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A key element to any advertising is a method called joint ventures.

This is where you partner up with another company to jointly promote your product or services. (You piggy back on each others established advertising)

For example you could hold a seminar with a well known martial artist. This person may have a special twist on training that has become so popular (reality training or NHB comes to mind).

Your benefit is that the guest teacher will move on after the seminar while your club gains the publicity of hosting him or her.

Closer to home; a great joint venture is with the local police departments. You can offer a special 'street proofing' seminar with the local police present to do child ID's and such.

A great benefit to the community and its good exposure for your school.

The sky is the limit for joint ventures. Anything involving the parents and the children is a community bonus, plus you may attract adult students as well just from a well planned partnership with another company or service.