



British Judo Council

Club Marketing Guide

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Your guide to promoting and building *your* club, increasing the membership and getting the most out of everything that you have in the most efficient manner possible in line with the core concept of Judo...

Seiryoku Zen'yō -

Maximum efficiency with minimum effort

BJC Club Marketing Manual

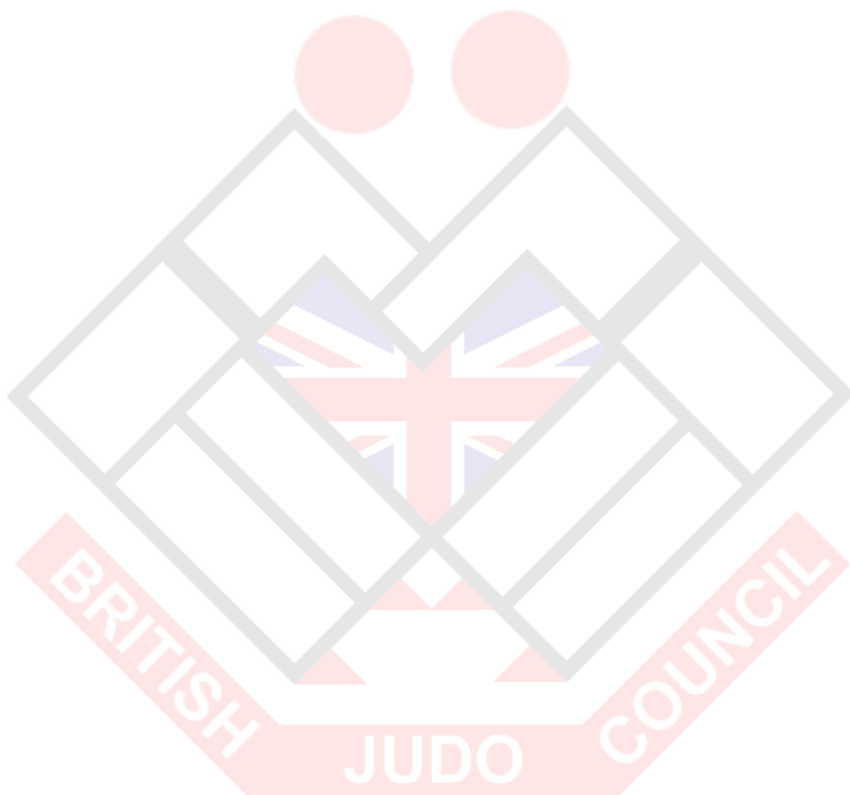
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Foreword

Awaiting content.



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Preface

Why are some clubs vibrant, growing, exciting and full of smiling Judoka whereas some others are stagnating, quiet affairs with few members?

There can be lots of reasons. The author has run a club of the latter. Now closed, the Evreham club just failed to go anywhere. The standard tactics outlined in this book were tried but just didn't take off. The strange thing is that it was not always so. The club a decade ago had a healthy membership of 20 juniors and almost as many seniors. But then two events happened at almost the same time. A large chunk of the juniors left to go to university at pretty much the same time and the seniors got hit by divorce. Within just a couple of months three seniors left for this reason and as a result, their mates stopped coming (another three), then a couple of others dropped out and suddenly both sessions were in single figures.

When a club gets into single figures, it loses its 'energy'. There are not enough people to run a proper Randori session, there is no buzz and it can be hard for even the best coach to get motivated. Potential new members come along and give it a try but the lack of energy does not inspire confidence and they tend not to stay.

In the end, there was also something strange about the area that the Evreham club served. The old adage is true. You can bring the horse to water, but you can't make it drink. The Evreham Sports Centre (where the club is based) is just not working at any level. Not for fitness (despite all the equipment), not for Badminton, Table Tennis or Gymnastics. There is nothing else in the area so it just seems that the local population are not interested in exercise.

So why are some clubs vibrant and full?

There are two key things at the session level but they all point back to the same thing.

Marketing!

- ✱ From the above it is clear, you have to be in the right location. This is part of marketing.
- ✱ From the above you need to have enough numbers to make it busy, vibrant and exciting. This is also marketing.
- ✱ You need to be an engaging lively and interesting coach that can keep your members interested. Another word for this is 'selling' which is also marketing.
- ✱ You need to understand that it is a 'process'. That is, once you have the club that you want, you can't sit back upon your laurels, you need to keep going because some members will leave for various reasons so you need to keep on filling the funnel of new members in order to keep it busy. Again, marketing.

The techniques used in this manual are all tried and tested by some of the most successful clubs in the BJC. We don't pretend that we have all the answers, but if you follow the guidance contained within, you will get results. It is all proven. Right now the authors other two clubs are bursting at the seams and there is a waiting list. Other clubs that follow these methods include several in the top ten largest BJC clubs.

Follow the advice and give it a try. You have little to lose and a lot to gain and the end result makes it a lot more fun for you, the club coach.

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Introduction

If you are reading this you care about two things (amongst many others):

- ▶ **Judo**
- ▶ **Your club**

The purpose of this book is to help you improve both.

For a moment, let's roll back a bit and look at some of the reasons why people do Judo:

- ▶ An interest in martial arts
- ▶ A method of keeping fit which is less repetitive than calisthenics and/or weight training
- ▶ An interest in 'things' Japanese
- ▶ It's what you and your mates do on a night out
- ▶ An interest in it for competitive sport purposes
- ▶ Enjoyment of the blend of physical and intellectual that Judo offers with its wide range of techniques
- ▶ A method to 'unwind' after a busy week in a friendly controlled environment

There are of course other reasons but the above are probably the main ones. But these are 'personal'. They are the reasons for your own Judo. They do not explain the motivations behind why you run a club and commit to coaching. Some of these may be:

- ▶ A desire to 'give back' to the community
- ▶ A sense of responsibility to your Sensei to share what you were taught to the next generation
- ▶ A feeling of status and responsibility in the community
- ▶ Pride by association of those who you have trained being successful in competition
- ▶ Personal fulfilment by watching those who you have trained, gain skills, develop, grow and self-actualise into better people
- ▶ Just for the love of it
- ▶ A means of allowing you to develop your own Judo (by having sufficient Randori partners)

All of these are valid reasons. Some may be more noble than others, but it is not important, per se. Whatever your personal motivations are, others are benefiting from your efforts and that is good.

So why do I need this booklet (you ask)? For many people, marketing is a 'dark art' used to persuade other people to do things (usually part with money) that otherwise they may not want to. This is not correct. Marketing is neither an 'art' nor is it dark. It is a 'science' and it is as bright (in the sense of obvious) as one can get once you understand the basics.

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Marketing is the generic word that covers areas of business such as Public Relations (PR), Advertising, Market Research (finding out what the consumer wants), Market Price Analysis (the ideal price the market will pay for a 'product'), Product Placement and of course selling.

You may be surprised at the claim that marketing is a science. But it is true. Two examples from the real world will be used and that will help you understand as it applies to Judo and your club.

Example 1:

There is a product. Let us consider a new breakfast cereal. What is the correct price? One can make a 'guess' and say it is similar to Crunchy Nut for example and price it at around that. But that would be unscientific. The scientific method is to test it. So the product is launched in a number of different supermarkets in a number of different towns. The towns will be selected to have similar demographics and geography eg. Liverpool, Manchester, Sheffield and Leeds. These towns are not too far apart but are sufficiently far away that you are unlikely to get people from one shopping in the other.

The product will be tested in the different supermarkets at different price points over a period of say two months and the sales compared. People will not necessarily choose it if it is cheaper. It may be considered to be too low a price and lacks value. Some areas people will select the more expensive because it is perceived as having something extra (to justify the price). Over the test period, you will quickly discover the price point where one can gain the maximum sales.

One can test it further. In one supermarket (eg. Tesco) there may be a special introductory offer whereas in Sainsbury there may not. Aldi might have a 'buy two for the price of one' whereas Lidl may have a bigger box at the same price as Sainsburys. Sometimes the bigger box will sell better, sometimes the smaller (generally the higher priced 'luxury' cereals sell better in smaller boxes). This process of testing will find the answer and the result is a scientific statistically valid way of finding out what the best price, size of box and special offer should be.

Example 2:

One wants to send out an email offering a new product to your existing customer base. Maybe you are a department store and you want to offer a new line in winter coats. You get your advertising department to create two adverts for this email. You split your email list into two and send one advert to one half and the other to the second half. You measure the response (which you do with a tracking code within the email). You might even offer a special discount coupon for the customer to use when they place the order which will be different for each email. This way you can track which of the emails has a higher read rate, which has the higher click rate (to the product order page on the website) and which has the higher purchase ratio.

