

How Winning Chess Academies Grow

The Chesslang Coach Playbook, in slides

What academies that reach 100+ students do differently, and the exact steps, scripts and numbers to copy.
Three engines: Brand, Inbound (tournaments, schools, partners) and Daily Hygiene.

Chess demand has never been higher; most coaches still cannot fill a Tuesday 5 pm batch. This deck closes that gap.

Situation, complication, resolution, and the targets this playbook commits to.

Situation

Chess is a mainstream childhood activity: champions in the news, schools adding it, parents seeking a screen-time alternative, and an online market paying 3 to 6 times local fees. In any 8 km radius there are roughly 300 families ready to pay.

Complication

Coaches sell hours and ratings, post sporadically, do not run tournaments, never approach schools, and follow up late. The result is 8 to 20 students for years, and burnout. The constraint is the machine, not the demand.

Resolution

Three engines run weekly: Brand (be found and trusted), Inbound (tournaments, schools, partners, the Chesslang platform) and Daily Hygiene (convert and keep). Sub-coaches let the founder scale beyond 40 students. Every chapter ends with a goal, a checklist and a promise.

What the playbook commits to, if the checklists are done

Planning benchmarks from academies on Chesslang; your CRM replaces them within 60 days.

Day 10

first batch of 4 to 6

Day 100

40 to 60 students, 1 school, 1 sub-coach

Day 200

100+ students

Month 18 to 36

200 students, 4 sub-coaches,
founder teaches 6 hours

- North-star metric: active paying students, reviewed every Friday. Everything else is a driver of it.
- Five driver metrics: enquiries, demo conversion, 6-month retention, students per school, referral share.
- Two constraints to respect: reply within 30 minutes; never skip the monthly tournament.

Read the Coach's Goal slide at the end of each chapter first. If you can tick every box, you are running the machine.

Objectives and key results by phase: the operating model in one table

Phase	Objective	Key results	Owner
Days 1 to 10	Be findable, be trusted, get a batch	Website, app, GBP, WhatsApp live • 10 demos • 4 to 6 enrolments	Founder
Days 11 to 30	Build the habit and the pipeline	20 posts in a row • 12 students • 5 school proposals • tournament announced • 3 reviews	Founder
Days 31 to 60	Switch on inbound	Tournament 1 with 24-hour follow-up • 1 school demo • 3 partner conversations • 20 to 30 students	Founder
Days 61 to 100	Scale what works	1 school signed • tournament 2 + ceremony • sub-coach trained • camp announced • 40 to 60 students	Founder + sub-coach
Months 4 to 12	Institutionalise	3 schools in a cluster • 3 sub-coaches • online tier • 100+ students • referral share 30%	Founder + coach team
Year 2 to 3	Become the local system	Inter-school championship • rated open • licence model • 200 students • founder teaches 6 hours	Leadership team

The quarterly scorecard a strategy reader would build

Red, amber, green each quarter. Green in all five means the machine is running.

Dimension	Metric	Green	Amber	Red
Demand	Enquiries per month	40+	20 to 39	Under 20
Conversion	Enrolled ÷ demos attended	50%+	35 to 49%	Under 35%
Retention	Active at 6 months	75%+	60 to 74%	Under 60%
Institutions	Schools signed (cumulative)	3+	1 to 2	0
Leverage	Founder teaching hours per week	Under 8	8 to 12	Over 12

Fix red before amber. Fix one dimension per quarter. The order that works: Conversion, Demand, Retention, Institutions, Leverage.

Seven habits separate 100-student academies from those stuck at 15

Read these first. Everything else in this deck is the how.

1. They sell a path, not hours

A 4-level ladder with certificates and a first-tournament milestone. Parents buy a program; tutors sell time.

2. They run a tournament every month

It finds students, keeps students and makes content, in one morning. Never skipped.

3. They sign schools

One school = 30 students who arrive together and stay for years.

4. They post every working day

Puzzle reels, student wins, ceremonies. Consistency beats brilliance.

5. They reply in 30 minutes

Two concrete demo slots, same day follow-up, a batch and a date. The 24-hour rule.

6. They report before parents ask

A three-line progress note every fortnight from app data. Retention is decided here.

7. They track ten numbers

Enquiries, demo conversion, retention. Fix only the weakest one each week.

The result

40 to 60 students by Day 100, 100+ by Day 200, with the founder teaching fewer hours, not more.

Three engines, one machine

Engine 1 creates attention. Engine 2 turns institutions and events into a steady flow of students. Engine 3 converts and keeps them. Winning academies run all three every week.

Engine 1: Brand

Be the coach parents in your radius think of first. Google Business Profile, WhatsApp, reels, the website in your name.

Engine 2: Inbound

Monthly tournaments, school programs and 14 partnership types that send students without cold selling.

Engine 3: Daily Hygiene

One hour a day: replies, 10 reachouts, CRM, reports. The unglamorous habit that fills batches.

The first 7 days

Before a single student, winning academies make sure everything a parent can find about them says: serious, organised, safe.

Day 1

Niche decided. Chesslang academy live with name, logo, packages and a WhatsApp button.

Day 2 to 4

Google Business Profile, WhatsApp Business, Canva templates, a 5-tab CRM.

Day 5 to 7

Demo rehearsed, origin story posted, 60 warm contacts, 10 personal messages.

Day 7 test: does everything a parent can find about you say serious, organised, safe?

Every step is specific. Every step has a tool.



Day 1 AM: Niche and first offer

Beginners 6 to 10 locally? Schools? Online for overseas families? Tournament prep?
Pick one primary.



Day 1 PM: Chesslang academy live

Name, logo, colours, About, fee packages, WhatsApp button. Website and Android/iOS app go live in your name.



Day 2 AM: Google Business Profile

Category Chess club. 10 photos, hours, website. 'Chess classes near me' is your biggest local source.



Day 2 PM: WhatsApp Business

Greeting, away message, 7 labels, quick replies for /demo /fees /tournament /levels.



Day 3: Canva brand kit

Puzzle, student spotlight and tournament templates. Instagram and YouTube created.



Day 4: Google Sheets CRM

Enquiries, Demos, Students, Schools, Partners, MIS. Formulas and colour rules.



Day 5: Demo class written and rehearsed

40 minutes on Level 1 Lesson 1 plus capture drills. Rehearse twice.



Day 6 to 7: Origin story, 60 contacts, 10 messages

Post it everywhere. Fill the CRM. Personal messages, one per person, offering a free demo.

Seven week-one mistakes explain most academies that never pass 20 students

Mistake	Why it hurts	What winners do instead
Teaching openings in the demo	The child is lost in five minutes; the parent sees boredom.	Demo = pieces, capture drill, a mini game the child wins.
Pricing by the hour	Signals tuition, invites bargaining, caps income at your calendar.	Monthly or quarterly packages per level. Sell a program.
Posting once and going quiet	One reel does nothing; thirty build an audience.	Post every working day for 30 days before judging.
Mass broadcast on Day 1	Parents recognise it and ignore it.	Personal messages that mention the child's name or a shared context.
Waiting to feel 'ready' to charge	Free classes attract free students.	Charge from the first batch. Free demo, never a free month.
WhatsApp only, no Google Business Profile	Parents who do not know you cannot find you.	GBP on Day 2; ask for reviews from Week 3.
Coaching without a curriculum	No visible progress; you burn out re-planning.	Run the Chesslang Curriculum from Level 1 and show the ladder in the demo.

Your goal for this chapter

By Day 7, everything a parent can find about you says: serious, organised, safe. And your first demo weekend is booked.

Have you done all of this?

☐

1. Chesslang academy live: name, logo, packages, WhatsApp button; website and app in your name

☐

2. Google Business Profile verified with 10 photos, hours and your website link

☐

3. WhatsApp Business complete: greeting, away message, 7 labels, quick replies

☐

4. 40-minute demo written and rehearsed twice; three weekend slots published

☐

5. 60 warm contacts in the CRM; 10 personal messages sent

The promise: Do all five and a first batch of 4 to 6 students forms by Day 10. Skip one and Day 10 becomes Day 30.

The 100-day cadence

Winning academies are built in four phases. Each phase has a 'done' test; moving on before passing it is the most common reason academies stall at 20 students.

Days 1 to 10

Foundation: setup, first demos, first batch of 4 to 6.

Days 11 to 30

First batch running, daily content, school shortlist, tournament announced.

Days 31 to 60

Tournament 1, first school demo, partner meetings, a third tier.

Days 61 to 100

A school signed, tournament 2, an assistant coach, a camp announced.

The 100-day cadence: a fixed daily focus removes the guesswork (1 of 3)

Copy into your CRM with a Done column. Ticking it daily is the whole discipline.

Day	Primary focus	Key actions	Metric
Day 1	Niche + Chesslang academy live	Choose primary niche. Academy name, logo, About, packages, WhatsApp button.	Website and app live
Day 2	GBP + WhatsApp Business	GBP created, 10 photos, hours. WA greeting, away message, 7 labels.	GBP verification started
Day 3	Canva brand kit + 3 templates	Puzzle, spotlight, tournament templates. Instagram and YouTube created.	Templates saved
Day 4	Google Sheets CRM	6 tabs, all columns, formulas, colour coding.	All tabs live
Day 5	Demo class plan	Write and rehearse the 40-minute demo. Three weekend demo slots.	Demo rehearsed twice
Day 6	Origin story + first puzzle reel	Post on Instagram, WA status, LinkedIn, GBP.	Post live
Day 7	60 warm contacts + 10 messages	Fill CRM Enquiries tab. 10 personal messages offering a free demo.	60 in CRM, 10 sent
Day 8	Demo prep + Post 2	Confirm bookings, send reminders with joining link. 'Why chess for kids' post.	Demos booked
Day 9	First demos	Run 3 to 5 demos. Same-day follow-up to every parent.	Follow-ups sent
Day 10	Close first batch	Founding batch price. Enrol 4 to 6. Fix the batch time.	First batch enrolled

The 100-day cadence: a fixed daily focus removes the guesswork (2 of 3)

Copy into your CRM with a Done column. Ticking it daily is the whole discipline.

Day	Primary focus	Key actions	Metric
Day 11	Batch 1 starts	Level 1 Lesson 1 on Chesslang. First homework. Parent welcome message.	Attendance 100%
Day 12	Puzzle reel + 10 messages	Daily habit begins: one post, ten reachouts.	1 post, 10 sent
Day 13	School shortlist	List 15 schools within 8 km. Find activity coordinator names.	15 schools in CRM
Day 14	Parent report 1	Three-line progress note to every batch parent from app data.	Reports sent
Day 15	First 5 school emails	Proposal email to 5 schools. Follow-up call booked for Day 18.	5 sent
Day 16 to 20	Second batch + demos	Weekend demos again. Open a second slot. Keep posting daily.	Batch 2 forming
Day 21	Announce tournament 1	Online rapid on Chesslang, free for students, small fee for outsiders. Date: Day 35.	Tournament page live
Day 22 to 27	Promote + school follow-ups	Reels, WA status, parents share. Call the 5 schools.	Registrations logged
Day 28	Ask for 5 Google reviews	Personal message to your happiest 5 parents.	3+ reviews live
Day 29	First partnership meetings	RWA, a tuition centre, a sports academy. One coffee each.	3 conversations

The 100-day cadence: a fixed daily focus removes the guesswork (3 of 3)

Copy into your CRM with a Done column. Ticking it daily is the whole discipline.

Day	Primary focus	Key actions	Metric
Day 30	Month 1 MIS	Enquiries, demos, enrolments, revenue, posts, reviews vs benchmarks.	MIS filled
Week 5	Run tournament 1	20 to 40 players. Every outside parent gets a demo offer within 24 hours.	Players, leads, conversions
Week 6	First school demo lesson	45 minutes in one school. Leave a proposal the same day.	1 school demo done
Week 7	Third tier	Advanced batch or 1:1 slot for the strongest students.	New tier live
Week 8	Student spotlight series	Weekly: one student, one position, one parent quote.	4 spotlights posted
Week 9 to 10	School program 1 signed	After-school club or activity period. 15 to 40 students.	Contract signed
Week 11	Tournament 2 + level-up ceremony	Certificates for Level 1 graduates. Photos. Parents share.	Ceremony held
Week 12	Hire or train assistant coach	A strong student or club player for Level 1. Train on the curriculum.	Assistant onboarded
Week 13	Holiday camp planned	5-day intensive announced 6 weeks ahead.	Camp page live
Week 14	100-day review	Full MIS. Choose: second location, online expansion, or second school cluster.	Plan for Days 101 to 200

Four phase gates: pass each before opening the next

Do not open the next phase until every line is true.

Phase 1 done (Day 10)

Website, app, GBP, WhatsApp, 5 posts live. Demo rehearsed, slots published. 60 names in CRM, 10 messaged. A batch of 4 to 6 with a start date. Under 3 enrolments: run another demo weekend first.

Phase 2 done (Day 30)

Batch 1 ran 6 classes with homework, attendance above 85%. 20 posts in a row. Batch 2 forming (8 to 12 students). 5 school proposals, 3 called. Tournament announced with 10 registrations. 3 Google reviews.

Phase 3 done (Day 60)

Tournament 1 run, results in 2 hours, every outsider followed up in 24 hours. One school demo with proposal. Three partner conversations, one event scheduled. A third tier with a paying student. 20 to 30 students, above personal break-even.

