

# The Student Ambassador Programme

*Refer a friend, everyone wins*



**It is our goal to be the most successful martial arts academy in the area, by helping other families, like yours, get involved in our training.**

To do that it is simple, *we need more students like your family.*

Now, we could advertise to get new students but to be honest it's a very ineffective (not to mention expensive) way of meeting the *right* people. Without a doubt, the most successful way we have of meeting a new members is the direct recommendation of an existing student.

This is how you can help us build our Academy - by inviting like-minded friends, parents and children to try a 30 day trial membership as your VIP guest. This will entitle them to the same offer that you used to sample our classes, save on your membership and receive a free uniform when you enrolled.

## ***When you help us, we'll reward you!***

When your friends enrol with the Academy, as our gift for helping to grow the school we will give you a gift voucher to say thanks for your support. Even if your VIPs don't go on to enrol with the Academy, we still want to reward you for your support so you'll earn some 'VIP prize draw' tickets too..

## **Invitations for your friends..**

We've got some special 'VIP Guest Pass' invitation cards which you can give to anyone you'd like to introduce to the school.

There's a space on the card for you to add your name as their sponsor so please be sure to do that so if someone brings us a card we know who invited them! We'll give you a few invites when you enrol to get you started but if you need some more just ask as we've got plenty!



You can VIP your friends on the website too. Just go to the 'members' menu on the website where there's an option to 'refer a friend'.

**iVIP**

Just fill in their name/email and phone number and we'll contact them to invite them to the school. Please remember though, we never want to 'spam' people with unwanted messages, so it's very important that you've actually spoken to your VIPs first so they know we'll be in touch!

<http://www.BlackBeltAcademy.info/members/ivip>

## VIP draw tickets

Every quarter at Graduation night, we have a prize draw raffle where students can win all sorts of cool martial arts related prizes, including training equipment, gift vouchers etc.

Every time you refer a friend you earn tickets for the draw, and should they visit the school, take an intro or a trial membership you'll earn some extra tickets too. More details on the website.



## Earn your Student Ambassador Badge

**To earn your ambassador badge, all you need to do is refer five potential students and complete your first VIP collection card.**

**For each person you refer you'll get a stamp on your card, fill the card and you'll earn your badge. You'll also earn yourself an Academy gift voucher which you can spend on equipment or events including your grading examinations and other special events.**



Have you got a collection card?  
If not, please ask for one..

## What qualifies as a 'referral'

- Each new person you refer to the Academy counts as a 'VIP'
- To qualify you just need to give us their basic contact details (we need a name, phone number and email address) and let them know we'll be in touch
- You'll also earn a referral for any person who brings in a VIP card with your name on.
- Fill your card & you'll earn your Student Ambassador Badge and a gift voucher.
- If your friends join the Academy you'll earn extra rewards of more gift vouchers and prize draw entries too!
- Each full card you get the value of the gift voucher goes up!

**Please remember:** It's important you only 'VIP' people you've actually spoken to and recommended the school to first.

Please don't give us the contact details until you've done that as we really don't want to 'cold call' or 'spam' people as we really hate that kind of thing ourselves and only want to speak to people who know we're going to be contacting them.

Obviously if someone contacts us and either has a VIP card from you or tells us who put them in touch that will count as your referral too :-)