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Martial Arts PROFESSIONAL

August 1997

The Trade Journal For The Martial Arts Industry



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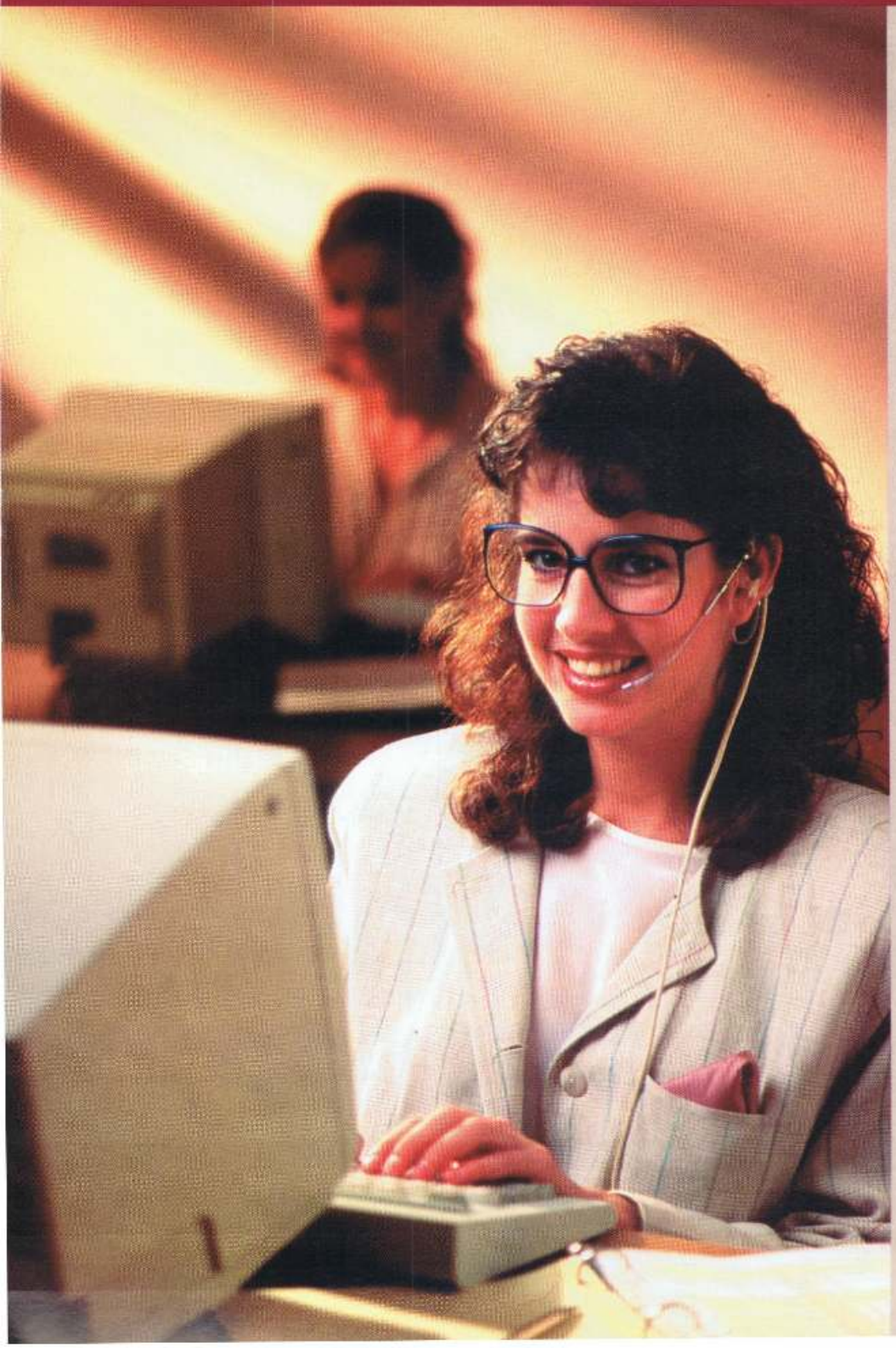
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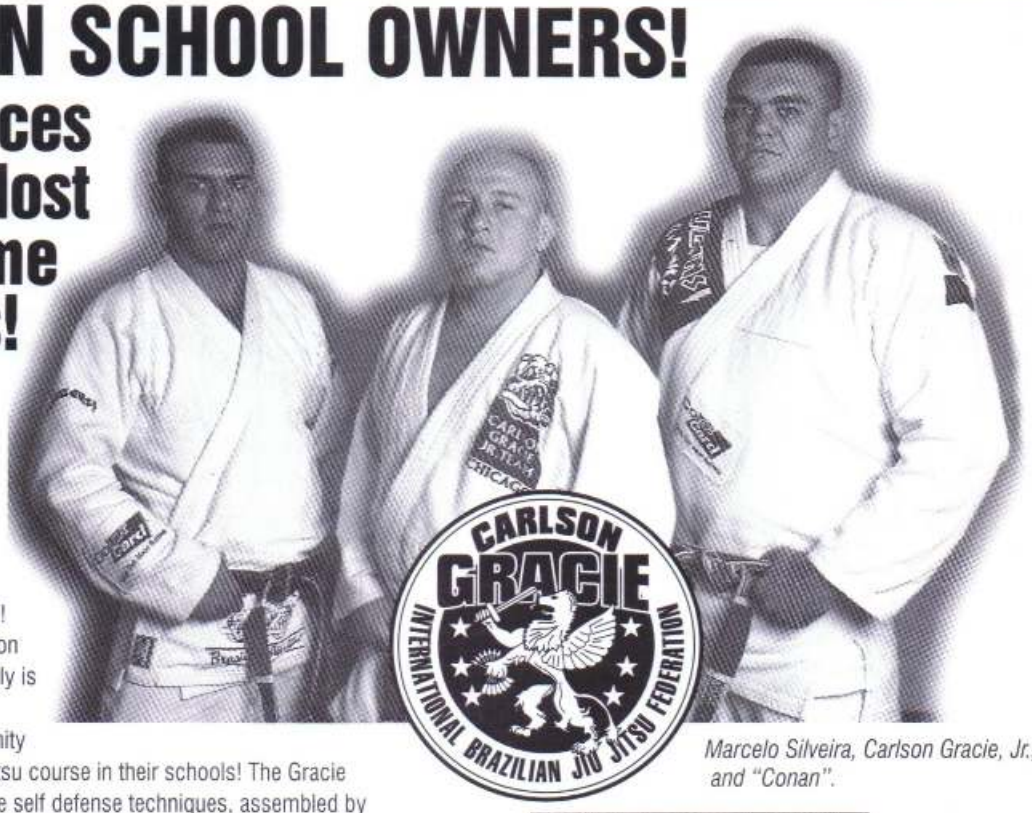
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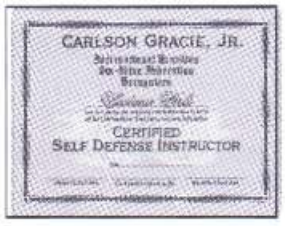
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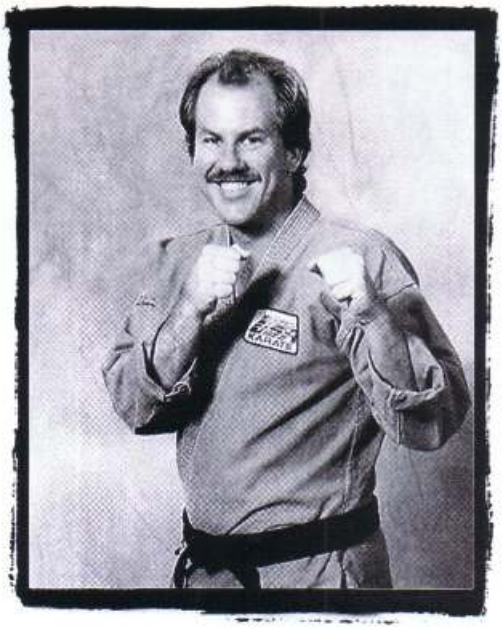
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AS I SEE IT

letter from the publisher



The Eagle Scout Syndrome

A good friend of mine, a 52-year-old baby boomer, was lamenting the lack of appeal that today's martial arts school has for a baby boomer like himself and his wife. He was frustrated that many schools tend to treat adults like children. More focus is spent on reciting "good citizenship" merits than learning self-defense. At least it seemed that way to him. "I'm an adult," he explained, "I pay my taxes and don't break the law. Don't tell me how to live."

