



BITTA JIU JITSU · THE FIRST 30 DAYS

COME FOR THE SPORT. STAY FOR THE COMMUNITY.

A plan for **November 2026**: what we agree today,
what happens each week, what goes out, and what I measure.

What we agree today

One hour, five questions. We leave the table with your numbers, a member target, a starting point and a start date. Everything else in this document follows from that.

1

What you are looking for

Growth that lasts, content made at the academy, and less on your plate. Anything to add?

2

Numbers and targets

The worksheet below. A member target and a date, agreed together.

3

Where to start

Which parts of the proposal start in November, and which wait for December or January.

4

The first 30 days

The week by week plan on the next page. What I do, what your team does, what we do together.

5

Access and start date

The week one access list on the last page. Month one starts on 1 November.

Numbers I need to know

Rough numbers are fine today. I check them against Wodify and HighLevel in week one, and they become the baseline on page 04.

QUESTION	YOUR ANSWER
Current members Kids and adults, today	KIDS ADULTS
New members per month Since opening on 21 September	SEPT OCT
First visits per month Trials and intro classes	SEPT OCT
First visits that joined How many became members	
Members who left, and why	LEFT WHY
Membership prices Per month, as sold today	STARTER STANDARD DEDICATED ELITE
Class capacity and classes per week Places per class, across both dojos	PLACES CLASSES A WEEK
Target number of members, and by when	MEMBERS BY
Monthly marketing budget and current ad spend	BUDGET ADS TODAY
Who makes content today Shooting, editing, posting	
Wodify plan and API access Needed for member moments and the daily list	PLAN API
Who approves content and messages One name, so nothing waits	

November, week by week

November is jiu jitsu month in Abu Dhabi, and our first month together.

The plan is built around the championships at Mubadala Arena and the series

that already perform best on your Instagram. **Three columns say who does what.**

WEEK	CATHLEEN	BITTA TEAM	TOGETHER
Week 1 2 to 8 November SET UP	- Instagram fixes: one call to action, Prices and Trial highlight, Opening highlight cut to 15, Memberships post fixed - Ads tracking fix: Pixel sign up event, Google Analytics, reminder audiences - Google Business Profile completed - First shoot: From the Archive with Master Bitta, Meet the team portraits, a kids class	- Access list (page 05) and numbers (page 01) handed over - November content plan approved - Front desk asks happy members for a Google review	- Content plan agreed, shoot days fixed - Reviews launch: QR at the front desk, first requests to founding families
Week 2 9 to 15 November SEASON BEGINS	- World Youth Championship, 11 to 13 Nov, Mubadala Arena: content from the arena and the academy - Second shoot: Small Steps, Start Here, the recovery suite with real people - Discovery flow live for every new enquiry - Website basics live: prices, map, FAQ	- Tells me which Bitta athletes compete, and when - Confirms prices and FAQ answers - Coaches reply to enquiries the same day	- Partner meeting: SDIC, Hidd Al Saadiyat community team - Watch party date and set up agreed
Week 3 16 to 22 November THE BIG WEEK	- World Masters, 17 to 18 Nov, and World Pro, 19 to 21 Nov: content every day, visiting athletes at Bitta - Watch party hosted: the finals on the big screen, Saturday 21 Nov (to confirm with the schedule) - Member moments live: birthdays, stripes and belts	- Watch party invitation to every member, by WhatsApp and the app - Coaches welcome visiting athletes - Birthdays checked in Wodify	- Partner meeting: Cranleigh Abu Dhabi - Watch party night: members bring a friend, guests get a first class offer
Week 4 23 to 29 November BELT DAY	- Third shoot: Belt Day coverage (photos, certificates, recap reel) and the first Member story - Union Roll prep for 2 Dec: invitation, session plan, a limited patch for members - November report drafted	- Belt Day date confirmed, families invited - Union Roll invitation approved	- Partner meeting: Millennium Residences community manager - December plan agreed: Bitta Cinema, winter camp 14 Dec to 1 Jan
Bridge 30 Nov to 6 Dec INTO DECEMBER	- Union Roll on 2 Dec, Eid Al Etihad: hosted, photographed, recap posted - November report, in plain language - Onboarding sequence and first visit follow up set up for December	- Coaches run the Union Roll session - Reads the report before we meet	Monthly review, 30 minutes: the numbers, what worked, what changes in December

Monday 12:00 TO 13:00

The education or offer post: Start Here, the FAQ, the schedule. Tested against the usual 16:00 slot.

Wednesday 18:30 TO 19:30

The story carousel: From the Archive, Meet the team, a Member story. Your strongest carousel day.

Friday 13:00 TO 15:00

The main reel of the week, posted early. Friday reels and early slots did best on your account. We test it for 4 weeks.

What goes out in November

Seven named series, so people know what to follow. Real names, real moments and the archive: that is what already gets 200 to 600 likes on your account, against about 35 for a slogan on a stock photo.

From the Archive

Master Bitta's story in sepia and newsprint. Your best performing series.

Small Steps

Kids, from the first class to the first stripe. Parents share these.

