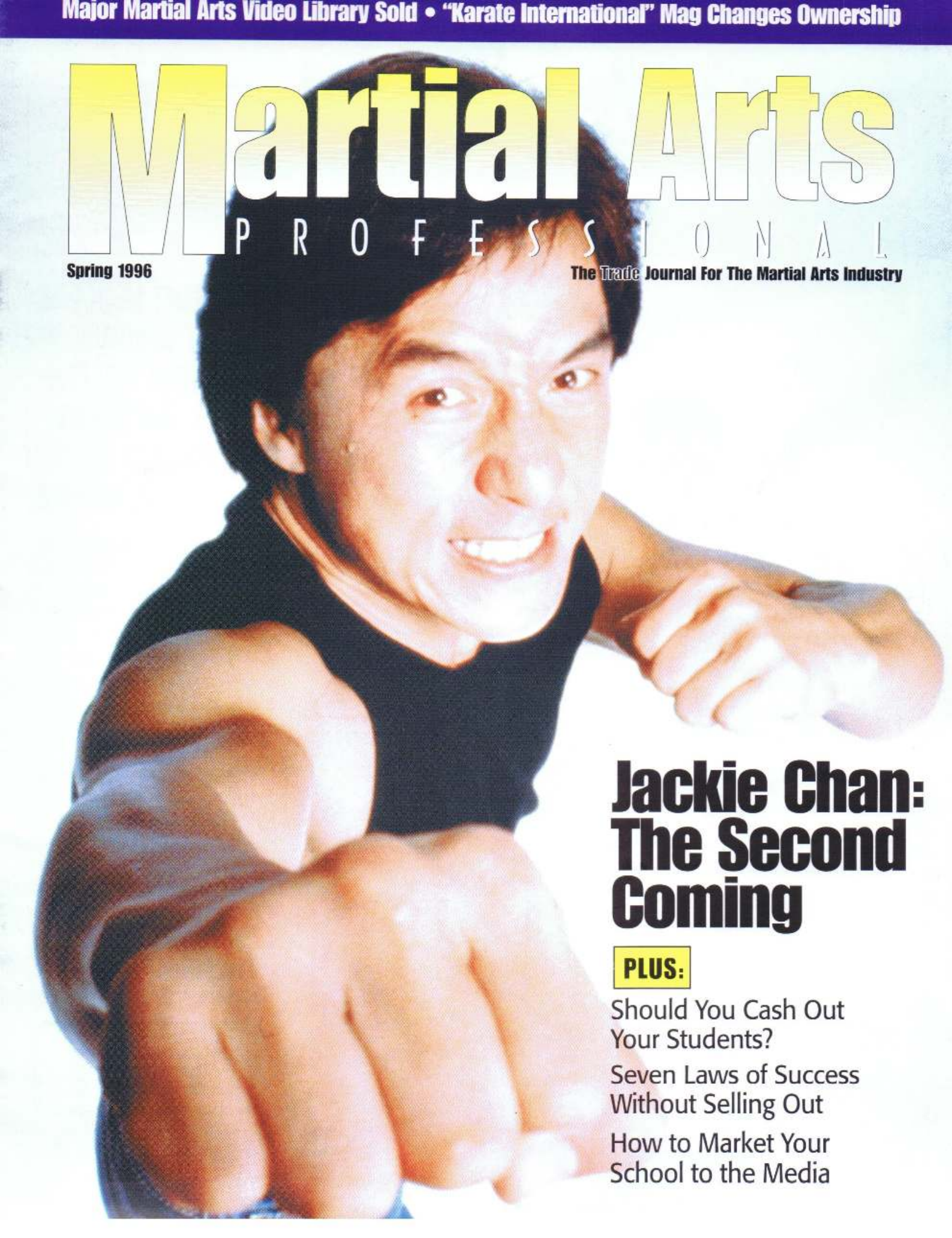
Major Martial Arts Video Library Sold • "Karate International" Mag Changes Ownership

Martial Arts PROFESSIONAL

Spring 1996

The Trade Journal For The Martial Arts Industry



Jackie Chan: The Second Coming

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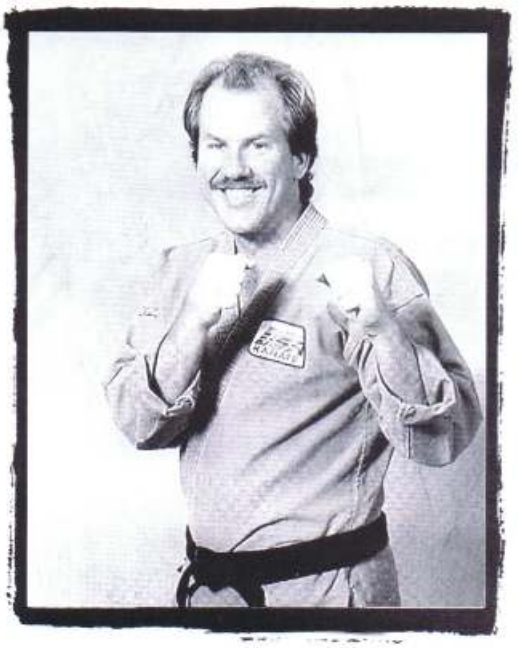
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AS I SEE IT

letter from the editor



Jackie Chan and Me

Though I've never met Jackie Chan, I've been a fan since the early eighties. My friend Gary Daniels, now a film star in his own right, used to live and train with me in St. Petersburg, FL. Gary and I had a lot of similar interests including martial arts films. He was the first to introduce me to Jackie Chan films.

Of course I was amazed, as we all are, when we see Jackie in action. But, strangely enough, through the years, it was kind of cool that Jackie was not as well known here in the States. I know it sounds selfish—and it is—but Jackie was kind of an insider's dish. A delectable cusine that wasn't on the menu of standard entertainment fair. You had to know what to ask for to get it.

Now we have to share him with the rest of America.

It's suddenly very cool to like Jackie Chan. Rarely has Hollywood rallied around one project like it did for Jackie Chan's *Rumble in the Bronx*. As most of you might know by now, Jackie Chan is hipper than the front table at Spagos.

The entertainment press was gushing how Jackie makes Stallone and Schwarzenegger look like sissies. Each article seemed to echo the same platitudes about Jackie's world film dominance as well as his past failures to crack the American market.

Advance reviews were almost universally positive. Despite a thin plot and typically bad dubbing, Jackie stole the show. His daring stunts seriously impressed the media and the film seemed destined for a big opening.

When the movie broke at number one, knocking off fellow Chinese action icon John Woo's *Broken Arrow* with a $10M opening weekend, the story was complete. Jackie Chan has finally succeeded in America.

The similarities have to lead veteran martial artists to reflect on Bruce Lee's goals to accomplish the same success back in the seventies.

Like Bruce, Jackie has a certain martial arts quality about him that is lacking in the Jean-Claudes or Steven Seagals of the martial arts hero world. It's not about technique. It's more a sense of truth.

You really get the feeling that Jackie, like Bruce before him, loves the martial arts and wears his passion with pride. I don't think you'll ever hear Jackie Chan recite what seems to be the disclaimer used by all American martial arts stars and wannabes, "I want to be an actor who does martial arts. Not a martial artist who acts." It's almost as if they are embarrassed to admit their past.

Conversely, with Jackie (or Bruce), you get an attitude of, "I'm a super talented martial artist. See if you can keep up with me." With Bruce, you could add the line, "I'm here to guide you. I will inspire you to be great." Somehow I just don't get that feeling watching *Under Siege 2* or *Double Impact*.

Jackie Chan continues to push the edge in the direction of the martial arts instead of using the arts as a way to garner attention and then try to pass himself off as a legitmate actor.

It'll be interesting to see what impact, if any, Jackie Chan will have on our industry. When Bruce came along, the arts were still very new to Americans. Now, after decades of hits like *The Karate Kid* and *Ninja Turtle* film series and the *Power Ranger* TV series, the fascination with the martial arts may have worn thin.

It's no secret that the martial arts film genre has been enjoying a boom in popularity for the past seven years. No film cycle lasts indefinitely. Perhaps the bubble will soon burst.