Once one knows which advert is better, you scrub the weaker advert and get a new advert created and test that against the last advert. This is called A/B split testing and you continue to develop your marketing through always scrapping the weaker

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advert, repeating the process by trying a new one against the best so far and measuring the results.

Now these core principles of scientific marketing are the staple of medium to large organisations efforts. But they are harder to do for the smaller organisation. The BJC has an email list of members that it sends out information to but with limited resources and time at HQ and with a list of just a few thousand members, it is not statistically valid to split test in the way that large companies can, but we are able to test one at a coarser scale and this still provides important information that helps the BJC establish over time what works better.

At a higher level, marketing will include the use of psychology in order to help guide product research, development as well as the final sales.

All of this is still relevant for your club (and indeed the BJC). It just has to be done at a lower resolution level because of the lack of resources (and justification for the same) of a fully manned marketing department. This manual is designed to try and fill that gap. To provide you with some of the resources and methods of:

- ▶ A Marketing Director with four decades of experience and proven results
- ▶ A BJC Head Coach who manages two successful clubs (plus a failed one)

The lessons learned from the successful and failed are distilled into the manual and if you choose to follow the advice and take action, you too can have:

- ▶ A larger more successful club with more members
- ▶ Potentially more sessions should you so wish, as the greater numbers will make this possible
- ▶ More funds in the club account allowing for more opportunities in training, coach education, attending events etc.
- ▶ Far more satisfaction and enjoyment in your coaching experience

One of the key truisms of life is that 'success begets success'. In other words more success tends to follow those who have achieved some success. It is very difficult to get new members for a small club. Someone will come along and give it a try but without the 'buzz' and excitement of a full mat, it is not compelling and many will feel the few numbers reflects upon the quality of the activity or the coaching etc. When potential members come along and try out Judo on a busy mat full of people who are enjoying themselves, they want to be part of it.

This manual will help you grow your club. You don't have to read it all. You don't have to read it in one session. Read what is relevant now and come back to another section at another time. Everything in here is tried and tested and has been proven to work. With some effort, you can grow your club to its maximum potential for a better club, a more active involved club and a far more enjoyable fulfilling coaching experience.

Wishing you the best in Judo and life - because that is what it is all about.

Over time it is expected that this booklet will be amended, modified and added to.

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It's ALL about the money (and Judo)

The BJC recommends:

- ☒ **You work through the first table in order to find out the true cost of running your club**
- ☒ **You use the second table in order to find out how many members you need to have in order to meet the requirements established in the above point OR... look up how many members you have and use that to find out how much you need to charge per session**
- ☒ **We recommend you get your members to pay club membership fees either per month on direct debit or per term (with the option of a discount for annual payment in advance)**
- ☒ **We do NOT recommend that you charge a per session mat fee collected at each session**

Your club won't run without funds.

For the vast majority of BJC coaches, Judo is a hobby where one acts in a community spirited manner to pass on the skills that they were themselves taught. It is part of the philosophy of Judo that one respects one's own Sensei by continuing this 'tradition'. All part of 'Mutual Welfare and Benefit'. However, whilst it may well be a hobby for most of us, it is nevertheless important to run the club on a proper commercial basis in the same way that charities and other 'not for profit' organisations need to be properly run in order to ensure that the books balance.

Many of us will be aware of clubs where the coaches have to dip into their own pocket in order to keep the club on an even keel. But it needn't be so. With a modicum of thought and effort a club should be self financing and so it should be. The club coach gives up freely of a considerable amount of his time and energy to not only provide the Judo coaching but also to frequently provide pastoral support to the members and their parents. With all that the average Club Coach puts into the club and its members, they should not find themselves out of pocket in the process.

In this section of the manual the bare bones method of working out the finances of a club will be explained. Some readers may choose to do it properly with accounts software and produce proper accounts. Others may be at the other end with a proverbial shoebox stuffed full of receipts and cash. But before we get to that, we need to look at the costs of running a club.

The single biggest cost for all clubs is the Dojo itself. A few clubs are fortunate enough to have their own permanent Dojo but most rent space from a leisure centre, community centre, church hall or a school. But there are other costs to consider and the list below will assist you in getting a handle of the real cost of your club:

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	Assumptions	Typical Cost (per year)	Your Club
Rent	£45 per week for 42 weeks per year	£1,890.00	
BJC Club Membership	£40 per year	£40.00	
BJC Coach Membership	£26 per year assuming two coaches	<u>£50.00</u>	
Coaches BJC Licence	£30 per licence assuming two coaches	£60.00	
Coaches travel to club	£1.90 per coach per week assuming 10 mile round trip with a car that does 40 mpg per year	£167.20	
DBS Certificate	2 coaches @ £10 each (for time and postage) divided by 3 years	£6.67	
First Aid Certificate	2 coaches @ £70 each (to include travel) divided by 3 years	£46.67	
FPJ Course	2 coaches @ £70 each (to include travel and lunch) divided by 3 years	£140.00	
BJC Nationals	2 events per year, 200 mile round trip for one coach	£75.00	
Area Gradings	2 events per year 40 miles round trip for one coach	£15.00	
New Tatami	£5,000 replaced every 10 years	£500.00	
Petty Cash	For incidentals	£200.00	
	Total	£3,190.53	

From the above example (and if you insert your own figures next to it, you can find out the total for your club) we know that we have an overhead or 'cost' of running the club of £3,200 (rounded up). So for our club to properly function without causing us problems, we need to bring in that much but preferably a bit more. Why a bit more? Because there are always other costs that have not been included. For example, you need a First Aid kit, this needs to be replenished as items are used over the course of the year. So let us assume £10. You probably need some pens and paper. You might wish to purchase some training items such as bean bags, Uchi Komi bands or a speed ladder. This is why the total figure was rounded up.

You now need to consider how many members you want. The number you can handle is a function of two things. The size of your Tatami and the number of coaches and/or instructors. However, there is a minimum number of members required to make a viable club. There are some clubs with members in single figures but these are not really viable. A club with say 7 members only needs a two or three to not attend one week (eg. seasonal cold or exams) and there is a real problem. If this is a club for children (the majority of BJC clubs), with a mixture of ages and sizes then it will be difficult to put on a valid sensible session where everyone benefits (which has to include the coach). Further, when potential new members attend for their first session, one of the things that parents are considering when they observe how the session is run will be 'is this a vibrant busy club'? Or to put it another way 'if there are not a lot of members, maybe it isn't a very good club'.

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The other problem with a shortage of members is that the coach may well find it hard to be motivated to give of his best and to enjoy the sessions. This becomes a closed loop of coach not enjoying, members not enjoying, both feeding off each others lack of enjoyment and the consequence is a dying club.

The general experience of the author is that less than ten makes it hard work, more than ten and certainly mid-teens makes it fun and once there is twenty plus, everyone is buzzing and the coach gets a real sense of achievement. Of course, any new potential members who come along and see what is going on see a busy energetic session where everyone is having fun and that is more likely to make them want to join.

There is however a maximum number of members that you can safely accommodate. The general figure is for children, one 2 sq/m (or one large mat) per child and for adults 4 sq/m (or two large mats) per adult. There is also a maximum number that the club insurance will cover per coach (30 members per coach) but one has to also consider the members. Juniors generally need more coaches than Seniors and Primaries more still. If you have any members with special needs that will also require a greater coaching per member ratio.

Below is a table to show how much income will be generated by a club with the number of members across the top for the mat fee down the side. The dark green fields show the minimum mat fee required for the number of members and the lighter green shows other valid mat fees based upon the sample costs in the previous table.

