



HOW TO – Maximise Your Three Week Free Trial

The Opportunity

We offer all children and parents the opportunity to attend a 3-week free trial at their chosen training location.

The 3-week free trial is an incredibly powerful tool and one of the biggest reasons that we get such high participation numbers on our programmes. The free trial is used when initially setting up new locations and should be used on an ongoing basis to recruit new participants.

Conversion rates

Typically, we see a 60%+ conversion rate for children attending a 3-week free trial, meaning that for every 10 children attending, 6 will sign up. However, the conversion rate will depend on your execution of our tried and tested strategy.

3-week free trial participation numbers will depend on a number of factors which you are able to influence as follows:

- **Venue/facility** – Making sure your facility is safe and that the location and time are convenient for parents will increase your conversion rate.
- **Quality of Experience** – Both parents and children will develop an opinion of the level of experience they have received. Your job as the Head Coach is to make both love it!
- **Quality of Communications** – You will need to ensure that the template emails are sent in good time as per the communications plan.

3-Week Free Trial Communications Plan & Launch Checklist

Using these two documents in conjunction will be key to your success. The communications plan provides templates to send and the checklist tells you when to send the emails out.

Non-Response Email

As you work so hard, posting in Facebook groups to maximise participation numbers, you will need to follow up with anybody that does not attend. Those that respond to your email confirming their attendance are 3 times more likely to actually

attend the trial. You should therefore ensure that the non-response email is sent 48 hours after the confirmation email and if you still do not get a reply our recommendation is to give the parent a call to check if their child will be attending.

Providing a Warm Welcome

When launching a new community with a large group of children attending a free trial it is important to have your assistant coaches leading the arrival games to free you up to give a warm welcome at the AstroTurf gate/sports hall entrance.

When welcoming a small number of new children attending a 3-week free trial within an established session, it is important to give them a warm welcome using their name wherever possible.

Stack Your Free Trial Participants

The best case scenario is to have your free trials fully subscribed as soon as possible and to 'stack' your participants into future months. For example, if you are launching in October, have another group of participants lined up for November.

The maximum recommended participation numbers for each programme are:

Football Fun & Development – 30 per session.

Tots Football Fun – 15 per session.

It is likely that not all participants will turn up every week.

If you reach these maximums, you should then advise parents that the 3-week free trial for a particular month is full and offer them the opportunity to attend the following month.

Free Trials are Continuous

You should always continue to recruit new children using the 3-week free trial and as a result, you should be continually adding new trialists and paid participants every single month.

There is no such thing as 'full capacity'

Part of our Mission Statement is to eliminate barriers to opportunity. We therefore don't really want to have waiting lists or to have to tell parents that our programmes are full. If a session becomes fully subscribed, the options are as follows:

- Add another coach, to increase the capacity (you may also require extra space at your facility).
- Add another session, before or after your existing timeslot.
- Add another night of the week at the same location.

If you are at full capacity and none of the above options are possible, please speak to the FFF Management Team who will be able to support you.