Once I overcame my instinct to defend the schools, his point struck a chord. With the media-spawned boom in the children's market of the past decade, many of us have inadvertently forgotten the adult.

When I began training in 1974, the majority of the students were adults, specifically, adult males. There were some kids, but they were tolerated more than targeted. They seemed like a natural by-product of the allure of the Bruce Lee chopsocky, kung-fu boom.

The image of the martial arts black belt was that of a serious, somewhat roughneck male. How did we get from that to "Ninja Turtle Parties?" Clearly, "The Karate Kid" films had something to do with it.

Parents recognized that martial arts could be a powerful supplement to their children's education. Hundreds of thousands of kids flocked to martial arts schools. "The Ninja Turtles" and "The Power Rangers" perpetuated that interest.

Instructors began to include self-development programs in their classrooms. This is where we began to lose the adults. In the 1970s, the primary philosophical message was, "Don't use your martial arts in a fight unless you really have to." There was an underlying sense that with the privilege of learning martial arts comes responsibility.

Today, instructors who have no more discipline about how they run their lives than the guy driving the Pepsi truck, are demanding from their students everything from a list of good deeds to oaths of good citizenship. While this may be good for the kids, it's too much for many adults.

This is what I call "The Eagle Scout Syndrome." For example, an adult decides to get into shape and learn some self-defense. The martial arts instructor says, "Sure, I'll teach you self-defense. First, raise your right hand and swear to this student creed, submit a list of life goals, promise to quit drinking beer, and start helping little old ladies across the street."

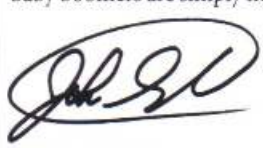
This is a somewhat exaggerated example of the Eagle Scout Syndrome. But, the point is simple. Rather than giving the adult what he wants, instructors try to turn him into an eagle scout. Yes, you should have a motivational message of the week and be a positive influence on helping someone reach his potential. However, that should not replace sweat and hard work.

If an adult needs therapy, he'll go to a therapist. If he wants to learn self-defense, he'll come to you. His therapist is not qualified to teach self-defense and you aren't qualified to play pop psychologist, no matter how many Tony Robbins' tapes you've listened to.

Sure, if you're a dynamic leader and promote positive principles, you will have influence, but don't put the carriage in front of the horse. Those benefits are a RESULT of the training. They are not THE training.

As my baby-boomer friend said, "What is there in a martial arts school for me?" He said he didn't want to jump through all these hoops just to learn a skill. "Scuba diving is very serious and probably more dangerous than learning martial arts. But you don't have to promise to honor your parents to learn how to dive," he argued.

The largest market in the country is the baby boomers. Yet, many schools can't give classes away to this age group. Have the martial arts changed in the last 20 years? A side kick is still a side kick. Self-defense is still self-defense. The difference is that we used to acquire confidence from learning how to defend ourselves. Today, we try to sell confidence instead of self-defense. That's a creed the baby boomers are simply not buying.



JOHN GRADEN
Publisher

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S. WATKINS

LETTERS TO THE EDITOR

feedback from our readers



Careless and Misleading Schools

We recently read your article concerning John C. Kim. What we have known for years is finally being shared with everyone. Although we do not bad-mouth other schools, it is good to let everyone know about careless and misleading schools.

Continue your efforts on everything that you're doing. You all are great and have helped out our school and its program.

IN Y. LEE
World Tae Kwon Do Academy
St. Paul, Minn

Too Much Emphasis on "Cult"

I just read your article on John C. Kim, which I could certainly understand and appreciate. I only wish you would drop the repeated use of cult associations in your title and several times throughout the articles. Whatever Mr. Kim is up to, I fear that driving your views toward those of the highly prevalent cult-bashing mentality of the usual sensationalist media will distort the veracity of reporting you attempt to achieve in your article.

