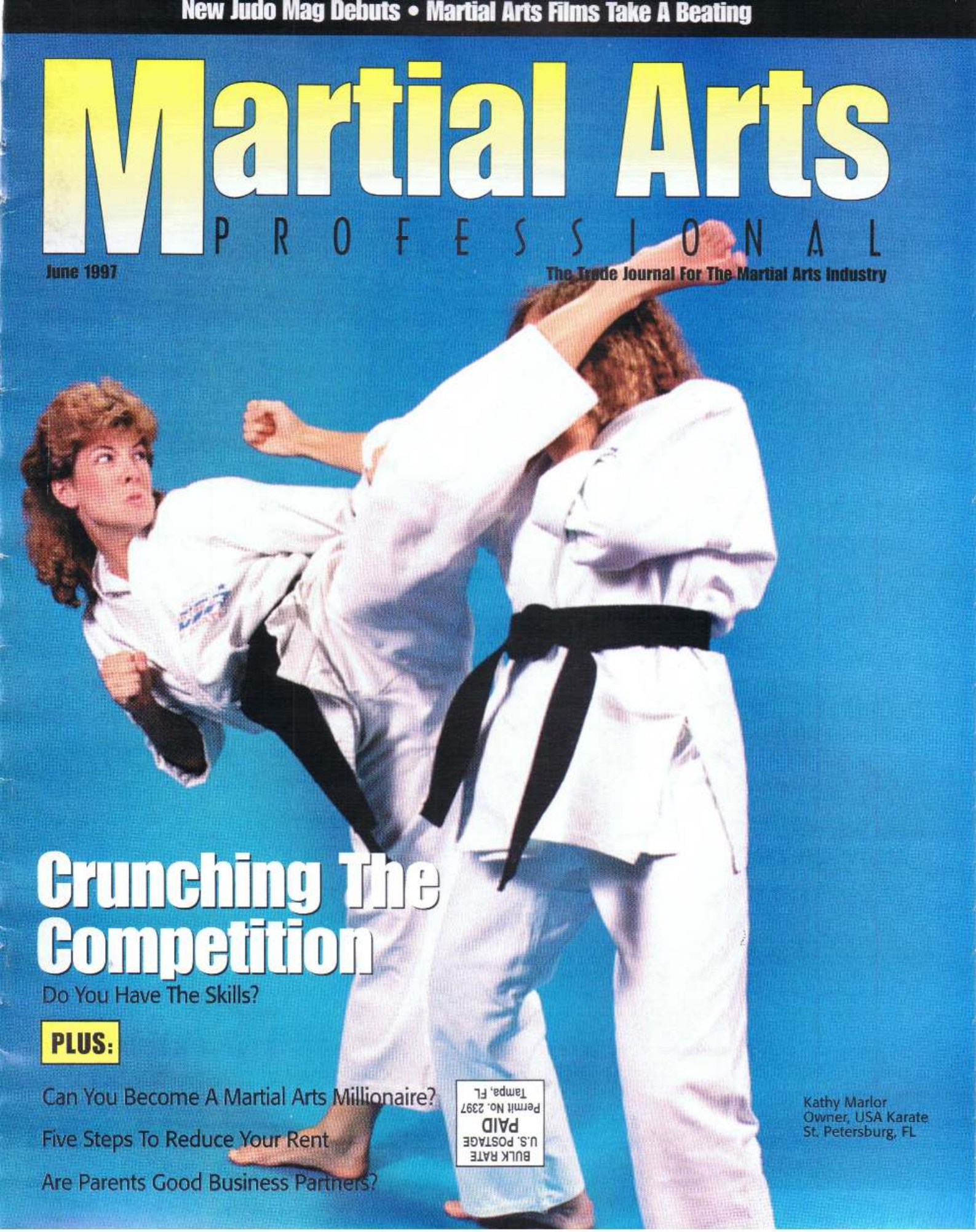
New Judo Mag Debuts • Martial Arts Films Take A Beating

Martial Arts PROFESSIONAL

June 1997

The Trade Journal For The Martial Arts Industry



Crunching The Competition

Do You Have The Skills?

PLUS:

Can You Become A Martial Arts Millionaire?

Five Steps To Reduce Your Rent

Are Parents Good Business Partners?

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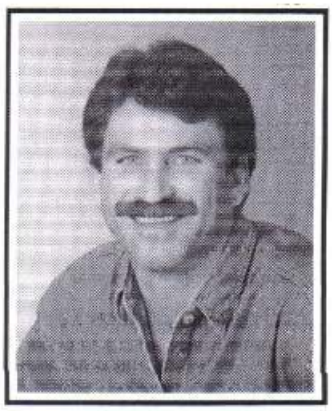
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Isn't it time you discovered the best kept secret in the Martial Arts Industry?

I've Just Got To Get This Off My Chest Before I Explode!!!



How Does a <u>First Degree Black Belt</u> Teach His Instructor To Fill Up His School With New Students <u>And Then Go Open His Own School</u>, And Have It Full In 11 Months?

Let Me Tell You How! If You Do Not Read This Page At Least I've Done My Part.

You see one day this guy comes up to me and says "hey" you are spending all this money every month on ***advertising that gets you about 7 students a month if your lucky****. Then he said* ***if I could show you a way that could spend about 350.00 per month and at least double this*** *with hard work and would eliminate the need for an advertising budget, would you be interested? Well obviously I said yes. I Knew that one newspaper ad cost that, and if I only signed up 15 new students per month, I would generate much more than he was asking and I was already spending about 800 to 1200 per month and only getting 3,4,5, new ones each month. I certainly wasn't scared to work, I'd been busting my tail and not doing jack. Well* ***to make a long story short, they came out, trained us ,installed the system and taught my staff how to close. It was so easy I was extremely surprised! I've got two schools now and this guy has got schools across the country doing the same thing.*** *He gave me a little flyer one day, that is what you are about to read, however I just want to be the first to tell you that you're making a big, big mistake if you don't check into this one. Now that I've got this off my chest, I want you to read the flyer I received from him.*

The martial arts organizations that will survive and be prosperous in today's market are positioned in a manner that is lean and ready to handle the constant change of today's economy. Are you tired of throwing away money on advertising? Do you want **more students**? Do you want to increase your income two or three fold? Would you like us to show you how to do this without any out-of-pocket expense? 'Sound too good to be true? Well, it **is** true, just ask our existing **martial arts clients**. They are so excited, **they did not even want us to disclose** this amazing marketing breakthrough to their competitors. We felt it would be unfair for us to allow that to happen, so we developed a **way to protect each karate school in an area.**

Don't miss out on this. At least give yourself the opportunity to see for yourself how incredible this turn-key program will work in your business. We would be happy to prove what we claim! You owe it to yourself, your family, and your employees to see how this amazing advertising system will give you an almost unfair advantage over your competitors!

The **Lead generation** System is not only extremely effective, it is extremely **cost** effective. Based upon our lease purchase agreement, with **no money down**, you can nearly pay for the system before your first payment is due! Based on the lowest response rate of only 1%, that's 40 qualified prospects a day, and with a conversion rate of only 30%, that is **12 new students a day!!** Imagine the sales growth you can experience when **you are able to <u>spend your time enrolling and teaching</u> and not prospecting!**

WORDS FROM MARTIAL ARTS SCHOOL OWNERS

"I was skeptical at first until I saw it work, and then I couldn't believe it. I totally paid for the cost of this system in the first three weeks of operation after I enrolled 27 new students. Now ***I average about 20 new students each month*** *using the system."*
Steve Townsend- Martial Arts Achievement Academy-Colorado-719-596-7808

I went from 30 students to 240 in one year*, I don't care what anyone says, this is everything they say and 10 times more!*
Kent Bush –American Karate Academy- Dallas Texas 972-723-2100

"I've never seen anything work so well for a ***third of the cost I was spending*** *on advertising."*
Conneticut Martial Arts- Steve Doyon-203-792-1544

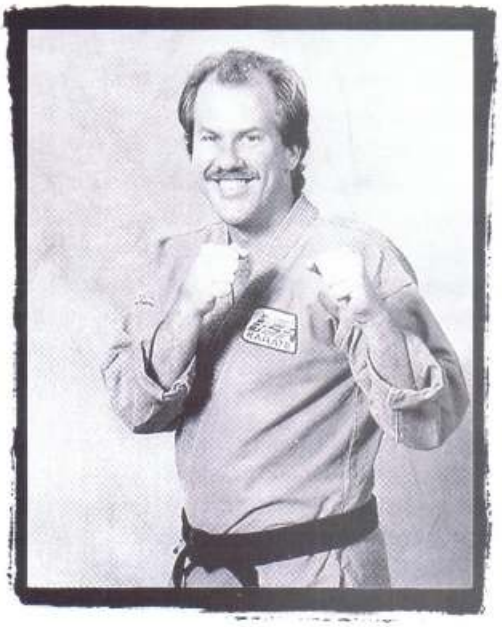
"It's simply ***the best enrollment tool for the cost*** *in the business."*
Success Martial Arts –Durham NC.- Ronald Harris Martial Arts America-919-490-6453

"From the largest academy to the smallest school, the ***Lead generation*** *system by Today's Network Group, Inc., is by far the most cost effective lead generating source for our business in today's market.* ***I signed 44 students in my first 30 days with the Lead generation Advertising System.*** *The only reason I didn't sign more was because I literally couldn't handle more white belts than that with only one other black belt instructor at the time. Once I saw just how useful this technology was in finding customers for my other businesses, I knew that it would be ideal for the martial arts. My new school was filled with students even sooner than my wildest projections. As President of Today's Network Group, I consider it an honor to share the years of research our company has devoted to the* ***Lead generation*** *System with other martial artist like yourself. Please feel free to call me at* ***1-800-932-6382*** *and talk with anyone in our group or request a list of satisfied* ***Lead generation*** *customers in other industries. I'm looking forward to your comments." --- Max Day*

1-800-932-6382
TODAY'S NETWORK GROUP 11999 KATY FREEWAY #500 HOUSTON, TEXAS 77079

AS I SEE IT

letter from the editor



The Millionaire Next Door

I just finished reading—well, actually, "devouring"—one of the most interesting books I have ever read. "The Millionaire Next Door" is a fascinating study that profiles the American millionaire. Of course, when most of us think of millionaires, we think of a lifestyle of high-profile glamor and conspicuous consumption in the tradition of the Donald Trumps of the world.

