

新谷和道会空手道



# Marketing Language

TO

## Convey Accessible Services

June 2022

*Written by:*

**S W K K F Para-Karate Committee**

## Marketing Language to Convey Accessible Services

The key is to utilize short quick statements that can be put into a text box on a flyer to quickly provide information to the public that conveys accessibility. Choose from one or two of them, or create your own that will be relevant to the services you offer. The key is conveying the essence of more instructor support, adapted instruction, perhaps a recreation program (no pressure to fit into the traditional program) for students who are high needs and perhaps enjoy karate but not likely to have success in our traditional Shintani belt and kata system. By utilizing images of students with disabilities, and by using the language (support, one on one, private / semi-private, adapted, accessible, inclusive) it will let the public know we have a positive attitude towards diversity. Here are some example for your flyers:

“Now offering accessible karate services”

“Providing accessible and adapted karate instruction for members in the *Welland* community”

“Offering both a traditional belt program alongside our recreational belt program”

“One on one instructor support available!”

“High instructor to student ratio!”

“Inclusive family classes for all ages, belts and abilities!”

“Private and semi-private classes available!”

“Adapted karate instruction available for diverse learners and movers!”

“Inclusive classes for all learners”

“Support workers train free”

“See about our new recreational karate belt program for diverse learners and movers”

“Adapted martial arts classes [program] for all abilities and mobilities”

“Now offering seated karate every Tuesday at 12pm”

**Please note:** The Instructor is a SWKKF Certified Para-Karate/Instructor.