Start Here

Adult beginners: the first class explained, with a real answer and a first step.

Belt Day

The belt being tied, the certificate, the family photo.

Meet the team

One professor at a time. The most comments of any layout.

Inside the recovery suite

Sauna and cold plunge with real people in them, never a render.

Member stories

One adult or parent a month. "I came for my son. I stayed for me."

Jiu jitsu season

The championships, visiting athletes and the watch party, through November.

12 post ideas for the month

FROM THE ARCHIVE CAROUSEL · WED

Before the academy, there was the fighter.

Rio, Teresópolis and the first Clube Pitbull years, from the family albums.
Follow for the next chapter.

FROM THE ARCHIVE CAROUSEL · WED

The day a motorcycle nearly took his foot.

He came back, and kept competing. The newspaper cutting and the photo.
Save it for someone who needs it.

SMALL STEPS REEL · FRI

Her first class. She did not know where to stand.

Three weeks later, the same child leads the warm up. Original sound.
Kids classes Mon to Sat. DM TRIAL.

JIU JITSU SEASON POSTER · MON

The World Pro finals, on the big screen at Bitta.

Saturday 21 November. Members free, one guest each. Popcorn on us.
Book your seat in the app.

START HERE CAROUSEL · MON

Your first class: six questions answered.

What to wear, which age, how fit, what happens, injuries, what it costs.
DM TRIAL.

START HERE REEL · FRI

Six adults. One first class. No experience.

A group intro session, filmed from the first bow to the first smile.
Next beginners' intro: DM TRIAL.

BELT DAY REEL · FRI

The moment the belt is tied.

No cover text, original sound, the parents in the background.
Proud of you, [name]. Oss.

BELT DAY CAROUSEL · WED

A day worth celebrating.

Families, certificates and the professor, one slide per child.
Parents: tag your champion.

MEET THE TEAM CAROUSEL · WED

Meet Professor Ursula.

5th degree, the women's programme, and why the mat welcomes everyone.
Women's classes: DM TRIAL.

MEET THE TEAM CAROUSEL · WED

Meet Professor Mozart.

Kids, competition and family. A technique reel follows the same week.
Kids classes: DM TRIAL.

RECOVERY SUITE CAROUSEL · MON

Three minutes in the cold plunge.

A member after Thursday's class, not a render. Then the sauna, and how to use it.
Parents' Hour while the kids train.

MEMBER STORIES PORTRAIT · WED

"I came for my son. I stayed for me."

Name, belt, months training. Dark portrait, three short lines.
Your story next? DM TRIAL.

Fix now on Instagram, in week one, before anything new goes out.

- **One call to action** on every post, DM TRIAL, and the same in the bio link
- **A Prices and Trial highlight**, then Women, Recovery and Reviews
- **Cut the Opening highlight** from 52 items to about 15
- **Fix the Memberships post:** the cover and the slides show the same four tiers
- **Reply to comments the same day**, as in May and June
- **No brush strokes** in new templates, as agreed

What I measure and report

Eight numbers, the same every month, so we always know whether the academy is filling up and whether members are staying. The baseline comes from your numbers in week one. The targets below are ranges to agree together, not promises.

NUMBER	WHAT IT MEANS	BASELINE (WEEK 1)	TARGET (DAY 90) TO AGREE TOGETHER
New visitors	First visits each month, and which channel brought them: Instagram, Google, ads, a partner, an event, a member		15 to 25 a month by channel, every month
Joining	First visits that become members		6 to 7 in 10 with follow up by the coach
Leaving	Members who leave each month		3 to 4 in 100 or fewer
90 days	New members still training after their first 90 days		85 in 100 or more the industry loses about 19
Habit	Members reaching their weekly goal in the app		6 in 10 or more set with the coaches
Google	Number of reviews, and the rating	3 reviews on 12 October	40 to 60 reviews rating 4.8 or above
Referrals	New members who came because a member brought them		1 in 4 new members through the referral programme
Events	Guests at each event, and guests who come back for a first class		30 to 50 guests 1 in 4 book a first class

How we stay in step

Every week • 30 minutes

A growth check-in with the manager: last week's first visits, joins and leavers, the daily list of people to call, and what changes this week.

Every month • one report

The eight numbers, what worked, what did not, and what changes next month. Plain language, read in 10 minutes, with next month's content plan attached.



Targets are set together, once. In week one I replace the ranges above with Bitta's own numbers, check them against how many places your classes hold, and we agree the member target and the date. From then on, every report measures against that.

THREE STEPS TO 1 NOVEMBER



1

Decide where to start

Today, at the table: which parts of the proposal begin in November, and which wait. Content and the growth plan first, then the systems, then events and the app.

2

Week one access list

- Instagram and Facebook
- Meta Business Suite and Ads
- Google Business Profile
- HighLevel
- Wodify, and an API key
- The website
- Photo consent process for children

3

Start on 1 November

Month one begins, in time for jiu jitsu month at Mubadala Arena and the family season after it. Shoot days are fixed in week one, and the first post goes out on Monday 2 November.

See you on the mats.

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