Do you want half the mothers across America at some point in the near future to withdraw their kids from martial arts schools because of a careless or irresponsible association that turns into an uncontrollable rage of fear and hysteria. You could be playing with fire.

JOHNNY McIVITY
Via America Online

Breath of Fresh Air

John, I just had to write and compliment you on your "Letter from the Editor" in Volume 2, Number 7, "Maestro Please." Not only do I feel that you are correct in your statements, but your timing is excellent considering the current climate in the martial arts.

Thanks for your breath of fresh air.

JAMES WILLIAMS
Bugei Trading Company
http://www.bugei.com

Aren't You Ashamed?

I receive your magazine every month and have read most of them. My question to you is, "Aren't you ashamed at the commercialization of the martial arts?"

You claim to be a "classical" (traditional) martial artist yet you publish this crap that encourages the "I want your money" crowd to think that this is a normal and honorable thing. Where is your pride in your art, and where is your pride in yourself?

I am deeply offended by the "How can we take more of your money" people. What I really want to know is this: "Will you ever realize just how much damage you have done to the martial arts through your mag or do you just not care?"

The selling of martial arts has prompted more than one idiot to open a school and call it John's Martial Arts Flea Market, when all he really has to sell is his personality and a marketing scheme. But I guess the almighty dollar is the bottom line for you and your kind.

Repulsed and puking at your doorstep,

GERALD H. BUSH IV
jiin@atl.mindspring.com

John Graden Responds:
Our magazine's position is there's nothing dishonest in trying to teach quality martial arts and maintain a dignified living standard. Instructors have kids to put through college, mortgages to pay and a retirement to prepare for just like anyone else.

What does "Lining the pockets of the instructor mean?" Is it any more "reprehensible" than you getting paid for what you are doing for a living?

Don't confuse lousy teachers and deceptive business people with those of us who work day and night to be a success by creating solid black belts. There will always be people who are better at a skill than others. And there will always be dishonest people.

This is America. Free enterprise is the core of this country. Don't deny hard working honest black belts the opportunity to do what we love for a living just because there are some bad apples out there. That attitude failed with Communism.

Is Training No Longer A Priority?

I just read you editorial about "maestro." This is a very serious problem. I know exactly what you mean about people who have to enforce their own so-called titles. I have a title of Master Instructor, but I do not use it with my students or friends. Personally, I think "sir" or "Mr." is appropriate because that can translate into their every day life. I even address them as Mr.... Too many people take [these titles] too far.

What do you do with the instructors that are more concerned with their resumes than their actual training? There is too much of that, too. Do you think training is being lost at a lot of schools because of involvement in too many other things—like martial arts politics and tournaments? I believe training should be the main focus of any school.

I'm looking forward to your segments on classroom leadership and charisma. I really think your information helps a great deal of schools including mine. NAPMA is really one of the best things I have done for myself and my students. Thank you.

MARK DiNINO
American Kempo Karate Academy

Improved Outlook

Thanks for the great information-filled magazine. It's helping my outlook on life and on the martial arts industry.

M. DAVIS
Boston Martial Arts Center
New England Ninpo

Bravo for "Bad Moon Rising!"

Firstly, thank you very much indeed for being you!! Not since the days of Thomas Paine, in an essay from his book entitled *Common-Sense,* has there been anything written so eloquently concerning "The Colonization of

LETTERS TO THE EDITOR

feedback from our readers

the American Mind" by means of a mystique-based physic-dominance of a population, than your masterful article entitled, "As I See It."

Bravo! Bravo! Bravo!

PETER URBAN
Woodlynne, NJ

We Lost A Family Member to Rev. Moon

First, I'd like to say that I really enjoy your magazine. It has fast become the central source of information for our industry. Keep up the great work!

Second, I admire your courage for taking a stand on the Reverend Moon issue that you initially discussed in your editorial, "Bad Moon Rising." This is a particularly sensitive issue to me since my family lost a member to Reverend Moon in the mid-1970s.