The truth is, the average millionaire is not much different than the rest of us. Indeed, the average millionaire lives in an average home and drives a used car. He watches every penny and, in many cases, his neighbors nor their families even know he is a millionaire. The most common trait is that millionaires simply live well below their means. How do you think they got to be millionaires?

The most exciting revelation for me was that, based upon this 20-year study, martial arts school owners are great candidates for becoming millionaires. You do not need a high income. You do not need a graduate degree, a law degree nor do you have to be a doctor. In fact, for all high-income earners (those earning at least $100,000 annually) the relationship between education and wealth accumulation is negative. Millionaires are significantly less likely to hold degrees. They typically are "business owners" with "some college," "a four-year college graduate" or "no college."

Wealth is blind. It doesn't care what your education is or what your income is. It only cares how much you save and invest. Millionaires, according to the study, save and invest at least 15% of their pre-tax income. That's the kind of discipline that's important to your future. If the owner of a janitorial service can save 20% of his pre-tax income for 15 years, so can we. He's worth $2.2 million at age 56! How about the high school math teacher who has accumulated a net worth of $834,000?

I bring this up because in the past few years, as our industry has become more commercialized, there has been a corresponding focus on the trappings of success. We see martial artists bragging about their new car, their half-million-dollar house, or the new "state of the art" 10,000-square-foot school they just opened.

Remember this. Any fool can go into debt or spend money. Spending takes no skill. Saving takes discipline and strength.

For instance, a common source of pride among school owners is to expand into larger facilities. This, again, can create a false sense of success. The vast majority of 300- to 500-student schools in large facilities that are grossing $30,000-$40,000 per month, are spending $28,000-$38,000 to keep it going. The owners are stretched, stressed and, often, very far removed from their original vision. This is what the book calls a person with a "big hat and no cattle."

The only person who will tell you otherwise is your contract billing company. They will try to convince you that bigger is better. The more students the better. That's because more students means more contracts for them to collect 10% from.

Contrast that with the small 200-student school owner who is clearing a 50% margin and saving 20% of that. He has little, if any staff and still loves his job. His school and lifestyle reflects his original vision and his student quality remains high.

His school might gross just $15,000, but the owner will keep at least $7,000. Of that, at least $1,000 will go into a mutual fund or some other growth investment. $1,000 a month returning 12% will grow to very close to a million dollars in 20 years. The time is going to go by anyway. The sooner you get started saving, the better.

In the end, the lesson is simple. True wealth and success is not measured by a fast Ferrari or big white Rolls Royce. Quality of life is the true barometer of success. As the book clearly states, "Financially independent people are happier than those in their same income/age bracket who are not financially secure. Spending increases stress. Saving reduces stress."

Most of us did not choose our profession as a method of getting rich. However, the evidence shows that not only is accumulated wealth possible, but it's more probable for people like us than for more traditional high-income earners. If you have any doubts, ask a millionaire. Just remember, to find one don't look in expensive neighborhoods or country clubs. The odds are, he lives right next door.

JOHN GRADEN
Editor-in-Chief

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LETTERS TO THE EDITOR

feedback from our readers

GOOD QUESTION!

Here is a "Good Question" from an instructor-to-be who is running into challenges from the local school board.

If you have a "Good Question" for our readers, email it to NAPMA@aol.com, fax it to (813) 570-2931 or mail it to 3950 3rd Street North, St. Petersburg, FL 33702.

Can You Convince a Schoolboard?

I am a martial artist in a small-town and have attempted to start a martial arts class in the gym at an elementary school. I took the proposal before the schoolboard. I attended the meeting and was allowed to ask the board for permission to initiate classes.

After discussing the class with me, they informed me that they were turning me down due to insurance purposes, fearing they might be sued if there were an accident. They stated that even an injury-waiver document would do nothing to prevent lawsuits. I offered to get my own insurance to help calm their fears, yet they said that it would make no difference and they could still be liable.

The school does rent the gym for some of the local men to play basketball. It seems that there is an equal, if not greater chance of injury in a basketball game than there is in a karate class.

I cannot afford to build a dojo. Any guidance that you could provide would be greatly appreciated.

ALLEN MEZO
sicpup@juno.com

Our readers respond:

I ran this question by my student, who is an attorney. This is his response:

"Sounds like he has done everything he can short of suing the schoolboard or the county, depending on the laws where he lives. He has offered waivers and insurance, which did nothing to allay the fears of the schoolboard.

"Perhaps if he could offer statistics regarding the number of injuries per student-training-hour in taekwondo versus number of injuries per game-and-practice-hour in basketball, that might convince the schoolboard.

"Those statistics should be available from an insurance institute for claims paid or claims made for each sport. The problem seems to be the fact that it is karate as opposed to some mainstream activity like basketball. If the schoolboard could see that it is not as dangerous as they thought, it may feel better about having karate classes there."

BERNIE J. FRITTS
Family Tae Kwon Do Center
familytkd@familytkd.com

WHEN A MARTIAL arts school owner takes out an insurance policy, he/she can add the landlord to the policy to cover them from liability arising from any injuries, etc. The cost is usually a nominal fee, or included at no cost, depending on the insurance company.

True, a student/parent signing a waiver cannot guarantee that they will not sue, but it will be in your favor if they do sue you, and would be in your best interest to have one wherever you go anyway.

If you don't mind the possibility of making an enemy, you might contact an attorney and have the attorney contact the schoolboard. Attorneys seem to have the ability to make people listen to reality.

Short of litigation with the school district, I would suggest contacting a dance studio or the community education department to get your program rolling. Once you have established a presence, you can build from there. The point is, display your indomitable spirit, or warrior's spirit, and don't give up. You can make it happen!

TOM LLOYD
American Karate Academy
Grand Blanc and Holly, MI

Aerobic Champion Kudos

Thank you for publishing such a fine magazine for the martial arts industry. I enjoy the articles in each issue. As a fitness instructor for both the aerobics and martial arts arenas, I am happy to see that you are spreading the word about safety issues. I have found that tradition used as a foundation, coupled with flexibility and education, will allow martial artists to offer the best fitness programs available. Thus, we can enhance the quality of life.

I support your work and would love the opportunity to endorse your efforts.

MISSAN EDWARDS
ETO founder and National Step Aerobic Champion

Thank You, NAPMA!

In October 1996, I sold a school I had started to my partner. One of the reasons for the sale was that my partner felt that Cardio-Karate was a stupid idea. I, on the other hand, knew that Cardio-Karate was the key to dominating martial arts instruction in my town.

I then started Rich Ryder's USA Karate in November of 1996 with a base of about 10 students from the other school. I felt like I had a chance at a fresh start. I proceeded to build my new school the NAPMA way, including a large commitment to Cardio-Karate. In December 1996, just one month later, we signed up 70 Cardio-Karate students. In January of this year, we signed up an additional 30 and February was even better.

Along the way, I started to get free publicity for the school after watching a NAPMA tape that featured John Corcoran and his great ideas on publicity.

I have also been successful in converting Cardio students into regular karate classes.

I have done this in the town with the highest unemployment rate in the state of Oregon (currently 8.8%), with a population of around 14,000.

I guess this is my way of saying THANKS!!!

RICH RYDER
USA Karate
Klamath Falls, Oregon

P.S. My ex-partner went from a student base of 130 students to around 15. ■

INDUSTRY UPDATE

martial arts business news, people, and places

LOW RATINGS KO BATTLECADE

By "Vale Tudo News" Reporter Eddie Goldman

NEW YORK, NY — Battlecade, one of top producers of no-holds-barred fighting events on pay-per-view television, has announced its withdrawal from the business.

"Battlecade is kaput, it is out of business," said Donald Zuckerman, the executive producer and a co-owner of the company, along with John Perretti, and their partner, General Media Inc., the parent company of *Penthouse, Omni,* and other publications. "General Media is liquidating the business," Zuckerman said.



Despite its latest show, Extreme Fighting 4, held March 28, getting almost unanimously rave reviews, with many who saw it calling it the best no-holds-barred show ever, the plug has been pulled because of increasingly limited access to pay-per-view.

Zuckerman said that Request TV, the second-largest pay-per-view distributor, which made the last show available to approximately 11-million homes, has decided not to carry the next Extreme Fighting show because of the decision by TCI cable and some other cable companies not to offer any more no-holds-barred events on pay-per-view.

Cable-TV giant TCI recently announced that it would no longer offer these types of matches shortly after it named a new president, Leo J. Hindery, Jr., known in television circles as a long-time opponent of no-holds-barred fighting.

He said that his last show was seen in approximately 45,000 homes. "You can't run a new sport on 45,000 people," he said. "Unfortunately, the number of people who appreciate the sport is very small. Our numbers reflect that," he commented.

He also added that there are large numbers of people who illegally get pay-per-view access for free, in some cases estimated by industry analysts as being one out of every two homes that receive it. This stealing, Zuckerman said, helped kill Battlecade, as well.

"There is a slight chance that John Perretti and I will do another show," Zuckerman added. "But we have to get all of the costs way down. The costs must reflect the numbers" who pay to watch it. But, he emphasized, "I wouldn't do it unless it was done well. We had to spend the money to give the viewers a great show, and top money to get the best fighters in the world," he said.