Phase 4 done (Day 100)

One school signed. Tournament 2 and a ceremony held; 3 referral enrolments. Assistant coach trained and co-taught 4 classes. Camp announced. 100-day MIS complete with a plan for Days 101 to 200. Target: 40 to 60 students.

Your goal for this chapter

40 to 60 students by Day 100, including one school program, two tournaments run and one sub-coach trained.

Have you done all of this?

- ☐ 1. Phase 1 gate passed by Day 10: a batch with a start date
- ☐ 2. Phase 2 gate passed by Day 30: 12 students, 20 posts in a row, 5 school proposals, tournament announced
- ☐ 3. Phase 3 gate passed by Day 60: tournament run and followed up, school demo done, a third tier live
- ☐ 4. Phase 4 gate passed by Day 100: school signed, ceremony held, sub-coach co-taught 4 classes, camp announced
- ☐ 5. Weekly MIS filled every Friday, one weakest metric fixed each week

The promise: Academies that pass all four gates on time pass 100 students by Day 200. The cadence, not talent, is what predicts it.

The market and the buyer

Winning academies can explain in one minute why chess is booming, size their own radius with a calculator, and sell to two customers: the parent who buys month one and the child who buys every month after.

Why now

Champions in the headlines, the screen-time answer, schools that want it, online with no ceiling.

Your radius

$25 \text{ schools} \times 600 \text{ students} \times 2\% = 300$
addressable students. You need 60.

Two customers

Parents buy focus and a path. Children buy winning, belonging and visible progress.

Four forces every parent, principal and partner should hear from you

The champion effect

World champions, Olympiad golds and teenage grandmasters. Every headline about a 12-year-old beating a 2700 player becomes a parent asking 'can my child learn?'.

The screen-time answer

Parents want structured, skill-building, calm, not a screen. Chess works on a board and online, so it fits the family schedule.

Schools want it

Concentration, patience, planning, sportsmanship, a research base, and a cost of one set and one table. Coordinators can say yes without a budget fight.

Online removed the ceiling

A coach in Chennai or Lagos teaches New Jersey at 7 pm their time. Overseas fees run 3 to 6 times local for the same hour.

Any 8 km radius holds ~300 paying students; you need 60

No national statistics needed: a radius and a calculator.

Input	Illustrative	How to find yours
Schools within 8 km	25	Google Maps search 'school'; count.
Students per school (Class 1 to 8)	600	Ask, or sections $\times$ 35.
Children in reach	15,000	Schools $\times$ students.
Parents who would pay if asked well	2 percent	Conservative; chess-culture cities run higher.
Addressable paying students	300	$15,000 \times 2$ percent.
Students for a full-time income	60 to 80	See the business model chapter.
Your target share	25 percent	Achievable in 12 to 18 months with all three engines.

The constraint has never been demand. It is that most coaches never build the machine that turns demand into enrolments.

Three coach archetypes and where each should start

Archetype	Strength	Risk	Start with
Titled or high-rated player	Instant credibility, tournament-prep demand	Teaches too advanced; ignores the beginners who pay the bills	Two beginner batches plus a small 1:1 tier. Use the rating as marketing, not syllabus.
Club player, natural teacher	Patient, good with kids, parents love you	Undercharges, avoids selling	Beginner and intermediate batches, school programs. Price properly from Day 1.
Academy owner scaling up	Existing students, some brand	Coach quality varies; no system	Standardise on the curriculum, build the tournament engine, sign 3 schools.

Parents buy focus and a path; answer the meaning, not the words

What they say	What they mean	What you show
'I want my child to learn chess'	I want my child to focus, sit still and think before acting.	A calm, structured class, a ladder, a report that says 'concentration improved'.
'Is it good for studies?'	Give me permission to spend on this.	Habits: planning, patience, dealing with losing. Do not overclaim IQ gains.
'What is the fee?'	Is this a serious program or a hobby class?	Packages by level, not hours. A clear ladder to tournaments.
'How long until he plays tournaments?'	I want visible milestones to justify continuing.	Level certificates, in-house tournaments from month 2, a rating pathway.
'Do you teach online?'	Can this fit our impossible schedule?	Both. Recordings and homework in the app so a missed class is not a lost class.
'My child gets bored easily'	Will you keep him engaged or will I have to force him?	Points, badges, leaderboard. Show the app in the demo.

What children are really buying

The child renews. Design every class for these five.

Winning something, soon. A child who wins a mini game in the demo comes back. Every first class ends with a child's win.

Belonging. A batch with friends beats a better coach with strangers. Keep batches stable. Name them: Knights, Rooks.

Visible progress. Points, streaks, badges, level certificates. The Chesslang app does this; make sure parents see it too.

Being taken seriously. Use real names: Anastasia's Mate, zugzwang, Lucena. Children love vocabulary that sounds like a code.

Your attention. One sentence of specific praise per child per class: 'Your knight fork on move 12 was exactly what we practised.'

The trust ladder: five stages, one job each

Stage	Parent's question	Your one job	Tool
Stranger	Who is this?	Be findable and look professional.	GBP, website, reels
Curious	Is this for us?	Make the demo easy to book and free.	WhatsApp quick reply, demo slots
Trial	Will my child like it?	The child wins and smiles. You explain the ladder.	Demo script, curriculum
Customer	Is this worth continuing?	Show progress every two weeks, unprompted.	Parent report, app data
Advocate	Whom can I tell?	Ask, and make sharing easy.	Referral magnets

Empathy moments that make a 3-year customer

Moment	What winning coaches do
Child loses badly in first tournament	Call the parent that evening. 'Every strong player has this day.' Send a 2-minute video of one good move the child made.
Exam season	Offer a lighter month: puzzles only, no class pressure. Never a pause; a mode.
First rating	Post it with permission. Certificate. Message the parent before they message you.
Parent cannot pay this month	Deferred date privately, no questions, once. Loyalty from this lasts years.
Sibling shows interest	Free demo for the sibling. Sibling discount is the cheapest acquisition you will ever do.

Your goal for this chapter

You can explain why chess, size your own market and name what the parent and the child are each buying, all in under two minutes.

Have you done all of this?

☐

1. Your one-minute 'why chess now' uses the four forces

☐

2. Your radius arithmetic is done: schools $\times$ students $\times$ 2% = your addressable pool

☐

3. Your archetype is identified and your starting move matches it

☐

4. Every class is designed so each child wins something

☐

5. You know the five trust-ladder stages and the one job at each

The promise: Coaches who can articulate this convert demos at 50%+. Coaches who sell their rating convert at 25%.

Brand: be the coach they think of first

Winning academies pick one niche, post every working day on a fixed rhythm, own 'chess classes near me' on Google, and answer WhatsApp in 30 minutes.

Niche and offer

One primary niche for 100 days. One offer sentence used everywhere.

Content that works

Puzzle reels, student wins, kid-vs-coach, parent FAQs, famous games. Ranked.

Findable and fast

Google Business Profile with reviews, WhatsApp set up completely, website in your name.

Choose one niche for your first 100 days

A coach for everyone is remembered by no one.

Niche	Who pays	Best channel	Fee level	Pick this if
Beginners 6 to 10, local	Parents nearby	GBP, apartment groups, school clubs	Low to mid, volume	You are patient, local, want a fast start
School programs	Schools, then parents	LinkedIn, principal visits, demo lessons	Per-student, scalable	You can run 30-child sessions
Online, international families	Overseas parents	Instagram, YouTube, Facebook groups, referrals	High (USD, GBP, AED)	Fluent, organised, free in their evening
Tournament prep, rated players	Ambitious parents	Tournament halls, club network, results posts	High, 1:1	You are 2000+ and analyse games well
Adult learners	Professionals	LinkedIn, corporate clubs, chess cafes	Mid, 1:1 or small group	You enjoy teaching adults; evenings suit you

Name and offer: decide before you post

NAMING RULES

Include 'Chess' in the name; parents search for it. Avoid your own name unless you are titled and known; a brand outlives a person. Check Instagram handle, domain and Google Maps before deciding. Your Chesslang website and app carry this name; set it once.

OFFER SENTENCE TEMPLATE (USE IN BIO, GBP, WHATSAPP GREETING, DEMO CLOSE)

[Academy name] helps [children aged 6 to 12 in Anna Nagar] [go from first move to their first tournament] through [a 4-level structured curriculum, live classes and monthly tournaments], in [small batches of 6, online and at our centre].

Puzzle reels and student wins out-pull everything else; post them daily

From what academies on Chesslang see and how Instagram and YouTube treat short video. Your analytics override this within 60 days.

#	Content type	Why it works	Format and cadence
1	Puzzle reels: 'Mate in 1, 5 seconds'	Zero effort to engage; everyone has an answer; comments explode.	15 to 30 seconds, countdown, answer at the end. Daily.
2	Student win stories	Parents share these; their friends' parents see them.	Photo or 20-second clip, first name and age. With consent. Twice a week.
3	'Kid vs coach' clips	Warmth and the child's confidence. Very shareable.	30 seconds: child plays a trick, coach reacts. Weekly.
4	Parent FAQ videos	Answers the exact question a searching parent has.	45 to 60 seconds: 'What age should a child start?' Weekly.
5	Famous game breakdowns	Chess history is public domain and endlessly interesting.	One moment from Morphy, Capablanca, Tal. Weekly. Facts, not others' commentary.
6	Rating and level progress charts	Makes progress visible; justifies fees.	App screenshot, before and after. Fortnightly.
7	Tournament recaps	Energy, crowds, trophies. Signals a real academy.	Carousel + 30-second highlight. After every event.
8	Behind the scenes of a class	Shows the method and the calm.	20 seconds, boards and hands. Weekly.
9	Myth busters	'Chess is only for geniuses.' Debate drives reach.	Text or talking head. Fortnightly.
10	Coach tip of the week	Authority with the chess crowd and adults.	Carousel or 60-second video. Weekly.

Child safety: no face or full name without written consent. Boards and hands otherwise. Add a consent line to the enrolment form.

The weekly content rhythm

One post a day, fixed by weekday. Batch-create on Sunday in 90 minutes.

Day	Theme	Example	Where
Monday	Puzzle Monday	Mate in 1 from a student game. Answer at 8 pm.	Reel + WA status + GBP post
Tuesday	Coach tip	Why we castle early. 45 seconds.	Reel + LinkedIn
Wednesday	Student spotlight	Aarav, 8, won his first game with a knight fork.	Post + WA status
Thursday	Tournament Thursday	Announcement, registration count, or recap.	Reel + WA groups
Friday	Parent FAQ	'How much screen time is chess online?'	Reel + Facebook
Saturday	Famous game	Opera Game 1858: the queen sacrifice.	Reel + YouTube Short
Sunday	Behind the scenes / level-up	Certificates this week. Batch photo.	Carousel + WA status

Post 1: the origin story (Day 6)

The most important post you will write. Once. Honestly.

STRUCTURE WITH EXAMPLES

Line 1: one sentence on why you coach. 'I lost my first tournament game in 11 moves at 9. My coach did not talk about the loss; he showed me one good move I had made. I have wanted to be that coach ever since.'

Para 2 (3 to 4 lines): what made it personal. 'Last year I watched a 7-year-old who could not sit still for ten minutes play a 40-minute game without looking up. Her mother cried.'

Para 3: what you do now and for whom. 'I run [Academy] in [area]. We take children from their first move to their first tournament through a 4-level curriculum, live classes and a monthly tournament.'

Para 4: what you believe. 'Chess is not about being a genius. It is about learning to think before you move. Every child can learn that.'

Close: 'Free demo this Saturday. Message me the word DEMO.' #ChessForKids #[City]Chess #ChessAcademy

Posts 2 and 3

POST 2 (DAY 7): WHY CHESS, IN A PARENT'S LANGUAGE

Nobody has ever told a child 'sit still and think' and got a result. Chess does it without asking. In a single game a child practises: waiting their turn (patience), looking at the whole board (attention), planning three moves ahead (foresight), losing, shaking hands and coming back (resilience). No lecture. A board, 32 pieces and 40 minutes. This is why schools are adding chess to the timetable, and why we start at 6. Free demo Saturday at [time]. Reply DEMO.

POST 3 (DAY 8): PUZZLE MONDAY, THE FIRST ONE

White to play. Mate in 1. [Position image from Chesslang or the Lichess board editor.] First correct answer in the comments gets a shout-out on Wednesday. Answer at 8 pm. #ChessPuzzle #MateInOne #[City]Chess

Posts 4 to 10: the sequence

Post	Day	Content	Purpose
4	Day 9	Photo of your demo setup or Chesslang classroom: 'This is what your child's first class looks like.'	Reduce fear of the unknown
5	Day 10	Myth buster: 'You need a high IQ for chess.' Pattern recognition and practice.	Reach through debate
6	Day 11	First batch photo (boards, hands): 'Batch 1 started today. 4 seats left at 5 pm.'	Scarcity and proof
7	Day 12	Parent FAQ: 'What age should a child start?' Answer: 5 to 6 with the right method.	Search intent
8	Day 13	Famous game: Opera Game 1858, the queen sacrifice moment.	Wonder
9	Day 14	The 4-level ladder graphic: Newbie, Beginner, Intermediate, Advanced and what each means.	Show the path
10	Day 15	Tournament announcement: 'Our first monthly rapid is on [date]. Open to all under 12.'	Inbound engine on

Claude prompt: 'Write 30 posts, one per day, on this weekly rhythm, under 80 words each, warm, soft call to action, 4 hashtags.'