A cousin of mine was just a teenager when he was brainwashed and taken away by the Moonies. Little by little, they stole him away from our family and eventually converted him into a full-fledged Moonie; a servant of Reverend Moon.

The young man started working for Moon at a printing press in New York, where he resided. He labored there for free and all revenues went to Moon's organization. What's worse, he gave up all of his worldly possessions to the Moonies. Fortunately, his father was a co-signer on the boy's bank account and car. He tried to turn them over to Moon as well but was unsuccessful.

As he progressively got more involved in the cult, the group leaders used to deprive him of food to weaken his mind while putting him through days of constant prayer. Members of my family tried their hardest to intervene, but my cousin lost his ability to reason and always went back.

Ultimately, the boy gave up his life to the organization. He was shipped to Africa, where he lived on a commune and continued to work for Moon's organization for free. We're not sure, but we think that Moon even had a bride chosen for him in one of those mass weddings that has gotten so much widespread publicity throughout the years.

Finally, I was amazed at the letter you posted from Jack La Valley that appeared in the July issue of *Martial Arts Professional*. Is Mr. La Valley a Moonie or is he just naive? If he thinks that Reverend Moon is anything less than treacherous, then maybe he should speak to my Uncle who lost his son forever to Moon's organization. Clearly, he's in the dark.

Name withheld by request

I Join You In The Fight

In regards to your letter in the May 1997 edition of *MAPro*, Rev. Moon will only control those who are for sale. It seems as though there are a lot of martial artists that fit that category nowadays. I believe part of it is a result of the teacher not teaching the most integral aspects of our precious arts. Dignity, honor, self-respect, self-reliance and leadership are just a few of the values we aspire to.

I've been a student of Peter Urban for many years. My martial arts training has always been about freedom. Shepherd's school, not sheep school. If you cannot control yourself, there are others who would be more then happy to control you.

The Career-Sensei's Oath is extremely appropriate for those who want to make a commitment to teaching and guiding our future in a positive direction. This is without style, race, religion, or any other barrier or prejudice that may exist.

I join you in the fight against what would be total destruction for all martial artists. Hope to see the Career-Sensei's Oath published for all to read. What affects one of us could and often does affect all of us.

DAYTON GUINEE
American Heritage Goju

Good Question

I've just read "Saved By The Bell" in the July *MAPro*. How does an instructor decide on a tuition level for his school? In my area, one franchise school charges about $90-$100 per month for lessons, another $60 per month. Both seem to do OK.

Would I just park myself in the middle at $85 per month? As a former engineer, I guess I feel more comfortable justifying things like this with statistics and formulae rather than gut feelings.

By the way, I joined NAPMA less than a year ago with only about 50 students, and now have 130 students. I have been able to retire from my full-time job as a clinical engineering supervisor and become a full-time martial arts instructor. After teaching and dreaming of this for over 15 years, NAPMA gave me the information I needed to achieve my goal. Now I can focus on big growth! (Where was NAPMA 10 years ago?)

MikeS1005@aol.com

Rick Bell Responds

Tuition pricing depends somewhat on your immediate competitive market. If you're in an area where there are no plush schools, you should position yourself as the top school in town, and charge 20% to 30% more than your competitors. If, however, you already have a school in your area charging at the upper end, a good strategy is to come in 10% to 20% lower than the top-dollar school and position your school as the affordable alternative.

If you use the under-pricing strategy, you will usually enroll the "price shoppers" instead of your higher-priced competition enrolling them. Far more consumers today do price comparisons for everything they buy than they did a few years ago. Never price yourself as the cheapest school in town. The cheap image will turn off the core market you need to attract.

RICK BELL
President, EasyPay

Do you have news we should know about?

Part of a trade journal's function is keeping its readers—professionals in the field—up to date on what's happening in their industry. It's a critical part of our job, and we plan to help you stay one step ahead.

Martial Arts Professional welcomes news releases and stories from our readers. We're always looking for current information about people and organizations (hirings, firings, promotions or career changes) or hard industry news, like who's opening, who's folding, who's growing or who's buying whom out.

