



poetsbridge.com - say less | mean more

To help begin to understand where changes can be made, it's important to ask questions that can provoke objective thought. I've assembled some survey questions under the topics covered in the blogpost, [Revival: Traditional Martial Arts Studio](#) on poetsbridge.com

Revival: Traditional Martial Arts Studio Survey

I. Studio/Owner Philosophy

In order to better understand who you're trying to reach, you need to understand your own identity and what others think you are. If you have reviews from past or current students, that would be very useful information to consider. Oftentimes, the studio or the instructor's perspective of the studio is not what it truly reflects in the minds of the students.

1. What are 3 main principles you want to convey with your style of martial arts?
2. What are the main principles that your students think your studio and art represent?
3. What is the story you want to tell with your studio and teachings?
4. How do you stand out in the sea of traditional martial arts schools?
5. How does your branding & logo relate to your story?
6. What are your core values, written or expressed otherwise, that are incorporated into your training curriculum?

II. Demographics

Surely, one can extract trends and patterns from statistics in sales receipts, new student forms, and physical composition of the student body. And keeping this data is crucial for obvious reasons (marketing & communications, diversity and equity, sales & revenue forecasting, social media etc..). Perhaps it's not as vast as originally thought when you dive into the numbers. These questions should help in identifying who is your base audience and beyond.

1. Who are you trying to reach with your style of martial arts?
 - a. Be as specific as possible - Gender, Age, Ethnicity, Economic Profile, Neighborhoods
 - b. Social Group - Student, Retired, Middle-Aged, Generation (X, Y, Z, Millennial, Boomer, etc..)
 - c. Experience - Zero, Some, or Expert

2. How will your core demographic relate to the style you teach?
3. What is your call-to-action for the core demographic you're reaching for?

III. Social Media

Is the backbone for all communications of a martial arts studio, from the website down to the individual social media platforms you choose to communicate. These questions should reveal some light on how and what you should consider posting.

1. Do you have a social media posting schedule? Who manages your content & what type of content should you consider posting? Does it convey your philosophy and speak to your target audience?
2. Are you posting captivating content that is deemed valuable?
 - a. Content of value refers to posts that generate more views, more reposts, more shares, likes, etc... Do your posts do that?
 - b. Also is it educational and contain your overall message?
3. Are all of your social media outlets in alignment of your school name & logo, philosophy, style, etc..?

IV. Training Curriculum

Depending on what style(s) your studio teaches, and the business model you have chosen to operate your studio, your training curriculum is the meat & potatoes of the studio. Without it, the students have nothing to learn and the instructors have nothing to teach. These questions should take some honest reflection before answering.

1. When was the last time you updated your curriculum? If it's done regularly, how have you incorporated your studio philosophy into it? How have you incorporated your style's traditional philosophy into it?
2. Are there strong cultural aspects to your style? Consider where it comes from and does it reflect where it comes from and are there some traditional things that can be removed, altered, or reinvented to match your studio philosophy?
3. Do you teach a hybrid of many styles? If so, do any of the forms, strikes, stances, etc... overlap or share a common foundational principle that can be standardized as one? Or perhaps there are nuances that need to remain separate but consider the student experience in maintaining traditional teachings.
4. Finally, what is the end goal for a student who completes the curriculum? Can they complete it in a reasonable amount of time? Is it a long arduous process of testing and retesting for perfection? If testing is involved, is the student tested on both physical and mental, even spiritual application of techniques of the style? Can the student use what they have learned outside of the studio, not only as self defense, but also as mental fortitude in the workplace, at school, life in general?