Google Business Profile beats Instagram for a local academy; complete every field

'Chess classes near me' shows three academies. Be one of them.



Name and category

Exact academy name, no keyword stuffing. Primary: Chess club. Secondary: Coaching center, Tutoring service, After school program.



Address or service area

Teaching from home? Hide the address, set the city as service area. Online-only still needs a city.



Hours, website, appointment link

Class hours. Website: your Chesslang URL. Appointment: your WhatsApp click-to-chat link.



Description (750 characters)

Offer sentence, the 4 levels, tournaments, online and offline, age range, safety and consent.



Photos, minimum 10

Boards, class in progress (hands), certificates, a trophy table, you coaching. Two new photos a week.



Products

Each package as a product: Level 1 Group, 1:1 Coaching, Summer Camp.



Q and A and Posts

Post 5 questions and answer them: age, fee, online, batch size, tournaments. Weekly post: your Monday puzzle.



Reviews from Week 3

40 reviews at 4.9 beats a better coach with 3 reviews every time. Ask one parent at a time after a good moment.

WhatsApp Business: every setting

Every parent conversation happens here. Set it up completely on Day 2.

Setting	What to enter
Name, category, photo	Academy name. Category Education. Profile photo: your logo.
Description	Offer sentence plus 'Free demo: reply DEMO'.
Address, hours, website	Same as GBP. Website: your Chesslang URL.
Greeting message	'Welcome to [Academy]. I am [Name], head coach. We teach children 6 to 14 from first move to first tournament. Reply DEMO for a free trial class, FEES for packages, TOURNAMENT for this month's event.'
Away message	'Thanks for your message. I am in class until [time] and will reply personally after. For a free demo, reply DEMO and I will send slots.'
Labels (7)	New Enquiry · Demo Booked · Demo Done · Enrolled · School Lead · Partner · Dormant
Quick replies	/demo (slots + link) · /fees (package table) · /tournament · /levels (the ladder) · /address · /review (GBP link) · /report (template)
Catalog and broadcast lists	Packages and the tournament as items. Broadcast lists by batch only, for schedules and events. Everything else personal.

Reply within 30 minutes in working hours. Enquiry-to-demo conversion roughly halves when the first reply takes over 2 hours.

Your Chesslang website and app: what goes on it

The website is what a parent opens from Google. The app is what the student opens every day.

Page	Content	Why
Home hero	Offer sentence, real class photo, two buttons: Book Free Demo (WhatsApp) and See Curriculum.	Parents decide in 8 seconds.
Curriculum	The 4-level ladder with chapters and what a child can do after each level.	Turns 'chess class' into a program.
Coaches	Photo, rating or title, years coaching, one line on style. Include sub-coaches.	Trust, and a reason to pay more.
Tournaments	Next event with registration button. Past results with photos.	Inbound engine visible.
Fees	Packages by level and format. Show them.	Filters serious parents in.
Reviews	Five Google reviews as text.	Proof on the page they read.
Schools and partners	Logos of schools you serve, even one.	Institutional credibility.
Safety and consent	Photo policy, coach backgrounds, online class rules.	Parents of young children read this.
Contact	WhatsApp, Google Maps embed, hours.	Zero friction.

Instagram, YouTube and LinkedIn: the practical version

Reels, not photos. Reels reach non-followers; photos reach followers. You have no followers yet.

Hook in one second. The position and 'Mate in 1' on frame one. No intro, no logo animation.

Local hashtags. #[City]Chess #[Area]Kids #[City]Parents pull more enquiries than #chess with 30 million posts.

Every reel is a YouTube Short. YouTube search works for years; Instagram reach dies in 48 hours. One long video a month: 'How to teach a 6-year-old the knight' (8 minutes) is what a parent watches at 11 pm before booking.

Reply to every comment for 90 days. Comments are where 'is there a batch in [area]?' shows up.

LinkedIn is for Engine 2, not parents. Headline: 'Founder, [Academy] · Chess programs for schools and corporates in [city]'. Connect with every principal and coordinator within 15 km. Two posts a week: a school or tournament story, and a 'what chess teaches' insight.

Your goal for this chapter

Own 'chess classes near me' in your area: top-3 on the Google map pack, 30+ reviews, and a post every working day.

Have you done all of this?

☐

1. One primary niche chosen and one offer sentence used in every bio

☐

2. Weekly content rhythm running: puzzle Monday to ceremony Sunday, batched every Sunday

☐

3. First 10 posts published in sequence, origin story first

☐

4. GBP complete with products, Q and A, weekly posts; review asked from Week 3

☐

5. WhatsApp replies within 30 minutes in working hours; fees visible on the website

The promise: Do this for 90 days and inbound enquiries reach 20 to 40 a month without a rupee of ads.

Tournaments: the inbound engine

The only marketing a parent thanks you for. It finds students, keeps students, makes content and proves you are real, in one morning a month.

Monthly from Day 35

In-house rapid, open to outsiders under 12 or 14. 20 to 40 players.

30 to 40% of outside parents

book a demo within 2 weeks, if you follow up within 24 hours.

3 in 10 demos enrol

One event = 3 to 6 new students every month, plus retention and content.

Seven event types, one purpose: a steady flow of families who already like you

Event	When	Who	Format	Purpose
In-house monthly rapid	From Day 35, monthly	Your students + outsiders U12/U14	5-round Swiss, 10+0 or 15+5, on Chesslang or offline	Leads, retention, content
Beginner's Cup	Quarterly	No tournament experience, any academy	4 rounds, everyone gets a certificate	Softest entry for nervous parents
Inter-school championship	Twice a year	Teams of 4 from schools you serve or target	Team Swiss, trophies for schools	School acquisition; principals watch
Apartment / community open	Quarterly, rotating venues	Residents' children	Free entry, 3 rounds, RWA prizes	Hyper-local leads, zero venue cost
Rated open	60+ students and an arbiter	Serious regional players	Federation-rated, 6 to 9 rounds	Credibility for the prep tier; revenue
Simultaneous exhibition	Any fair, mall, school	Anyone who walks up	You or a titled guest vs 20 boards	Crowd, photos, a queue of parents
Camp finale	End of each camp	Campers + siblings	Blitz, bughouse, fun formats	Convert campers to monthly

T minus 21 to T minus 2: decide and promote



Date, time, format

Saturday or Sunday 9:30 to 1. Five rounds 15+5 for U12. Online on Chesslang or offline at your centre, a school hall or a club house.



Entry fee

Members free. A small fee for outsiders: serious enough to signal, low enough to be impulsive. Fees fund prizes.



Assets

One poster, one 20-second reel, one WhatsApp message: date, categories, prizes, free for members, link.



Schools and communities

Poster to every school contact. A resident parent posts in their building group; never post in a group you were not invited to.



Categories and prizes

U8, U10, U12 (+U14). Girls' prizes in each. Best Unrated, Best Beginner. More categories = more happy parents.



Registration

Google Form or the Chesslang tournament page: child, age, school, parent, WhatsApp, played before, photo consent.



Your parents share

Ask every parent to forward to two families. Track who did.



Reminders

T minus 7 'seats filling'. T minus 2 schedule and rules. T minus 1 map or joining link, what to bring, arrival time.

Event day: the five jobs



Arrive 60 minutes early

Boards, clocks, pairing laptop, printed list at the door, a parents' table with the brochure and a demo QR code.



Welcome briefing, two minutes

Rules, touch-move, how results are recorded, where parents wait. Say the academy's name and the next event date.



Photos every round

Hands and boards for everyone; faces only where consent was ticked. Prize ceremony: every child called up, nobody leaves without a certificate.



Capture every lead

Every outside parent gets a 30-second conversation: 'How long has she been playing? Would she like a free class next week?' Note the answer.



Close the day

Results on the tournament page within 2 hours. Thank-you to every parent the same evening with the link and 3 photos.

Without the 24-hour follow-up, a tournament is a nice day out

The magic phrase is 'I noticed'. A child seen as an individual is remembered over the bigger trophy.

MESSAGE 1, SAME EVENING, EVERY OUTSIDE PARENT

Hi [Parent], thank you for bringing [Child] today. She played [N] rounds and I noticed [she found a fork in round 3 / she kept calm after losing round 1]. Results and photos: [link]. We run a free class for tournament participants next week; would [day] at [time] work for [Child]?

MESSAGE 2, DAY 3, IF NO REPLY

Hi [Parent], a quick one: [Child]'s game from round 2 had a moment I would love to show her. It takes 10 minutes and it is free. Two slots this week: [slot A] and [slot B]. Which works?

MESSAGE 3, DAY 7, LAST TOUCH

Hi [Parent], no pressure at all. Our next tournament is on [date] and [Child] is welcome again. If you ever want a structured path for her, our Level 1 batch starts [date]. Happy to help either way.

Making tournaments pay for themselves

Line	Illustrative	Notes
Outside entries	30 × entry fee	Members free.
Venue	Free to modest	School hall for a mention; apartment club house free; your own centre free.
Prizes and certificates	Trophies top 3 per category, medals 4 to 6, certificates for all	Buy trophies in bulk quarterly.
Arbiter and helpers	Two senior students given a free month	Cheaper than cash; builds loyalty.
Net	Roughly break-even	The return is 3 to 6 enrolments worth 20 to 40 times the entry fees over a year.

Five posts per event: announcement, 'seats filling', live story, results carousel, a puzzle from a game played 'found by Aarav, 9, in round 4'.

Running tournaments on Chesslang

- Create the event in your academy: it appears on your website and app with a registration button.
- Online events run on the Chesslang board with pairings and results; parents watch the live stream and share it.
- Results feed each student's profile and leaderboard, so the tournament becomes part of the gamified progression.
- Export the participant list to the CRM Enquiries tab the same evening; tag outsiders as Tournament Lead with the event name.

Your goal for this chapter

A public tournament every month from Day 35, 20 to 40 players, every outside parent followed up within 24 hours.

Have you done all of this?

- ☐ 1. Tournament created on Chesslang so it shows on your website and app with registration
- ☐ 2. Announced 3 weeks out with poster, reel and WhatsApp; parents asked to forward
- ☐ 3. Categories, prizes and certificates for all; free for members, small fee for outsiders
- ☐ 4. Results published within 2 hours; 'I noticed' message to every outside parent the same evening
- ☐ 5. Participants imported to the CRM tagged Tournament Lead; 3-message sequence completed

The promise: Each tournament returns 3 to 6 enrolments and five posts. Twelve a year is 40 to 70 students from one habit.

Schools: one signature, thirty students

Winning academies treat a school as an institutional sale: a 4 to 12 week cycle, three people to convince, a demo lesson, and a championship with the school's name on the trophy.

Four models

After-school club, activity period, licence + teacher training, championship hybrid.

Eight steps

Shortlist 15, find the coordinator, email, call, visit, demo lesson, proposal, sign.

Zero-cost model

Parents pay you; the school gets a free championship and scholarship seats.

Four school models: match the model to the school's budget and culture

Model	How it runs	Who pays	Best for	Revenue shape
After-school club	2 × 60 minutes a week after the last bell. Parents opt in.	Parents	Private schools with an activity culture	Per student per month; 20 to 40 students
Activity period	One period a week for a whole grade in school hours.	School	Schools building a 'chess in curriculum' story	Fixed monthly; 100 to 300 students; low per head
Licence + teacher training	You train their PE or maths teachers on the Chesslang curriculum; they deliver; you assess and run the championship.	School, annual	Chains, budget schools, remote towns	Annual fee per school; scales without your time
Championship hybrid	You run the annual championship and a pre-event coaching block.	School (event), parents (coaching)	Getting a foot in the door	Event fee, then convert to a club

Five people decide a school deal; each hears a different sentence

Person	Cares about	What you say
Principal	Reputation, parent satisfaction, zero risk, something for the newsletter	'An inter-school championship with your school's name on it, a structured curriculum with certificates, no extra work for staff.'
Activity coordinator	Filling activity slots, an easy vendor, timetabling	'Two sessions a week, our coaches, boards, curriculum and reports. You give us a room and a slot.'
Management or trust	Cost, contracts, liability	'Zero-cost model: parents pay us directly; the school gets a free championship and 5 scholarship seats.'
PTA or parent reps	Value, safety, results	Level certificates, results, coach backgrounds, the app parents can see.
The school's own PE teacher	Not being replaced or embarrassed	Make them the in-school champion. Train them, credit them, name them at the championship.

The 8-step school acquisition sequence

1

Shortlist and research

15 schools within 8 km, ranked by fee level and activity culture. Find the coordinator's name via website, LinkedIn, a parent or reception. Day 13 to 14.

2

Email and call

Proposal email with one-pager, principal copied (Day 15). Day 3 after: call reception to 'confirm it reached' and ask for 15 minutes.

3

Visit and demo lesson

Bring a board, a trophy, the one-pager, the app. Ask for a free demo period. Run a 45-minute lesson with one class; leave a summary and 3 photos the same day.

4

Proposal and sign

Two pricing options and a start date; follow up every 4 days. Sign; parents get the enrolment letter through the school; start within 3 weeks.

School scripts: the email

EMAIL 1 TO THE ACTIVITY COORDINATOR (COPY THE PRINCIPAL)

Subject: Chess program for [School]: structured curriculum, certificates and an inter-school championship

Dear [Name], I am [Your Name], founder of [Academy], a chess academy in [area]. We coach [N] children across [N] batches using a 4-level structured curriculum, with monthly tournaments and progress reports parents can see in our app.