Zuckerman also responded to criticism made by others in the industry, specifically from some people in the UFC (Ultimate Fighting Championship), that put the blame on him for the fiasco in New York State in January, where a torrent of attacks by the media and major politicians led to no-holds-barred contests being banned just four months after New York's Governor Pataki had signed a nearly-unanimously passed law legalizing it.

Battlecade's defeat could have an adverse impact on the entire field of controversial no-holds-barred sporting events. Besides an increasingly hostile political climate the sport's promoters face, they now have to contend with a ban orchestrated by one of the most powerful executives in pay-per-view television. And without TV, it's very possible the sport will die. ■

BELL NAMED BOARD MEMBER



BELTON, TX — The National Electronic Clearing House Association (NECHA) has named EasyPay President Charles R. (Rick) Bell to its board of directors. Bell, a *MAPro* columnist, has been responsible for establishing EasyPay as the leading provider of Electronic Funds Transfer (EFT) service to the martial arts industry.

NECHA represents and promotes adherence to the highest standards possible in the EFT industry, as well as ongoing education of the public to the benefits of electronic transactions, according to NECHA President Richard M. Cowan.

"EasyPay has been the outspoken leader for the introduction of EFT's in the martial arts industry," said Cowan. "Because of this dedication, and the perfect AAA NECHA-quality rating of EasyPay, we are proud to recognize Mr. Bell with this appointment to our esteemed Board of Directors." ■

FOUR HOUR WORKSHOP AT KARATE COLLEGE

ROANOKE, VA — *Martial Arts Professional* publisher, John Graden will be presenting a four-hour "Seven Laws of Success Without Selling Out" at Karate College in Roanoke, VA on June 27th.

To register for the Karate College presentation ($99), call (800)973-6734. ■

INDUSTRY UPDATE

martial arts business news, people, and places

MARTIAL ARTS SAVES A LIFE

TAMPA, FL — Hector Noyas doesn't see it as a big deal, but after he carried an 88-year-old man from his burning home, that's definitely a minority opinion. "Everybody keeps telling me, 'You're a hero,'" said the 15-year investigator for Tampa Fire Rescue and owner of Hector Noyas' Tae Kwon Do. "I did what I had to do. That's what I get paid to do."

The home, a dilapidated two-story structure with peeling paint, had caught fire with two elderly renters living on the upper floor, one of them fast asleep. As he rushed up an outside stairway, Noyas passed Bruce Dills, who rents one of the two upstairs apartments, heading down. Dills, 75, shouted that his friend, 88-year-old Henry Klamm, was still upstairs.

"I happened to be up [when the fire started], thank the Lord for that," Dills said. "I banged on his door" but couldn't get him to leave. By that time he said, "the smoke was starting to get to me, so I told the firefighter" about Klamm.

When Noyas got to Klamm's room, he found him sitting on his bed, trying to put on his pants. "The top floor was starting to fill up with smoke," Noyas said. "I was thinking 'Man, we've got to get out of this place.'"

Noyas carried Klamm, incoherent and starting to succumb to smoke and hot gases, down the stairs and out of the burning home. ■

U.S. OPEN OFFERS CONTINUOUS FIGHTING

ORLANDO, FL — The U.S. Open will offer continuous sparring divisions as a new option for fighters this year. The event, one of the sport's most prestigious and respected, will be held July 18-19, 1997 at the Radisson Twin Towers Hotel/ Convention Center in Orlando, Florida.



According to co-promoter Mike Sawyer, "As far as I know, this is the first event of this magnitude to offer continuous fighting; and the first time we've had it at the U.S. Open. We're doing it because the U.S. Open attracted nearly 300 European fighters last year, many of whom would also have competed in continuous fighting if we had offered it; and because many U.S. fighters would be interested in doing it if they had more exposure to it.

"So, marketing-wise," Sawyer said, "it gives the competitors another division they can enter," which is always welcome if they travel a long way to the tournament. "Also," he added, "we are working cooperatively with WAKO on the European leg of the ISKA World Tour, which is good for both of us, and having WAKO-run divisions at the Open extends that cooperation to U.S. soil." ■

CARDIO KARATE ADDS CITIES



ST. PETERSBURG, FL — Due to the huge response to Cardio Karate Instructor Certification Workshops, the following new cities and dates have been added. Registration must be completed in advance by calling (800) 973-6734.

Upon registering, students will be mailed a workbook and exam. Certification is based upon the successful passing of the exam and full participation in the workshop.

All workshops are held on Sunday Mornings from 9:00 A.M. – 1 P.M. Dates are as follows:

Dallas	June 1
San Francisco	June 27
New York City	July 13
Minneapolis	July 27
Boston	August 17
Los Angeles	Sept 7
Chicago	Sept 21
Las Vegas	Oct 12

Registration is $199 per person. NAPMA members $99 per person. ■

NEW MANAGEMENT SEMINAR DATES

MAPro Publisher John Graden, columnist Rick Bell and representatives from Century Martial Art Supply will be speaking on school management, enrollment, marketing and retail issues :

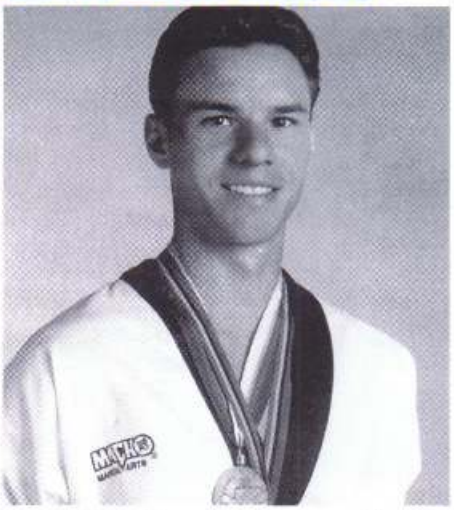
Dallas	May 31st
Boston	August 16th
Chicago	September 20th

To register for the 3 R's, call Century at (800) 626-2787. ■

INDUSTRY UPDATE

martial arts business news, people, and places

OLYMPIC MEDALIST JOINS TEAM MACHO



SEBASTIAN, FL — Juan Moreno, Olympic Taekwondo Silver Medalist, international competitor and industry activist, has been named to Team Macho, a collection of professional martial artists that represent Macho Products.

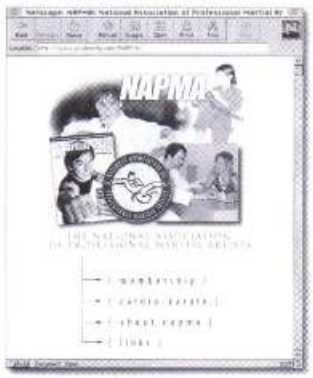
"Joining Team Macho is another way I can participate in the business, providing input on product development, safety issues, and even what's happening with fashion trends in gear. I have been very involved in my sport and I think it's important to participate in a manner that benefits the industry," said Moreno.

Moreno also serves on various committees: the U.S. Taekwondo Executive Committee, the National Tournament Committee, and as Vice Chairman of the Athlete's Advisory Committee of the U.S. Taekwondo Union. With five U.S. Championships, a Pan American Games Gold Medal, and two Olympic Silver Medals by the age of 21, Moreno was inducted into the Black Belt Hall of Fame. He retired in 1992 and opened a martial arts school in the Chicago area.

Recently moving to Miami with his wife, Jenifer, Moreno has his sights on competing again. "Being away from the game for a while was exactly what I needed. I had a strong desire to attain other goals in my life and now that I have accomplished them, I am ready to get back out there and do what I do better than anything else in the world, compete."

Moreno can be reached for seminars through the Macho Web site at http://www.macho.com or by calling Macho at 1-800-327-6812. ■

ELECTRONIC EDITION OF MAPRO ONLINE



CYBERSPACE — Internet users can download the latest issue of *Martial Arts Professional* each month at the NAPMA Web Site, http://www.avaloncity.com/napma/. The web site has been updated to include breaking news, information and forum exchanges from the over 1,200 NAPMA schools in North America. ■

KOSUGI TO LAUNCH FILM ACADEMY

By Shiro Yoneyama

TOKYO, JAPAN — Sho Kosugi, who starred in a string of successful "Ninja" movies in America, is planning to realize his lifetime dream of producing a new crop of Bruce Lees and Jackie Chans by opening a Hollywood academy for Asians.

Kosugi, a 48-year-old former karate champion who started his movie career as an extra in a 1973 film, said the Hollywood International Film Academy (HIFA) will open a junior school campus in Tokyo in April 1998 and a home campus in Castaic, north of Los Angeles, in September the same year.

The Tokyo school is expected to enroll 200 students, kindergarten through high school, while the California home campus will initially have some 280 students studying action acting, animation, directing and other courses, as well as "evergreen" courses for middle-aged and senior citizens.

Japanese movie director)," Kosugi said when asked about the academy's objective. "I want to produce movies the ordinary folks love rather than movies aspiring to win prizes."

He said in unveiling the HIFA project that he is attaching importance to providing Asians with opportunities and challenges to pursue a successful career in the U.S. movie industry because he himself is Asian.