Regardless of his impact, when I watch Jackie Chan on the screen, I feel a much stronger connection with him than the more "milk bread" martial arts stars mentioned above. That's not to discredit their skills or accomplishments, it's just that Jackie seems more like the genuine article instead of a contrived cookie-cutter hero who kicks.

Jackie Chan is no longer "our" little secret. I can only hope that, now that his shining star has been revealed, Hollywood will treat him with the respect he deserves. While time will tell whether or not Jackie and his films will influence our school enrollments, it's my hope he will at least reinspire school owners sense of pride in the spirit of the arts.

While some may prefer the image of being a "businessman who runs a martial arts school." I for one, always want to be known as "a martial artist who runs a business."

Respectfully,



John Graden
Editor-in-Chief

INDUSTRY UPDATE

martial arts business news, people, and places

GLAZIER NAMES NEW VP

ELIZABETH, N.J. — Donald Southerton was named V.P. in charge of operations of Master Glazier's Karate International, Inc. (NASDAQ:KICK), the first key official brought in to spearhead the company's 1996 expansion plans starting with the opening of its headquarters in Hicksville, (Long Island) New York and a superschool in Ramsey, New Jersey.

Karate International Inc. is also in negotiation for two additional schools planned for the second quarter of 1996.

Southerton is a 25-year veteran of the martial arts. He operated a chain of studios in New York and served as the head instructor of the karate program at the West Point Military Academy.

Southerton is on the board of directors of Educational Funding Company (EFC), the nation's largest martial arts tuition billing company.

Master Glazier's Karate International, Inc., which operates studios in New Jersey, New York and Pennsylvania, is the first publicly-traded martial arts company. Mark Glazier, president and CEO, states that acquiring Southerton will allow the company to launch an aggressive expansion program. This plan includes opening of new stores, its new corporate headquarters, and the Master Glazier University, a school that will provide training for new staff members to support its expansion. ■

MARTIAL ARTS POPULAR WITH TV VIEWER

HOLLYWOOD, CA — Martial arts themed programming continues to be popular with young television viewers. In addition to the blockbuster *Mighty Morphin Power Rangers*, and the *WMAC Masters*, a new actor and his program has captured the interest of the Saturday morning set.



TJ Roberts is "The Masked Writer"

Fox TV's *The Masked Rider* has consistently rated number-one in its Saturday morning time slot since its inception last October. In his very first starring role in a television series, teen actor T.J. Roberts, who had already starred in four martial arts films before the series debuted, plays the title role.

The Masked Rider character spun off of a four-episode segment of *The Mighty Morphin Power Rangers*, which is produced by the same company, Saban Entertainment. One particular broadcast drew a 5 share of the market, representing an massive audience for a morning program.

Based on the series' success, Fox TV has ordered six more shows for the upcoming mid-season; those shows should start airing in June. ■



KARATE INTERNATIONAL MAGAZINE CHANGES OWNERSHIP

CORAL SPRINGS, FL — DeNovo Corporation (NASDAQ: DNOVF) announced that it has concluded the acquisition of a printing and publishing group whose assets include ownership of *Karate International* magazine.

DeNovo acquired 100% of the issued and outstanding stock of Princeton Publishing, Inc., a newly formed holding company on March 29, 1996, in exchange for $1 million in cash. Simultaneously, Princeton acquired the assets of a group of 26-year-old privately-held affiliated companies which publish 12 lifestyle magazines. The assets include fixed assets, intellectual property including trademarks, and contract rights.

Princeton paid $1 million at closing and signed secured notes for an additional $1 million to be paid in 90 days and $5 million to be paid over 10 years.

Included in the assets acquired from Princeton Publishing are focused niche market magazines, which are distributed throughout North America, as well as internationally in France, Italy, Japan and over 30 countries. These titles include *Karate International*, a martial arts magazine edited by veteran jujutsu black belt Michael DePasquale.

Karate International has been published for approximately six years, and is the only current martial arts magazine in the U.S. market using full color as part of its format. ■

INDUSTRY UPDATE

martial arts business news, people, and places

NAPMA ACQUIRES VIDEO AND MUSIC LIBRARY



Martial Arts Communications' Scott Smith

ST. PETERSBURG, FL — The National Association of Professional Martial Artists (NAPMA) has purchased the entire music and video library of Scott Smith's Martial Arts Communications.

Smith, president of Martial Arts Communications, states, "We've strived to raise the standard for martial arts television and video productions. Now, we're receiving offers to move onto bigger, more mainstream projects. NAPMA's clearly the leader in quality management support in our industry and I feel very strongly that our material is in the right hands."

Indeed, NAPMA's emphasis on video training for its 600+ member schools makes this purchase a perfect fit.

Observers say the acquisition of Beta and D2 quality stock video footage is seen as a huge advantage to NAPMA's extension into television and video production. NAPMA recently expanded an entire floor of its office building into a new state-of-the-art digital video production studio.

Included in the asset purchase is a number of generic commercials and promos. According to NAPMA Director John Graden, "We're pleased to be able to expand our services to NAPMA members with the extensive opportunities this footage presents. Scott has always been the Steven Spielberg of martial arts video and we're happy to have acquired virtually every frame he's ever shot." ■

SHO KOSUGI'S NINJAEROBICS

HOLLYWOOD — Atlantic Syndication Network, Inc. (OTC Bulletin Board: ASNI), announced the signing of an agreement with International Cable Channel Network (ICN) to air a 30-minute weekly television show called *Sho Kosugi's Self Defense And Ninjaerobics.* Sho Kosugis is recognized worldwide as the man who introduced Ninja to the world in movies such as *Enter the Ninja, Revenge of the Ninja, Ninja 3—The Domination,* and *Pray for Death.*

The unique concept for this weekly half-hour show combining self-defense with aerobic exercise is created and produced by Sho Kosugi and Atlantic Syndication Network. The concept of NINJAEROBICS is the combination of aerobics and self-defense techniques. Segments include a fun workout with Sho and six beautiful women in exotic costumes who demonstrate how to move and defend yourself while getting in shape.

Each show features a visit to Japan, China, Korea and other countries in the Orient with visits to masters from different styles of martial arts. In one segment of the show THINK SAFE, Sho and the audience responds or reacts in a threatening situation where self-defense is required.

ASNI President and CEO Kent Wyatt says, "There is a tremendous demand for a show of this type, and Mr. Kosugi, aka 'The Ninja,' is clearly recognized worldwide as an expert and outstanding instructor."

A Quote of Note: "It was getting so bad with the small chidren," Hulleman said. "They would watch 'Teenage Mutant Ninja Turtles' or 'Power Rangers,' and afterwards they're karate-chopping their friends."

—BETTY HULLEMAN, one of the first people to test an experimental television computer chip designed to filter out violent and sexually explicit programs.

Controversial Ultimate Fighting Challenge Continues Upward Trend

Event	Date	Total Buys	Avg. Ticket	Gross Revenue	SEG Rev.@ 40% of Gross	Est. SEG Marketing Exp.	Profit/(Loss)
		(000)		(000)	(000)	(000)	(000)
UFC I	11/12/93	80	$14.95	$1,196	$478	$575	$(97)
UFC II	03/11/94	100	14.95	1,495	598	590	8
UFC III	09/09/94	120	14.95	1,794	718	605	113
UFC IV	12/16/94	190	19.95	3,411*	1,364	620	744
UFC VII	9/95	200	19.95	3,990	1,596	250	1,346
UFC VIII	11/95	180	19.95	3,591	1,436	250	1,186
Ultimate Ultimate	12/16/95	250	$24.95	62,375	2,495	350	2,145

*Gross revenue calculated using 171,000 orders due to refunds for an estimated 10% of total purchases. Source: 1994-Paul Kagan Associates, Inc., 1995-Campbell McLaren, V.P. Original Programming Semaphore Entertainment Group

INDUSTRY UPDATE

martial arts business news, people, and places



WILCOXEN TO CARRY TORCH

ALTUS, OKLAHOMA — Martial Artist Eddie Wilcoxen has been selected as an official Olympic Torch bearer for 1996. A fifth degree Black Belt with Joe Lewis, Wilcoxen is a full-time Martial Arts instructor at Wilcoxen's Academy in Altus, Oklahoma, and Vernon, Texas.

