last column has no blanks.
- ☐ **One thing the whole room does together** each month (open mat, cookout, belt night): _____
- ☐ **Before adding a discipline:** members are asking for it, and you can name three of them. A competitor down the road having it is a different thing.
- ☐ **You can filter attendance by program**, so you can see who's siloed and who's cross-training.

THE RULE

UPSELLS ARE STUDENT-LED. ALWAYS.

Selling a member training they're not interested in and won't use gets you buyer's remorse, and buyer's remorse tends to be immediate: disappointment, then a cancellation. Build the ladder, put the signals in Step 3, and wait for them to climb.

Two-mat trick. Kids striking on one mat, adult grappling on the other, same 5:30 slot. The parent dropping off is your Foundations member. Write the slot here: _____