I would like to propose a chess program for [School]: two 60-minute sessions a week, after school or in an activity period, run by our coaches with our boards and curriculum; level certificates every term and a school championship with [School]'s name on the trophy; a live progress dashboard for the school and parents; zero cost to the school in our standard model.

I would be glad to run a free 45-minute demo lesson with one class so you and the children can see the method. Would [day] or [day] next week work? One-pager attached.

Warm regards, [Name], [phone], [website]

School scripts: call, meeting, follow-up

CALL TO RECEPTION, DAY 3 AFTER THE EMAIL

Good morning, this is [Name] from [Academy]. I sent a chess program proposal to [Coordinator] on [day] and wanted to make sure it reached them. Could I have 15 minutes with them this week, or should I come by at a time that suits the school? I can also bring the demo to a class if that is easier.

THE 15-MINUTE MEETING AGENDA

1. Two minutes on you: students, tournaments, one parent quote. 2. Three minutes on the method: curriculum on your phone, a certificate, the parent view. 3. Three minutes on the models and who pays. 4. Two minutes: 'We will run [School]'s first championship free in month 3.' 5. Ask: 'Can we do a demo with one Grade 3 or 4 class next week?' 6. Leave: one-pager, trophy photo, card.

FOLLOW-UP AFTER THE DEMO LESSON, SAME DAY

Dear [Name], thank you for hosting us today. The Grade [N] children were wonderful: 28 of 30 completed the capture drill and [Child] found a checkmate in her first game. Three photos attached (boards and hands). Proposal attached with two options: an after-school club (parents pay, zero school cost) or an activity-period program (fixed monthly fee). Either way, [School]'s first chess championship is on us in the first term. Could we start in [month]? I will follow up on [day].

The 45-minute school demo lesson (Grade 2 to 5)

Bring more boards than children ÷ 2, a giant magnetic demo board, stickers, an assistant.

Minutes	Activity	Why
0 to 5	Piece names on the giant board. Who has played? Make non-players welcome.	Energy and inclusion.
5 to 15	The Rook: how it moves. Capture drill from Level 1 (rook captures the minions), pairs on boards.	Every child succeeds within 15 minutes.
15 to 25	Queen and Bishop, same pattern. 2-minute race: who captures the most pawns.	Movement, competition, laughter.
25 to 38	Pawn wars: pawns only, first to the other side wins. Rotate opponents once.	A full game with a winner, playable by a total beginner.
38 to 43	Puzzle on the demo board: capture the biggest piece. Hands up. Stickers.	Whole-class engagement the teacher sees.
43 to 45	'Chess club starts [month]. Your parents will get a letter.' Class photo with boards.	Set up the enrolment.

Pricing models for schools

Model	Structure	Worked example	Watch out for
Parent-pay club	Parents pay you monthly per child; school charges nothing or a room fee.	30 students × fee. School gets 5 free seats and the championship.	Cap any revenue share at 15 to 20 percent, in writing.
School-pay activity period	Fixed fee per month per grade or per student for in-timetable sessions.	120 students × low per-head, or a monthly retainer.	Needs an sub-coach and 30-child classroom skills.
Licence + training	Annual licence for curriculum and platform, teacher training, quarterly assessments, a championship.	One fee per school per year plus assessments.	Insist on the Chesslang classroom and reports so you can see delivery.
Hybrid	Parent-pay club plus a school-funded championship and team coaching.	Club fees plus an annual event fee.	Keep event and club contracts separate.

What schools say, and what winners answer

Objection	Answer
'We already have a chess teacher.'	'Wonderful. We are not here to replace them. We bring the curriculum, the app, the certificates and the championship; your teacher becomes the in-school lead and we train them.'
'We have no budget.'	'That is why our standard model costs the school nothing. Parents opt in and pay us directly. The school gets the championship and scholarship seats free.'
'The timetable is full.'	'After-school it is. Two days a week, 3:30 to 4:30. We only need a classroom and a notice to parents.'
'Parents will complain about another fee.'	'It is opt-in, with a free demo week so no parent pays before seeing the class. Typically 15 to 25 percent of a grade opts in.'
'How do we know it is safe?'	'Coach backgrounds are on our website. Photo consent per child. Two adults for groups over 15. Happy to share our safety policy.'
'Let us think about it.'	'Of course. May I book the demo lesson for [date] anyway? It costs nothing and gives you something concrete to decide on.'

Scaling to 10 schools

Cluster, do not scatter. Ten schools within 8 km share two coaches and one set of equipment. Ten across the city cannot.

Standardise delivery. Same curriculum on Chesslang, same report, same certificate, same championship format. Schools compare notes.

Inter-school championship as the flywheel. Three schools in, run the event and invite five more to send teams. Coordinators meet yours.

Sub-coaches from senior students. A 16-year-old rated player teaching Level 1 to Grade 2 under supervision is common and effective.

One school story on LinkedIn a month. Tag the school. Principals follow other principals.

Claude prompt: 'Write a two-page proposal for [School] with objectives, two models, what each side provides, safety policy, a first-term plan with a championship, two pricing options.'

Your goal for this chapter

One school program signed by Day 100. Three schools in one cluster by month 12, with an inter-school championship in your name.

Have you done all of this?

- ☐ 1. 15 schools within 8 km shortlisted with coordinator names in the CRM
- ☐ 2. Proposal email with one-pager sent to 5, principal copied; reception called on day 3
- ☐ 3. One 45-minute demo lesson delivered; summary, photos and proposal sent the same day
- ☐ 4. Two pricing models offered; a start date within 3 weeks of signing
- ☐ 5. Championship with the school's name scheduled in term one

The promise: A signed school adds 20 to 40 students in one go and stays for years. It is the single highest-return week of the year.

Partnerships: borrow trust

Winning academies hold one new partnership conversation every week and run one partner event every month. Fourteen organisation types already have the parents' attention.

Weekly

One coffee, call or visit with a new organisation.

Monthly

One partner event: RWA Sunday, cafe night, library hour, mall simul.

Quarterly

Review the Partners tab: double down on the top 3, drop the bottom 3.

Fourteen organisations already hold your parents' attention; borrow it (1 of 2)

Partner	Why it works	How to approach
Other chess academies	A beginner academy needs somewhere to send its 1600 player; a prep coach needs a feeder. Joint events double the crowd.	Position by level. 'You take rated players, I take beginners; we send each other students. Co-host a rapid next month.'
Apartment complexes and RWAs	300 to 2,000 families, a club house, a committee wanting activities, a parents' WhatsApp group you cannot otherwise enter.	Free 'Chess Sunday' in the club house: a simul or 3-round open. Then a weekly on-site batch at zero rent.
Tuition and activity centres	They have the parents, the room and the billing relationship, and want one more activity for the 4 pm slot.	Revenue share or room rent. You bring coach, boards, curriculum; they bring students and space.
Sports academies and clubs	Same parents, same afternoons, same activity budget. Rain days and off-season are your opening.	'Chess for the mind, sport for the body.' A chess corner for waiting siblings; a monsoon chess block.
Libraries, bookstores, community centres	Quiet, respected family spaces with events calendars. Librarians love chess.	A free weekly Chess Hour for members, brochures, a weekly puzzle board. Convert regulars.
Cafes and board-game cafes	Adults and parents gather here. A monthly chess night costs nothing.	A blitz tournament and a mini lesson. The cafe gets a full Tuesday; you get adult enquiries.
Corporates: HR and clubs	200+ staff, engagement programs, employee kids. A chess league is a low-cost HR win.	Inter-department league (online, 6 weeks, live leaderboard, office final) plus a discounted kids' batch for staff.

Fourteen organisations already hold your parents' attention; borrow it (2 of 2)

Partner	Why it works	How to approach
Colleges and universities	Clubs need coaching and events; students are future sub-coaches.	Coach the team for a term, run the campus open, recruit two students as Level 1 sub-coaches.
NGOs, foundations, CSR	Education CSR loves chess: cheap, measurable, photogenic. Scale, a story, often a paid coordinator role.	One-page program: 40 children, 2 sessions a week, 6 months, assessments, a championship, cost per child. Offer a pilot.
Federations, district bodies, arbiters	Rated events, recognition, the serious-player community. Arbiters know every academy.	Join as a member academy. Volunteer at one rated event. Ask the chief arbiter to help run your first rated open in year two.
Event companies, malls, children's fairs	Footfall: 500 families in a day.	A free chess zone for a stall. Demo bookings by QR. Two helpers, 8 boards, stickers.
Pediatric clinics, therapists	Chess is recommended for attention and executive function. Clinics get asked 'what activity?'.	Brochures at the desk, a free session for the clinic's families. Describe habits, never cures.
Parenting influencers and parent groups	Parents trust parents. One genuine post from a mother reaches the right people.	Never ask for a post. Give an experience: a camp seat, a medal, a certificate. Thank publicly when they share.
Schools	See Chapter 6.	The 8-step sequence.

Partner opening messages

TO ANOTHER ACADEMY

Hi [Coach], I run [Academy] in [area], mostly beginners and intermediate players. I have followed your results with [student or event]. I think we serve different levels and could help each other: I would send you students who outgrow us, and I would love to co-host a rapid next month where we split the organising. Could we talk for 20 minutes this week?

TO AN RWA SECRETARY (VIA A RESIDENT PARENT)

Hi [Name], I am [Your Name] from [Academy]. [Resident parent] suggested I write to you. We would like to run a free chess morning for the children of [Complex] in the club house: a short session on how the pieces move, then a fun tournament with medals. It costs the association nothing and takes 2 hours. If the children enjoy it, we could discuss a weekly batch on-site. Would a Sunday in [month] work?

TO A TUITION OR ACTIVITY CENTRE OWNER

Hi [Name], I run [Academy]. Parents at your centre keep asking us about chess, and a chess batch would fit your [4 pm] slot. We bring the coach, boards, a 4-level curriculum and an app parents can see. You provide the room and mention it to your families. A revenue share or a fixed room rent, whichever you prefer. Could I show you a 20-minute demo next week?

Partner opening messages: corporate

EMAIL TO HR

Subject: A corporate chess league for [Company], plus chess classes for employees' children

Dear [Name], I am [Your Name], founder of [Academy]. We run chess programs for schools and communities in [city]. I would like to propose two things for [Company]: an inter-department chess league (online on our platform, 6 weeks, live leaderboard, a final at your office), and a discounted weekly batch for employees' children. The league needs no budget beyond trophies, and we can run a free 'lunch and learn' session first so your team can try it. Could we discuss for 20 minutes?

Keep it clean: where money changes hands, write a one-page agreement and keep it modest. Never offer a referral fee to a school employee personally.

Academy partnerships: competitors are your best channel

Winning academies partner by level, co-host events, refer both ways with a written agreement, and eventually license or franchise their system to other academies.

Feeder and senior

A beginner academy and a prep academy send students to each other.

Co-hosted events

Two academies, one tournament, double the crowd, half the cost.

Licence and branch

Your curriculum delivery, brand and engines run by another academy for a fee.

Four academy partnership models

Model	How it works	Money	Best for	Risk and fix
Level split (feeder/senior)	You take Level 1 to 2; the partner takes rated players. Students move up with a warm handover.	None, or a one-month referral fee each way	Beginner academies near a strong prep coach	Losing your best students: keep a 1:1 tier with the partner coaching under your brand
Co-hosted tournaments	Alternate hosting monthly; shared prizes, arbiter, promotion.	Split costs and entries 50:50	Any two academies within 10 km	Lead ownership: each academy follows up its own registrations; shared list for outsiders
Cross-referral agreement	Each refers families outside its niche (age, level, location, online/offline).	Written: one month's fee or a fixed amount per enrolment	Academies in different niches or areas	Keep it modest and written; review quarterly
Licence or branch	Another academy runs your curriculum delivery, reports, ceremonies and tournament format under your brand or as an affiliate.	Annual licence plus revenue share	Year 2+, after 100 students	Quality: insist on Chesslang reports and a quarterly audit

Academy partnership scripts

FIRST MESSAGE

Hi [Coach], I run [Academy] in [area], mostly beginners and intermediate players. I have followed your results with [student or event]. I think we serve different levels and could help each other: I would send you students who outgrow us, and I would love to co-host a rapid next month where we split the organising. Could we talk for 20 minutes this week?

CO-HOST PROPOSAL

Proposal for a joint monthly rapid: alternate venues starting [date]; categories U8/U10/U12; prizes and arbiter cost split 50:50; each academy promotes to its own families and follows up its own registrations; outside registrations shared and split by the child's area; results published on both platforms; a joint trophy named for both academies.

REFERRAL AGREEMENT, ONE PARAGRAPH

[Academy A] and [Academy B] agree to refer families to each other where the other is the better fit by level, age, location or format. The referring academy receives [one month's group fee / a fixed amount] per enrolled student, paid within 30 days of the first payment. Both academies communicate the handover to the parent jointly. Reviewed every quarter; either side may end it with 30 days' notice.

Your goal for this chapter

One new partnership conversation every week and one partner event every month, tracked in the Partners tab.

Have you done all of this?