Kosugi said the HIFA is different from other existing schools for future movie stars, directors and other artists because students can directly participate in moviemaking and freely visit studios. ■

NEW MAGAZINE TARGETS JUDOKA

The Judo Athlete magazine targets the training, conditioning, health and nutritional issues of modern judo players of all skills. Devoted exclusively to the world of judo as an athletic endeavor, each issue of TJA brings its readers expert information on such topics as weight training, aerobic conditioning, speed and power training, and state of the art equipment. Also included is an entire section devoted solely to the young judo player. For information on subscribing or advertising, contact John Griffen (888) 583-6639. ■

How a 50-student school raised $10,000 and added 13 new students to its classes

THE $10K MARATHON, MARTIAL ARTS-STYLE

BY KEVIN WALKER

In July 1996, Jennifer Phillips, owner of Phillips School of Tae Kwon Do in Sacramento, California scheduled her first fundraiser. Though her young school had just 50 students, she was able to raise $10,000 to help disadvantaged children enroll in martial arts schools through Project Action. Project Action is a national charity devoted to fighting juvenile crime by paying for martial arts, dance and gymnastics tuition for at-risk children. What follows is a step-by-step description of how Jennifer was able to garner tremendous civic and corporate support for her cause.

While she closely followed the instructions in the free Project Action Kick-a-Thon kit, she also delegated specific tasks to capable people. One such key person was a green belt named Deni Markuson. With her extensive executive and administration background, Markuson wrote letters to VIPs with several large community-based corporations, asking them to join their support to fight juvenile crime in Sacramento. She then followed up with phone calls.

Phillips saw that she could promote a fundraiser and get the community behind it—and did she ever! She had a local radio station, KSKM 102.5, come out and broadcast live from her school that day. Mitch Richmond, a member of the Olympic basketball "Dream Team," donated a signed Olympic jersey that went to the student who raised the most money (over $1,000). *Continued*



Jennifer Phillips garnered local corporate support to make her school's kick-a-thon a success.



With over 20,000 kicks, these students raised $10,000

She also recruited the efforts of local law enforcement agencies. The Sacramento Police Department and the County Sheriffs Department brought trading cards and assorted keychains to distribute to the kids.

Not only did Phillips pull off the Kick-a-Thon, but she also took advantage of Project Action's 501(c)(3) status and sent letters to corporations that support children's charities. A local pharmaceutical company responded with a $6,000 donation.

In talking with Jennifer Phillips, you quickly get the impression that this is one powerful lady who does not give up easily. Regarding her fundraiser, she spoke about "not giving up" and having "to keep on them." This is a martial arts school owner that used her resources to the fullest to help underprivileged children, and, as well, help improve her own professional image in her community. As an additional bonus, she gained 13 new paying students as a direct result of the event.

How She Did It

Here's how Phillips says she did it. Phillips talked to her students about the upcoming fundraiser and solicited their help. "One of our students who knew Mitch Richmond talked to him about the event," she explains. "He [Richmond] is well-known for helping children, so he was more than happy to donate the jersey.

How do you get a DJ and a radio station to come out and broadcast live from the event for free?

Answers Phillips, "When we first contacted KSKM 102.5 to come out and cover the event, they were receptive to the idea, but gave no real commitment. So we just kept calling them to try to get them to commit and, because of our persistence, they finally agreed to come out. It was great. People were talking about how they heard us on the radio long after the event was over!"

And what about the law-enforcement agencies?

"They were the easiest group to get," Phillips adds. "We really emphasized the crime-prevention aspect of Project Action and how it focuses on reducing juvenile crime. The police were more than happy to support a program as beneficial as this."

Corporate Big Bucks

Naturally, the big question is, how do you get a large pharmaceutical company to kick in $6,000?

"You ask for it!" Phillips says simply. "Companies are always donating to charities that they feel are worthwhile. We sent them a letter requesting that they sponsor 10 children for one year, and then we followed it up with phone calls."

She did have a contact in the company that got her in the door, she says, but it was her convincing them that this was a truly worthwhile cause that won the sponsorship deal. Her persistence and follow through is what made it happen—keeping at the company until it made the commitment. Phillips says you cannot get discouraged if someone tries to put you off. You just call back and talk to someone else.

The sponsorship, however, could not have happened without the participation of an authorized charity like Project Action. The corporate sponsor must be able to write off the donation on its taxes. This can happen because Project Action is a Department of Treasury-approved and IRS-audited 501(c)(3) children's charity. Every penny is accounted for and all financial records are open for public inspection.

Money for the Kids

Jennifer Phillips School of Tae Kwon Do raised $10,000 that day. Her students raised $4,000 in their Kick-a-Thon (executing over 20,000 kicks) and another $6,000 came from the corporate donation. This fundraiser has $8,000 (80%) of that $10,000 coming directly back to her school, in the form of tuition for underprivileged and at-risk children. Another $1,000 (10%) goes to students who participated in the Kick-a-Thon, in the form of Century Martial Arts Gift Certificates. These gift certificates are redeemable for merchandise at Phillips' school.

Now Phillips has enough money to sponsor 13 new students in her studio for one full year. As Phillips explains, "This is the advantage of working with Project Action. The funds you raise go right back into your school."

How to Build Upon the Success

Jennifer Phillips simply took advantage of what Project Action does, and that is partnering martial arts, dance and gymnastics businesses with their community to help fight juvenile crime. In fact, she can now go out to her local

Report: The Cult in the Quan

The Fall of a Martial Arts Magnate



John C. Kim was convicted on federal tax fraud charges on December 10, 1996 in Chicago.

PART II

At 16, Russell Johnson wanted what many young men wanted. It was the early 1980s and Chuck Norris was an established B-film star. Norris' movies "pumped me up," Johnson says. So he sought out a martial arts school. He wanted to be just like Chuck Norris.

His parents were divorced, and Johnson says now that he was searching for a father figure. He found one at the Minneapolis martial art school of Chung Moo Quan, a supposed 1,500-year-old Chinese-based hybrid of eight martial arts.

The black belt instructor there, in Johnson's opinion, had Norris' ability to zap a whole bar full of bad guys. Johnson's first lesson consisted of a demonstration. The instructor told him to hit him. He tried, but before he knew what had happened, the instructor hit him 10 times and was behind him, tapping him on the shoulder.

"I wanted to learn that," he says. Lessons cost him a $20 enrollment fee and $38 a month—in the beginning.

Johnson could not have known that he was signing on for more than what he bargained. He found himself entrenched in what cult experts, former students and instructors would later call a dangerous martial arts cult. (According to Johnson, the cult believed that the UFOs would invade the world, plunging it into Armageddon. Those true to Chung Moo would be around afterward to pick up the pieces and rule the world.)

Johnson told his story in a 1992 videotaped interview with cult expert Joseph Szimhart. Little did either of them know, but a decade later Chung Moo Quan founder John C. Kim and 13 of his top disciples would face federal tax fraud charges. Four were convicted in a Chicago federal court in December 1996 and six pled guilty. One more man will stand trial in April; two

by bill feltt

others, after their trial ended in mistrial, will be retried in September.

Prosecutors proved beyond a reasonable doubt to a jury that the group ran a money-skimming operation that spanned 20 years and netted them millions in untaxed dollars. They hid their take by burning receipts at nightly meetings. They used the money to purchase large tracts of property in Illinois, Texas and California. The cash was also used to start up various other businesses, including a company that marketed health care products.

Chung Moo instructor David Gullifer disputes the government's claim, stating that martial arts schools don't make that much money.

However, there was more — much more. Interlaced with the money-skimming charges were allegations that the group used tactics employed by destructive cults to hook students and bilk them of thousands of dollars. Those allegations were not key to the government's case, says Assistant U.S. Attorney Cheryl Bell, who prosecuted the case, and not dwelled upon at trial. After all, one man's cult is another man's religion. Besides, the feds were concerned only with one question: Where did all the money go (see last issue)?

Chung Moo bank records did not jibe with the amounts witnesses, who were former instructors, say the schools raked in.

At one point, Kim licensed as many as 30 schools nationwide, a dozen in the Chicago area. Schools were also located in Minnesota, California, Massachusetts and Texas.

Kim refused a formal request to be interviewed for this story.

Although the government's case didn't revolve around cult issues, similar allegations seem to hound Chung Moo and its leaders. Szimhart, who is a Pottstown, Penn., based cult information specialist and exit counselor, says a number of families requested he counsel family members who had belonged to Chung Moo.

"I interviewed well over 20 [Chung Moo Quan] students back then in the late '80s and all of them had very similar stories."



Russell Johnson's dreams of becoming the next Chuck Norris turned into a nightmare.

They would become dazzled by the professionalism and the intensity of Chung Moo training, he says. That would soon take a subtle turn. The amounts on the contracts for black belt courses began to creep up, as did the pressure to sign them. Johnson says his testing fees alone, which started at $30, doubled with subsequent testings, reaching a high of nearly $2,000 for black belt testing, and he paid up to $200 a month for lessons.

Szimhart says that one former instructor that he counseled was in to Chung Moo for $36,000. "He never paid it. I got him to bail out of the group."

Undue persuasion is the game instructors played, says Szimhart. "Thought reform," or to "hit their mind," as one former Minnesota instructor says they called it. Jeff Austin told his story to Pam Zekman in a 1989 investigative report that aired in multiple parts on a Chicago CBS affiliate, WBBM-TV news.

Austin told Zekman that instructors would meet to discuss personality weaknesses of students and plan how to manipulate them to do things like fork over large sums of cash. Chung Moo instructors insisted on cash because it was easier to hide from the IRS, government witnesses say.

According to the report, the game allegedly went like this: Instructors would work students to the point of exhaustion, sometimes for many hours. Then, the student would be led into the office and ringed in by several burly instructors. A contract would be placed under the student's nose.

The ploy apparently worked. Students signed contracts for as high as $70,000, according to the government's case. Austin told Zekman he signed a contract for $100,000.

Russell Johnson's Saga

Another tactic, according to Johnson, was the enticement of getting to run your own school. He says instructors dangled that allurement just out of his reach for several years to keep him coming back, even after a near-fatal injury, allegedly the result of corporal punishment meted out by a Chung Moo instructor. But he wanted his own school in the worst way. He would have done anything to get it.

