

ASCEND

PLAYIT LOVEIT

THE

ECOSYSTEM

HOW WE HIT £250K A YEAR

Classes, camps, events, schools, workshops, marketing and staff. The whole setup.

JOHN LEITCH

Founder, PlayIt Lovelt • 8 years • 6 venues • Aberdeenshire

@JOHNLEITCHBUSINESSMENTOR

For eight years running PlayIt Lovelt, the number of sales calls I made:

1 OR 2.

I didn't chase parents and I didn't do sales calls. Families came to us already knowing who we were, because they'd met us somewhere else first: at school, at a workshop or at a camp.

Everything we ran fed into something else. That's the ecosystem, and this is how it worked.

£20K+

PER MONTH

£250K

PER YEAR

350

PLAYERS A WEEK

6

VENUES

HOW WE HIT £250K

Every part fed the next. This is the whole ecosystem on one page.

HOW KIDS FOUND US



WHAT FAMILIES BOOKED



STAFF: ADMIN & COACHES

sessions have to be great

Schools and workshops brought kids in. Facebook pushed families to the website to book classes, camps and events. The staff made sure the sessions were worth coming back to.

LOW COST TO HIGH COST

Workshops at the bottom to get kids in. Tots and academy were the anchors. The rest sat around them.



Plus camps every holiday and events on top.

01 SCHOOLS

We were in schools Monday to Friday. That's where most kids first met us.

WHAT WE DID

- School coaching at Gilcomstoun Primary and the International School of Aberdeen.
- Sessions with Huntly Community FC.
- After-school clubs across Aberdeen and Aberdeenshire. ISA ended up becoming one of our venues.

WHAT TO DO

- 1 Start with the three schools closest to your venues.
- 2 In Scotland, get on your Active Schools provider list. It's easier than emailing head teachers.
- 3 At every school session, tell the kids about your classes and next camp.

WHERE OWNERS GO WRONG

Trying to make big money from schools. They're there to get kids in.

02

WORKSHOPS

Workshops were free or £7. Easy for any parent to say yes to.

WHAT WE DID

- Mindset workshops. 850 players went through them.
- Free or £7, so there was no reason not to come.
- Every workshop pointed families to our classes and camps.

WHAT TO DO

- 1 Run a free or cheap workshop on something parents care about.
- 2 Get every parent's details.
- 3 Tell them about your next class or camp before they leave.

WHERE OWNERS GO WRONG

Running free stuff with no next step.

03 CLASSES

Classes were the engine. Tots and academy were the anchors.

WHAT WE DID

- Tots £36 and Academy £49, the two anchors.
- Around them: Advanced £49, small groups £46, GKs £60 and 1-2-1s £140.
- Six venues, monthly subscriptions through ClassForKids. Fridays at Fives ran 12 sessions back to back.

WHAT TO DO

- 1 Pick two anchors: one for the youngest kids, one for the core ages.
- 2 Put families on monthly subs instead of pay-as-you-go.
- 3 Only add new classes once your anchors are full.

WHERE OWNERS GO WRONG

Pay-as-you-go. You end up chasing the same parents every week.

04 CAMPS

A camp every school holiday.

WHAT WE DID

- Camps every break: October, Christmas, Easter and summer.
- New families tried us at camp without signing up to anything.
- Class families had something to do in the holidays, so they stayed with us.

WHAT TO DO

- 1 Run a camp every holiday. No gaps.
- 2 Keep the price easy to say yes to.
- 3 On the last day, offer camp families a place in your classes.

WHERE OWNERS GO WRONG

Letting camp families go home with nothing else booked.

05 *EVENTS*

Events gave kids something to look forward to and parents something to talk about.

WHAT WE DID

- Festivals with loads of kids. One had 250 players.
- Festivals were £12, or £8 for members, so being a member was always worth it.
- 15 pro sessions and a Barcelona trip.

WHAT TO DO

- 1** Give members a cheaper price than everyone else.
- 2** Film everything and post it.
- 3** Use every event to point families back to your classes.

WHERE OWNERS GO WRONG

Events with no link back to your classes.

06

MARKETING

Facebook pushed everything to the website. We only spent £300 on ads.

WHAT WE DID

- Facebook all the time: sessions, camps, events and player wins.
- Everything pointed to the website to book.
- £300 on ads. The rest was content, Google reviews and word of mouth.

WHAT TO DO

- 1 Post from the pitch every week.
- 2 Have one place parents go to book.
- 3 Only put ad money behind things that already work.

WHERE OWNERS GO WRONG

Going quiet when classes are full, or expecting ads to fix a weak offer.

07 STAFF

None of it works without good people. The sessions have to be great.

WHAT WE DID

- Admin, so I wasn't doing everything myself.
- Coaches trained properly, with a full staff training programme and development plans.
- The same standard at every venue, from Tots to Advanced.

WHAT TO DO

- 1 Get admin help earlier than you think you need it.
- 2 Write down what a good session looks like and hold every coach to it.
- 3 Watch sessions, not just the numbers.

WHERE OWNERS GO WRONG

Doing everything yourself until the sessions start to slip.

YOUR ACADEMY

Write down what you've got for each one. Wherever it's blank is where you're losing families.

01	SCHOOLS Which schools are you in?
02	WORKSHOPS What free or cheap way in do you have?
03	CLASSES What are your two anchors?
04	CAMPS When is your next camp?
05	EVENTS What are kids looking forward to?
06	MARKETING Where do parents see you every week?
07	STAFF Who helps you run it?

ASCEND

WANT THIS IN YOUR ACADEMY?

This is what I do with academy owners in ASCEND. We look at what you've got, find the gaps and build the rest.

Book a free call and we'll go through it.

BOOK A CALL WITH JOHN

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