Wilcoxen was proclaimed an "Olympic Community Hero" by the Atlanta Committee for the Olympic Games and was cited as a "role model for America's youth." Wilcoxen and his students have raised tens of thousands of dollars for the United Way and other charities. Through his work with the Kiwanis Club, Wilcoxen was instrumental in forming a youth community service club with more than 600 members.

The Olympic flame was kindled by the rays of the sun at Mount Olympus in Greece, and will travel all the way to Atlanta, Georgia for the start of the 1996 Olympic Games. Wilcoxen will be one of the torch bearers as the Olympic flame travels across Oklahoma in May. ■

JACKIE CHAN HITS NUMBER ONE!

LOS ANGELES, CA — *Rumble in the Bronx*, the martial arts film starring Hong Kong star Jackie Chan, knocked *Broken Arrow* from the top of the box office by grossing $10 million in its weekend debut.

In its second week, *Rumble* dropped to a respectable forth place after its first week in release. It is a remarkable performance given the excessive budgets and star power of the films Chan competed against.

This was Chan's third attempt at cracking the lucrative domestic film market, after two misfires (1980's *The Big Brawl* and 1985's *The Protector*). Chan is one of the world's biggest film stars, and only now will be a recognizable name to North American audiences.



New Line Cinema, *Rumble's* American distributor, produced last year's surprise martial arts box-office hit, *Mortal Kombat*. The company reportedly plans to release at least two more Jackie Chan films here in the future. ■

JOHN COROCRAN PENS FOR MICROSOFT



LOS ANGELES, CA — Premier martial arts journalist and Senior Editor for this publication, John Corcoran, has just completed writing the martial arts entry for the *Microsoft Encarta Encyclopedia* on CD Rom.

With 23,000 entries, many penned by eminent authorities of their fields, Encarta is considered the foremost general interest electronic encyclopedia available today.

"Being chosen by Microsoft to write the entry is an impressive academic credit for me," Corcoran says, "but more importantly it will have the far-reaching benefit for our industry of being read by perhaps millions of mainstream readers and researchers."

In 1985, Corcoran wrote the martial arts entry for *The World Book Encyclopedia*, which is consulted by more young people than any other encyclopedia in print. ■

THREE R'S SEMINAR IS STEADY SELL OUT

NATIONWIDE — Each of Three R's Seminars has sold out so far in advance that a second day has been scheduled for each event. The second day has also sold out for each month.

School owners interested in attending these events should make reservations well in advance for the city nearest them. See the back cover of this issue for schedule information.

IN PART TWO OF OUR SERIES, WE INTERVIEW CENTURY CEO MIKE DILLARD — THE MICHAEL EISNER OF MARTIAL ARTS

A Century On Top

PART II

Walking around the Century warehouse and office in his "Walker, Texas Ranger" T-Shirt, Century Founder and CEO Mike Dillard is hardly distinguishable from his hundreds of employees. He smiles and says, "Hi" to everyone and they seem to respond with more than a canned return smile for the boss.

Mike Dillard doesn't try to seem like, "just one of the guys"; he is one.

Dillard is a blood–n–guts black belt and will be to the end. It's the spirit of the arts that drives him and forms the foundation of his success. But don't be fooled by the casual T-shirt, blue jeans and the pick-up truck parked outside (his formula one racing car is at home). Mike Dillard is the single most successful martial arts entrepreneur outside of the entertainment field. In fact, Mike Dillard is to the martial arts what Disney Chairman Michael Eisner is to entertainment. Both executives dominate their respective industries.

In preparing for this landmark interview, I did a little digging and found a January 10th article in *The Daily Oklahoman* newspaper that reads:,

"The Waterford office complex was sold to a local investor group Tuesday for $13.5 million, one of the buyers said Tuesday.

"The buyer was Waterford Properties L.L.C., whose principal member is Sheryl Dillard, wife of L. Michael Dillard, who owns the rapidly-growing martial arts manufacturer Century Martial Arts Supply."

This guy is the real deal.

According to martial arts veteran Chris Pollman, a friend of Dillards since B.C. (Before Century), "Mike has surrounded himself with very good people and taught them how to not only become leaders, but to also teach others how to lead. His philosophy is to find someone who can do the job he is doing 80% as well as Mike can do it and then let them do it."



"Then Mike will start something else, putting 100% effort into it. When he finds someone that can do that job 80% as good as he is doing it, he lets that person have the job and goes on to the next project. Mike always plays the game from the back room. He has no need or want for public adulation."

interview by john graden

Indeed, this is his first magazine interview and, as you'll discover, Mike Dillard gives an honest — sometimes brutally honest — account of his story and Century's place in the industry.

MARTIAL ARTS PROFESSIONAL: *Were you ever a school owner?*

MIKE DILLARD: I spent more time teaching for other people than owning my own schools. I took my first karate lesson in 1969. I fought my last tournament fight in 1991.

I was kind of going around, fighting in tournaments. That was about the time that people first started getting paid to fight a little bit. As I think you probably remember, John, the pay was not much.

I was working my way through college teaching martial arts and I thought I should at least give my chosen degree field, which was accounting, an opportunity. I went to work for Transworld Drilling Company. They sent me around the world with offshore rigs. The martial arts was kind of handy, especially when you had to deal with a lot of ornery rig hands.

Frankly, I became a star with some of the managers because I didn't have to put up with as much crap as your usual accountant. Anyway, I moved to Korea and lived there for a short time.

MA PRO: *Did you study martial arts in Korea?*

DILLARD: Yeah. I had already studied for a long time. I started martial arts in college. I finished college teaching [martial arts].

MA PRO: *What year was this?*

DILLARD: Oh, 1975 or so, [maybe] 1976. Like most black belts at the time, I worked in bars at night and taught martial arts in the evening, and then I sold a few uniforms in the daytime.

MA PRO: *When did you form Century as an actual corporation?*

DILLARD: Well, I think we incorporated in 1978, although I did sell uniforms for a couple years before that. You start the business and then you find out maybe this should be a corporation.

MA PRO: *Yeah, I understand you were working out of the back of a car trunk, like Phil Knight [the founder of] of Nike did.*

DILLARD: Oh yeah, that was me. I'd drive to Atlanta [for a tournament] and set up a table and sell uniforms. I'd have a friend watch the table while I went to fight. If I won the fight, that was great; and if I won enough of them, I got some money.



Mike Dillard, an active black belt, takes a hands on approach to product testing.

But, I frequently slept in the van with all the uniforms, drove 17 hours, fought for three minutes, lost, turned around and drove back. I think you've probably done that kind of stuff.

MA PRO: *I'm trying to forget.*

DILLARD: I drove back from Kansas once with half my face paralyzed and it was two years before I had any feeling on one side of my mouth. I couldn't afford a doctor there, but I had one here I knew that was a student. It was just a nerve thing that still gives me trouble.

I've had 29 broken bones [altogether]. Not all of those are from karate; some were from just being a klutz.

MA PRO: *What was the state of the company at the time?*

DILLARD: I moved back here with my parents and worked out of the garage. If my mother didn't feed me, I would have starved to death then. I had this idea to make a better uniform. There was another company making a uniform that had bell bottoms and a lace-up rear. The owner was Mike Anderson. Do you know him?

MA PRO: *Very well.*

DILLARD: Mike came to me with some uniforms. He said, "You seem to know something about these uniforms. Why don't you do that and I'll pay you?" I worked over his uniform and he didn't pay me, so I made my own uniform. So then I found a guy in Kansas City that said he would make them for me.

I went to *Black Belt* magazine and told them, "I'm going to do these full-color ads and all this. Every time I get a check for $30.00 I'm going to send you ten, I'm going to keep ten, and I'll send ten to this guy in Kansas City for making the uniforms."

Their guy said, "Great, except we aren't going to do this crap on credit." I said, "We've already been burned by Anderson."

Finally, I got that guy to let me send him a couple hundred dollars, I think.