Why not? He was told that schools were very profitable, so much so that an instructor could retire after only a few years. Instructors, he was told, were set for life— luxury cars, plush apartments, the whole bit. And, he could have used a car. After working on him with promises of wealth, instructors convinced him to let go of a loaded maroon Trans Am with crushed red-velvet interior. That way, he could pay off his contract faster. As it was, he had to work two jobs to keep up.

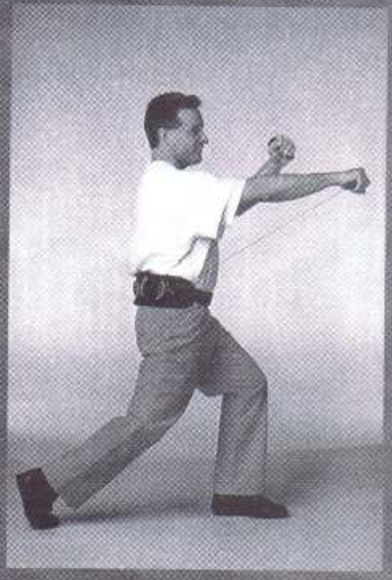
That was how you moved up in Chung Moo, says Johnson. The faster the cash rolled in, the faster and higher students advanced.

Instructors and students were also encouraged to live together, a ploy to isolate students from the intervention of families and friends, Szimhart says. Cult leaders urge members to "pay more attention to the inside world of the group," separating themselves from outside influences, influencing them to make more of a commitment to the group.

Johnson was in quite deep, Szimhart says. He roomed with two other assistant instructors at the time of his injury in May 1987. That's when it all began to come apart.

An assistant instructor, Johnson was used to his instructor leaving him "to do" lists. One evening, the instructor left the list on the wrong side of the desk; assistant in-

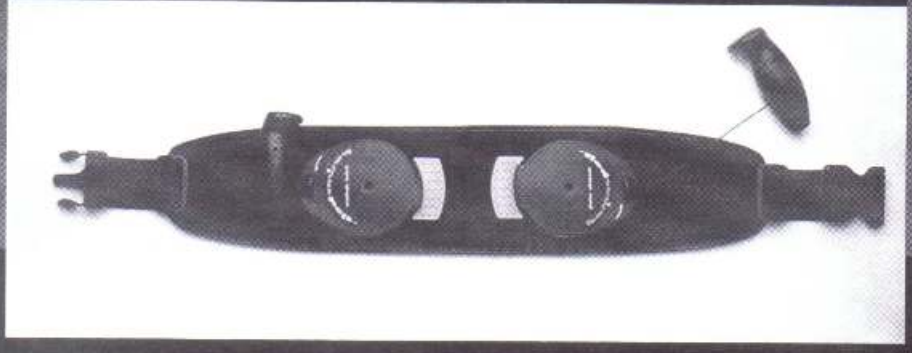
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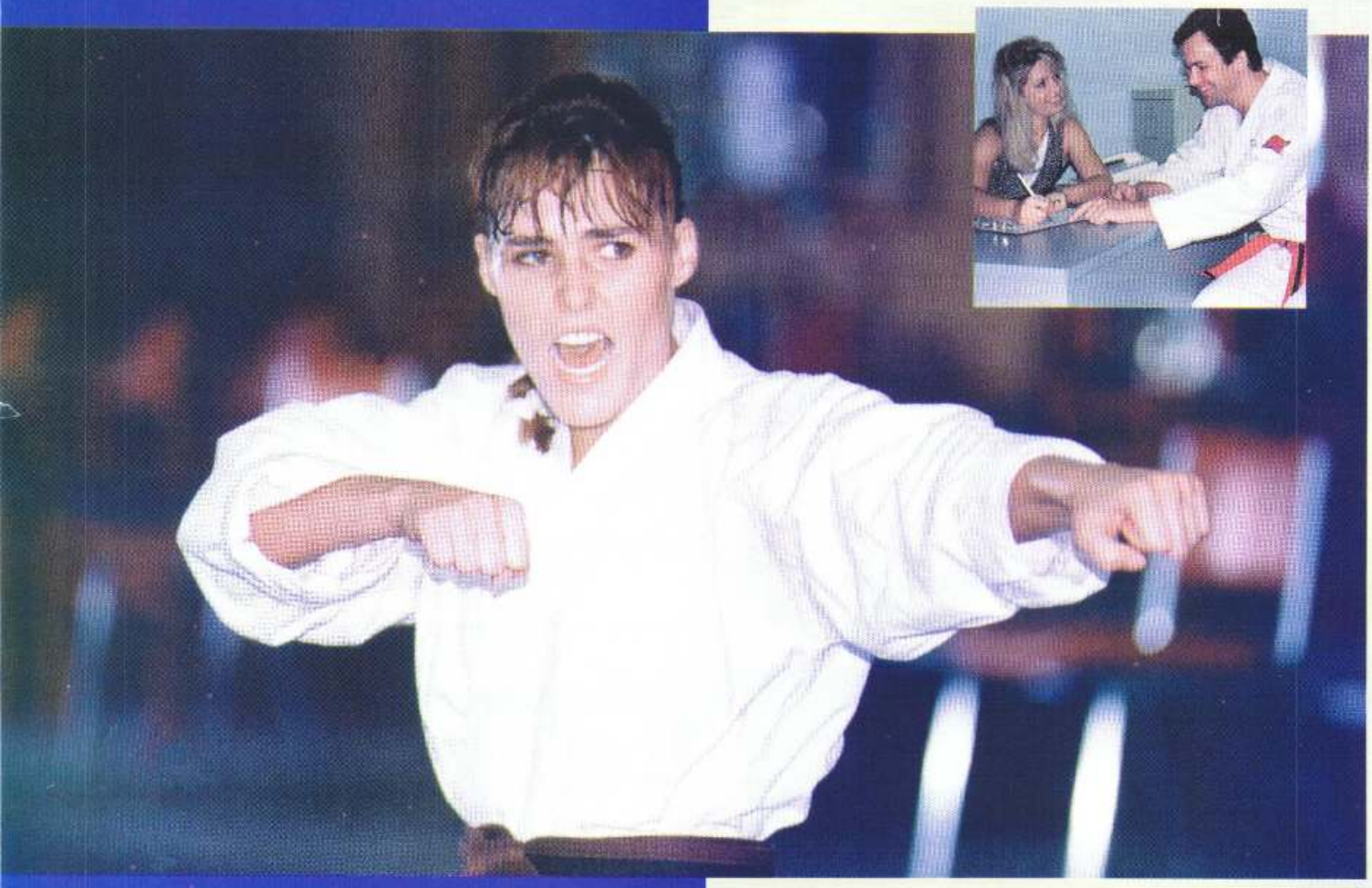
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Martial Arts Pix Take a Beating at the Box-Office

Genre Nosedive Shows Audience Dissatisfaction

By JOHN CORCORAN
Senior Editor

In a continuing ominous sign of a downhill plunge for the genre, two recent martial arts films with black-belt promise garnered white-belt box office results.

Double Team, an action-thriller pairing Jean-Claude Van Damme and basketball star Dennis Rodman, opened in 5th place, scoring a ho-hum $5 million.

Team played wide in 2,203 locations, averaging just $2,285 per screen. After 10 days in release, it had dropped to 8th with a paltry $1.1 million gain for a $6.2 total before getting kicked out of the top 10 the following week. Apparently, not even Rodman's bizarre hijinks could prop up the pic.

At the same time, *Turbo: A Power Rangers Movie*, dropped to 12th place in only its second week of release. *Turbo's* clunker gross matched *Team's* at $6.2. It played on 2,107 screens with a disappointing $774 per-screen average.

The real surprise has been the moderate success of Chris Farley's wacky martial arts comedy *Beverly Hills Ninja*. In March it opened in 1st, outgrossing, by far, 5th-place *Jackie Chan's First Strike*. After 12 weeks, the *Ninja* had sneaked into the $30+ million range, the only salvation in what has been a disastrous spring for the genre.

It is clear that audiences are now demanding more—or, at the very least, something fresh and different—from our biggest genre stars, Van Damme and Steven Seagal. Farley's ninja comedy proves it; it is different, and is profitable despite the absence of a star.

Genre doomsayers, however, cite the poor performance of the last five films starring our two biggest marque names. Seagal's last two films, for example, *Under Siege II* and *The Glimmer Man*, were box-office disappointments.



Jean Claude Van Damme needs a hit or he could find himself back in the land of low-budget films.

Van Damme's star status appears to be in real jeopardy. *Double Team* marks his third consecutive financially-underperforming picture. Both his big-budget actioner, *Sudden Death*, and *The Quest*, failed to live up to box-office expectations. Further, widely-publicized personal problems—including a split with his fourth wife and a self-imposed 30-day stay at a drug-rehab clinic—have plagued the actor and his public image.

Three failures in Hollywood is almost like three strikes in baseball. Van Damme needs a hit the next time out or the major-league film studios could toss him back to the minor league of B-movies.

One uplifting note at press time came via Jackie Chan. After considering a flood of film offers from American producers and studios, he signed with New Line Cinema (distributor of two of his three 1976 rereleases) to star in his first Hollywood-made pic. He's currently shooting it on location in South Africa.

Nevertheless, I believe the current multi-year plunge can only be turned around by meeting audience demands for originality, a rule that, in our genre, is followed only by the brilliant, eager-to-please Jackie Chan. Martial arts stars and filmmakers must follow the same business *MAPro* publisher John Graden wrote about in a recent editorial: "You don't determine what the market needs, the market does."

And, star or not, when you don't meet those needs, the market fires you. ■

John Corcoran, the Martial Arts most prolific and celebrated journalist, is the author of The Martial Arts Sourcebook and Senior Editor of MAPro.