Number of Members —>	5	10	15	20	25	30	35	40	45	50
£42 pa (£1 per week)	£210	£420	£630	£840	£1,050	£1,260	£1,470	£1,680	£1,890	£2,100
£63 pa (£1.50 per week)	£315	£630	£945	£1,260	£1,575	£1,890	£2,205	£2,520	£2,835	£3,150
£84 pa (£2 per week)	£420	£840	£1,260	£1,680	£2,100	£2,520	£2,940	£3,360	£3,780	£4,200
£105 pa (£2.50 per week)	£525	£1,050	£1,575	£2,100	£2,625	£3,150	£3,675	£4,200	£4,725	£5,250
£126 pa (£3 per week)	£630	£1,260	£1,890	£2,520	£3,150	£3,780	£4,410	£5,040	£5,670	£6,300
£147 pa (£3.50 per week)	£870	£1,740	£2,610	£3,480	£4,350	£5,220	£6,090	£6,960	£7,830	£8,700
£168 pa (£4 per week)	£840	£1,680	£2,520	£3,360	£4,200	£5,040	£5,880	£6,720	£7,560	£8,400
£189 pa (£4.50 per week)	£945	£1,890	£2,835	£3,780	£4,725	£5,670	£6,615	£7,560	£8,505	£9,450
£210 pa (£5 per week)	£1,050	£2,100	£3,150	£4,200	£5,250	£6,300	£7,350	£8,400	£9,450	£10,500

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Number of Members —>	5	10	15	20	25	30	35	40	45	50
£231 pa (£5.50 per week)	£1,155	£2,310	£3,465	£4,620	£5,775	£6,930	£8,085	£9,240	£10,395	£11,550
£252 pa (£6 per week)	£1,260	£2,520	£3,780	£5,040	£6,300	£7,560	£8,820	£10,080	£11,340	£12,600
£273 pa (£6.50 per week)	£1,365	£2,730	£4,095	£5,460	£6,825	£8,190	£9,555	£10,920	£12,285	£13,650
£294 pa (£7 per week)	£1,470	£2,940	£4,410	£5,880	£7,350	£8,820	£10,290	£11,760	£13,230	£14,700

There is one row above which is in bold. That is the average mat fee of all BJC clubs that responded to our club survey in June 2021.

You can use this table in two ways. You can look down the column for the number of members you have and find the first amount that is greater than your costs. Then look along to the left and this will tell you how much you need to charge your members. The alternative is you can look at how much you are currently charging and then look along the column to find the number that is just above your costs and then see how many members you will need to make your club financially viable. Remember, if you are one of the clubs that include the BJC licence fee in the mat fee, then you need to look for a mat fee that is £28 less than you actually charge per year to allow for this.

We will now have a quick look at how different clubs manage their income:

Per Session: The traditional method would be to have a person sitting by the entrance by a small table with a register book and a petty cash tin. The key advantage of this method is all for the members as they do not pay if they do not attend. The key disadvantages are that whereas the club expenses are fairly fixed (the rent has to be paid irrespective of how many attend) the income will vary with people less likely to attend if it is cold and wet, or there is a major sporting event on the telly and there are always times when attendance will drop such as during exam season.

Per Month: This is a good way of easing out the blips in income by having members pay their mat fee monthly. However, you don't want to have the aggravation of having to chase everyone each month so it is best to do this via Standing Order where the member pays the monthly fee directly into your bank account. The key disadvantages are getting the standing orders signed up in the first place but once done this is easier for everyone. The key advantages are that you have a pretty good handle on how much money will come into the club account each month. An important thing to remember is that each member should have their name showing on the payment reference otherwise you may have trouble working out who the money is from (especially if there are more than one family who share the same surname).

Per Term: Receiving mat fees per term has the great advantage of having members pay without really thinking about when they may not be able to attend eg. during

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exam season. For those whose first thought is “I am taking money from them for nothing”, you MUST remember that everything still has to be in place whether they turn up or not. The venue, the coaches, the insurance et. al. It also has to be remembered that if people fail to attend, the experience for those who do is lessened as there are less partners for Randori etc. Therefore asking for mat fees per term encourages members to attend as they have already paid for it. The key disadvantage will be for those members who may have a financial problem in laying out three months in one go. The solution is to accept payment by PayPal or credit card (more on this later).

Per Year: Some clubs take a whole years fees in advance. The great benefit here is the assured income for the year. The obvious disadvantage is that people may well not like laying out a full years fees in one go. One of the ways of dealing with this is to offer a discount if one pays the full year over three times the term price. The authors experience of this is that roughly a third take advantage of the relatively small discount (£10 off three terms) but the security it provides is beneficial. It is important if you offer a years membership to also offer the term option.

To conclude, it is in the best interest of clubs to move away from a mat fee per session and to opt for the term plus annual option. This will help your finances considerably and will reduce your administration as the money will be paid either into your PayPal account or directly into the clubs bank account. To an extent, it also will improve general attendance and gain commitment as the future period is already paid for.

An important matter to note: Some clubs are still ‘fully funded’ by the Head Coach and all fees are paid into his/her personal bank account (and outgoings paid the same way). It is really not appropriate to confuse ones personal finances with the club and the BJC STRONGLY recommend that every club has their own bank account and that the finances are wholly separate from any persons own bank account.

So what should you charge? How much rent should you expect to pay and how many members can you expect to get? We have some answers to that below.

BJC Survey

In the summer of 2021 the BJC carried out a club survey which was sent to all the registered coaches. We received 41 responses which is roughly a quarter of the total clubs. It is our intention to carry out these surveys each year in order to garner the data as to how our clubs are managing and we expect to feed this data back to you in a manner similar to the below.

Through the use of this data you will be able to establish how your club compares to the average BJC club, not only in the country but in your region. These figures are not perfect, really we need more clubs to respond but it is a start and over time we will gather more data which will improve the results.

You will see that the map (on the next page) shows 10 areas but the table only lists 8. This is because for two of the areas, no clubs completed the survey so we are unable to provide any data in relation to them.

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The range of mat fees charged did not vary that much with the exception of the South area where one club which charges more than the norm has distorted the average. The majority of clubs still charge mat fees per session but it should be noted that the more successful clubs (by membership numbers) charge either by direct debit monthly or a per term fee.

It is clear from the membership figures that there is a sharp downturn in numbers post-Covid (July 2021). However at the time of writing this section (February 2022) these numbers have dramatically recovered overall and it will be interesting to see what the next survey shows.

The largest cost for any club is the rent. For some strange reason it appears that the rents are highest in the North with the Midlands averaging the lowest. The lack of reported figures for London is disappointing but the authors conversations with some coaches of two London clubs suggest that they are inline with the South East generally.

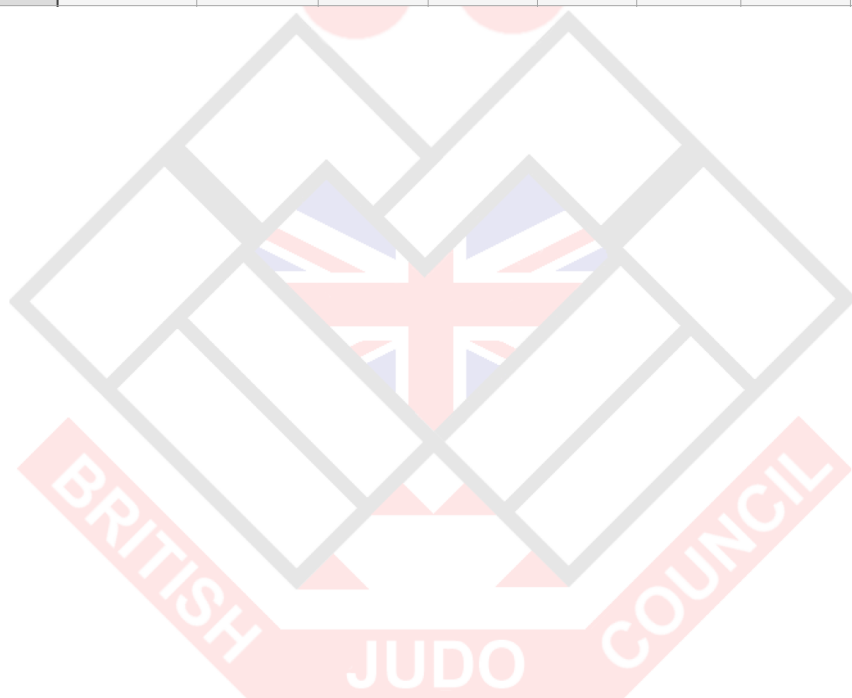
Areas that relate to BJC Club Survey



	East Midlands	London	North East	North West	South	South East	South West	West Midlands	Total**
Mat Fees Primary	£3.07	£5.00	£2.50	£3.67	£8.33	£3.21	£2.80	£4.33	£3.73
Mat Fees Juniors	£3.21	£5.00	£2.50	£3.67	£8.33	£3.30	£2.80	£4.33	£3.78
Mat Fees Seniors	£2.86	£5.00	£3.50	£3.67	£10.00	£3.94	£3.20	£5.33	£4.23
Session Time Primaries (Mins)	66	60	60	74	71	59	71	71	65
Session Time Juniors (Mins)	69	90	60	90	71	68	74	72	70
Session Time Seniors (Mins)	60	120	75	100	61	74	80	93	76
Pre-Covid Number Primary	29	0	9	2	2	15	12	11	14
Pre-Covid Number Juniors	13	0	8	7	5	23	13	16	14

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	East Midlands	London	North East	North West	South	South East	South West	West Midlands	Total**
Pre-Covid Number Seniors	10	0	10	11	1	9	8	13	9
Post-Covid Number Primary	8	22	5	1	3	11	11	6	8
Post-Covid Number Juniors	9	30	8	6	4	12	11	11	10
Post-Covid Number Seniors	7	24	6	9	1	6	8	12	6
Rent (per hour)	£9.14	£0.00	£19.00	£19.67	£14.67	£18.73	£16.40	£5.00	£12.76
Mat Fee Charged	Per Session	Term	Monthly /PA	Monthly	Term/ PA	Per Session /Term	Per Session	Monthly/ Term	Per Session



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Getting your basic data right!