Unfortunately, the first bad news call I got was from Kansas City. They said, "We're not going to make any more [uniforms], because they cost more to make than we thought they did."

"Okay," I replied, "I'll pay you more money."

The second bad news call from them was, "We think you are going to make all the money and not us, so we are going to make them ourselves and sell them ourselves." Then [finally] it was, "We are not going to make them for you at any price."

You know, I was still working. You don't quit your day job. I got some [sewing] machines set up and hired some ladies [to make uniforms]. Three of those ladies still work for me today.

We started off with four people and got up to ten or fifteen. Our sales the first year after we incorporated were $125,000. Those other

Continued on page 21

years were more like $40,000, if I remember. I think the first year was $20,000.

Anyhow, we started trying to find out how to make these uniforms. That was really hard.

I knew that our pants were longer, and I came up with old photographs of some guys in the short pants, you know, the old "high-water" pants. The only one I had to pose for my ad was Pat Burleson, who did the ad for virtually nothing. [But] he had on a pair of long pants so we had to air brush them short.

MA PRO: *So you had four employees, did $125,000 the first year. How many employees do you have this year?*

DILLARD: I don't know how many employees it took to do $125,000. I just happen to remember the first tax return I signed that said Century was something like $125,000.

I can tell you this, for all the heat we get about [selling our products in] sporting goods stores, those sales are probably the second largest [martial arts company] in the world.

I hope that these new products Gary is developing, which won't be sold in sporting goods stores, will be a solution to some of the problems there.

Other than that, if you come up with the answer, let me know. We want one. We don't know. We probably made a mistake. We would have gone out and showed it under another name. It would have been sold as Chuck Norris stuff instead of Century. Who knew; and what can we do now?

So anyway, Century grows a little bit. ■



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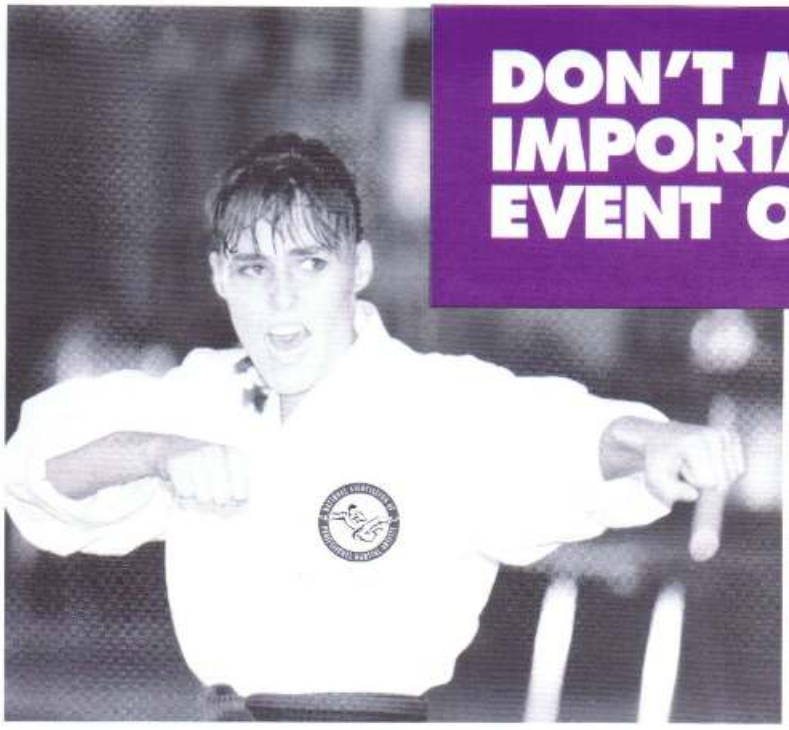
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TAPE TWO: This tape introduces drills from the Filipino Martial Arts (KALI) which translate effectively into empty hand techniques because the motion of weapons transposes naturally to empty hand techniques.

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This "first of its kind" convention is formatted to give you a wide range of choices to help you get the specific inside marketing, training, and administration tips you need to know which allow you to implement these techniques immediately in your school.

You'll get a dynamic workout Friday night, a full day of sessions with the pros on Saturday, followed by a relaxing evening at our banquet on Saturday night. We round out the convention with a busy Sunday packed with seminars, training, and more fun! It's a can't miss event!

All this, held in the world's most popular family vacation destination, (Just 15 minutes from Disney World) make the NAPMA convention the martial arts event of the year! It's the ideal event for your entire staff, and the perfect location for bringing the family along.

CONVENTION SCHEDULE

Friday night

Cardio-Karate™ workout with Jim Graden.
Kick off the weekend with a 45 minute Cardio-Karate™ workout with the former world heavyweight champion.
Reception by pool

Saturday

	MANAGEMENT Track 1	INSTRUCTORS Track 2	SELLING Track 3
9am	Laws Every Owner Must Know	Making Kata Fun	How to Teach an Introductory Course
10am	How to Become a Martial Arts Star in Your Town	Don't Get Sued! Liability in Class	Improving Your Enrollment Conference
11am	How I Went from 0-300 Students in One Year	How to Install a Tai Chi Program in Your School	Double Your Retail Sales
1:30pm	Tax Issues for School Owners	How to Start a Rape Prevention Program	Improving Your Renewal Conference
2:30pm	How to Create the Perfect Schedule	How to Defeat the Bully Without Fighting	How to Overcome Objections In The Enrollment Conference
3:30pm	How to Run a Successful Open House	How to Motivate Children	Your Most Efficient Staff Member Using Your Computer
6pm	Banquet		

Sunday

10am	Retail Sales Planning for Higher Profits
11am	How to Achieve Long Term Success Without Selling Out
1:30pm	How to Drastically Increase Profits with a Cardio-Karate™ Program
2pm	Teaching Real Self Defense Without Losing Your Students
3pm	How to Design Ads to Make the Phone Ring and the Door Swing

Co-Sponsored by: Century Martial Arts and IFC/Easy Pay

Only $149 per person!
Includes banquet, Cardio-Karate workout and access to all sessions.

Deadline for Registration is May 24th. Don't Delay!

Register By Phone

Call (800) 973-6734

Advanced Registration Only
Only $149 per person
(NAPMA Members and IFC Clients)

Non-NAPMA Members welcome
Only $199 per person

Registration includes one banquet dinner ticket. (Additional banquet tickets can be purchased for $25 each.)

Vendors

Vendors booth w/one table **$900**
Note: Only ten booth spaces are available. So reserve your company's space now.

Special Hotel Rates for attendees

Only $89 per night • Orlando Marriott
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WHO SHOULD ATTEND THIS CONVENTION?

Martial Arts:

School Owners • Instructors • Admissions Directors • Student Managers,
And anyone else interested in achieving martial arts success without selling out.

Here's Your Invitation To Growing Professional M

NAPMA



As martial artists, most of us didn't decide to get into the martial arts business because we thought it was a quick way to get rich.

We chose this life because we love to teach and we love to train. However, the reality is that a Martial Arts School is a business, and you can't make it in this highly competitive business without growing revenues, without new students, and without constantly marketing and prospecting to make your school grow.

We understand that school owners want to focus their time and attention on the students, not on marketing. That's why the National Association of Professional Martial Artists (NAPMA) was formed.

"I have run successful martial arts schools for over thirty years now. After viewing the NAPMA material, it looks like an old dog can learn a few new tricks. I'm joining today."
JIM HARRISON
—American Karate Legend

NAPMA has put together a powerful team of marketing professionals to give school owners affordable access to proven, quality marketing and advertising materials that would normally be out of reach for most small to medium sized businesses.

The response has been absolutely phenomenal! Why? Because each month NAPMA provides you and your school with the professional marketing, advertising, and operational materials to make your school grow faster than you ever dreamed possible. This allows you to focus on the area that motivated you to open a school in the first place; teaching Martial Arts. NAPMA was designed from the ground up to be so affordable that any school could afford to participate. Besides, the program is set up to pay for itself by adding just TWO new students! And the whole program is backed by NAPMA's unconditional money-back guarantee! But these are just part of the reasons why NAPMA is experiencing this incredible growth; if the program didn't work, it wouldn't continue to grow.