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Cult — from page 13

structors weren't allowed on the business side of the desk. When his instructor returned, he ordered Johnson to do 100 circular push-ups— push-ups with a twist. Johnson didn't question the punishment; he didn't know why. He just did what he was told, as was his custom.

[To complete a circular push-up, instead of lowering the body in a vertical plane to the floor and then up to arm's length, Johnson had to rock back so the buttocks is arched upward, then swoop down, nose close to the floor, then up to arch the back backward, the shoulders once again at arm's length from the floor.]

The first 20 push-ups weren't bad, but he could barely complete the balance. His arms felt like lead weights. He worried that this might damage his chance at owning a school. Later, he would explain to the instructor his predicament of not wanting to invade territory off limits to him. The instructor would tell him he did the right thing.

By the end of the evening, Johnson says he could not bend his arms. He had to sleep with them straight out in front of him. By the next day, his arms were swollen taut. His instructor didn't seem too concerned and applied some acupressure, Johnson says, and told him to wait for a few days, when a national instructor could take a look.

In Chung Moo Quan, a student who went against an instructor was considered "missing." Instructors treated "missing" students with suspicion and kept an eye on them. "Missing" students didn't make head instructor. Fearing this, Johnson always did what his Chung Moo instructors told him, no matter how strange it seemed. Like, always entering the room right foot first, arranging his bed with east-west alignment, never saying four (it was "three plus one"). And, never signing up a woman before he signed up a man for classes on the first day of the month.

By Friday, the pain was unbearable. Johnson couldn't bend his arm to lift a spoon to his mouth to feed himself. He had to lower his head and slurp his food like a dog. He had to have relief, but he couldn't risk losing a chance at his own school. He wanted to be considered "clear," a student who was in line with Chung Moo goals, and reap the rewards of running his own school.

But at 3 a.m. the pain was so excruciating he couldn't sleep. He crept out of the apartment, avoiding waking the two assistant instructor/roommates, and hurried to a nearby emergency room. He just wanted some pain medication or something to help him sleep. He didn't at all expect what happened.



Extreme punishment inflicted by an instructor, sent him to the hospital, alleges Russell Johnson.

The doctor told him he'd have to undergo emergency surgery. The massive effort to complete the push-ups had caused what doctors call "compartment syndrome." Blood had been forced into the tissues of the upper arms and trapped there. Delicate muscle cells died and, sloughing off, coursed throughout his body. The kidneys aren't suited to filter out dead muscle cells and began to shut down.

Still, he remained loyal. He called in his instructor. Johnson wouldn't allow hospital personnel to call his family. When his instructor arrived, Johnson struggled to get to his feet to bow. His instructor told him that it wasn't necessary and that Johnson hadn't done wrong by seeking medical help.

He contacted the national instructor who finally gave permission for Johnson to have surgery. Surgeons split open the swollen tissue from his elbows up the back of both arms nearly to his shoulders to allow drainage of the trapped fluid, a procedure doctors say doesn't always work. He lay in the hospital for 16 days, five of those with the backs of his arms splayed open for drainage.

Even after two plastic surgeries, Johnson still carries the scars, quarter-inch pinkish worms up the back of his arms. His arms tremble and burn under exertion, especially when it's cold. But the emotional scars bother him the most, scars that would grow even after the injury.

Johnson loyally hurried back to the Quan as soon as his injuries and doctors would allow, only to find a change in his instructors' attitudes. He heard rumors that his loyalty was being questioned. To add insult to injury, a former high school classmate who was a higher-ranking black belt ordered Johnson to do more push-ups in front of the class, a punishment, his instructor had told him, he would not have to do again, orders straight from Kim himself.

But it was the rumors that hurt Johnson most. Instructors were saying that if he'd have trusted them, and waited, like they had told him, for a national instructor to prescribe treatment, he wouldn't be in this shape.

But it was his instructor's criticism that brought it crashing down around Johnson. Distributing promotional posters was commonly expected of students. Johnson failed to post his allotted 150 posters. His instructor criticized him for being disloyal, an accusation tough for Johnson to swallow. He found himself questioning the years he'd dedicated to the school.

His decision to quit came after he called his instructor to seek permission to enter the school. He spoke in broken "pidgin En-

glish," like the master, as students and instructors were required. He can still hear the sound of his own voice: "Be all right to ask if yourself care for anything? Be all right to step into school right now?" He hung up the phone and quit Chung Moo Quan for good in 1988.

Not a second too soon for his mother, Arlene Bruns. She remembers vividly the day she got the call that her son was critically injured. "I wanted him to quit right away," she says." His arms were so bad. They were awful."

She hadn't always been critical of Chung Moo. She was grateful to them for helping keep Russell on the straight and narrow.



"Today she might have a thing or two to say to the instructors who convinced her son not to go to the hospital. 'I'd tell them they almost killed my son....'"

Then, that began to change. She, as did his brothers, thought his instructors had too much control over Russell. One brother flat out told Russell that Chung Moo was some kind of cult.

Mrs. Bruns was upset about Russell selling his car to pay for lessons. But she couldn't break through the blind faith. Today, she might have a thing or two to say to the instructors who convinced her son not to go to the hospital. "I'd tell them they almost killed my son. He would have died if he'd have listened to them."

Then there were the stories he told her about Kim, who Johnson didn't meet until five years into his enlistment with the Quan, "absurd stories" about Kim's powers of the mind, like his ability to heal or kill without touching, to read minds, and to emit light from his fingertips. Other students told Zekman similar stories.

Johnson wasn't the only member of Chung Moo Quan willing to go to extremes to prove his loyalty to Kim. A student who wishes to be known only as "Scott" was a student for six or seven years in the early and mid-1980s. He figures he spent $30,000 for lessons in Chung Moo.

During his time he heard some of those stories about Kim, the same stories Johnson had heard. One rumor goes like this. While Kim was in Asia, he had taught Bruce Lee Chung Moo. Lee told Kim he wanted to share Kim's secrets with Americans. Kim refused to allow it and threatened Lee when he wouldn't listen. Undaunted, Bruce went against Kim and opened schools in the states. So Kim dispatched one of his eighth-degree instructors, who murdered Lee without touching him.

Of course, Lee died of a much more boring cause, a reaction to pain medication. But, other allegations against Kim and the Quan were better substantiated, like what happened to Johnson next.

Johnson says quitting the school proved more difficult than he thought. He says instructors paid late-night visits to his apartment for weeks after he quit. They pounded on the door and windows, called at all hours in an effort to get him to re-up. Fearing for his life, he became a virtual prisoner of paranoia in his own home. At one point, he hid under the bed to avoid discovery.

Soon, he grew weary of the harassment. Johnson hadn't put two and two together to equal" cult" until two years after the injury, when he sought the counsel of an attorney who suggested the idea. Bolstered by the premiere of the 1989 Zekman investigative report, for which he, among many others, had been interviewed, Johnson launched a one-man campaign to expose the Quan, spreading the message about the Quan's activities to fellow students still attending class.

At one meeting with former fellow classmates to discuss the alleged cultlike activities, he says someone from the school searched his car, reading personal papers. He began sleeping with a .32 caliber pistol tucked under his pillow. His girlfriend couldn't handle it and broke off the relationship. His mother feared for his life.

Undeterred, he took his cause to Texas and the Houston schools. Johnson and other students met with Szimhart, who provided exit counseling. He says the Houston schools got wind of it and blamed the group, mainly Szimhart and Johnson, for their declining enrollment. They sued for libel. Johnson's group countersued, claiming negligence, invasion of privacy, overcharging and deceptive trade practices, alleging misrepresentation of the age and history of Chung Moo.

The judge denied Chung Moo's request for an injunction to stop the activities of Johnson's group, granted the countersuit, and granted a restraining order against the schools to stop them from making threats. Szimhart says that while in court, during a break, some of the Chung Moo instructors threatened him. It was around this time that, Johnson says, some of the Minnesota schools circulated "wanted" posters. The fliers warned current students to stay away from members of Johnson's group, calling them dangerous deprogrammers, and asking for information of their whereabouts.

That wasn't the first time Chung Moo schools had employed that tactic. In 1989, they allegedly circulated a similar poster about Pam Zekman, the investigative reporter who broke the story about the Quan's Chicago branches. Zekman says that during the interview with one of the instructors, he said that if she continued to pursue the story she might be involved in an "accident."

During the tax fraud trial, prosecutor Bell says a witness testified that Kim told some of his followers that the "crazy lady" Zekman might need to be taught a lesson, receive a "light touch." However, that same witness testified that Kim retracted the threat before allowing it to go further.

Bell characterized the incident as an "idle threat." However, at the time, Zekman says there was no way of knowing if the threat was serious and that they took precautions. She has received no other threats.

Johnson says on his way back from Houston to Chicago, a frightening thing happened. Another Chung Moo Quan student, Kurt Chappell, had seen Johnson off at the Houston airport when two thugs, one of whom Chappell thought he recognized as a Chung Moo student, attacked Johnson, striking him with an" uppercut." The police took the attack serious and met Johnson at the airport in Chicago to escort him home.

Part 3—next issue. ■

$10k Day!—*from pg. 11*

schools and law-enforcement agencies and further her relationship with them, because they have become the referral source for the children in her school. She has enough money in her Project Action escrow account to sponsor 13 children in her school for a full year.

An extra dividend is in the positive image she is creating in her community. Today, she goes to her local academic schools not trying to promote herself, but representing a national children's charity and giving away scholarships to attend her studio. Now, who do you think that school is going to call when they need a demonstration done for an event they are sponsoring? Odds are it is the studio that has been helping children in the community. The studio that has already established a relationship with them.

If she does the same thing with the local police department, she will not be a 50-student school for long. That is how you get known in a community and become successful—by giving first.