The BJC have developed a Marketing Module to the membership database that allows each of our member clubs to create customised leaflets that can be printed in a variety of sizes from A3 (tabloid paper size) to A6 (postcard size).

The recommended use of this will be dealt with in a later section of this manual.

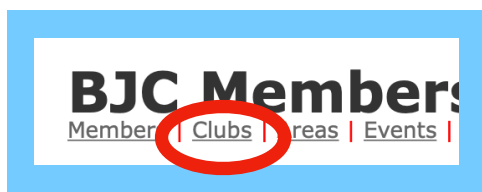
The system is very quick and easy to use. However, before you can do so, you need to upload your key information to the database.

This is what you will need:

-  The full address of where your club trains
-  Your club web address (if you don't have a website yet, see the later section on this subject)
-  Details of the days, times and anything else that you consider relevant such as membership or mat fees. Keep it quite short and to the point
-  A copy of your club logo (if you have one) in either jpg, png or tif
-  A Head Coach selected (if you wish to display this information)
-  The Head Coach will need to have his photo uploaded to his membership record. This should be a passport type photo (preferably in a Judge jacket) and should be sent to BJC HQ so that this can be done

This is how you will do this:

- ☒ For the Head Coach photo, as advised above, needs to be sent to BJC HQ by email and it will be uploaded to the correct account for you. The acceptable file types are jpg, png or tif and the size should be no larger than smaller than 200 x 200 pixels (larger is fine, the system will resize correctly but please make sure it is square).
- ☒ The other items, you can do yourself by logging into the BJC database (assuming that you have the correct permissions as Head Coach or Membership Secretary etc) and clicking on the 'Club' button:



- ☒ Here you will find a list of your clubs. There may be one or more, this depends upon how many clubs you are involved with. Then you press the 'Edit' button:
- ☒ Which will then take you to your club record:



BJC Club Marketing Manual

Editing club

[Back](#)

Area Buckinghamshire [Manage Areas](#)

Name Chalfont Judokwai

Registration no. 98

Address Chalfont Leisure Centre
Nicol Road

Town Chalfont St. Peter

County Buckinghamshire

Postcode SL9 9LR

Website www.chalfontju.do

Info Club Meets Tuesday 6:45 to 8:30pm
Membership is £70 per term or £200 per annum
inclusive of BJC Membership and Licence

Logo Choose File no file selected

Head coach David Sherwood

- ✓ You must ensure that your club name is correct as well as the address which **MUST** be the address where you train (you don't want prospective members turning up at your home). Make it easy for people, put in the full address with the post code.
- ✓ If you have a website, enter it in here and if you don't, get one (see the section on this later).
- ✓ Make sure that the Head Coach is selected as it is the name listed here which decides the member photo that is placed on the leaflets.
- ✓ For the logo, the same applies as for the photos above, the acceptable file types are jpg, png or tif and the size should be no larger than smaller than 200 x 200 pixels (larger is fine, the system will resize correctly but please make sure it is square).
- ✓ There is no limit as to what can be written in the 'Info' section but **LESS IS MORE**. Keep it simple. Make it easy for people. If your fees are complex eg. Membership fee plus mat fee with a discount for multiple attendances per week plus BJC licence, miss it out. It will confuse and confusion turns people off. It is better to have them come along, do a taster session and then when they are hooked, explain it.

Once this is all entered, you will be able to use the marketing system to prepare your leaflets.

The next section will deal with suggestions on where to get the leaflets printed and how to use them. This is not as obvious as it seems. Different types work better in different ways.

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Printed Matter

There are several different forms of printed matter, but essentially they fall into two camps:

- * Leaflets of various types - tend to be short and to the point and support by photos
- * Pamphlets or longer documents - more wordy, take time to read but provide more detail

There is a definite place for the longer article. Frequently as 'advertorials' where it is in fact an advert, but reads as an editorial. For these to work, they require careful production and placement in highly relevant locations. An example where it can work, is in a local magazine that is pushed through every door which is specifically covering activities for children. We can provide support on this type of document (and if you need it, please enquire of BJC HQ) but for the moment we will concentrate on leaflets in their key types:

Leaflet Size	Typical Use	Typical Conversion Rate	Typical cost per thousand Vistaprint
A6	Car Windscreens Letter Box drop	1-2 per thousand 2-4 per thousand	£10-12
A6 Landscape (The BJC marketing system does not offer this yet but we hope to shortly)	Notice Boards in Newsagents & Supermarkets	Very low, but it is worth trying (see below)	£10-12 (but you would only want 1-20 so it is best to get these printed somewhere local where it should be about £1-4)
A5	Letter Box drop Handouts	2-4 per thousand 10-20 per thousand	£16-20
A4	Desktop Displays Notice Boards	100+ per thousand In the right location very useful	£20-25
A3	Notice Boards	In the right location, very useful, increases awareness and adds credibility	£40-50 (but you would only want 1-20 so it is best to get these printed somewhere local where it should be about £2-5)
Sheets or rolls of stickers (The BJC marketing system does not offer this yet but we may do if sufficient demand)	Give to club members. Children love stickers. They put them over their schools books and in all sorts of places (may need some management to avoid damage to reputation)	Increases awareness and is a useful tool for 'word of mouth' encouragement from your existing members	£20-25 sheets (rolls are less expensive but higher minimum quantities)

Q: Why are we mentioning Vistaprint?

A: Only because they are a reliable, inexpensive bulk printer that will do the job quickly and efficiently. You can find them at <https://www.vistaprint.co.uk> but you can use any printer you wish. But this helps give you a ballpark price to look for.

Q: Why are you not yet offering the templates for A6 landscape and stickers?

A: If there is demand, we may well add it. But we also have limited budgets.

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- Q: How have you worked out the conversion rates?
- A: These have been tested. But is also of course depends upon the quality of the leaflets and if the information is accurate and enquiries are dealt with in a fast, friendly and efficient manner. We can give you the tools but we can't do it all.
- Q: Which of the above formats do you think I should be using?
- A: ALL OF THEM! Marketing is not a 'one trick pony'. Whichever brand you think of, use billboard adverts, TV advertising, radio advertising, special offers, magazine adverts, leaflet drops etc. Now clearly TV advertising is out of the question although it may well be possible to get oneself a slot on the local radio station. But the trick is to do a bit of everything and that is what comes next...
- Q: It is going to cost money. I can't afford it (or don't want to). Why should I?
- A: You have to speculate to accumulate. If you don't put the effort in whether your own manpower or paying others to do it for you, you won't get any results. But the simple answer is, it pays for itself. See next question...
- Q: How can I make this work for my club and/or me?
- A: What you are interested in is the 'lifetime value' of a member. It doesn't matter whether a club member pays per year, per term, per month or per session. They have a lifetime value. So ask yourself this; "how long does the average club member stay in the club"? Let us say that the answer is 'one year'. What is your mat fee? Let us say £1.50 per session. 40 weeks per year makes (assuming that you are closed for school holidays) is £60. So if it costs you £30 to get a new member, you are £30 better off than you were.
- Q: Is that it? Just money?
- A: No. This is how sales and marketing people think. Lifetime value is important. But now consider how the lifetime value of your club members may increase from one year to two years if there were more people in your club making it a more vibrant, busy and energetic club where people come to make friends as well as learn Judo. Having more members adds value to your club and at the same time, makes it a LOT more fun for you, the coach. Also remember the value of Judogi sales, T-shirts and anything else you may offer...

How to use...

A6 leaflets on car windscreens.

- * Everyone hates coming back to their car and finding things stuck under the windscreen wiper but the simple fact is... it works!
- * Go to your local Tesco, Sainsbury, Asda or wherever. Two people can easily do 1,000 cars in two hours.
- * But the important part is to make sure that you choose your supermarket properly. A massive out of town is not going to work. It needs to be close to where you train. So

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you may end up with a smaller one but still, 200 cars if possible between 3:30-5:30pm hits your target market. Also, Saturday and Sunday afternoons are very good.