Why NAPMA Works

Since NAPMA launched, back in January 1995, over 500 schools have signed on and are already enjoying the benefits and advantages of the latest in innovative martial arts marketing, teaching and business education. NAPMA membership gives your school a major advantage over your competition by helping you retain more students, sign up more new students, and become more successful WITHOUT selling out!

Monthly Marketing Muscle

As a NAPMA Professional member, We'll supply you with everything you need to help make your school a success, including:



Pre-designed camera ready ads that get results!

NAPMA has contracted a team of professional design experts to provide you with the most powerful ad campaigns our industry has ever seen, all camera-ready, and designed to get results fast! For instance, Terry Bryan's school in Colorado Springs, Colorado enrolled over 70 students from our special NAPMA promotional tie-in with the Power Ranger film in theatres. Our marketing strategies get results, and we do all the design, copy, and research work for you, leaving you free to concentrate on providing quality training.



National Black Belt Club Renewal Program

It's no secret that in the past some Black Belt Clubs were used as a way for students to "pay" for black belt status without earning one. This is absolutely not the case with NAPMA and our program is set up entirely different. Our National Black Belt Club is designed to help you, the school owner, attract and retain quality students though their commitment to reaching Black Belt Status the right way; through hard work and discipline.



Join The Nation's Fastest Martial Arts Association

NAPMA



The National Black Belt Club is the perfect system for generating a steady monthly source of highly profitable renewals and should account for 60% of your tuition income while having a huge effect on the atmosphere and energy in your school. NAPMA provides you with all the flyers, brochures, patches, certificates, posters and most of all, national affiliation for your Black Belt Club students.

Video Training Seminars for Your Staff

NAPMA members nationwide say that this is the most valuable tool they have ever used to educate and motivate their staff. Imagine the benefits of exposing your staff to the most successful martial artists in the industry; sharing their drills, their business strategies for success, and their experiences. Our monthly video training provides you with three 20 minute seminars targeted to a specific area of the school: Instructor training, office training, and owner training.



Professional Designation

Only NAPMA member schools receive the authorization to use the designation, "Member: National Association of Professional Martial Artists" on their marketing materials, ads, business cards letterhead, and even



on the school itself. This designation shows your affiliation with a nationally recognized professional organization and speaks volumes to the public about your commitment, integrity, and concern for your school and your students. NAPMA schools uphold the highest ethical and safety standards in the business and it's our intention to inform the public of the benefits of patronizing NAPMA member schools.

Networking: We've found that NAPMA member schools want to help each other succeed. Many school owners find this an invaluable resource; the ability to instantly have a common bond with another member school and to interact on a variety of issues, techniques, and challenges all school face in today's marketplace.

Toll-Free Consulting Hotline

The NAPMA hotline is there as your link to getting the most from



the NAPMA program material, videos, Black Belt Club program, and all aspects of NAPMA membership. School owners have told us time and time again, how important this toll-free access is.

Cutting Edge Developments:

Possibly one of the true milestones in the martial arts industry is the development of the "No Intro Tour." Imagine enrolling a new student after only 15 minutes. NAPMA members were some of the first in the country to learn this extremely effective method of enrolling new students.

"In my first month with NAPMA, I enrolled 10 students into the National Black Belt Club. Thank you!"
—SCOTT ASHLEY KARATE Kickboxing Athletic League

As a NAPMA Professional member you will have the opportunity to implement many of the latest, cutting-edge marketing strategies months before your competition even knows what hit them.

Many of these brilliant strategies and new products are more powerful and even more profitable than you can imagine. We make sure our members always get the competitive marketing edge.

In-House Promotional Events

These can be very lucrative (potentially generating thousands of dollars in additional monthly profits) and easy to produce. We'll provide you with step-by-step instructions, plus ready-made ads and flyers for super successful in-house promotions for student retention and additional profits.

continued on back

"I have seen the future and the future is NAPMA."
— JOHN CORCORAN
Author, Martial Arts Sourcebook

"John Graden has the best material on running a successful school."
—JEFF SMITH
6 schools, 2800 students

"A sign of greatness is when someone does something that doesn't remind you of anyone else. John Graden has a great ability to communicate how to take total charge of your success. His landmark program will set the standard for high caliber schools."
— JOE LEWIS
American Karate legend

"John Graden is the Bruce Lee of martial arts business education"
— ROBERT FERGUSON
Publisher Martial Arts Gazette

Don't Let Your Competition Get The Upper Hand, Enroll Today!

Professional Certification Seminars

Our NAPMA Professional Certification Seminars allow you and your staff the opportunity to be certified as Professional Instructors and School Directors, complete with certificate suitable for framing. This recognition and motivation is another way to build your students confidence and show your students you're commitment to helping them achieve their goals.

NAPMA Membership

NAPMA Professional Membership includes a monthly support program that provides you with:

- A three-part video seminar each month
- Camera ready advertisements that get quick results
- Proven Retention techniques and strategies
- Pre-designed marketing campaigns
- Authorization to use the NAPMA member designation on your printed materials
- In-house NAPMA sponsored promotions for student retention and profit
- The National Black Belt Club
- Travel Discounts
- Toll-free consulting hotline to help you get the most from the material and much, much more..

That's really just a sampling of the benefits of NAPMA's Professional Membership.

We made NAPMA affordable for every school

NAPMA membership is an ongoing monthly subscription at $99 (+$3 shipping). There are no contracts and you can cancel at any time. If NAPMA helps you enroll just two more students and they stay in class, your yearly membership is paid for by their tuition. That's not two students per month; that just two students period! That's only $23 per week for all of the value of the NAPMA Professional membership.

NAPMA Start Up Kit

The NAPMA Start Up Kit includes a sample month's material plus two bonus books:

Bonus #1 THE BLACK BELT MANAGEMENT MANUAL

This 320 page, fully illustrated guidebook to success is considered to be the best book ever written on the subject.

Bonus #2 THE NAPMA REPORT BOOK

This control book is designed with the retention, statistical and enrollment forms needed to interface your school with the NAPMA program.

The NAPMA Start-up Kit is only $99 plus $10 shipping and handling.

How To Get Started

Take the first step and give us a call at 1 (800) 9-SENSEI (973-6734). For your convenience we accept VISA, MasterCard, and American Express. Call today and order our Start-up Kit and enroll—before your competition does.

Money Back Guarantee!

We are so confident in our program, and so many schools have had such resounding success with our program, that we extend a full 30-DAY MONEY BACK GUARANTEE from receipt of your Start-up Kit.

Run the ads, watch the tapes, read the material and learn all you can. If you don't agree that your school will benefit from NAPMA membership (at $3.25 a day), then return our package for a full refund.

NAPMA

HOME OF THE NATIONAL BLACKBELT CLUB

National Association Of
Professional Martial Artists

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LETTERS TO THE EDITOR

feedback from our readers

CONGRATULATIONS! Great job on the launch of your new magazine.

After wrestling with this issue, I have to agree that the UFC-type events are not good for the martial arts. Although I applaud Gracie Ju-Jitsu, Art Davie's WOW Productions, and SEG for a brilliant marketing campaign, and certainly for attracting a large viewership, as a representative of the martial arts industry I have to believe that these events will only frighten people away from enrollment in martial arts programs, which is contrary to our ultimate goal.

Although they have the right to market martial arts in any way they choose, to me it's just a big brawl. The UFC shows nothing of the positive aspects inherent in the martial arts.

By the way, we've already received a nomination for NAPMA to win an Award of Excellence at our annual awards of excellence Dinner Banquet in October in New York.

RONNIE SMITH
Martial Arts Marketers Association (MAMA)

THANK YOU FOR sending me your premier issue of *Martial Arts Professional*. Your quality and content was very impressive. I believe it will provide helpful information for the martial arts school owner.

Like you, the WMAC Masters believe strongly in what martial arts can do for children. I personally believe that if every child in our country had an opportunity to receive quality martial arts instruction we would be a happier and more peaceful society.