This studio now has a great opportunity to make a real impact in the community by getting children involved in a program that they otherwise could not afford. These are the kids that really need it. Children that otherwise could never be involved with such a positive social outlet like Phillips School of Tae Kwon Do.

How Project Action Works for Martial Arts

Project Action, through fundraisers such as this, makes martial arts lessons possible for children who could otherwise not afford the lessons. Best of all, the program is working for these kids:

• A 13-year-old in Polk County, Florida, has gone from straight F's to straight A's and one B in just six months. His report cards just kept getting better from the time he first started karate. All because the instructor told him it was part of being a good martial artist.

• Four young sisters, abandoned by drug-addicted parents and abused by a foster parent (currently in prison for this crime) have shown remarkable improvement in attitude and school grades since being sponsored by Project Action and starting in the martial arts.

• A young women dying of cancer takes some comfort in Project Action. As a low-income single parent, she deeply understands and appreciates the positive impact this karate school has made in the lives of her three children, and knows very soon they will need it even more.

If you have been teaching children martial arts for very long, you probably have similar stories about children that have made great strides because of your program. You may have even let kids train for free or let them clean your school for tuition, just because you knew they really needed the martial arts. This is what we are talking about. Helping children.



A break-a-thon is also a popular fund-raiser

We know the martial arts works for children. We do not need to reinvent the wheel to reduce juvenile crime. All we have to do is reach the kids that are still reachable and get them involved in something positive. Something that they can call their own and take pride in; a place they can be a part of and where they can make new friends. Your school!

We also know that you cannot do this for free. We all have to make a living. But if you are already holding fundraisers and helping other charities, why not do one that is going to benefit the child right down the street, the child who will be training in your school? Why not do what Jennifer's School of Tae Kwon Do did? Why not support a charity that is your own?

For info on becoming a Project Action sponsor studio, call (813) FOR-KIDS(367-5437). ■



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MASTER'S DEGREE

instructions for instructors

by Tom Callos

The $60,000 Question

and other lease negotiation wisdom (Part II)

You're away from home on a vacation. You've brought enough money to have a good time. After a lovely dinner, you reach into your back pocket for your wallet — and suddenly you realize: You're paying too much for your lease!

What do you do; what do you do?

No amount of Traveler's Checks can help you when you're paying too much rent to your landlord. What you need is a strategy for negotiating a lower lease payment.

How much lower?

In a perfect world, your lease payment would be 15% or less of your gross income. Using the procedure outlined in this article, Dan Magnus of World Class Karate in Kona, Hawaii, recently reduced his payment by $1,000 per month. I've used the same procedure to negotiate lower rents on my schools, too. If you're paying 15% or more (my highest was 21%, Magnus was paying about 25%), then you need to create a plan for reducing it. It will mean more money in your wallet and a healthier school.

If you're not good with percentages, there's one other sure-fire way to tell if you are paying too much. When you write that check to your landlord, does it feel like you've got a giant blood-sucking demon-from-hell attached to your neck—that's sucking the very soul and essence from your being? That's a telltale sign that you need a reduction—so read on.

Step #1

First, you must honestly need a reduction in your lease. I'm not sure this system works if you are already paying a reasonable amount. I've only used it myself in situations where my lease was out of line and it was genuinely jeopardizing my business.

By the way, leases bleed you slowly, they don't kill you all at once. You can look healthy, but paying 10% or 15% too much —over an extended period of time—can end your business's life all the same.

Step #2

Assemble the paperwork and facts you'll use to convince your landlord that you are paying too much rent. A fact-filled presentation of how "in-line" your other numbers are, and some proof that you have done everything you can to squeeze a better profit margin from your school, will make a good argument. Your goal will be to show the survival of your business depends on spending more money on staff and/or advertising, but that you can't, because your lease is taking too much of your income.

There are other things that can help you, too. If the shopping center you are in is not full, and you had expected it to be when you first signed the lease, that's good ammunition. If the grocery store next door to you has just closed down, or if rents have dropped in your area, those are important facts to be armed with as well.

Once you've put your thoughts down on paper, you'll need to think about alternatives to your current situation. Would you be willing to reduce the size of your space? Lengthen the terms of your lease? Move to another location? Would a temporary reduction do the trick? You should know — and be ready to ask for — exactly what you want your landlord to do for you.

Step #3

I recommend that you first send a letter to your landlord. Tell him that you are working diligently in your business, but that things aren't going as well as you had hoped. Let him know that you will follow your letter with a phone call for an appointment. Don't provide too many details, just express, in a convincing and professional manner, that you have an urgent problem and you need to discuss it with him—face-to-face.

Step #4

In your meeting, let the landlord know you can stay solvent for a little while longer, but that if you don't do something soon you're going to be in a desperate situation. Show him that you have tried everything. Tell him that you are not giving up, that you intend to make your business work. You want to survive, but you need a solution to this problem.

Then, tell him what you want. Don't push for an immediate answer, unless he has one. Let him sleep on it. Make sure to set a date for a follow-up meeting. And remember, your approach isn't out of anger, it's out of desperation.

Step #5

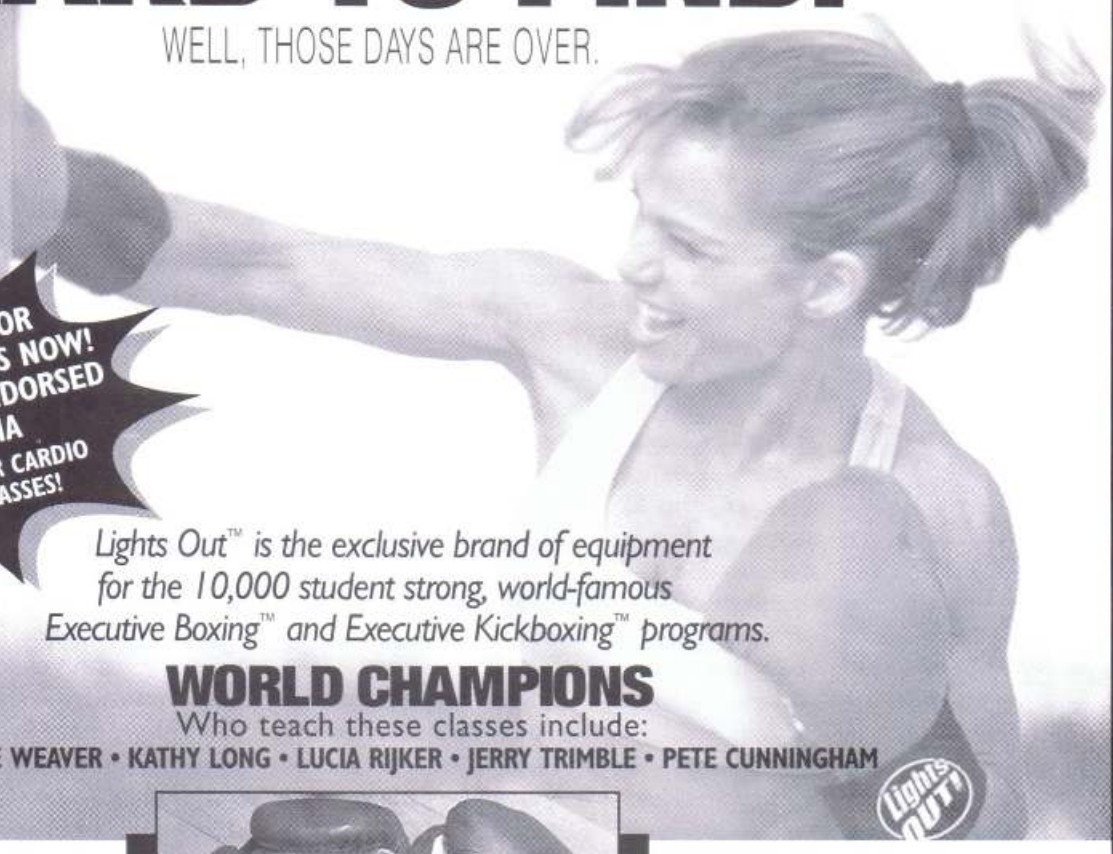
Your landlord is going to give you one of three answers: "No," "Yes," or "Maybe." If it's "No," then you either have to live with it, or go to Emergency-Plan "B" and start looking for a new space and a lawyer. There may be other options; a lawyer is the best place to start.

If the answer's "Yes," then congratulations! If it's "Maybe," then you're going to be doing some negotiation. Be sure to stick to your guns, while at the same time being reasonable.

What did I do when a landlord said, "No way?" It hasn't happened to me yet. Good luck! ■

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SAVED BY THE BELL

are parents good investors for your school?

By Rick Bell

My friend Robert (not his real name) is a great martial artist who had operated several schools through the years, none of them very large. One day Robert said he needed to talk to me about a great opportunity he had to open a large, professionally-done school—the kind he'd always dreamed of having. He told me he had an investor willing to finance the entire thing, and that he needed my help in site selection and lease negotiation.

"I pointed out that I had never known of a parent/ instructor business partnership that ended on a happy note.

I asked Robert if his investor was the parent of one of his students, and he replied, "Yes, how did you know?" I told him that finding an enthusiastic parent who wants to invest in your martial arts school is not difficult, but it's not necessarily the best way to go. I suggested that Robert think seriously about the possible negative repercussions of such an alliance before entering a business partnership with the parent of a student. I pointed out that I had never known of a parent/instructor business partnership that ended on a happy note.

Robert told me that I didn't understand; his investor was not going to be a partner, but merely a provider of money. He told me that this particular parent rarely complained, and that his child was actually a pretty good martial arts student. "And besides," he said, "it doesn't matter anyway because he has lots of money and he doesn't really care if the school makes a profit or not. He just wants to help."