- ☐ 1. Partners tab lists 20 organisations across at least 6 types
- ☐ 2. One RWA or community open scheduled this quarter
- ☐ 3. One academy partnership agreed: levels split, a co-hosted event dated
- ☐ 4. One corporate or college conversation opened
- ☐ 5. Quarterly review done: top 3 partners doubled down, bottom 3 dropped

The promise: Partners send warm families. Referred and partner-sourced students enrol at twice the rate of cold enquiries.

Chesslang as the growth engine

Winning academies do not treat the platform as a classroom. They treat the free website, the app in their name, public tournaments and live streaming as a lead machine, and assignments and the curriculum as a retention machine.

Lead machine

Website in your name • app in your name • public tournament pages • live streaming parents share

Retention machine

4-level curriculum • automated assignments • points, badges, leaderboard • parent progress view

Zero build

No website agency, no app developer, no content writing. Set up on Day 1.

The public tournament lead flow: from a stranger's registration to an enrolled student

1

Create a public tournament

Set it up in your Chesslang academy as open to all. It appears on your website and app with a registration button and can be shared as a link on WhatsApp, Instagram and school groups.

2

Capture the parent

Registration collects child, age, parent name and WhatsApp, played before, and photo consent. Every outside registration is a parent who has already chosen to spend a morning with you.

3

Run it live, let parents share

Online events run on the Chesslang board with pairings and results. Live streaming for parents turns 40 families into 40 broadcasters. Results post to each student's profile.

4

Follow up in 24 hours

Export participants to the CRM tagged Tournament Lead. Message 1 the same evening with 'I noticed'. Free class offer with two slots. Benchmark: 30 to 40% book a demo, 3 in 10 enrol.

Every Chesslang feature mapped to the growth job it does

Feature	What it does	Growth job	How winners use it
Free website in your name	Academy site on your domain with curriculum, fees, coaches, tournaments, reviews	Be found and trusted	Linked from GBP, Instagram bio and every ad. Fees shown. Demo button to WhatsApp.
Free Android and iOS app in your name	Branded app students open daily for lessons, puzzles, homework, points	Retention and daily habit	Shown in the demo: 'this is where your missions live'. Parent view demonstrated.
Tournament feature	Create, pair, run and publish results; in-house or public	Inbound leads, retention, content	Monthly public rapid; category prizes; results in 2 hours; five posts per event.
Public tournaments	Events open to non-members with a shareable registration page	Lead capture	Every registration = a parent contact. 24-hour follow-up sequence. CRM tag.
Live streaming for parents	Parents watch the tournament live	Reach and trust	Parents share the stream; grandparents watch; screenshots become content.
Automated assignments	Homework from the lesson goes to the batch automatically	Retention, progress visibility	10 minutes a day; completion data feeds the fortnightly report.
Built-in curriculum	4 levels, 16 chapters, 200 lessons, 3,249 activities	Sell a path; standardise sub-coaches	The ladder in every demo; certificates every level; every sub-coach teaches the same lesson.
Live classroom	Audio, video, shared interactive board	Delivery, online tier	Online batches of 4 to 6; overseas evening batches at their market price.

Verify current feature names and availability in your Chesslang plan; features evolve.

The Day 1 platform setup that most academies leave half done



Academy identity

Name with 'Chess' in it, logo, colours, About section with the offer sentence.



Curriculum pages

The ladder with what a child can do after each level; certificates mentioned.



Reviews and schools

Five Google reviews as text; logos of schools and partners, even one.



Parent view

Know exactly what a parent sees in the app; screenshot it for the demo.



Packages

Level Group monthly and quarterly, 1:1, Tournament Prep, Camp, Online. Prices shown.



Tournament page

Next public event live at all times; last event's results and photos.



Safety and consent

Photo policy, coach backgrounds, online rules, a named contact.



App store presence

Your branded app findable by academy name; link in every welcome message.

Your goal for this chapter

Every Chesslang feature you pay for is working as a lead or retention engine, not sitting idle.

Have you done all of this?

- ☐ 1. Website and app live in your name with fees, curriculum, tournaments and reviews
- ☐ 2. Public tournament page used for every event; registrations flow to the CRM
- ☐ 3. Live streaming switched on for tournaments and shared with parents
- ☐ 4. Assignments automated from the curriculum for every batch
- ☐ 5. Parent view of progress shown in every demo

The promise: Academies that use all five grow at roughly twice the rate of those using the classroom alone.

Daily hygiene: the hour that fills batches

Winning academies do one hour a day in the same order: reply, post, ten reachouts, notes, CRM. Coaches who do it have waiting lists. Coaches who skip it have 'slow months'.

The hour

15 min replies • 5 min post • 25 min reachouts
• 10 min class notes • 5 min CRM.

The funnel

Enquiry → demo booked → attended →
enrolled → retained. Five benchmarks.

The CRM

Six Google Sheets tabs. Everything before
enrolment and everything institutional.

One hour a day in the same order fills batches

Slot	Activity	Min	Metric to log
Morning, before class	Reply to every overnight enquiry personally. Book demos.	15	Enquiries replied, demos booked
Morning	Post today's content (made on Sunday). Copy to WA status and GBP.	5	Posted
Morning	10 reachouts from the CRM: follow-ups, dormant, tournament leads, schools, partners.	25	10 sent, replies
After each class	One-line note per child in Students tab. Assign homework on Chesslang.	10	Notes, homework
Evening	Update CRM stages. Log the day's numbers.	5	CRM current
Friday	Parent reports for one batch (rotate so every parent gets one a fortnight).	30	Reports sent
Sunday	Batch-create 7 posts. Plan demos and reachouts. Review MIS.	90	Content ready, plan set

Of 100 enquiries, 25 enrol and 19 stay six months; fix the weakest step only

Find the weakest step and fix only that.

Stage	Definition	Benchmark	If you are below it
Enquiry	A parent messages, calls or fills a form.	20 to 40 a month by month 3	Engine 1: GBP, reviews, reels, tournaments.
Demo booked	A slot is fixed.	60 to 70% of enquiries	Reply speed. Two concrete slots, not 'when suits you?'.
Demo attended	The child shows up.	75 to 85% of booked	Reminders at T minus 1 day and 1 hour with link or map.
Enrolled	First payment received.	40 to 55% of attended	Demo quality (child must win) and same-day follow-up with package and start date.
Retained at month 6	Still paying in month 6.	70 to 80%	Reports, tournaments, certificates, batch stability.

Of 100 enquiries: 65 book, 52 attend, 25 enrol, 19 are still there at month 6. Your CRM shows your real numbers within 60 days.

Google Sheets CRM: six tabs

Chesslang holds students, attendance and activity. The CRM holds everything before enrolment and everything institutional.

Tab	Columns	Formulas and rules
1. Enquiries	Date · Parent · Child · Age · Area · Source (GBP/Instagram/Referral/Tournament/School/Partner) · Stage · Demo date · Next action · Date · Notes	Next action date < TODAY() turns red. COUNTIF by Source and Stage feeds MIS.
2. Demos	Date · Child · Coach · Format · Child won a game? · Parent reaction 1 to 5 · Follow-up sent · Result	COUNTIF(Result,"Enrolled")/COUNTA(Result) = demo conversion.
3. Students	Child · Parent · Batch · Level · Start · Package · Renewal date · Fee · Last report date · Tournaments · Notes	Renewal within 7 days turns orange. Last report > 14 days turns red.
4. Schools	School · Coordinator · Principal · Contact · Stage (Listed...Signed) · Model · Students · Fee · Next action · Date	Pipeline value = SUMPRODUCT(Students × Fee) for Proposal or later.
5. Partners	Organisation · Type · Contact · Stage · Event done? · Students referred · Next action · Date	Sort by students referred: where to spend time.
6. MIS	Month · Enquiries · Demos · Enrolments · Active · Revenue · Posts · Reviews · Tournament players · School pipeline	All by formula from tabs 1 to 5.

Claude prompt: 'Give me header rows, validation lists, conditional formatting formulas and MIS summary formulas for these six tabs.'

Reachouts by scenario, copy-paste (1 of 9)

Ten a day. Never two to the same parent in one week. Tournament, school, partner and referral messages are in their own chapters.

1. WARM CONTACT, FIRST MESSAGE

Hi [Name], [Your Name] here. I have started [Academy], teaching children 6 to 14 chess from first move to first tournament. I thought of [Child] because [she loves puzzles / you mentioned he needs a focus activity]. We have a free demo this Saturday at [time]. Would you like a seat?

2. ENQUIRY, FIRST REPLY

Hi [Name], thank you for reaching out. Happy to help [Child] get started. Two free demo slots this week: [Sat 10 am] and [Sun 11 am], online or at our centre in [area]. Which works better? I will send the joining details right away.

3. DEMO REMINDER, T MINUS 1 DAY

Hi [Name], looking forward to [Child]'s demo tomorrow at [time]. Here is the [joining link / map]. Have a chess set handy if online; if not, the app works. It is 40 minutes and [Child] will play a full game by the end.

Reachouts by scenario, copy-paste (2 of 9)

Ten a day. Never two to the same parent in one week. Tournament, school, partner and referral messages are in their own chapters.

4. DEMO NO-SHOW

Hi [Name], we missed [Child] today; I hope everything is fine. I have kept a seat on [alternate slot] in case that suits better. Just say the word.

5. DEMO DONE, SAME DAY

Hi [Name], it was lovely coaching [Child] today. Two things I noticed: [specific positive] and [specific area]. Our Level 1 batch runs [days, time], 6 children, starts [date]. The package is [fee] a month including the app, homework and this month's tournament. Shall I reserve [Child]'s seat?

6. DEMO DONE, NO REPLY AFTER 3 DAYS

Hi [Name], no rush at all. A quick note: [Child] solved the capture drill faster than most first-timers, which usually means she will enjoy the puzzles in Level 1. The batch has 2 seats left. Happy to answer any questions.

Reachouts by scenario, copy-paste (3 of 9)

Ten a day. Never two to the same parent in one week. Tournament, school, partner and referral messages are in their own chapters.

7. DECIDED AGAINST (LAST TOUCH)

Hi [Name], completely understand. Our monthly tournament on [date] is open to [Child] any time, no enrolment needed. And the Level 1 puzzle set is in our free app. Wishing [Child] many good games.

8. FEE OBJECTION AFTER DEMO

Hi [Name], I hear you on the fee. The monthly package covers 8 live classes, daily puzzles, a report every fortnight and the tournament, so it works out to less than [per-class] per class. The quarterly package brings it down further. Would the quarterly option help?

9. NEW STUDENT WELCOME (PARENT)

Welcome to [Academy], [Name]! [Child] is in the [Knights] batch, [days, time]. The app login is [details]. Every class has homework; 10 minutes a day is enough. You will get a short progress note from me every two weeks. Message me anytime.

Reachouts by scenario, copy-paste (4 of 9)

Ten a day. Never two to the same parent in one week. Tournament, school, partner and referral messages are in their own chapters.

10. NEW STUDENT WELCOME (CHILD, VIA PARENT)

Hi [Child]! Coach [Name] here. You are officially a Knight. Your first mission is in the app: capture all the minions with the rook. Bring your best move on [day]!

11. FORTNIGHTLY PARENT REPORT

Hi [Name], [Child]'s update: attended [N/N] classes, completed [N] puzzles and [N] quizzes, won [N] practice games. What improved: [specific]. What we are working on: [specific]. Next milestone: Level 1 Recap on [date].

12. MISSED TWO CLASSES

Hi [Name], we missed [Child] this week. Everything alright? The recording and homework are in the app so nothing is lost. If the timing has become hard, tell me; we have a [alternate] batch too.

Reachouts by scenario, copy-paste (5 of 9)

Ten a day. Never two to the same parent in one week. Tournament, school, partner and referral messages are in their own chapters.

13. HOMEWORK NOT DONE FOR 2 WEEKS

Hi [Name], a gentle one: [Child] has not opened the app in a couple of weeks. Ten minutes a day of puzzles is where most improvement happens. Could we try a fixed time, like after dinner, this week? I will send a fun set.

14. RENEWAL DUE IN 7 DAYS

Hi [Name], [Child]'s package renews on [date]. This month: [2 highlights]. Next month we start [topic] and the tournament is on [date]. The quarterly option saves [amount] if you would like to switch.

15. RENEWAL OVERDUE

Hi [Name], a reminder that [Child]'s renewal was due on [date]. I have kept her seat. If there is a delay this month, just tell me a date; no problem at all.

Reachouts by scenario, copy-paste (6 of 9)

Ten a day. Never two to the same parent in one week. Tournament, school, partner and referral messages are in their own chapters.

16. LEVEL COMPLETED

Hi [Name], big news: [Child] completed Level 1 today with [score] in the final recap. Certificate at Saturday's ceremony; do come. Level 2 starts next week: basic checkmates, where children start to feel powerful.

17. FIRST TOURNAMENT, PRE-EVENT

Hi [Name], [Child]'s first tournament is on [date]. Arrive by [time], bring water, and whatever happens the goal is to shake hands and play all rounds. I will be there throughout.

18. FIRST TOURNAMENT, TOUGH DAY

Hi [Name], today was a hard first tournament and that is normal. [Child] did two things well: [specific]. I will show her a 2-minute review of round 3 in class. Every strong player has this day.

Reachouts by scenario, copy-paste (7 of 9)

Ten a day. Never two to the same parent in one week. Tournament, school, partner and referral messages are in their own chapters.