I get interviewed frequently by reporters and I can say first hand, the general public believes martial arts is a violent sport. Reporters, who you would think would be more knowledgeable about something that is over 2,000 years old, only know martial arts as kicking and punching.

I read your article on the UFC, and their statement that their kind of martial arts is practiced in every martial arts schools in America. It made me very angry. We are bringing it to *Good Morning America's* attention that UFC fighting is not what real martial arts training is about. I hope to get on the air with the WMAC Masters to dispute this fact. If I do, I will let you know. If we all work together we can change the face of the industry. Kids don't have much else.

Thank you for taking the time to read my thoughts.

CARLIN WEST
Executive Vice President
World Martial Arts Productions, Inc.

CONGRATULATIONS ON the publication of your magazine. It's great to have a martial artist of your caliber teaching us how to be more successful.

DON "The Dragon" WILSON
Los Angeles, CA

CONGRATULATIONS on a *great* first issue of *Martial Arts Professional*. The articles and features were the best I've seen in this industry. In fact, the magazine has set a new standard for martial arts publications!

Your magazine has also proven to be the best source of advertising we have ever used. We received over twice as many inquiry calls from our ad in your magazine than from any other publication. I look forward to the next issue.

LARRY W. DOKE
President, IFC/EasyPay



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master piece

Fred Degerberg

One glance at Fred Degerberg's amazing statistics is all it takes to realize he has a very unusual school. We thought you would enjoy these insights into the unique evolution of one the most interesting and successful schools in the country.

School Name:

Then:	*1950's*	*Freddy's Basement*
	1960's	*The Way of the White Tiger*
	1970's	*Bushido Fighting Society*
	1980's	*Degerberg Academy of Martial Arts and Fitness*
Today:	*1990*	*Degerberg Academy of Martial Arts*

Founders:
Fred and Katie Degerberg

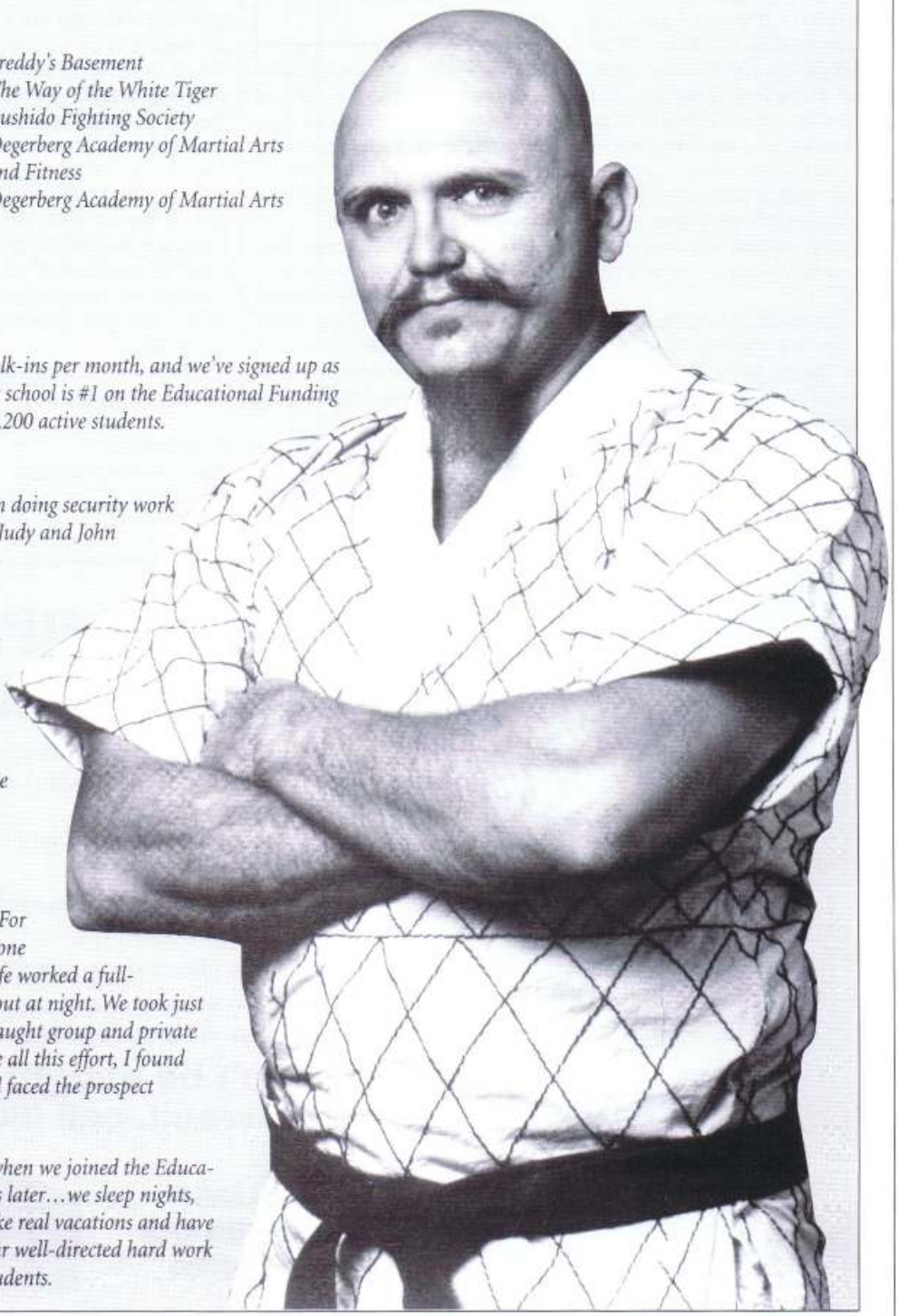
Current Stats:
We average 200+ phone calls and walk-ins per month, and we've signed up as many as 91 students in 30-days. Our school is #1 on the Educational Funding All Star List and we currently have 1,200 active students.

Founding Capital and its Source:
We started with $3,500 I earned from doing security work and from teaching private lessons to Judy and John Belushi.

Press Startup Need:
I needed to find a LARGE and cheap place to rent. After I found the space I had to have the old tenant evicted by the sheriff department. (He hadn't paid rent for a year.) Luckily my Uncle was in charge of the eviction division.

Creative Solution:
The building (an old movie theater) needed everything done or re-done. For example, to paint the second floor alone required 110 gallons of paint. My wife worked a full-time job during the day and helped out at night. We took just one day off a month. I worked and taught group and private classes for the next five years. Despite all this effort, I found myself $150,000 in debt by 1988 and faced the prospect of going to jail for back taxes.

Things really turned around for us when we joined the Educational Funding Company. Now years later…we sleep nights, own our own home and two cars, take real vacations and have one hell of a Martial Arts School. Our well-directed hard work took our school from 200 to 1,200 students.



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"Thank you for the terrific idea of Achievement Patches. ... Our teaching staff has noticed a big difference and great improvement in our students. This is definitely one of the best things that motivates the students to excel" ***Dora Burton - United Martial Arts, Seal Beach, CA***

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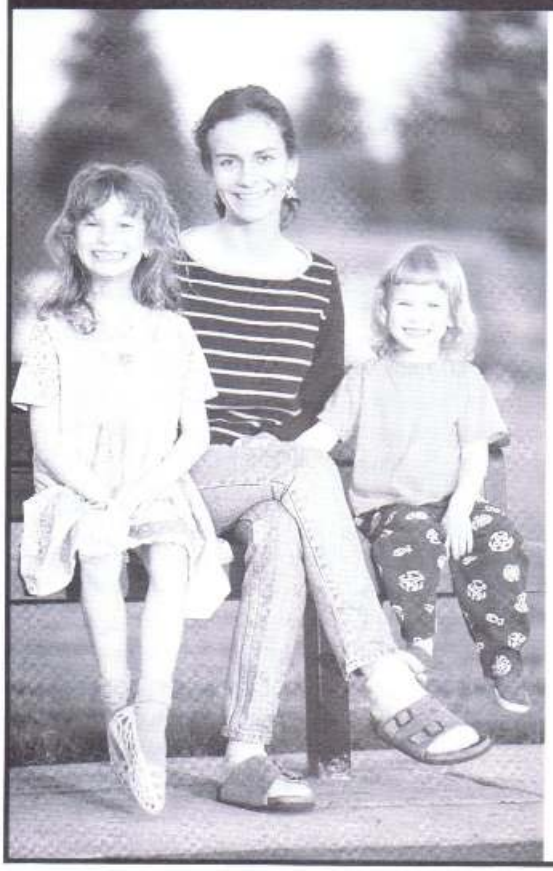
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THE SEVEN LAWS OF SUCCESS WITHOUT SELLING OUT

PART I

the law of positive retention

IN PART ONE OF THIS series, John Graden will share with you the results of his organization's decade-long study of successful schools throughout the United States. In order to qualify for this study, the schools had to produce great black belts and the owner of the school had to earn a personal income of at least $100,000 or more.