My friend went on to open a beautiful school in a great location, only to experience a bitter and disappointing business split less than a year later. The school folded, and the instructor was left with a law suit from his former "investor" demanding repayment of all monies loaned, plus interest, plus court costs, plus attorney fees, etc.

So what went wrong between my friend and his "too good to be true" financier? The same thing that happens to many other instructors who sell their independence in exchange for a dream school.

Let's look at the incorrect assumptions Robert made concerning the person funding his expansion and learn from his mistakes.

False Assumption #1: *My investor is not going to be a partner, he is merely going to be a provider of money.*

Truth: There is no such thing as an investor who is not a partner. A "silent" partner only remains that way until he perceives you are doing something that is causing him to lose money.

For example, when the budget gets tight, the first thing investors usually get ticked off about is the hours an instructor keeps. Other business people have a hard time understanding the culture of coming to work in the afternoon. Anyone able and willing to loan you money is probably a successful businessperson who is an early riser, and to them your schedule represents laziness, even if you do stay until 9:30 every night!

False Assumption #2: *The business arrangement that I have with this parent will have no affect whatsoever on the martial arts education of their child.*

Truth: I don't care how good a student little Johnny is before the deal, he is going to cop an attitude afterwards, and even if he doesn't, dad will.



Parents who invest in a martial arts school do so for ego 98% of the time. They want everyone to know that they are owners, and that their child is just a little more special because of it. Parent investors will inevitably treat you, and talk about you, like you work for them.

False Assumption #3: *My investor has lots of money and doesn't care if the school makes him a profit or not, he just wants to help.*

Truth: Owning a martial arts school is referred to in financial circles as a "vanity investment." Owning a race horse is a vanity investment. Owning a bank is a vanity investment. And the ultimate vanity investment is owning a professional sports team.

Vanity investors tend to lose enthusiasm for this type of investment fairly quickly, and waning initial excitement must be replaced with profit, or the whole thing turns sour in their mouth. A few months into the deal a form of buyer's remorse sets in, and investors start looking for things to be angry at you about. I've seen it happen many times.

I can't think of a more depressing obligation than having to justify every business move you make to a disgruntled investor. Instead of selling out, why not hold out, until you can pay your own way to the dance.

Rick Bell is a well-known speaker and consultant to the martial arts industry and is President of EasyPay Automated Billing. He can be reached at 1-800-852-4005 or IFCeasy@aol.com. ■

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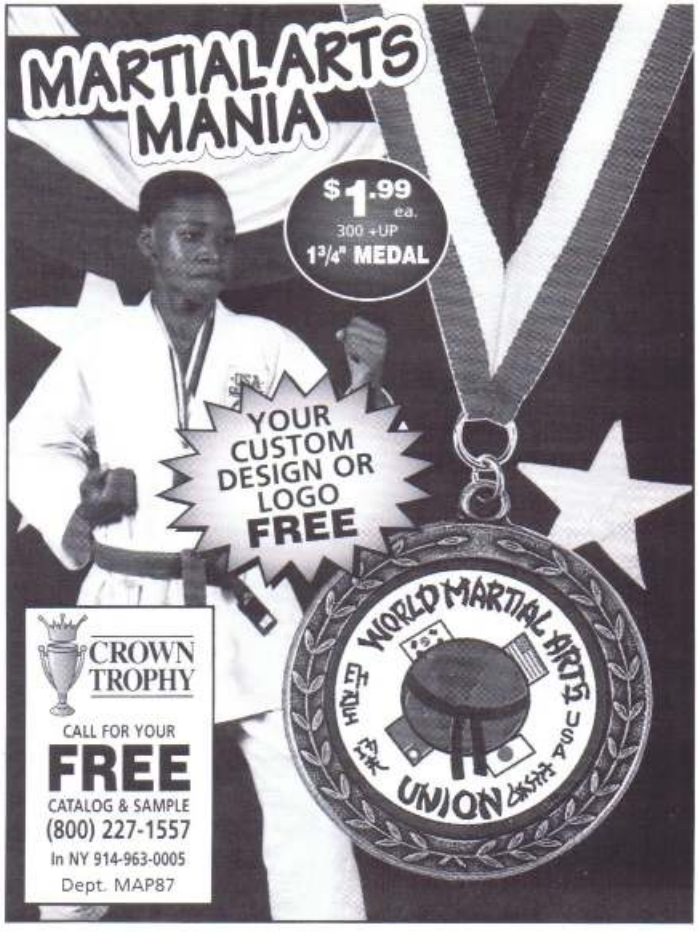


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BLACK BELT MANAGEMENT

BY JOHN GRADEN

The Business of Relationship Marketing

Because we are in the business of relationship marketing, we must earn and maintain the prospective student's trust early in our presentation. We can't follow many of the traditional sales methods taught by selling gurus. We must avoid hard sells and many of the old axioms of the sales games such as, "close 'em, bag 'em, buyers are liars, the more you tell the more you sell," and so on.

The initial enrollment presentation is just the first step in a long relationship as you guide this student to black belt and beyond. You must be well rehearsed and professional in your presentation without coming off like a slick salesman. That doesn't mean you aren't good. You want to be the best at your business and that includes presentation success. As you well know the secret to all success is excellence at the basics. Indeed, the key to all selling success is an intense focus on the basics.

Let's review the basics as they apply to our business. Rank yourself on each basic to determine where on the scale your skills are now. Then resolve to bring them all to the black belt level by getting the information on how to improve each area and then getting busy.

When you were a student and your instructor pointed out weaknesses in your sparring, you worked very hard to correct them. You must take that same attitude into your growth as a professional. You have to stay hungry for growth.

Critical Skills • Your "Belt Ranking"

Marketing/prospecting
❑ White ❑ Orange
❑ Gold ❑ Green
❑ Blue ❑ Red
❑ Brown ❑ Black

Asking for the check
❑ White ❑ Orange
❑ Gold ❑ Green
❑ Blue ❑ Red
❑ Brown ❑ Black

Black Belt Attitude
❑ White ❑ Orange
❑ Gold ❑ Green
❑ Blue ❑ Red
❑ Brown ❑ Black

Presentation skills
❑ White ❑ Orange
❑ Gold ❑ Green
❑ Blue ❑ Red
❑ Brown ❑ Black

Listening for needs
❑ White ❑ Orange
❑ Gold ❑ Green
❑ Blue ❑ Red
❑ Brown ❑ Black

Follow up
❑ White ❑ Orange
❑ Gold ❑ Green
❑ Blue ❑ Red
❑ Brown ❑ Black

Answering objections
❑ White ❑ Orange
❑ Gold ❑ Green
❑ Blue ❑ Red
❑ Brown ❑ Black

Explaining benefits
❑ White ❑ Orange
❑ Gold ❑ Green
❑ Blue ❑ Red
❑ Brown ❑ Black

Time management
❑ White ❑ Orange
❑ Gold ❑ Green
❑ Blue ❑ Red
❑ Brown ❑ Black

Black Belt Attitude

Enthusiasm for your program is critical for success. You must develop enthusiasm. Expect the best for your school and yourself. Program yourself before an enrollment presentation with positive thoughts and pump yourself up to step in that office ready to go. Spend time with other winners and success driven people. Avoid negative people and situations like the plague. Constantly develop yourself with seminars, tapes and books on how to run a successful school.

We must project the positive attitude of a winner if we are going to tell people that we can help them develop the positive attitude of a winner. In other words, we must walk the talk. ■

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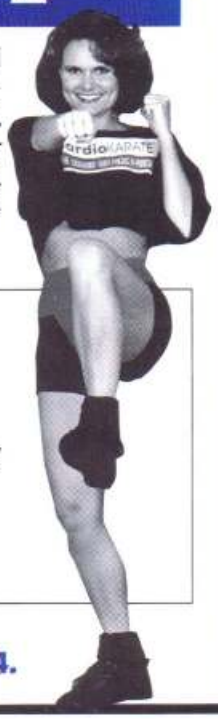
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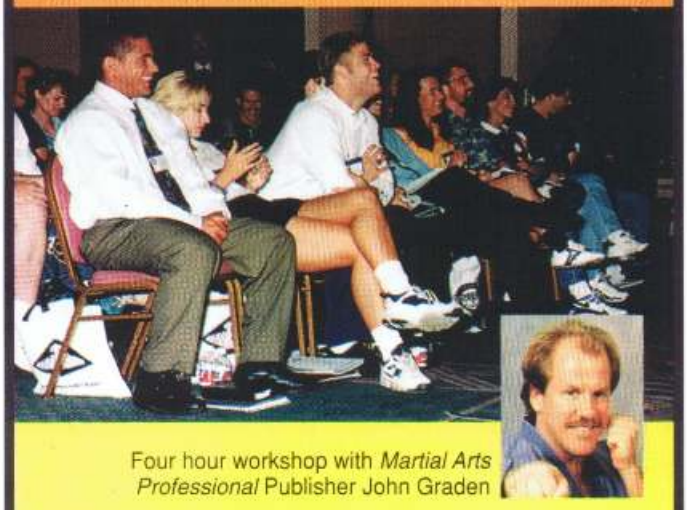
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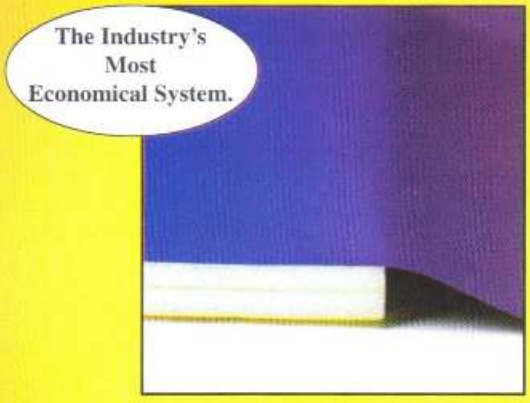
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