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INDUSTRY UPDATE

martial arts business news, people, and places

MARTIAL ARTIST'S CORPSE FOUND IN WIDOW'S APARTMENT

HONG KONG—A Hong Kong widow kept the body of her dead husband, a martial arts teacher, in their apartment for three years and often slept near the corpse to keep it company, according to a recent Reuters report.

Police discovered the dried-up remains of 74-year-old martial arts expert Chow Man after one of his daughters who lived with the widow called them.

Chow Au King, 59, who was taken to hospital for psychiatric treatment, told police that she believed her husband would wake up some day.

The body was discovered in the sitting room of a 20th-floor apartment in Wong Tai Sin, a densely-populated working class area of Hong Kong.

For three years, the widow used the threat of suicide to persuade her daughter and three other children who shared the apartment not to report the case.

A police spokesman said she washed the body every day and changed its clothes in a bizarre echo of the horror film *Psycho*, in which a crazed motel owner kept the mummified body of his mother in a rocking chair.

The tearful widow begged police not to take the corpse away. Neighbors said the old couple had been devoted to each other. ■

UFC ADDS NEW SAFETY REGULATIONS



NEW YORK, NEW YORK —Arthur Davie, the Commissioner of the Ultimate Fighting Alliance (UFA), the governing body for mixed-martial arts competitions including pay-per-view's popular Ultimate Fighting Championship series, recently announced additional rules requirements for all UFA-sanctioned events.

The new rules are effective immediately and will be in effect for the upcoming Ultimate Fighting Championship event set for July 27, 1997, in Birmingham, Alabama.

These new rules are:
1. Establishment of three weight classes (under 160 lbs., 160-200 lbs., and over 200 lbs.);
2. Mandatory use of approved martial arts gloves;
3. Prohibition on kicking an opponent who is down (4-point stance);
4. Prohibition on pressure-point strikes;
5. Prohibition on small joint manipulations;
6. Prohibition on hair pulling; and
7. Prohibition on groin strikes (punching or kicking).

"While these new rules are a significant step in the development of mixed martial arts as a recognized sport," noted Davie, "they really only codify the martial arts code of honor, the Code of Bushido, under which all martial artists compete. While some people misperceive the participants in these events as nothing more than street brawlers, the reality is that they are world-class athletes, including Olympic gold medalists, competing in an honorable, age-old sporting competition." ■

FORMER HOLLYWOOD ACTOR TO TEACH "KICKBOXERCISE"

DETROIT, MICHIGAN — Former Hollywood child actor and current Detroit deejay Danny Bonnaduce will start a summer kickboxercise program at Ken Levy's Executive Boxing Club on Thursday, July 3. Bonnaduce, a black belt in karate and avid kickboxer, will teach students at all levels the basics of this summer's hottest workout.

These types of workouts have been highly touted by some of Hollywood's shapeliest celebrities, including Michelle Pfeiffer, Jenny McCarthy and Lea Thompson.

Ken Levy has owned and operated the Executive Boxing Club since 1994. Levy, a former world-ranked pro kickboxer, has taught over 3,000 students in the Detroit area, and admits that bringing Bonnaduce in as an instructor creates a compelling draw for students.

"He is an incredible boxer," said Levy, who has been training Bonnaduce for a year. "Plus, he has a ton of charisma, and a great sense of humor. I look forward to watching him work."

"Boxing has helped me in a multitude of ways," admitted Bonnaduce. "Physically, I have gained stamina and strength, while losing excess pounds. Psychologically, I have seen my confidence and focus grow. You just don't get that with any workout." ■

SPEAKERS WANTED

ST. PETERSBURG, FL—The 1998 Martial Arts Professional Convention is seeking speakers for its June 19-21, 1998 three-day symposium in Orlando, Florida. Speakers wishing to make a presentation should submit a video audition tape to MAPro Convention, 1362 86th Terrace North, St. Petersburg, FL 33702. ■

INDUSTRY UPDATE

martial arts business news, people, and places

MAINSTREAM MEDIA PRAISES AEROBIC KICKBOXING



UNITED STATES—Aerobic kickboxing programs have been receiving massive mainstream media coverage lately. From the cover of *TV Guide* to virtually all fitness and women's health magazines, the mainstream media is providing aerobic kickboxing and Cardio-Karate™ programs with rave reviews as a sensible alternative to conventional, boring fitness.

