



How To Score More Revenue

Mm



1-2-1 Classes

Merchandise

B-day Parties

Trials & Incentives

Camps

School Partnerships

It's time to realise your football academy's true income potential!

Upselling is a great way to increase revenue streams and improve your customer experience. To do this, you need to offer relevant products/ services that will benefit parents at your football club and in turn show them why these are valuable enough to part with their cash.

Need some inspiration to kickstart your club's revenue-boosting journey? We're here to help! Here's what we'll cover:

- 1-2-1 Classes
- Merchandise
- Birthday Parties
- Trials & Incentives
- Camps
- School partnerships

1-2-1 Classes

Private lessons are a great way to boost revenue at your football academy. Your expertise in coaching means you are perfectly placed to sell the benefits of 1:1 lessons to parents.

Your dedicated time and attention means the child can be the sole focus and benefit directly from your close guidance. The sessions can be tailored to the needs and skills of each child, meaning it is best placed to help them improve and strengthen their skills on the pitch.

Young footballers can also benefit from a judgement-free session where they are less focused on the other players around them.

Top Tip:

Advertise these as a premium service to add more value to your kids club brand. Your private, expert coaching is providing the platform for kids to work on specific areas and goals. Be sure to sell this to parents!



Merchandise

Offering branded items for sale adds value to your brand and grow revenue at your academy.

Think outside the box with this one: football kits, socks, scarves, hats and boots are great but consider other items outside of clothing too. You could offer water bottles, bags and footballs amongst many other options.



Encourage at-home practice with branded equipment including footballs, cones and dribbling markers. Offer these as a singular items or premium practice bundles.

Your football academy will soon feel like a premiership club when kids and parents are sporting branded merchandise donning your club's logo!

Inside Scoop: ClassForKids lets you add merch to the setup fee for parents so they can buy your merch as part of a bundle when they sign up to your classes!

Birthday Parties

Think outside the goal posts with this one!

Give parents an easy solution to their birthday party search by offering group events! In the process, you will add even more value to your club and reach a wider audience.

Tailor parties to the kids attending - you might choose to theme these events based on their interests, offer specific activities or create a birthday surprise!

You could opt to offer gift vouchers, too. These make a great gift since you can choose what they can be spent on from 1-2-1 lessons and parties to branded merchandise, the world is your oyster.

Top tip: Use these events as a marketing opportunity! Hand out flyers to kids and parents not yet at your club so they remember you long after they've left the pitch

Trials & Incentives

Secure interested parents by hosting trial sessions. They may need just a nudge in the right direction to be convinced that your academy offers them value for money.

Give them a taste of what your academy has to offer, leaving them with the flavour of your club long after they have left your session.

Be sure to invite parents to book into your classes after their trial session. You could include an early bird discount offer to cement this offer - if parents feel your offer is too good to miss out on they'll convert!

Inside Scoop: you can send follow-up invitations straight after trial sessions with the genius ClassForKids system. Hook parents whilst they're still interested and minimise missed opportunities.

Camps

Parents will love the convenience camps provide whilst you can enjoy a injection of cash flow to your business. You already well-established football academy will benefit from an extra service like this, since you can convert these parents into committed, returning customers.

Be sure to advertise your camp in plenty of time and on your associated channels such as your social media, emails and websites. Don't underestimate the power of traditional marketing materials like flyers, too.

Inside scoop:
Football academies
who run camps
generally see 2x more
income than those who
don't! The ClassForKids
system has a dedicated camps
feature, helping you run your
camp with ease. You can even
offer early drop-offs and late pick-
up options to make things even more
accommodating for parents.

School Partnerships

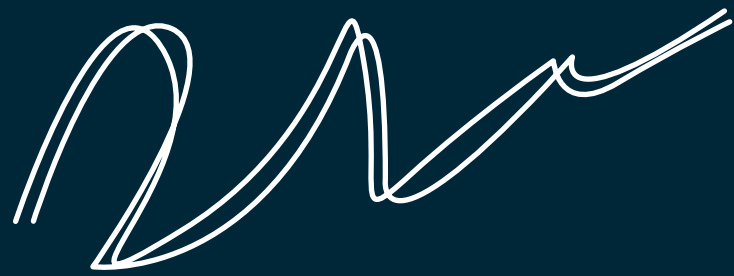
Connect with decision makers at schools and nurseries to widen your reach. The likelihood is you'll meet parents and kids who will benefit from your services being hosted in these educational settings.

Many schools and nurseries join forces with kids clubs to provide more extracurricular activities to more children, so be sure to show you can bring something unique, not already offered by their P.E. curriculum.

Once you have an agreement in place with a school, try hosting a trial session to showcase the value of your football academy. Meet parents face-to-face to answer any questions and gain their trust.

Top Tip:

Gather contact details from parents and always follow up with them after your taster session. They may be busy or forget to get in touch with you following the class, so reaching out makes the process more convenient for them.



Revenue-boosting Checklist

- Offer 1:1 sessions as a premium service
- Upsell by creating branded merchandise
- Host personalised birthday parties
- Showcase your value with trial sessions & follow-up invitations
- Expand your services by hosting football camps
- Partner with schools/nurseries to reach more parents & kids

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And there you have it

The ClassForKids booking software is already helping 100s of football academies achieve their business goals. From simplifying your admin to offering financial tracking tools, ClassForKids is here not only to help your business run smoothly but to facilitate your club's growth, too!

Show Me!

HERE IT FROM
OUR CUSTOMERS!



“ClassForKids are really supportive! We were able to set up our system in the space of a short zoom call and start taking books the very next day. It's simple and doesn't take long at all!”

- Josh, 1st Touch Football