Schools were studied from coast to coast. It was found conclusively that, regardless of the martial arts style taught at each school and regardless of its location, there were certain consistent key elements that were always in place in each successful school.

NAPMA has converted these critical points into "The Seven Laws of Success Without Selling Out," must reading, we feel, for those who aspire to the highest standards of professionalism.

The law of positive retention says simply, if you have as many students going out the back door as you do coming in the front door, then you are doomed to a life of martial arts mediocrity.

A school that starts with 100 students on January 1st and then over the course of the year enrolls another 100 students, has a positive retention if it has more than 100 students at the end of the year. It is flat if it only has 100 students and it has negative retention if it ends up with less than 100.



We all agree that martial arts is good for people and the community. The more people learning and living the principles of respect, self-control and discipline, the better for everyone. With that in mind we have to ask ourselves: If martial arts is so good for people, why aren't more people involved?

We know a lot of people enroll in lessons. The question is, "Why don't they stay with it?" Furthermore, we must ask, "Why do we drive them off? Why do more than half of the students that begin training drop out within the first year?" If, as we state in our ads, "You will learn confidence, self-control and self-discipline," why aren't more people sticking around to reach that point?

Let's reframe the question: "What can we do with our program to help our students feel more comfortable with its demands?"

First, let's recognize that people are busy and have an incredible number of choices demanding their time and attention. In the case of an adult student, work, family and social activities all beckon. For kids, the choices are endless. For their parents, the financial demands of the kids combined with the stress of being the house taxi to and from every activity including martial arts classes, makes the elimination of one of those stresses very inviting.

As martial arts professionals, we are under great pressure to continually motivate the students to stay involved and resist the temptations to move onto another activity that may be more enjoyable or that they feel they are better at.

Remember, most of our instructors learned in the military from instructors who really didn't want to teach them anyway. That type of "dungeon dojo" atmosphere was used by tough, highly disciplined adults while teaching other tough, highly disciplined students. They were not designed for eight-year-old kids or moms who haven't exercised in 20 years because they've been raising a family. Or, most of all, they were not designed for time-stressed people who have a full menu of other activities to choose from.

Just because we were raised in a "dungeon" doesn't mean that that was the right way to teach. How many of your classmates are still in the arts? I would guess very few. Those of us who are still around have to make some realizations in order to keep our schools open.

Realization #1: Just because my instructor taught me this way doesn't make it right.

Naturally, like emulating our instructor's sidekick, there is a tendency for us to emulate their teaching style too. But logic tells us that, judging by the number of students who stuck with our teachers, their teaching style may not be the best method to inspire people to stay. Just because we liked it doesn't mean it's the best way to teach. In order to create positive retention, we must study great leaders and instructors who have positive retention instead of emulating someone who didn't or doesn't.

Realization #2. What I like may not be what the general public likes.

There is a tendency for us to create programs, curriculums and even school designs based upon what we ourselves enjoy. A classic example is a popular advertisement portraying a black belt kicking another black belt in the head. As black belts, we look at the quality of the kick and instinctively connect with the photo because we know how satisfying it is to wrap a kick around someone's head. But the reality is that the general public doesn't see themselves as the kicker. They see themselves as the person kicked.

We are the rare breed of martial artist who trained all hours of the day and night and were subjected to rigorous, sometimes cruel training. The fact that we're still training tells you something about us. We liked it. The fact that we're the only ones left from our classes should tell you something equally as important, no one else did!

Realization #3. My program and teaching style should build strong character, not eliminate the weak ones.

James Michener, in his book, *Sports in America*, said that "Little league baseball doesn't build strong character, it simply eliminates the weak ones." When I read that, I thought that it was a perfect description of the martial arts school I was raised in. That's not to say my instructors were bad people. They were great people and super teachers—for people like me.

However, they were simply teaching us the way that they were taught by their instructors. This multi-generational cycle of "only the strong survive" was great for me (and my brothers, I might add). But it wasn't so great for the majority of other students who weren't as determined as us, or as willing to subject themselves to the subordinations and humiliations prevalent in the martial arts schools of the 1970's. The result was, they dropped out.

In essence, many people around the country who could have really enjoyed martial arts and benefitted from the programs have been turned off by all the extra abuse and baggage the rest of us thought was fun.

The Law Of Positive Retention is not a law of making money. The Law Of Positive Retention is a law of a better society. The more people involved in good, solid, value-based martial arts training, the better for all of us.

A good program, in addition to teaching solid self-defense and technique, will teach self-discipline, courtesy, real respect (not, bow to me or I'll bash you), and self-control. Our society could only benefit from having more and more citizens learning these strong tenets and applying them to everyday living.

Next Issue: In part two, we'll give you the tools to create positive retention for your school. ■



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OPINION

SQUARE OFF

Q. Should your school accept advance payments (cash outs) from students?

By John C. Graybeal

PRO CASH OUTS



There are several advantages for having the student pay in full for his/her training, most importantly gaining a commitment to the martial arts. Commitment is the key to effectively teaching your students.

Under a month-to-month tuition program with no financial commitment, instructors work very hard ensuring that each and every student's training is effective. If a school has 100 new students, history shows that within 10 months at least 30 of those students would no longer be training.

Evolving from a monthly program to a course program will see a dramatic improvement in retention. A good staff must be committed to diligent hard work to provide the best martial arts training possible. Now, because they have cashed out their program, there is also a commitment from the student.

That commitment will lead to a 100% retention over the same 10-month period. Not only is the retention stronger, the overall relationship with the students and parents will improve. The respect that the instructors receive will now take on a new meaning. The students and parents now have a vested interest in the foundation for themselves and their children as martial artists.

This type of interaction with members is worth its weight in gold. The instructors avoid the concern about parents not supporting their efforts. No longer will the instructors worry about pushing students to their limits and then quitting. The instructors now concentrate on leading the students and families to higher levels.

Students now see the light at the end of the tunnel. With a predetermined goal in mind, the chances of attaining that goal are dramatically increased.

The financial side is just as positive. By having a 100% retention, a school can reduce its advertising and recruiting staff. A school can concentrate on doing what it does best, empowering students through a complete understanding of the martial arts. Remember that this is money the school has not yet earned. Work with a financial planner and be careful, for there are many schools who have taken money in advance, spent it, and must close down because they have no ongoing revenue. There are several techniques for spending wisely. Take only a portion of the prepaid tuition each month as monthly tuition, or invest the entire amount in mutual funds. By utilizing this valuable technique, a school can grow and produce top-quality martial artists. ■

John C. Graybeal, a martial arts business consultant, teaches at his school in Bloomington, Illinois. John is also working on a novel, "Clear to Engage," and a self-help book, "The Secret Art of Enhancing Children."

By Larry Doke

ANTI CASH OUTS



Years ago I had a mentor who told me, "It's not how much you make that's important, its how much you save." Unfortunately most Americans spend virtually everything they make. As a result, when the "cash-out craze" started, some very successful schools found themselves getting into financial trouble. It's important to understand the hazards of "cashing-out" too many students.

1. Cash-outs increase instructor liability in three ways. First, you've made a promise that your school will be in business the time period for which the student has paid. Second, you've promised to provide classes at times that meet the needs of the student. Third, you've promised to retain the student.

2. Cashing out devalues your tuition dollar. Students will not pay cash for long-term programs unless there is an economic reason for doing so. That means that you have to provide a discount of 20% to 50%.