- * Don't forget train station car parks. Those commuters have children too. Also, the council car park, library etc.

Letter Box Drops

- * Yes, we know, people don't like getting stuff through their letterboxes. But do you really think that all that stuff would get pushed through if it didn't work? It does.
- * Either you need to rope in a number of your members and give them a few streets each or, use an agency that does this. Look up 'leaflet distribution' on Google with your postcode or town added. Typical rates are £50 per thousand.
- * At a printing cost of £10-20 per thousand (depending upon whether you use A6 or A5 leaflets) plus £50 per thousand to leaflet drop, you are looking at £60-70 for 2-4 members. Let us say you get 3. That is £20 per member. Think about the lifetime value...

Handouts

- * This one works REALLY well but does need some effort.
- * It is best to get your club members to join in and ideally, to do it in Judoji
- * Have you A5 or A4 leaflets in your hand, stand around outside the supermarket on (ideally) a Saturday or Sunday afternoon and anyone who walks out with a child of a suitable age, ask them!
- * Or stand outside the local schools when the lessons finish (but don't stand to close, the school may be upset if you do. It is best to be across the road or about 10m away.
- * Say "have you considered Judo as a means of increasing fitness, learning a method of self defence and making friends for YOUR son/daughter"? Make it friendly and personal.
- * Engage and talk. The more you can keep them talking, the more likely they are to actually turn up with their offspring.
- * If you can, keep a clipboard with paper handy and ask them to put down their name and email address so that you can send them your newsletter etc.
- * Emphasise that it is community based, fun, friendly and really good exercise.

Desktop Displays

- * If you are in a school, leisure centre or community hall, ask if you put up a display stand.
- * If they say "yes", get a plastic display stand like this: <https://www.ukofficedirect.co.uk/product/announce-literature-holder-a4-df10094/kex207> or similar
- * Or just put a stack of leaflets on the reception desk.
- * You can easily gauge how much interest there is by how quickly the leaflets go.

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- * Some locations will not be able to accommodate you on their reception desk but may offer you a place on a wall. Consider something like: <https://www.ukofficedirect.co.uk/product/portrait-literature-wall-pocket-w261xh251mm/kas552>
- * You can also get free standing ones.

Noticeboards

- * Most leisure centres and schools have noticeboards. Ask if you can put a poster up there.
- * They will tell you what size is acceptable. It is unlikely to be greater than A3 and A4 is common
- * Try and get it placed in a high traffic position. This means somewhere where lots of people of the 'right type' go past (which usually means parents).
- * Make sure you get permission. If you just do it without, you will end up making enemies where you want to have friends who are prepared to help you.

Ask the Schools to Give the Leaflets to the Pupils at Registration

- * Many, but not all schools are happy to give out leaflets to their pupils providing that they understand that your club is a 'not for profit' community club.
- * Some schools will hand out leaflets in return for a small donation. Typically £10-20.
- * They will usually ask that the leaflets be bundled up in 30's with an elastic band so that it is easy for the teachers to hand out.
- * This will also often work much better if it is done after one has given an 'Intro to Judo' assembly or lesson (see the section on this subject).
- * ALWAYS try to get on good terms with your local school which may include supporting them with their fetes etc. by putting on a demonstration or manning a stand.

Stickers

- * Stickers are available on rolls or sheets.
- * Kids love 'em. They will stick them everywhere (try to ensure some sense of social responsibility when handing them out)
- * This will help get their friends talking to them about their interest and then drive more children towards your club for a very modest outlay

Pull Up Banners

- * Although we are unable to offer support with pull up banners, these are very useful tools.
- * These are available typically from around £40-80. A good example is <https://www.digitalprinting.co.uk/products/gold-roll-up-stand/76/>
- * Using these stands one can position oneself when handing out leaflets with the stand up behind you and gain far greater 'presence'.
- * The banners are also useful when one demonstrates at schools or for your own events.

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The BJC Marketing System

Now we come to the good part. The easy part. Using the BJC database to create your own custom leaflets. We have built the system right into the database so that it is quick and easy for you to create your leaflet, complete with the relevant data for your club and then save the PDF ready to be sent to the printers or to print yourself (unless you are doing a small run, for example posters for noticeboards, it is best to use a commercial printer, the cost once you get above just a couple of dozen will be higher on a domestic ink jet printer and after a few hundred, even a laser printer will be more expensive).

- ☒ Visit the BJC database and select the 'Marketing' tab:

BJC Membership Database

[Members](#) | [Clubs](#) | [Areas](#) | [Events](#) | [Championships](#) | [Gradings](#) | [Reports](#) | [Marketing Templates](#) | [Licence Check](#)

- ☒ Here you will be able to view the different templates that we have. We expect this list to grow over time and would ask if there is anyone with graphic design skills, please help us get some new templates added (BJC HQ will advise and provide the protected spaces template). All you need to do to view a template is click on the magnifying glass icon on the right:

Marketing templates

Description	Paper size	
Basic letterbox leaflet	A5	
Simple Windscreen Leaflet Shona/Jonah	A6	
Group Photo Community Message	A6	
Female Competitors	A6	
Simple Club Members Having Fun	A6	
Noticeboard poster Community	A4	
John Wick Poster	A3	

- ☒ Once you have selected the template you wish to use, remember its name and then go to the 'Clubs' tab:

BJC Members
[Members](#) | [Clubs](#) | [Areas](#) | [Events](#) |

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- ☒ At the top of the list of clubs you will see your own club(s) and on the right you will notice a tab 'Club Marketing':

Clubs My clubs

Name	Area		
Chalfont Judokwai	Buckinghamshire		Club Training New Member Bulk Renewal Club Marketing

- ☒ You will now be able to select your preferred template from the pulldown menu:

Club Marketing Chalfont Judokwai

Template: ☒ Basic letterbox leaflet [A5]
Simple Windscreen Leaflet Shona/Jonah [A6]
Group Photo Community Message [A6]
Female Competitors [A6]
Simple Club Members Having Fun [A6]
Noticeboard poster Community [A4]
John Wick Poster [A3]

Items to include:
☒ BJC logo
☐ Club logo
☐ Club name
☐ Club info
☐ Club website
☐ Club address
☐ Head coach
☐ Membership secretary email
☐ Membership secretary telephone

- ☒ Then you need to just click the boxes you wish to use. If you don't wish to give out your email address or your phone number, don't click that box but DO remember, you need to provide some means of contact. Many parents want to check that this activity will be suitable for your child. Again, if you don't have a website or don't want to include your photo, don't click that box, but you should seriously consider getting a website (more on this later).

Items to include:

- ☒ BJC logo
- ☐ Club logo
- ☐ Club name
- ☐ Club info
- ☐ Club website
- ☐ Club address
- ☐ Head coach
- ☐ Membership secretary email
- ☐ Membership secretary telephone

- ☒ Now you just need to click this button:

Generate marketing

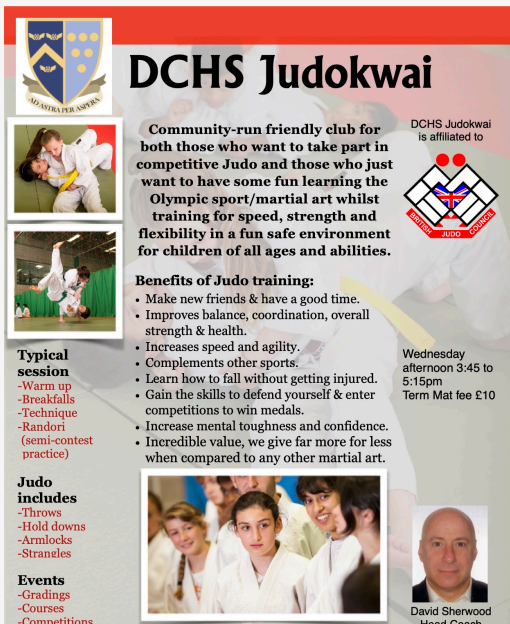
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Your marketing will now generate and from a template such as these:

A5 sample	A4 sample
 Become a Judoka now Learn an effective martial art, keep fit and have fun making new friends!	 Community-run friendly club for both those who want to take part in competitive Judo and those who just want to have some fun learning the Olympic sport/martial art whilst training for speed, strength and flexibility in a fun safe environment for children of all ages and abilities. Benefits of Judo training: • Make new friends & have a good time. • Improves balance, coordination, overall strength & health. • Increases speed and agility. • Complements other sports. • Learn how to fall without getting injured. • Gain the skills to defend yourself & enter competitions to win medals. • Increase mental toughness and confidence. • Incredible value, we give far more for less when compared to any other martial art. Typical session -Warm up -Breakfalls -Technique -Randori (semi-contest practice) Judo includes -Throws -Hold downs -Armlocks -Straneles Events -Gradings -Courses -Competitions