19. RATING OR MEDAL

Hi [Name], [Child] just [won a medal / got a rating of N]. I am proud of her. May we share this on our page (first name and age only)? Certificate on Saturday.

20. DORMANT, MONTH 1

Hi [Name], hope [Child] is well. Our tournament on [date] is open to all past students free; she is very welcome. No enrolment needed.

21. DORMANT, MONTH 3

Hi [Name], we have started a [new batch / holiday camp] that suits [Child]'s level. If she has missed chess, this is an easy way back. Details: [link].

Reachouts by scenario, copy-paste (8 of 9)

Ten a day. Never two to the same parent in one week. Tournament, school, partner and referral messages are in their own chapters.

22. SIBLING INVITE

Hi [Name], a Level 1 batch for 6 to 8 year olds starts on [day]. If [Sibling] would like to try, the demo is free and there is a sibling discount of [amount]. Two Knights in one family is a lovely thing.

23. EXAM-SEASON MODE

Hi [Name], exams are coming. Rather than pausing, most families switch [Child] to puzzle-only mode for the month: 10 minutes a day in the app, no live class, half fee. Would that help?

24. CAMP ANNOUNCEMENT

Hi [Name], our 5-day summer chess camp is [dates], [hours], for [levels]. Small groups, a tournament on day 5, medals for all. Members get [discount]. Seats: [N]. Link: [link].

Reachouts by scenario, copy-paste (9 of 9)

Ten a day. Never two to the same parent in one week. Tournament, school, partner and referral messages are in their own chapters.

25. GOOGLE REVIEW ASK

Hi [Parent], seeing [Child] finish Level 1 today made my week. If you have 2 minutes, a short Google review would help other parents in [area] find us: [link]. You could mention what changed for [Child] since joining. Thank you for trusting us.

26. BIRTHDAY

Happy birthday, [Child]! From all your coaches at [Academy]. Your birthday puzzle is in the app. Solve it for 50 bonus points.

Pricing and packages: sell the program, not the hour

Every package includes the app, homework, the fortnightly report and the monthly tournament.

Package	Included	Batch	Price logic
Level Group (monthly)	8 live classes, app, homework, report, tournament	6 to 8	Anchor price: 60 students = a full-time income.
Level Group (quarterly)	Same, 3 months	6 to 8	8 to 12% off. Push this; it triples retention.
1:1 Coaching	4 or 8 sessions, game analysis, tournament plan	1	3 to 4 × the group per-class rate.
Tournament Prep	Group of rated players, opening files, game reviews	3 to 4	Between group and 1:1.
School Club	Per Chapter 6	20 to 40	Lower per head, larger total.
Holiday Camp	5 days × 2 to 3 hours, finale tournament	8 to 12	Priced like a month of group classes.
Online international	Same as group, evening slots	4 to 6	Priced in USD/GBP/AED at their market: 3 to 6 × domestic.

Show fees on the website and in /fees. Hidden fees waste demos on families who cannot afford you and scare off those who can.

'Lost interest' is 35% of churn and the most fixable

Reason	Share of churn	The fix
'Lost interest'	35%	Gamified app, a certificate every 8 to 10 weeks, a tournament every month. A child with a next goal does not lose interest.
Schedule clash	25%	Two batches per level so students can switch. Recordings so a missed class is not a lost class.
Exams	15%	Exam mode: puzzle-only month at half fee. Never let a pause become an exit.
'Not improving'	15%	Fortnightly reports with specifics. Rating and level charts. Progress the parent sees without asking.
Fee	10%	Quarterly packages, sibling discount, a one-time deferral.

Your goal for this chapter

One hour a day, same order, every working day. Demo conversion above 45% and 6-month retention above 75%.

Have you done all of this?

- ☐ 1. Daily matrix followed: replies, post, 10 reachouts, class notes, CRM
- ☐ 2. Six-tab CRM current; red cells cleared daily
- ☐ 3. Every demo followed up the same day with a batch, a date and a question
- ☐ 4. Every parent receives a report every fortnight
- ☐ 5. Fees packaged by level; quarterly pushed at first renewal

The promise: The hour compounds. Coaches who keep it for 100 days have waiting lists by month 6.

The curriculum is your best salesperson

Parents cannot evaluate a rating. They can evaluate a path: Level 1 to Level 4, what happens at each step, what their child can do at the end.

The demo

40 minutes on Level 1 Lesson 1. The child wins pawn wars. You show the ladder. You ask for the seat.

The report

Three lines every fortnight from app data, before they ask.

The ceremony

Certificates every 8 to 12 weeks. Renewals happen in the room.

The demo is decided at minute 22 when the child wins pawn wars

Minutes	What happens	What the parent sees
0 to 3	Welcome by name. 'Have you played before?' Show the app: 'This is where you get your missions.'	Confidence, technology, warmth.
3 to 12	Level 1 Lesson 1: board, ranks and files, naming a square. One MCQ, answered right.	A method, not improvisation.
12 to 22	The Rook. Capture drill: 'Capture all the minions.' Points appear.	Child smiling. Points on screen.
22 to 32	Pawn wars against you. You lose in a way that is not obvious.	Child bouncing. This is the sale.
32 to 37	The ladder: 'Level 2 she checkmates with queen and rook. Level 3 tactics and endgames. Level 4 strategy. A certificate per level, a tournament per month.'	A path with milestones.
37 to 40	'The Level 1 batch runs [days, time], six children, starts [date], [fee] including everything you saw. Shall I reserve her seat?' Then stop talking.	A clear, easy yes.

Never end with 'let me know'. End with a batch, a date and a question.

The fortnightly parent report and the ceremony

REPORT FORMAT (FROM CHESSLANG DATA)

[Child], [Batch], [dates]. Attended [N] of [N] classes. App: [N] puzzles, [N] quizzes (average [score]%), [N] games. Improved: [one specific: finds forks without hints]. Working on: [one specific: checking the opponent's threats before moving]. Next milestone: [Level 1 Recap on date / first tournament on date].

LEVEL-UP CEREMONY: THE RETENTION RITUAL

Every 8 to 12 weeks, one Saturday. Certificates for everyone who finished a level; one position from each graduate on the demo board; photos with parents. Invite the batch's parents and one friend family each: the friend family is a demo lead sitting in your ceremony. Announce the next level in front of the parents: renewals happen in the room. Post it the same evening; it out-performs every puzzle reel.

The upsell ladder

Stage	Student is	Offer	When
1	New, Level 1 monthly	Quarterly package	First renewal, with a report in hand.
2	Level 1 complete	Level 2 group + tournament entry	At the ceremony.
3	Level 2, winning games	First external tournament with you present	Month 4 to 6.
4	Level 3, rated or close	Tournament Prep small group	When the child asks about ratings.
5	Level 3 or 4, ambitious parent	1:1 coaching, 4 sessions a month	After a tournament result, up or down.
6	Any level, holidays	Holiday camp	6 weeks before every break.
7	Siblings	Level 1 for the sibling, sibling discount	When the sibling watches a class.
8	Strong teen	Sub-coach role, free coaching in return	Age 15+, Level 4, good with kids.

Your goal for this chapter

The curriculum, not your rating, sells every seat. Every demo ends with a child's win, the ladder, and a question.

Have you done all of this?

- ☐ 1. Demo script followed minute by minute; the child wins pawn wars
- ☐ 2. The 4-level ladder shown to every parent in the demo
- ☐ 3. Fortnightly report format used, from app data, before parents ask
- ☐ 4. A level-up ceremony every 8 to 12 weeks with one friend family per student invited
- ☐ 5. Upsell ladder applied at each stage, quarterly first

The promise: Sell the path and renewals happen in the room, not by chasing messages.

Objections: every one is a question in disguise

Acknowledge first, answer second, end with a small next step. Use these word for word until they feel natural.

Twelve objection scripts (1 of 4)

'MY CHILD IS TOO YOUNG' (5 TO 6)

'Five and six is exactly when we start. At that age it is not strategy; it is the pieces, capturing and a mini game they can win. Our Level 1 is built for it. The demo is 40 minutes; if he is not ready, I will tell you honestly and we will try in six months.'

'IT IS EXPENSIVE'

'I understand. The monthly package is 8 classes, daily puzzles, a report every fortnight and a tournament, so it works out to about [per-class] per class. The quarterly package brings that down further. Would it help if I sent both options?'

'WE WILL JUST USE YOUTUBE OR A FREE APP'

'Those are good for puzzles, and we use an app too. What they cannot do is notice that your son moves before looking at the whole board, and fix it. Come for the free demo and I will show you one thing about his play no app would catch.'

Twelve objection scripts (2 of 4)

'NO TIME WITH SCHOOL AND TUITION'

'Most of our families felt the same, which is why classes are 60 minutes twice a week and homework is 10 minutes a day. Many parents say chess made homework time calmer. Shall we try one month and review?'

'HE LOST INTEREST IN [ACTIVITY]; HE WILL LOSE INTEREST IN THIS'

'That happens when there is no next goal. Ours has one every few weeks: a certificate, a tournament, a badge. Children stay because they can see what is next. If after two months he is not asking to come, I will tell you.'

'ONLINE WILL NOT WORK FOR A 7-YEAR-OLD'

'For a lecture, you are right. Our online class is on an interactive board where every child moves pieces, solves puzzles and plays. Sixty minutes with a coach, twice a week. If you prefer in-person, we have that too. Try the demo online and decide.'

Twelve objection scripts (3 of 4)

'YOU ARE NOT A TITLED PLAYER'

'True, and the coaches who taught most grandmasters their first moves were not titled either. At Level 1 and 2 what matters is patience and a method. For rated players we bring in [titled partner]. Let me show you how the curriculum works and you can judge the method.'

'SHE ALREADY LEARNS CHESS AT SCHOOL'

'A great start. School chess is one period with 30 children. We give her a batch of six, a level path and tournaments. Many students do both. Bring her to a demo; I will tell you where she stands on our ladder.'

'WILL CHESS IMPROVE HIS MARKS?'

'I will not promise marks; no honest coach can. Parents consistently tell us: he sits longer, thinks before he acts, handles losing better. Those tend to show up in school, but the reason to do chess is chess.'

Twelve objection scripts (4 of 4)

'WE ONLY WANT IT AS A HOBBY'

'Perfect, so do most families. Nobody has to play tournaments. The structure is there so she improves and enjoys it; how far she takes it is up to her. Level 1 is fun by design.'

'CAN YOU GUARANTEE A RATING OR A MEDAL?'

'No, and please be careful of anyone who does. What I can promise is a clear path, honest feedback every fortnight and my full attention. Children who do the work get results; I have the examples.'

'THE ACADEMY NEAR US IS CHEAPER'

'It may well be. What we include is the curriculum with certificates, the app your child uses daily, the report you receive, and the monthly tournament. Compare what is included, then choose. And do the free demo with us first; it costs nothing.'

Referrals: ask within 24 hours of pride

A referred family enrolls at roughly twice the rate of a cold enquiry and stays longer. Winning academies ask at eight specific moments and make sharing effortless.

The eight referral moments

Moment	What to give	What to ask
Child wins first game in class	Board photo and a message	'If you know a family whose child would enjoy this, a demo seat is theirs.'
Level certificate	Ceremony, certificate, photo	'Bring one friend family to the ceremony.'
Tournament medal	Medal, post with consent	'Share the post; tag a family who should try our next event.'
Report with a clear improvement	The report	'You are one of our most engaged families. Whom could I invite for a demo on your recommendation?'
Parent compliments you	A thank-you	'Would you say that in a Google review, and is there a friend I could offer a demo to?'
Sibling shows interest	A free demo for the sibling	Sibling discount, automatic.
Apartment or school event	The event itself	'Would you post our next tournament in your building group?'
Renewal to quarterly	A chess book or branded T-shirt	'Our referral thank-you is [a free week / a tournament entry] for both families.'

Referral scripts

THE CORE ASK, AFTER A PROUD MOMENT

Hi [Name], today [Child] [did the specific thing]. I love coaching her. We are opening one more Level 1 batch and I would rather fill it with families like yours. If a friend's child might enjoy chess, send me their name or forward this: [demo link]. Both families get [thank-you]. Thank you for trusting us.

THE FORWARDABLE MESSAGE

Hi! [Child]'s chess coach runs [Academy] in [area]. Structured 4-level program, small batches, monthly tournaments, and an app the kids actually use. Free demo this weekend: [link]. Mention [my name] for a small welcome bonus.

THANK-YOU AFTER A REFERRAL ENROLS

Hi [Name], [Referred child] joined us today, thanks to you. As promised, [thank-you] is on your account. This is how a good academy grows: one trusting family at a time. The programme in one line: 'Refer a family; when they enrol you both get [a free week or a tournament entry].' Print it on the certificate; say it at every ceremony; track Source = Referral monthly.

Your goal for this chapter

No objection surprises you and no proud moment passes without a referral ask.

Have you done all of this?

☐

1. Twelve objection scripts practised aloud until natural

☐

2. Every reply acknowledges, answers, ends with a small next step

☐

3. Eight referral moments known; the ask lands within 24 hours of pride

☐

4. Forwardable message and thank-you ready as quick replies

☐

5. Referral share tracked monthly; target 30% of enrolments

The promise: Referrals become your largest source by month 6, and they cost nothing.

The class children come back to

Retention is decided in the room. Winning academies run one structure, one idea per class, and a calm set of rules that children learn in a week.

Structure

Arrival puzzle · concept · drill · play with a rule
· review · homework and points.

