

FREE INDUSTRY REPORT

THE 5 ESSENTIAL QUESTIONS
YOU MUST ASK BEFORE
CHOOSING SOFTWARE

FREE INDUSTRY REPORT:

The 5 Essential Questions You Must Ask Before Choosing Software

CONTENTS

- 02** Question 1: How easy is the software to use?
- 03** Question 2: Is the software program designed for martial arts schools?
- 04** Question 3: How will software help me grow my business?
- 05** Question 4: What is the software company's reputation?
- 06** Question 5: How difficult is it to implement the software?

CONGRATULATIONS ARE IN ORDER! IF YOU DOWNLOADED THIS INDUSTRY REPORT, IT'S CLEAR YOU CARE ABOUT YOUR BUSINESS AND ARE MOTIVATED TO MAKE SURE YOUR MARTIAL ARTS SCHOOL IS GROWING YEAR AFTER YEAR.

However, that growth is sometimes easier said than done.

According to Gallup statistics, 50 percent of all startups in the U.S. **fail within five years of opening**. But even businesses that make it past that five-year mark may not be out of the woods – in total, only around one in five small businesses finds success.

As a business owner, it's crucial to understand just what it is that makes those companies successful – and it may not be what you think.

There is little doubt that you, as a martial arts business owner, work hard and put in a lot of hours. But guess what? It's not just about working hard – it's also about working smart. In other words, in order to avoid being a statistic, it's critical that you begin working ON your business, not IN it.

So how do you do that?

The single best thing you can do is to develop systems that provide both you and your customers with convenience, automation and consistency. Software can make your job easier, allowing you to automate and systemize processes and, in turn, making your business more profitable. But avoid the pitfalls and choose the RIGHT software by asking these 5 simple questions:

QUESTION 1:

HOW EASY IS THE SOFTWARE TO USE?

FINDING SIMPLE AND STRAIGHTFORWARD SOFTWARE SHOULD BE YOUR TOP OBJECTIVE. PERIOD.

Why? Because an easy-to-use software program makes life pleasant for you and your employees, allowing everyone to accomplish tasks quickly and without difficulty. How much time do you currently spend checking students in manually? Imagine the hours you'd save by automating that process and making it easier for everyone.

It's all too common to get caught up in feature comparisons and choosing the product with the most bells and whistles, but you have to be careful. Not only is having too many features overwhelming, but it can actually make you less productive. When the majority of a product's functions are never used, feature overload can create confusion, frustration and higher stress overall. Opt for simplicity.



QUESTION 2:

IS THE SOFTWARE PROGRAM DESIGNED FOR MARTIAL ARTS SCHOOLS?

ACCORDING TO AN IBISWORLD REPORT, THE NUMBER OF MARTIAL ARTS STUDIOS IN THE U.S. IS **EXPECTED TO GROW AT A RAPID RATE BETWEEN 2014 AND 2019**, AFTER INCREASING AT A RATE OF ABOUT 1.4 PERCENT DURING THE FIVE YEARS BEFORE.

Why is this important? The industry is becoming more competitive, which means using software to automate and systemize your operations is more important than ever. It gives you a competitive advantage.

There are a lot of software programs available for businesses to use. However, only a select few are made for martial arts schools by martial artists.

Consider this: Your school has unique needs that not even other fitness centers share. From belt testings and attendance tracking to promotions and billing, the list goes on and on.



When a software program caters to one industry, its focus narrows and its features become more streamlined. Software providers that serve multiple masters (such as crossfit gyms, pilates studios or even beauty salons) lack that special focus. The result? Confusing or ill-fitting programs that have tons of functions that weren't designed for you.

QUESTION 3:

HOW WILL SOFTWARE HELP ME GROW MY BUSINESS?

YOU WANT TO INVEST IN SOFTWARE THAT CAN MAKE YOUR LIFE EASIER, BUT WHY EXACTLY?

For one thing, when you and your instructors find it easier to perform administrative tasks for your business, you all become more productive – that leaves more time for connecting with students.

But the right program should also help you do two basic things: find and keep customers. According to **the Sports & Fitness Industry Association's Martial Arts Participation Report 2014**, there are more than 5.3 million martial arts participants in



the country. Interest in the sport is growing, and businesses have tons of opportunities to reach potential students.

Software can make it easier for you to find, nurture and convert these leads. In other words, the right program will allow you to automatically connect with prospective students, and track them as they progress from interested outsider to full-time student.

Keeping students is perhaps even more important. Allowing them to keep track of their personal progress on a student portal or checking in with them automatically when they miss a class will keep them happy and engaged.

QUESTION 4:

WHAT IS THE SOFTWARE COMPANY'S REPUTATION?

YOU'LL BE WORKING DIRECTLY WITH THE SOFTWARE COMPANY TO SEAMLESSLY INCORPORATE THE PROGRAM INTO YOUR BUSINESS.

However, your relationship with this company doesn't stop after the software is integrated. It's a partnership that should last for years. That means you must pay attention to what others are saying about their experience – not only with the software itself, but with the team of people behind it, as well.

Does the company have a reputation for treating its customers with the highest standards? Are the employees pleasant and patient with the martial arts school owners? Does its staff understand your industry, and are they equipped to help offer advice, direction and assistance?

Using online reviews, word of mouth and testimonials, take an in-depth look at the company's reputation to get the full story.



QUESTION 5:

HOW DIFFICULT IS IT TO IMPLEMENT THE SOFTWARE?

THE PROCESS OF IMPLEMENTING A SOFTWARE PROGRAM AT YOUR MARTIAL ARTS SCHOOL CAN BE A BREEZE OR A NIGHTMARE.

Again, the focus is on simplifying your life, so avoid software providers that require you to set up the system and enter all of your data on your own. Not all companies are created equal. Don't settle for a company that doesn't take the work off your plate or that takes months to migrate your data over.

It's not just about getting you set up. What happens from there? Do they have formal systems in place to train you and your instructors? Choosing a simple program will help, but it's still important to find a provider that has a plan for guiding you through every step of the startup process.

According to the Small Business Administration, small businesses make up **more than 99 percent of the companies in the U.S.** That means it's possible to make your company successful – and software is a key contributor in accomplishing this goal.

Follow these guidelines and choose the right software program that will allow your business to thrive far into the future.



KICKSITE



7304 W 130th St.
Overland Park, KS 66213



www.kicksite.net



877-372-7950



info@kicksite.net