You will get a leaflet like this (with your club details obviously):

A5 sample	A4 sample
 Chalfont Judokwai Become a Judoka now Learn an effective martial art, keep fit and have fun making new friends! Chalfont Judokwai is affiliated to Club Meets Tuesday 6:45 to 8:30pm Membership is £70 per term or £200 per annum inclusive of BJC Membership and Licence David Sherwood Head Coach www.chalfontjudokwai.org.uk/dchs/home Chalfont Leisure Centre, Nicol Road, Chalfont St. Peter, Buckinghamshire, SL9 9LR david@chalfontjudokwai.org.uk ~ 01753-288720	 DCHS Judokwai Community-run friendly club for both those who want to take part in competitive Judo and those who just want to have some fun learning the Olympic sport/martial art whilst training for speed, strength and flexibility in a fun safe environment for children of all ages and abilities. Benefits of Judo training: • Make new friends & have a good time. • Improves balance, coordination, overall strength & health. • Increases speed and agility. • Complements other sports. • Learn how to fall without getting injured. • Gain the skills to defend yourself & enter competitions to win medals. • Increase mental toughness and confidence. • Incredible value, we give far more for less when compared to any other martial art. Typical session -Warm up -Breakfalls -Technique -Randori (semi-contest practice) Judo includes -Throws -Hold downs -Armlocks -Straneles Events -Gradings -Courses -Competitions David Sherwood Head Coach http://www.chalfontjudokwai.org.uk/dchs/home Dr. Challoners High School, Chalfont St. Giles, Buckinghamshire, HP8 4JJ david@chalfontjudokwai.org.uk ~ 01753-288720

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Banners

We have mentioned banners briefly in the section on Printer Matter. These tools are often ignored or underused. They are very powerful and can help promote your club at low cost.

Banners allow you to project your message to a distance beyond that which you can be easily seen and to also keep the message in the public eye long after you have gone. Modern vinyl banners are inexpensive but easily printed on in full colour and they are waterproof, long lasting and robust.

There are obviously lots of different types of banners but for this purpose, only two that concern us.

Pull Up Banners (again)

Wherever you are trying to promote your club, you should have at least one of these. They are conveniently portable, easily to assemble and low cost. It is not hard to find these banners from £50-80 including printing.

Examples of where you should use them:

- * School fetes *
- * Village fayses *
- * In school demonstrations
- * In your local leisure centre (you need to gain consent first to leave it there in a public space but if you are based there, this should not be hard)
- * In the local shopping mall (you need to gain consent first to leave it there in a public space but if you are based there, this should not be hard)
- * Outside your local Tesco, Asda, M&S, Sainsburys etc. whilst handing out leaflets) *
- * Outside your local school whilst handing out leaflets (don't get too close to the school gates, this will upset the school, across the road or about 10m away is sufficient) *
- * At the community centre (you need to gain consent first to leave it there in a public space but if you are based there, this should not be hard)
- * Near a bus stop or train station where your potential members get on or get off *

* If a pull up banner is being used outside in anything but the stillness of a summers day, you will need to put weights or sand bags of at least 4Kg front and back to hold it up.

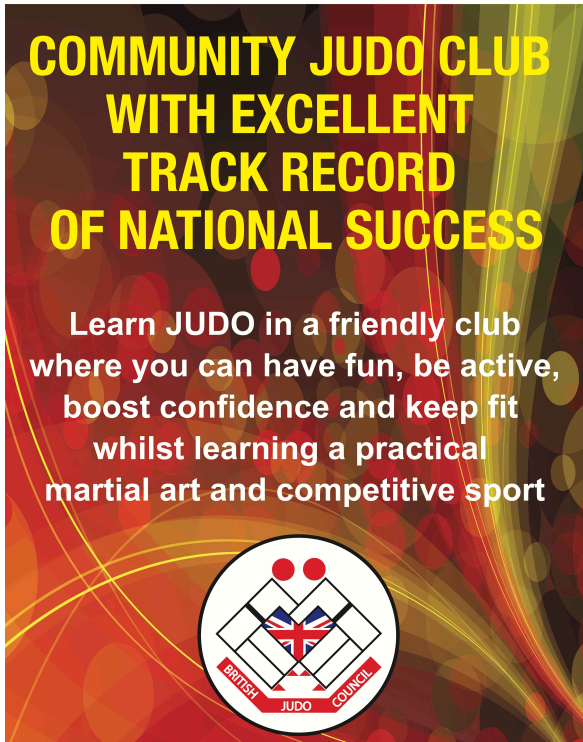
So what should these banners display?

The obvious part is your club name. Also a logo, but you also need a call to action (telling someone what to do - the classic example is "Call us to find out more" and contact details.

You must be careful to ensure that the message is not obscured by the images, logo or colours you choose. Keep it simple and on point. Keep the text large and simple so that it can be read from a good distance. For a pull up banner, you want to have it easily readable from at least 10m.

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Let us look at a couple of examples:



**COMMUNITY JUDO CLUB
WITH EXCELLENT
TRACK RECORD
OF NATIONAL SUCCESS**

Learn JUDO in a friendly club
where you can have fun, be active,
boost confidence and keep fit
whilst learning a practical
martial art and competitive sport



www.chalfontju.do

Tel: 01753 208720



**Chalfont
& Evreham
Judokwai**

Learn JUDO in a friendly club
where you can have fun, be active,
boost confidence and keep fit
whilst learning a practical
martial art and competitive sport



www.chalfontjudokwai.org.uk

01753•208720

Which of the above is better? It is a difficult one. But if we remember the rules above, it gets easier. Although most people may well say “the background makes it more interesting” that is not the purpose. The purpose is to transmit a message. The one on the right does that better. The logo and text is larger. The call to action is more easily read from a distance. But there are some areas where the one on the left is better. The main font, without the shadow of the right banner, is clearer. The domain name is more easily remembered. The telephone number is clearer.

All of these things are important and you need to consider them carefully. For a moment, consider the domain name. For those living in the Chalfonts (in South Bucks), the spelling is easy. Judo is also easy. But ‘kwai’ is not obvious. Because the current Sensei inherited this name, he is keeping it, but he also acquired chalfontju.do in order to make it simpler (.do is the domain name of the Dominican Republic and if you want a .do domain you need

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to visit www.nic.do although it is also possible to purchase .do from other domain suppliers). There will be more on this subject later.

Now consider the 'call to action'. The short one sentence paragraph sends a message that is appealing to both children and parents. The key words are 'friendly', 'fun', 'confidence', and 'keep fit'. The less important words are 'Judo' and 'competitive sport'. They are ancillary because most parents want the first words for their children and the last bit is a bonus. When you select your 'call to action', always remember who your audience is. It is not you. It is the prospective members and/or their parents.

Display Banners

What are display banners? They are large banners, usually with eyelets in the corners that allow you to hang them from railings, or between posts or in the instance of Chalfont Judokwai, until recently outside of the 2nd floor windows of the coaches office, right by the roundabout in the middle of the village where it could be clearly seen and read from 50m away.

Now it may be that you have not got anywhere to put up a banner. But with a bit of effort, places to abound. Often schools will allow you to put up banners on their railings (often for a donation to their PTA). If you have a Parish Council, they may have various places around the area to put one up and the Community or Leisure centre may be happy to have you put one up on at least a temporary basis. A local supermarket may be happy for you to hang one from their railings for a specific period of time. You won't know if you don't try asking. But when you do ask (and always ask for the store manager, not the shift manager but the top store manager), ALWAYS emphasise that you are running a NOT FOR PROFIT COMMUNITY CLUB. This is in capitals because it is the key words that get you a lot of things for free. Supermarkets like to be seen to support the local community (especially after they have decimated the local shops). They need to create goodwill.

The size of your banner will be restricted by the location it will be placed. So don't order it until you have found out where it is going to go. These sorts of banners can be purchased from around £30 upwards and one good source is <https://vinylbannersprinting.co.uk/vinyl-banner/> although there are plenty of others.

Again, let us look at two examples:



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Which of these is better? The first one is telling us that the club is in the village which is potentially important to let people know that it is local. But on the other hand, the name of the club is a giveaway and so it is wasted information. 'Quality Judo Coaching' is puffery. That is that it is merely our opinion and none would expect us to advertise "Crap Judo Coaching". Also, the absence of a telephone number is restricting contact (although it may be that it is not practical for you to publish a telephone number if you are not available to answer it when someone calls).