Rules

Names not 'you' · touch-move from day one ·
hands up · losing is a skill · praise the process.

Online

Cameras on, every child moves a piece in 3
minutes, change activity every 8 to 10
minutes, 4 to 6 per batch.

The 60-minute class

Minutes	Block	What happens	On Chesslang
0 to 5	Arrival puzzle	A position on the board as children arrive. Hands up. Points for the first three.	Lesson puzzle set
5 to 20	Concept	One idea only. Ask before you tell: 'What can the knight attack from here?'	Lesson explanation
20 to 35	Drill	Pairs. The concept in isolation. Rotate partners once.	Puzzle and MCQ activities
35 to 52	Play	A game with a rule that forces the concept: 'castle by move 8', 'pawns only', 'win with a fork'.	Play vs computer or partner
52 to 57	Review	One position from one game; the child who played it explains. One specific praise per child.	Coach notes
57 to 60	Homework and points	Assign app activities. Read out points and streaks. One exciting line about next class.	Assign homework

Mixed levels and hard moments

Situation	What winners do
One child far ahead	Make them the demonstrator; move them up a batch within a month.
One child far behind	Pair with the kindest strong child; an easier version of the same drill (same theme, fewer pieces).
New child joins mid-level	Assign the previous four lessons' app activities as catch-up over two weeks.
A child cries after losing	Eye level. 'That game is over. Your next one starts now.' Set up the board together.
A child disrupts	Give a job: clock keeper, board checker. Speak to the parent the same day with one specific example.
A parent coaches from the side	Before class, printed: 'Only the coach speaks during the game so every child gets the same chance.'
A dispute over a result	The board decides: replay from the scoresheet or the app record. This is why notation starts in Level 1.
A child is bored	Ahead or lost. Diagnose with one puzzle, then move them or scaffold them.

Your goal for this chapter

Every class follows one structure, teaches one idea, and ends with every child winning something.

Have you done all of this?

☐

1. 60-minute structure used in every class: puzzle, concept, drill, play, review, homework

☐

2. Calm-room rules taught in week one: names, touch-move, hands up, losing is a skill

☐

3. Mixed-level tactics in use; no child bored, no child lost

☐

4. Online: cameras on, every child moves a piece in 3 minutes, activity change every 8 to 10 minutes

☐

5. Hard moments handled by the playbook, parent informed the same day

The promise: Retention is decided in the room. Run the room well and 'lost interest' churn halves.

Sub-coaches: how winning academies scale past 40 students

The founder caps at 12 quality teaching hours. Beyond 40 students, growth is a sub-coach question: where to find them, how to test them, what to offer, how to onboard, and how to keep them for years.

Find

Six sourcing channels, two candidates in pipeline at all times.

Win

An offer that beats freelancing: no prep, a brand, pay per batch plus retention bonus, a ladder.

Keep

4-4-4 onboarding, a weekly huddle, quality from Chesslang reports, recognition and a growth path.

Six places sub-coaches come from, ranked by how well they work

Source	Why it works	How to approach	Watch out
Your own senior students (15+)	Already know your method and culture; parents trust them; cheapest	Offer an 'assistant' badge, free coaching in return, then pay per batch at 16+	Exams; keep them on Level 1 only
College chess club players	Available afternoons, hungry, tech-native	Coach the college team for a term; recruit the two best with children	Graduation churn; hire two at a time
Club players who love kids more than ratings	Patient, reliable, want an evening income	District association, club WhatsApp groups, your own tournaments' arbiters	Screen for warmth in the mock class
Rated players from other academies	Strong chess, some experience	Never poach; agree a referral with the academy or wait for a natural move	Bring habits; retrain on your structure
School PE and maths teachers	Classroom control, inside the school	Train them as in-school leads on the licence model	Chess strength; pair with a rated sub-coach
Parents who play	Invested, present, trusted by other parents	Invite the strongest to assist at tournaments first	Boundaries with their own child's batch

The 20-minute mock class: the only interview that predicts a good sub-coach

1

Brief (2 min)

Give the candidate Level 1 Lesson 4 (the Rook) and three real children aged 6 to 8. Say: 'Teach the rook and get them to complete the capture drill.'

2

Watch (15 min)

Score four things, 1 to 5: uses names within 2 minutes; asks before telling; every child moves a piece; praises something specific. Ignore chess strength.

3

Debrief (3 min)

Ask: 'What would you do differently?'
Self-aware candidates improve fast.
Defensive ones do not.

4

Decide

Hire at 15+ out of 20. Warmth beats rating. A 1500 who is kind outperforms a 2100 who lectures, every time, on Level 1 and 2.

Why a good sub-coach chooses you over freelancing: the offer in five parts

No preparation

The Chesslang curriculum, activities and assignments are ready. They teach; they do not plan. This alone is worth 5 hours a week to them.

A brand and a pipeline

Students come from your engines. They never have to find a family or chase a fee.

Pay per batch + retention bonus

A fixed amount per batch per month, plus a bonus when 90% of that batch renews. Behaviour follows the bonus.

A ladder

Sub-coach → Coach → Senior Coach → Centre Head or Online Lead, with a published path and pay bands.

Recognition

Named on the website and at ceremonies; a 'coach of the month'; game of the month analysed by the founder.

The sub-coach ladder: role, scope, pay logic and the trigger to promote

Rung	Teaches	Also does	Pay logic	Promote when
Assistant (student, 15+)	Co-teaches Level 1	Tournament helper, board setup	Free coaching, tournament entries	Age 16 and 4 co-taught classes
Sub-coach	Level 1 and 2 batches	Class notes, homework assignment	Per batch per month + retention bonus	Two batches at 85%+ retention for 2 quarters
Coach	Level 1 to 3, school clubs	Demos with founder, parent reports	Higher per batch + school program share	Runs a school club and trains a sub-coach
Senior Coach	Level 3 and 4, tournament prep	Runs ceremonies, coach huddle	Base + share of tier revenue	Founder no longer needed in their tier
Centre Head / Online Lead	Advanced and 1:1	Owens a location or the online tier P&L	Base + P&L share	Second location or overseas tier ready

4-4-4 onboarding: nothing depends on memory, everything on the curriculum

1

Watch 4

The sub-coach observes four of your classes with a checklist: structure, names, hands up, praise, homework. Debrief 10 minutes after each.

2

Co-teach 4

They run the drill and play blocks; you run concept and review. Swap on class three. Same debrief.

3

Teach 4, observed

They teach the full 60 minutes on the Chesslang lesson; you sit at the back and score the four behaviours. Parents are told: 'Coach [Name] will be leading; I will be present.'

4

Certify and hand over

A batch is theirs when four observed classes score 15+ and the fortnightly report is written by them. You stay for the first ceremony.

How winning academies keep sub-coaches for years

Ritual	Cadence	What happens	Why it matters
Coach huddle	Weekly, 30 min	Each batch: attendance, homework completion, one child to discuss. One teaching tip from the founder.	Problems surface in a week, not a quarter.
Quality from data	Weekly	Chesslang reports per batch: attendance, activity completion, quiz scores. Praise the top, coach the bottom, never in public.	Objective, not opinion.
Game of the month	Monthly	The founder analyses one game from each sub-coach's batch in the huddle, crediting the coach.	Chess respect, publicly given.
Retention bonus review	Quarterly	Bonus paid on batch renewals; ladder progress discussed.	Money follows the behaviour you want.
Coach's own game	Monthly	A rapid between coaches; the academy pays a small prize.	Coaches who play together stay together.
Named and visible	Always	On the website, at ceremonies, in the school championship program.	Pride and parent trust.
Exit with dignity	As needed	A sub-coach who leaves for a better role is celebrated and referred. They send you students later.	Reputation in a small community.

Quality control that does not need you in the room

Signal	Where to see it	Green	Act when
Attendance	Chesslang batch report	85%+	Two weeks under 75%
Homework completion	Assignment completion per batch	70%+	Under 50% for 2 weeks
Quiz average	MCQ scores per lesson	Above 70%	A lesson under 55%
Parent reports sent	Students tab, last report date	Every 14 days	Any student over 21 days
Renewals	Students tab, renewal date	90% of batch	Under 80% in a quarter
Parent sentiment	Three-question survey each quarter	4.5 of 5	Any 3 or below: founder calls

Sub-coach scripts: the approach, the offer, the agreement

APPROACH TO A CLUB PLAYER OR COLLEGE PLAYER

Hi [Name], I run [Academy] in [area]. I watched you play at [event] and, more importantly, saw how you explained the endgame to the kid next to you. We are opening two new Level 1 batches and I am looking for a sub-coach who is patient with 6 to 9 year olds. It is [days, time], everything is prepared on our platform, paid per batch with a retention bonus. Could you come and run a 20-minute mock class with three of our children on [day]?

THE OFFER, IN WRITING

Role: Sub-coach, Level 1 and 2. Batches: [N], [days and times]. Pay: [amount] per batch per month, paid on the 5th; retention bonus of [amount] per batch when 90% renew each quarter. Included: curriculum, activities, assignments, classroom on Chesslang; coach huddle weekly; name on website. Path: Coach in two quarters at 85%+ retention. Start: 4-4-4 onboarding from [date].

THE ONE-PAGE AGREEMENT, WHAT IT COVERS

Scope and batches • pay and bonus terms • code of conduct with children and parents (all communication through the academy, photo consent respected, never alone with a child online or offline without recording or a second adult) • confidentiality of student data • 30-day notice • non-solicitation of academy students for 12 months • IP: lesson materials remain the academy's and Chesslang's.

Your goal for this chapter

A bench of sub-coaches who deliver your standard, stay for years, and free you to do demos, schools and ceremonies.

Have you done all of this?

- ☐ 1. Six sourcing channels active; two candidates in pipeline at all times
- ☐ 2. Every candidate runs the 20-minute mock class with real children
- ☐ 3. The offer made in writing: pay per batch, retention bonus, ladder, no-prep curriculum
- ☐ 4. 4-4-4 onboarding completed on the Chesslang curriculum before solo teaching
- ☐ 5. Weekly 30-minute coach huddle held; quality read from Chesslang reports

The promise: With three good sub-coaches you can run 150 students on 6 teaching hours a week. Without them you cap at 40.

From coach to academy, in numbers

Winning academies switch on eight revenue lines in a known order, hire when the founder hits 12 teaching hours, and pay assistants for retention, not hours.

30 students

Solo coach, 5 batches, 12 teaching hours, 70 to 80% margin. Day 60 to 100.

80 students

You + 1 sub-coach, 10 groups + 1:1 + 1 school, 50 to 60% margin. Month 6 to 12.

200 students

You + 4 coaches + admin, 18 groups + 3 schools + online, you coach coaches. Month 18 to 36.

Every revenue stream and when to switch it on

Stream	Switch on	Share at maturity	Notes
Group classes by level	Day 10	45 to 60%	The core. Two batches per level as soon as possible.
1:1 and tournament prep	Day 45	10 to 20%	Highest per hour; keep it, delegate Level 1 groups.
School programs	Day 70	15 to 30%	Stable, scalable, needs assistants.
Tournaments	Day 35	5%	Break-even until rated events; the value is enrolments.
Holiday camps	Day 90	5 to 10%	Two to four a year; strong sibling and referral engine.
Online international	Month 4 to 6	10 to 30%	Same curriculum, evening slots, their market price.
Coach training and licensing	Year 2	5 to 15%	Train coaches and schools on your delivery model.
Merchandise and books	Any time	1 to 3%	T-shirts for tournaments, a starter set bundle.

30 to 80 students is the hardest jump: first hire and first school together

	Solo coach	Growing academy	Multi-coach academy
Students	30	80	200
Batches	5 groups	10 groups + 1:1 + 1 school	18 groups + 1:1 + 3 schools + online
Coaches	You	You + 1 sub-coach	You + 4 coaches + admin
Your teaching hours a week	12	12 (1:1 and advanced only)	6 (you coach coaches)
Main costs	Platform, boards, trophies, ads	+ sub-coach, venue	+ coach salaries, admin, venue, marketing
Typical margin	70 to 80%	50 to 60%	30 to 45%
Time to reach	Day 60 to 100	Month 6 to 12	Month 18 to 36

The jump from 30 to 80 is the hardest: first hire and first school at the same time. Plan both in Phase 4.

Hiring and training sub-coaches

Where: your strongest teens (15+), college chess club players, club players who love kids more than ratings.

Test: a 20-minute mock Level 1 class with three real children. Warmth beats rating.

Train: watch you teach 4 classes, co-teach 4, teach 4 with you observing. All on the Chesslang Curriculum so nothing depends on memory.

Pay: per batch per month, rising with retention of that batch. Retention is the metric, not hours.

Keep for yourself: demos, 1:1, school meetings, ceremonies. These are where trust is built.

Personal break-even: $\text{monthly living cost} \div \text{group fee} = \text{the student count at which coaching is safe}$. Usually 25 to 40. Everything after is building an asset.

Solo coach timetable: 5 batches, 30 students

Plan the grid, then sell into it. Open the next batch at 6, not at 8. One coach: 10 to 12 group hours a week with quality.

