



## **Uechi-Ryu Journal**

Professional Uechi-Ryu Academic Forum

**Article Title:** Seasonal 'Team Sports'

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Hockey season, Soccer, basketball tryouts, etc...

Many schools lose students (even if only temporary.) when seasonal sports start. Here are some ideas for great ads to place for these seasonal 'low' times:

"Didn't make the team? - Guaranteed a spot our our 'A' team - contact \*\*\*\*  
Martial arts school"

Or one for the parents:

"Train along side your child - Spend quality family time on our TEAM"

Focus on bringing the negative side of team sports out...there are only so many spots to be had. While with Martial arts teams, there are really no limits on the numbers; therefore no bench warmers. This is a really good angle to use.