So for this purpose, the bottom one is the better banner. The use of the yellow makes it more readable and there is an important message there. "Community Judo Club" tells people that it is a local, social and friendly club and when combined with "Excellent Track Record of National Success" it subtly reinforces the message of the quality of the coaching without saying it directly.

Using banners like this, especially at the key times of the start of the new school year (the best time to get new Primary and Junior members) and January (when people create their New Year Resolutions) will help boost your message at a low cost but in a powerful way.

Club Website

The BJC recommends:

- ☒ You have a club website. This is a MUST!
- ☒ It can be simple, even a one page affair that contains your key information and some pictures. Or it can be a more detailed affair if you have the desire to implement this
- ☒ This section will guide you through everything you need to get it going and will provide you with easy tools to implement
- ☒ So it is worth reading all of it!

Intro

Every club needs a website. It is as simple as that. If you don't have one you are missing out on the biggest easiest trick to grow your club. Why is this? Because people EXPECT to see a website with which to find more information. This applies irrespective of whatever other marketing you do.

So if you hand out leaflets, put adverts up in your local community centre, have banners hanging in the High Street or do taster sessions in your local school, you need a website.

Think about how you (almost certainly) find out information. You see an advert or are told about a product or service and then you go to your computer, type into Google or other search engine and see what you can find. If there is no website, your club lacks credibility. If there is no website and there is another club nearby, they will get your potential members. Further, a website is your medium to add to your club and your own story. So what is your story? How do you tell it? That comes down to marketing.

Contrary to popular belief, marketing is a science where one tries something, measures the result, tries something different, measures that result, compares the two, drops the

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least successful and then repeats. In that it is similar to Randori. When we practice, we attempt a technique and if it doesn't work, we try to do something different and compare that result against the first and drop the least successful. That is why in Tachiwaza there are 67 basic techniques but each has numerous variations which may depend upon your grip, your height, weight, speed or personal preference. Some people prefer Seoi Nage and others Ashi Waza etc. You have to think of marketing like that, except, we already have some experience and can help you along the way (just like a good Sensei will help his students along the path but there will come a time when you need to carve your own).

Each website needs to have some core information. This will help someone understand:

- ✱ The club
- ✱ The coaches
- ✱ The core values
- ✱ What is expected of its members

We can not be all things to all people and in any event, we have different interests. Some coaches are wholly focused upon contest and others upon building a community through Judo. Yet again others will see Judo as a metaphor for life and will want to immerse themselves (and their club) deeply in all areas.

So in the following table, there are examples of five common things that you should try and include in the home page (the first page) of your website with the story that could accompany the different 'facts' about your club and coach. This is important. Because the facts should always be true but at the same time, there is an opportunity to put some positive spin. Read the table and see how these examples help.

Subject	Fact	Story
Age of the club	It is decades old	Our club is well established having been formed in 1957 by Sensei Smith who passed on the club to the Sensei of the current coach. In that time we have continued to foster the coaching of traditional Judo with an emphasis on technique, etiquette, dedication and commitment to each other and the club in line with Jigoro Kano's ideals.
	It started in the last few years	The club was started by Sensei Brown in 2008 and has quickly grown into a successful club where the members have thrived and grown through the commitment of the coaching team and its members have been successful in competition at national level.
	It is brand new	Sensei Jones, having practised Judo throughout his teen years and beyond started this club so that he can give back to the local community through his knowledge of traditional Judo in the same way that his Sensei gave to him and many others.
Age of the Sensei	An OAP	With more than 60 years experience under his belt Sensei Kirk has an significant level of experience and skill which he focuses on passing onto the clubs members so that they can gain from his knowledge and thereby create their own success to bolster their self confidence in themselves and their place in the world.
	Mid-life crisis	Having enjoyed a success at Judo as a younger man it is now time for Sensei Picard to pass on his knowledge to the new generation and vicariously enjoy their progress as they follow in the steps he trod.

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Subject	Fact	Story
	Young and vigorous	Sensei Janeway is one of the most successful contest Judoka of the last ten years and whilst still active on the championship circuit now wishes to pass on this skill to help forge the future champions.
Aims of the club	Community based	A community based club welcoming all members from age 7 through to adults. We don't care how fit you may or may not be. We don't care whether you want to immerse yourself in this martial art or just come along once a week to make friends and get some exercise. We just want you to be involved.
	Technical excellence	Our club enjoys a strong technical background where we emphasise the importance of good posture and technique as the end to achieving Judo success through Maximum Efficiency with Minimum Effort as proscribed by the founder of Judo, Jigoro Kano.
	Contest focused	A club with an emphasise on Randori (free practice) and Shiai (contest), we take young people who are looking for an outlet for their energy and aggression and focus it into competition success where our members can revel in their achievements and through that gain a sense of self worth and identity.
Involvement in the wider BJC/ Judo community	Not at all	Do not mention.
	To an extent	Our club usually sends suitable members to the BJC Nationals and have enjoyed many successes over the years.
	Significantly	With our coaching team regularly attending competitions, courses and other training events there is always something extra for our members to be involved in if they desire and as their interests in Judo grow.
The club meets at...	The Leisure Centre	We meet in the local leisure centre where we have the facilities that enable us to train hard in a safe and secure environment.
	The Community Centre	Meeting at our local community centre, you are able to bring along your children and watch them enjoy themselves whilst they train and at the same time, have a coffee and chat with your friends.
	The school	Providing an outlet after school for pupils to come together in a common interest and to enable them to develop their skills and confidence whilst having fun with their friends and peers.

Easy Website Building Tools (that you can use)

Websites work in a language called HTML (HyperText Markup Language) and often use other languages behind the scenes such as PHP, Python, PERL, Java, SQL etc. Now you don't want to have to bother with that. I know this, because even though I can use these, it is tedious and slow compared to using a fast and easy website building engine of which there are a few which can be recommended. I suggest that you have a look at:

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Company	Online or PC	Cost	Comments
Wix www.wix.com	Online	£6 p/month (do not use the £3 version)	Wix is the market leader and for good reason. You can do a lot really quickly.
Squarespace www.squarespace.com	Online	£10 p/month	Very sophisticated, powerful and yet easy to use. You will be able to get a website up in one evening of about 3-4 hours.
GoDaddy www.godaddy.com	Online	£4 p/month	Restricted website performance but good enough for your purposes. Will allow a good basic website of a few pages.
Everweb www.everwebapp.com	Mac software	£56 one time price	If you have a Mac, really fast and easy to create a website that looks good. No ongoing costs.
Sparkle www.sparkleapp.com	Mac software	£6 p/month or from £30-120 depending upon features	Incredibly easy and fast to use. Lots of nice features. You can subscribe at £5 per month or download from the AppStore and try for free and then buy the extra features as you need them.
Mobirise www.mobirise.com	PC & Mac software	£100	A neat solution but not as good as the above for Mac. Amongst the best for PC.
Microsoft Web Expression	PC software	£100	Microsoft's own web design system. Slightly steeper learning curve but there are plenty of tutorial videos on YouTube to help

These are not the only tools available. Google provide a website design solution (Sites) as part of Google Docs. Adobe have Spark for simple websites. There are many more and if you are already familiar with one that you prefer, go for it. The ones mentioned above are merely ones that the author has some experience of and knows are fairly quick and easy to use at a low price point.

Do NOT get hung up about the price. If your club can not afford the price of this software then there is something really wrong. A good website should get you more members and more members mean mat fees which means improved revenue for your club. Just one more member for a typical club is £3 per week for 40 weeks a year which is £120 per year. Nothing in the above list costs more than that.

What Pages Should Your Website Have?

This really depends upon how much energy you wish to put into it. The minimum a website that will serve your club should have is (and they don't have to be these names):

- ✱ Home Page (introduction to the club with some photos and welcoming text)
- ✱ Where (details about where and when you train)
- ✱ About the Coaches (including details such as DBS, grade certificates, coaching certificates etc.) *
- ✱ Club Photos (and videos, a page of mostly pictures (with short explanations) of the club members having fun (and not the coaches)

* Why should you include your DBS and other certificates? It creates confidence and cements authority in the coaches and club by proving that it is all done properly. Anyone can write "we all have DBS" but

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proving is another matter and there is no confidential information on the DBS that one should be worried about displaying.