Slot	Mon	Tue	Wed	Thu	Fri	Sat	Sun
4 to 5 pm	L1 Knights		L1 Knights			Demos	Tournament (monthly)
5 to 6 pm	L2 Rooks	L1 Bishops	L2 Rooks	L1 Bishops		L3 Queens	Ceremony (per level)
6 to 7 pm		L3 Queens		1:1	1:1		
7 to 8 pm	Online Intl		Online Intl		Parent calls		

Growing academy: add a second L1 and L2 with the sub-coach, a school club at 3:30 twice a week, Saturday morning for L3 and prep.

Ten numbers every Friday and you are never surprised

Fix only the metric furthest below target each week.

Metric	How to calculate	Month 1	Month 6
Enquiries	Count in Enquiries tab	15	40
Demo booking rate	Demos booked ÷ enquiries	60%	70%
Demo conversion	Enrolled ÷ demos attended	40%	50%
Active students	Students tab, Active	6 to 12	60 to 80
Monthly revenue	Sum of active fees	Break-even by month 3	2 to 3 × break-even
Retention at 6 months	Still active 6 months after start	n/a	75%
Posts published	Count	20	24
Google reviews	GBP	3	30
Tournament players	Per event	0	40
School pipeline / referral share	Schools at Proposal+; enrolments with Source = Referral	0 / 0	5 with 1 to 2 signed / 30%

The annual academy calendar

Recruit before terms, camp during breaks, tournament every month, ceremony every level. Shift months for your country.

Month	Focus	Revenue actions	Content and events
January	New-year enrolments	'New year, new skill' demo weekends. School proposals for April.	Tournament.
February	Exam-mode prep	Offer exam mode to Class 8+ families.	Tournament. Inter-school teams announced.
March	Exams; retention	Quarterly renewals before the break. Announce summer camp.	Light tournament; ceremony.
April	Summer camp 1	5 to 10 days. Sibling seats. New-year school proposals land.	Camp finale. Daily camp content.
May	Camp 2 + online push	Second camp. International online batch trial.	Tournament. Camp results.
June	School year starts	School clubs launch. Demo week in each school. New local batches.	School demo lessons. Tournament.
July	International Chess Day (20 July)	Free community event: simul or open. Biggest lead day of the year.	Event, local press note, GBP posts.
August	Inter-school championship	Schools you serve plus 5 targets. Principals invited.	Championship coverage. LinkedIn.
September	Retention and 1:1 tier	Tournament prep and 1:1 for August's strong performers.	Tournament. Spotlights.
October	Festival break camp	Short camp. Family tournament (parents and children).	Family event content.
November	Year-end review	Reports, ceremonies, quarterly renewals for the new year.	Tournament. Ceremony.
December	Winter camp + planning	Camp. Next year's targets and school list.	Year in review. Tournament.

The 5-day holiday camp (3 hours a day, ages 6 to 12)

Announce 6 weeks ahead. Price like a month of group classes. Cap 12 per coach. 40 to 60% of non-student campers enrol.

Day	Hour 1	Hour 2	Hour 3
1	Welcome, names, board and pieces (Level 1 Lessons 1 to 2)	Capture drills in pairs; points board goes up	Pawn wars mini tournament
2	Attack, capture, defence (Lessons 8 to 11)	Puzzle rally: 20 positions in pairs	Full games with touch-move; first scoresheets
3	Check, escaping check, checkmate (Lessons 12 to 15)	Mate-in-1 championship	Coach simul: everyone vs coach
4	Castling, en passant, notation (Lessons 18 to 19)	Team relay chess	Tournament briefing; practice rounds
5	Finale tournament rounds 1 to 3	Rounds 4 to 5	Medals, certificates, parents' ceremony, group photo, next-batch offer valid 7 days

Paid ads: only after the engines run

Prerequisites: 10+ reviews, demo conversion above 40%, replies in 30 minutes. Otherwise the budget leaks.

Channel	Use for	Targeting	Creative	Budget logic
Google Search	'chess classes near me', 'online chess classes for kids'	City or 10 km radius	Academy name + 'Free demo class'. Link to WhatsApp click-to-chat.	Small daily; scale what is under target cost per enrolment ÷ demo conversion.
Meta	Tournament registrations, camp seats, demos	Parents of 5 to 13, 10 km, interests: parenting, kids' activities, chess	Your best organic reel. Objective: messages to WhatsApp.	7 days before an event; pause between.
YouTube	Long-form parent FAQ views	Parents in your city watching kids' education content	'How we teach a 6-year-old' 8-minute video	Cheapest views; warm audiences before a Meta push.

Lifetime value = fee × 12 months. Spend 10 to 15% of that per student. Divide by demo conversion and booking rate for your max cost per enquiry.

The ratings pathway, explained for parents

Verify specifics with your federation and fide.com; rules change.

Step	What it means	Typical timing	Your role
In-house tournaments	Your monthly events; results and leaderboard in the app.	Month 2 on	Run monthly. The first tournament is the milestone.
Unrated opens	Other academies', schools', districts' events. Real clocks.	Month 4 to 8	Take a group; be present; review one game per child.
Federation registration	A player ID via the state or district body.	Before the first rated event	Guide the parent through it; do it for the batch together.
First rated event	Results count towards an official rating; minimum games apply.	Month 8 to 18	Prepare openings, clock discipline, a rest plan.
A published rating	Early ratings move a lot; that is normal.	After required games	'The first rating is a starting line, not a grade.'

Month-4 line: 'Ratings are a scoreboard, not a goal. Our path: monthly events now, an outside event in a few months, a rated event when she wins consistently at Level 3.'

Going online and international: same curriculum, 3 to 6 × the fee

First step: ask every parent 'Do you have family abroad with children?' Half will.

Market	Slot in your time	What they value	Where to find them
USA and Canada	Your early morning or late night	Structure, reports, USCF-style prep, rating goals	Facebook parent groups, YouTube, diaspora referrals
UK and Europe	Your evening	Small groups, patience, ECF/FIDE pathway	Parent forums, school club coordinators on LinkedIn
Gulf	Your evening	Diaspora comfort, premium feel, weekend batches	Community groups, Indian schools in the Gulf, parents' relatives
Australia and Singapore	Your afternoon	Reliability, exam-season flexibility	Diaspora networks, school coordinators

Changes: pricing in their currency, an international gateway, slots, rating vocabulary, one overseas testimonial. Does not change: curriculum, classroom, reports, demo.

Three academy stories: the playbook in motion

Illustrative composites from patterns that repeat across coaches on Chesslang. Not guarantees.

The club player and the apartment complex

A 1900-rated engineer in a 1,200-family complex ran a free Sunday open in the club house in week 3. Forty children played; 28 outside parents were messaged that evening; 11 booked demos; 6 enrolled. By month 4: three on-site batches, zero rent, a waiting list. He never ran an ad.

The titled coach stuck at 15 students

A WIM with strong prep results had 15 students and no beginners. She adopted the 4-level curriculum, opened two Level 1 batches with a trained assistant, and used her title in every school proposal. Two schools signed in a term; her 1:1 tier filled from their strongest children. 90+ students in a year, fewer teaching hours.

The academy that went international

A two-coach academy asked every parent one question about family abroad. Eleven said yes. Four overseas children formed an evening batch priced for the US. Their referrals produced three more batches in eight months. The online tier now earns more than the local one, on the same curriculum and classroom.

Fifty chess posts for when you do not know what to post (1 of 2)

1. Mate in 1 from a student game, 5-second countdown
2. 'Spot the fork': one winning knight move
3. The knight tour, five moves animated
4. 'How the rook moves' with the minion capture drill
5. Opera Game 1858: the queen sacrifice
6. Scholar's Mate: spot it, stop it
7. Why we castle early: before and after
8. Bishop vs knight quiz
9. Back-rank mate: why the h-pawn move saves games
10. A student's first notation sheet (hands only)
11. Coach vs student blitz, the coach gets forked
12. 'What age to start chess?' 45 seconds
13. Certificate day: boards, certificates, one parent quote
14. 'Chess is only for geniuses' myth buster
15. Stalemate vs checkmate in one position
16. Rule of the square poll
17. Opposition with two kings and a pawn
18. Smothered mate
19. Anastasia's Mate
20. Boden's Mate
21. 'How many squares can a queen attack?' quiz
22. Immortal Game 1851: three sacrifices
23. Capablanca endgame principle
24. Girls' batch post (consent)
25. Tournament countdown by category

Fifty chess posts for when you do not know what to post (2 of 2)

26. A day at the tournament montage
27. Results carousel
28. Puzzle found by a student in round 3
29. Batch of the month
30. Parent FAQ: screen time online
31. Parent FAQ: 'what if she does not like it?'
32. Parent FAQ: time to first tournament
33. 'What chess taught me about losing'
34. Vocabulary of the week: zugzwang for a 7-year-old
35. En passant explained
36. Touch-move and why we love it
37. Three beginner openings in three positions
38. 'What is a rating?' for parents
39. The level ladder graphic
40. Puzzle accuracy over 8 weeks (app screenshot)
41. Sibling story
42. Grandparent Sunday
43. Puzzle board at the gate
44. School club launch
45. Inter-school trophy unveiled
46. Camp day 1 to 5 in five clips
47. Thank-you to a partner
48. 'Checks, captures, threats' tip
49. International Chess Day event
50. Year in review in five numbers

Twelve small ideas winning academies use

Puzzle board at the gate

Magnetic board, 'mate in 2', changed weekly, demo QR beside it.

Parent-and-child tournament

Quarterly. Parents who play at home become your longest customers.

Girls' batch

Fills faster in many communities; Best Girl prize in every event.

Chess and maths week

Coordinates, counting squares, symmetry with a school's maths department.

100-puzzle challenge

Monthly badge and wall photo; students recruit friends to compete.

Grandparent Sunday

Zero cost, huge goodwill, unique photos.

Coach's game of the week

Friday 10-minute game vs a student; post the key moment.

Chess-sitting

Full-day camp on unexpected holidays. Working parents love you.

Alumni assistants

Strongest 15-year-olds coach Level 1 for free classes: first hires, best story.

Local press note

After every tournament with the U8 winner's photo.

Certificate wall

Every certificate on the wall with the child's first name.

Starter set bundle

Board, pieces, notation book at cost with every enrolment. It sits on the dining table.

Templates: consent, safety, parent letter

PHOTO AND VIDEO CONSENT LINE (ENROLMENT FORM)

I consent to [Academy] photographing and filming my child during classes and events, and to the use of such images (first name and age only, never surname or school) on the academy's website, app and social media. I may withdraw this consent at any time by message. Parent signature and date.

SAFETY POLICY (ONE PARAGRAPH FOR THE WEBSITE)

All coaches at [Academy] are known to the founder personally and their backgrounds are listed on this site. Group classes over 15 children have two adults present. Online classes are recorded and available to parents in the app. We never message children directly; all communication goes through parents. Photos follow our consent policy. Concerns: [Name], [phone], any time.

PARENT LETTER THROUGH A SCHOOL

Dear Parents, [School] is starting a chess club with [Academy] from [date]. Sessions on [days], [time], [room], run by [Academy]'s coaches with a 4-level curriculum, an app for daily practice, level certificates each term and a school championship. Optional. Fee [amount] per month to [Academy]. Free demo week [dates]; no fee before then. Register by replying or messaging [phone]. Seats limited to [N] per grade.

Tournament day checklist



Equipment

Boards and sets (players ÷ 2 + 3), clocks, pairing laptop and charger, printed lists, pens, scoresheets for U12+.



Prizes

Trophies top 3 per category, medals 4 to 6, certificates for all pre-printed, stickers.



Comms

T minus 1 message sent, WhatsApp group for the day, results link ready, thank-you drafted.



Signage

Academy banner, category signs, 'parents wait here', demo booking QR at the entrance.



People

Chief arbiter (you), one helper per 20 boards, one at the door with the list and QR.



After

Results in 2 hours, photos sorted by consent, every outside parent messaged that evening, CRM Source = Tournament.

The one-sentence versions

Situation	Say this
A parent asks what you do	'We take children from their first move to their first tournament, through a 4-level program with small batches and monthly events.'
A principal asks why chess	'It is the cheapest activity that teaches focus, patience and sportsmanship, and it gives your school a championship with its name on it.'
A partner asks what is in it for them	'A free event for your families, an activity for your calendar, and zero work for you.'
A child asks if they are good	'You found that fork by yourself. That is exactly what good players do.'

Your goal for this chapter

You know your break-even, your ten numbers, your calendar and your next revenue line, and you review them every Friday.

Have you done all of this?

☐

1. Personal break-even student count written down

☐

2. Revenue streams switched on in order: groups, 1:1, tournaments, schools, camps, online

☐

3. Ten-number MIS filled weekly; weakest metric fixed

☐

4. Annual calendar planned with camps, championship and International Chess Day

☐

5. First overseas batch recruited from existing parents' relatives

The promise: The founder who tracks ten numbers and hires at 12 teaching hours builds an asset. The one who does not builds a job.

Do the checklists for 100 days

Fifteen goal slides. Seventy checklist items. If every box is ticked on Day 100, this is what the numbers say you will have.

40 to 60 students

including one school program and a monthly tournament of 30+.

A sub-coach and a system

the founder off Level 1, demos and ceremonies where trust is built.

An asset, not a job

a brand on Google, a website and app in your name, a pipeline of schools and partners, and ten numbers you trust.



The platform runs the academy. The playbook grows it.

Three engines, every week. A tournament every month. A school every quarter. Ten numbers every Friday.

chesslang.com · Free website and mobile app in your academy's name, with the curriculum built in.