3. Is cashing out really smart? If you have 250 active students and have cashed out 200 of them, your monthly tuition income is virtually gone. Your school could be in serious financial straits if you have a down turn in new enrollments or new potential cash-outs. Having a steady cash flow of monthly tuition payments is the only way to get through the slow periods. You can imagine the potential liabilities of having to refund 200 cash-outs if your school closes.

All cash-outs should be set aside in a savings account. It should not be spent. You should only withdraw a portion each month equal to the students' tuition. Most cash-out schools sooner or later find themselves in a "get them in–get their money–get them gone" approach to teaching, because they need new paying students instead of cashed-out ones.

Statistics prove that most cashed-out students will quit before the expiration of their enrollment, yet we cash them out anyway. If I take a student's money, knowing that statistically the student will probably drop out of my program, I have been less than honest with my student. I've been paid, but did I really earn the money?

I guess the "big" question is: "Are there any circumstances in which a studio should 'cash-out' their students?" The answer is, yes. However, it must be limited to no more than 20% of your total enrollments and you must be prepared to refund a pro-rata share of the unearned tuition if a student quits. ■

Larry Doke is the President of the IFC/EasyPay tuition billing company with over 800 client schools nationwide.

Do You Agree? We welcome comments and points of view from our readers on these and other subjects of interest to Martial Arts professionals.

martial arts marketing workshop

BE A MARTIAL ARTS STAR IN YOUR TOWN

what's the best way to get media coverage your school?

In the excerpt from his book, "How to Become a Martial Arts Star in Your Town," veteran martial arts journalist John Corcoran gives you the inside scoop on what stories fly and what stories die.

Newsworthy Story Angles For Martial Artists

As martial artists, we are in an exotic and visually dynamic occupation that lends itself to an endless variety of media angles. An "angle" is what your story is based on. Its degree of importance determines the extent of success you will have.

A normal newsworthy angle ranges from a local public demonstration of martial arts to a world title fight. On rare occasions, there is the big-time story, such as an act of heroism in which someone's life was saved or a criminal act was prevented. These usually end up on police reports and the media contacts the "hero" in the course of covering the story. The principle is, when you do something of striking importance the media will call you.

The 8 Areas of Martial Arts Activity

There are actually eight areas of activity in which martial artists are generally involved. They are:

1) Administration (as in holding an office in an organization);
2) Competition; (as in winning a significant title)
3) Media appearances; (as in appearing in a film or TV show)
4) Instruction; (as in teaching a unique class or person)
5) Officiating; (as in officiating a special event)
6) Performing (as in demonstrations);
7) Promoting (tournaments and other martial arts events); and
8) Writing (as in authoring a book).

A press release is justified when you have accomplished something newsworthy in any of these eight categories. Again, the degree of importance of your activity determines the extent of its newsworthiness. And the degree of newsworthiness determines the size and scope of media exposure you achieve.

For example, performing a local demonstration at a shopping mall is not earthshaking news. Normally, a release announcing such an activity will merely be published in the press, if at all. So don't expect reporters to call.



Media exposure works as an indirect endorsement and best of all, it's free.

That same demonstration, however, could be come far more newsworthy if its proceeds, if any, were being donated to charity. And if you've performed for charity functions numerous times, there might be a story angle in your reasons for doing so.

Degree of importance is always a factor. The same distinction is true of winning a world title fight on national television as opposed to taking first place in a local karate tournament. That's why it's important to develop realistic expectations. You can't expect the same amount of coverage for performing a local demonstration that a world kickboxing champion would get for winning or successfully defending his title.

The Value of "Human Interest"

The media are always looking for good human interest stories. In almost all cases, human interest angles will involve your students and those angles are plentiful.

Overcoming obstacles and transformation of character are the two key ingredients for the human interest story angle, and, profoundly, these are also the very foundation of idealistic martial arts instruction. And almost every martial arts instructor I know of has at one time or another—and sometimes in numerous cases—played a key role in a student's human development.

Perhaps you have taught a student who's overcome a physical obstacle. Maybe, through your extra care and concern, you have turned a formerly inferior scholastic student into a superior one. Or you might have transformed a borderline delinquent youth into an upstanding member of society. These are human interest achievements and the media eats them up.

By utilizing these basic principles you can dramatically increase the exposure your school receives from the local media. Media exposure works as an indirect endorsement and best of all, it's free. As you can see, as martial artists we're surrounded by potential stories and news angles. You just have to learn to look for them. ■

SAVED BY THE BELL

what if they say, "I can't afford it." How to handle price objections

By Rick Bell

One of the most uncomfortable moments in a professional martial artist's life is when he or she has to face a potential student and answer objections they have to enrolling. In a perfect world, the potential student would just hand over his enrollment fee without any comment or questions. Unfortunately, enrollments rarely happen that way.

The reason most instructors dread answering objections is because they don't understand what the potential student is really asking and they fear the objection is a sign the person really doesn't want to enroll. But, as you'll discover, that's not true.

Over the next few issues we will discuss some common objections instructors face in enrollment conferences, and give you some practical advice for dealing with them.

The first objection we will cover is when the prospective student tells you that your lessons cost too much.

What does it really mean when someone says your classes are too expensive? Does it mean they can't afford it? Usually not. The cost of martial arts lessons (we'll use $55 per month for this example) is an insignificant expenditure for the average household in America. Fifty five dollars a month represents about 2% of the monthly income of a household. That being the case, cost becomes a weak excuse.

When a potential student says that your lessons cost too much, it means they haven't yet heard the information they need to understand the value of martial arts training. Here are a couple of hard and fast rules every instructor needs to know about parents and adult students:

• The two most important things in the world to parents are their children, and then their money—always in that order. A parent will give up money (their second priority) for their children (their first priority), if they are convinced the expenditure is worthwhile.

• The two most important things in an adult's life, in order of importance are: their safety, and their money. The same rule applies to adult potential students that applies to parents—if you can show them martial arts training is worthwhile, they will enroll.

The procedure for handling price objections is to first clearly understand what specifically about the price is giving the potential student a problem. If the person says to you, "It's just too expensive," you should reply by asking them a two-part question: "What is it about the investment that you're finding a challenge? Is it the initial enrollment fee, or the monthly tuition?"

It may be just the initial enrollment fee that the person can't handle all at once. In that case, you can simply take partial payment on the enrollment fee (maybe half) and delay the balance until next month, or whatever arrangement you can make.

If the potential student says the monthly tuition is too expensive, use the "Feel–Felt–Found" method for assuring them martial arts lessons are a worthwhile investment. The Feel–Felt–Found method works like this: You tell the potential student you understand how he/she feels, others have felt the same way, and those others have found. . .

Here is an example. "I understand how you feel, Mrs. Jones, some of the parents of our best students also felt that way when they first came to us, but they found, as I'm sure you will, that an investment in a martial arts education for their child was one of the best investments they ever made. One way to think of it is like your child's first college education, and then it really becomes quite a bargain, doesn't it?"

For an adult student the reply would go something like this: "I understand how you feel, Ron; in fact, some of our best students felt the same way when they first came to us, but they found the classes to be one of the best investments they ever made in themselves. In fact, the added personal security and peace of mind is certainly worth a small investment every month."



As we noted earlier, knowing the "order of priorities" for both parents and adult students will enable you to speak to each person's highest need. In the case of a child, the reference to martial arts training being a college education will cause the parents to value your training more highly. For an adult student, peace of mind and personal security will matter more to them than money.

Rick Bell is the National Director for IFC/Easy Pay and the developer of the revolutionary No Intro Enrollment Tour. Rick is a marketing specialist and veteran Martial Arts school owner who is considered one of the leading experts on enrollment in the industry today.

Mass-Market Book Project Seeks Photo Contributions From Black Belts

The publishers of an upcoming Martial Arts book are looking for 75-100 photographs to illustrate topics ranging from traditional martial arts to eclectic Americanized adaptations; self-discipline, confidence, etc.; martial sports; weaponry; myths and misconceptions; movies; and informative chapters about Jackie Chan and Bruce Lee.

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