The above are the barest minimum. But you can of course put up more pages but BEWARE. There are pitfalls and some of them will be listed here:

Page Type	Considerations as to whether to publish or not.
News pages	Yes, it looks like a good idea to publish the club news and actually, yes it is. But there is a burden that goes with this. Nothing looks worse than a club website that has a news page where the last item was posted 3 years ago (and we have seen a few of those). IF you are going to put up a news page, you have a duty to attend to it and post something pretty much every month. Now this is not hard, news includes gradings, competitions, courses, visits that the club makes to schools etc. and even personal stories of club members eg. "I was falling behind at school but Judo has helped me concentrate better at everything and now I have caught up".
Embedded Social Media	This is even worse. If you are going to do this, you really need to have something to post pretty much every week.
Contact Page	Lets me clear. YOU SHOULD HAVE A CONTACT PAGE - but ONLY if you are going to respond to people contacting you in a timely fashion and that means within 24 hours. If you can't commit to that, then it is better to not have one but to put on the main page "Come along and join in. If you have any questions, just ask the coaches before the sessions start and they will happily answer any concerns".
About Judo	This is again the sort of page that is good if it is done properly. Unfortunately, usually it is not. Frequently it gets confused with the difference between the history of Judo and the history of the club. Don't confuse the two.
About the BJC	Much the same applies. Either it is done correctly or not at all. If you wish to put in a page on this subject, please apply to BJC HQ who will provide approved text. Please ensure that any pictures that accompany this page are also BJC approved which essentially means only white Judogi, no shoulder stripes, no vests or shirts underneath the jacket for males and women should have a white T-shirt. No back patches and badges should be in the approved place and of the approved size.
About your club	Does your club have a history? By this we are not referring to having been in existence for 30 years. Most people can manage this. What is needed is something of note that would make a biography worthwhile and interesting. If it is not interesting, it is boring and that is worse than not being there at all. Some of the clubs within the BJC have a fantastic history and that story should be told. For many others, there is no story worth telling. That does not imply for one minute that the clubs and coaches are not great, worthwhile and worthy. Anyone who gives up their time to help others out of the goodness of their heart and spirit is worthy. But that does not make interesting. There is a difference and that needs to be considered.
Technique pages	If you are going to do pages on technique, it has to be done properly and that is difficult, very time consuming and complex. Remember, if you decide to do this that the club is not about you but the members. So wherever possible get club members to demonstrate, providing that their technique is good. That impresses more than seeing the coach. But at the same time, there should be some examples of the coach to prove that they can.

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Page Type	Considerations as to whether to publish or not.
Contest videos of the coaches	This is not an absolute 'no no' but tread cautiously. Firstly, the cardinal rule is that you are trying to sell your club to potential members who are possibly children and their parents want to see evidence of other children enjoying themselves, having a good time and getting on in a communal spirit. Secondly, if your contests are brutal, you can put people off. Thirdly, are your contests REALLY a good demonstration of what we are seeking to achieve i.e., good upright traditional technical Judo? Are your contest videos showing clean Ippon or are they messy protracted affairs that go to end of contest and are decided by Hantei? Because if they are the latter, you might not look that good. Any video of the coaches that is put up should show clean, correct technique and if a contest, a clear fair decisive win against a properly matched opponent. Finally, again, remember it is not about you, it is about the club and members. Don't distract or confuse. But a limited number of suitable videos can be good mixed in with the club members demonstrating or competing.
Links to other sites	This is the controversial one. "Why shouldn't I link to my own company"? or "These are relevant links to other websites". Link pages went out back in the 1990's. There was a period during the 2000's when forward and backward links helped drive traffic and improved search engine ranking but that has pretty much gone now. People will come to YOUR club website to find out about YOUR club. Not your business. Nor some other organisation (except possibly the BJC). Do not distract them. Do not give them other ideas and do not leave your visitors thinking that it is all about you, because it should be about the club and its members. If there is a genuine reason to insert a link eg. Chalfont Judokwai does have a discrete link to www.judophotos.com because the owner, David Finch has kindly allowed me to include some of his photos on the club website and in return, I provide a link to his but only below the relevant photos.

Tell your story

It is very important to think about the story you wish to tell and how you will tell it:

- ✱ Who are your target market? (Primaries, Juniors, Seniors)
- ✱ What are you competing against? (other martial arts, field sports, centre sports). This helps you to differentiate
- ✱ What are the core aspects of Judo, the BJC and your club that give you an advantage?
- ✱ Remember, this is about attracting new members, not about how wonderful you are! People (whether parents or children) are not interested in how wonderful you are, they care about their children and whether they will do something useful and be safe, secure and having a good time
- ✱ If you are a community club, emphasise that, if you are a performance club, push that, but don't kid yourself that you are something that you are not

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Using Media

The BJC recommends:

- ✓ Use pictures. Remember a picture is worth a thousand words
- ✓ Pictures of your club members or children enjoying themselves is worth more in most cases than pictures of elite Judoka
- ✓ Use videos. If a picture is worth a thousand words, a video is worth one hundred thousand
- ✓ Again, videos of YOUR club members practicing at club, or on courses or at a competition (winning) are worth more than Ilias Iliadas, Koga, Abe, Mifune or Kimura
- ✓ External videos of people training are good PROVIDING that it doesn't look scary. For most non-Judo people, the sight of someone being thrown to the ground with great force and speed IS scary. Parents do NOT want to associate their children with an activity that has people being strangled or arms broken. Make it fun, safe and PERSONAL to the people you wish to attract i.e., something THEY wish to be involved in

IMPORTANT: *In this section we are talking about using videos and pictures. The BJC encourage you to use your club members. But you can only do this with the consent of the parents and if any parent objects, their child can not be in the picture. It is our experience that most parents are very happy for their children to be featured in this way. It adds to their kudos. We STRONGLY recommend that you obtain parental permission in writing before you take any photos or videos and that you keep this consent safely. Hopefully you will never need it, but one never knows. If you run your club as a 'school club' (as opposed to 'your club' that happens to be in a school hall or gym), you need to check with the school as well. Some have special rules about media for safeguarding purposes. The BJC can assist with providing suitable forms for gaining consent.*

Pictures

Pictures mean a lot. Especially for parents. Most people don't know much about Judo. They know it is a Japanese martial art. They may know that it is an Olympic sport. But that is it. So why should they be interested? It is your job to show them why and the easiest way of doing that is with pictures and videos.

It is a given that parents will expect that you will teach a martial art that will help in self defence (66% of children who take part in Judo do so because their parents want them to be able to defend themselves). But we all know that for most, this is not only unrealistic but can also provide false confidence. Practical application in a self defence scenario only comes about after extended practice. So you need to show that Judo will help their children learn about how to move, balance, how to fall safely and will help them make friends and socialise whilst they are learning the skills that after years of practice will prove effective in self defence applications. If you do this, you are also securing their membership of your club long term.

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It is always better to have pictures on your website of your club members training at your club. This makes it personal and involving. These pictures should show the children involved in all aspects of the club eg. exercises, games, practicing techniques and standing around watching the coach demonstrate. Make sure you use pictures where they are (or mostly are) smiling and looking in the right direction (if the coach is demonstrating, you don't want a picture of a dozen children where three are paying attention and the rest are looking everywhere but where they should).

If you do not have suitable pictures and/or are unsure of how to take them or are having problems with gaining appropriate consent, then the BJC will be able to help. We are building up a library of approved photos which you can use. Remember, when you use photos, you must give credit and you must protect copyright (through use of the '©' symbol, see bottom left of each page in this document). So if you are using pictures from the BJC stock, you need to put somewhere on the webpage or leaflets 'Photos courtesy of BJC' or 'Photos courtesy of the British Judo Council'.

Some examples of good pictures include (and these are used elsewhere also):



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Videos

External Resources

There are a number of resources available which do not directly refer to Judo but provide information as to why Judo itself is useful. This information can be used carefully to add support for the WHY Judo as opposed to any other activity. An example is the video below featuring Professor Jordan Petersen talking about the important of 'Rough and Tumble Play' for young children (click to play):



Retention Cards

Come Back Cards

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**Bernard Richmond QC
& 6th Dan**

Longer than my
Summing Up's

Used it as loo
paper, we ran
short...

**Bob Cleevely 3rd Dan
& ATO**

**Robin Otani -
President BJC**

I moved to Devon to get
away from him, but it
wasn't far enough

Achieves the John
Hepenstall standard -
Well done!

**Beryl Cooke 7th Dan
Welsh and proud of it!**

**Roy Smith 3rd Dan
& doesn't read**

Can you do an audio
book version?

Wot's that you are
lisping Sensei?

**Gareth Merredew
4th Dan & bald**

**Jonah Alfert 2nd
Dan & in therapy**

This manual is just another example
of why I am SO proud of my Dad. He
really is someone to look up to and
emulate. I can now see that this
makes up for him never being
around when I was growing up