Though some instructors have had trouble launching such programs, it's not a lack of interest that tends to sabotage the program. It's the instructors lack of recognition and adaptation of this market's unique needs that tend to cause a Cardio-Karate program to flounder.

Playing inappropriate music, wearing uniforms, requiring bowing, using a boom box instead of a good sound system, not to mention out-of-shape instructors, are all contributing factors that will doom a Cardio-Karate program. ■

HOST A NATIONAL VIDEO

ST. PETERSBURG, FL—The National Association of Professional Martial Artists is the nation's top producer of martial arts business videos. We are seeking quality segments related to the operations side of running a martial arts school. Each segment is 15-20 minutes long and will be seen by over 1,200 martial arts school owners in the U.S. and Canada.

If you would like to host a business segment, *please submit a ½ inch audition tape to NAPMA, 1362 86th Terrace North, St. Petersburg, FL 33702. For info call (800) 973-6734.* ■

NATIONAL MODEL SEARCH



ST. PETERSBURG, FL — If you —or a student or associate of yours—is a model and are interested in having your photograph featured in national fitness and martial arts advertisements, posters and magazines, consider submitting shots to Graden Media Group.

The company is looking for male and females of all ages. The photos you submit should be professionally shot. Martial arts poses and Cardio-Karate "Sweat Chic" poses are preferred. While there is no pay for these shots, you may have an instant national media campaign or magazine appearance to add to your portfolio.

If you're planning to be in the Tampa Bay area and would like to be considered for a shoot in the company's studio, please submit a variety of photos for review.

Send submissions to:
Graden Media Group
1362 86th Terrace North
St. Petersburg, FL 33702 ■

INDUSTRY UPDATE

martial arts business news, people, and places

TIGER SCHULMANN CHARGED IN ASSAULT

By Susan Forrest

NASSAU, NEW YORK — A New Jersey man who owns a chain of karate schools in the Northeast surrendered to Nassau police here recently after an assault on an instructor at a competing karate school that authorities say may be tied to a turf battle in the Levittown-Plainview area.

Daniel "Tiger" Schulmann, 31, of Upper Saddle River, was charged with third-degree assault and third-degree burglary in an April 29 break-in at the office of the American Karate & Fitness Center in Levittown. Police say Schulmann, who goes by the nickname "Master Tiger Schulmann," assaulted Shimon Benmashiah, a karate instructor at the Levittown school.

His brother, Chagai Benmashiah, 26, is owner of the karate school as well as one in West Babylon. Shimon Benmashiah was treated at Mid-Island Hospital in Bethpage for a fractured nose, sprained neck and cuts and bruises.

"We don't know the real motive, but it may have been intimidation, apparently involving territory," said Eighth Squad Detective Tony Letterel.

"He did it to be a bully, as an intimidation tactic," Shimon Benmashiah, 27, of Freeport said in an interview at the Levittown school. "I did not fight back because, as a person involved in martial arts for years, I do not believe in violence and I totally refrain from it."

Schulmann, who lives in Upper Saddle River, N.J., declined to comment after he was released on his own recognizance. But his lawyer, Kevin Keating of Mineola, said Benmashiah's allegations were "absolute, complete nonsense. Anyone in the know in the martial arts community knows Mr. Schulmann to be a man of restraint and integrity." He said Schulmann was attacked by Benmashiah.

Det. Letterel said the April 29th assault happened at about 8:45 p.m. after Schulmann and two other men walked into the American Karate & Fitness Center at 3517 Hempstead Tpke., as a class with about 40 karate students, including 20 children, was in progress. Letterel said Schulmann forced his way into Benmashiah's office, with Schulmann's friends guarding the door, "and lunged at the victim."

Said Benmashiah, "He was like a maniac. He choked me and repeatedly punched me in the face. He head-butted me and then he got me with a right hook, and when he didn't knock me down he got frustrated and hit me with a left hook. He tried to engage me in combat, but I refused." Det. Letterel said several students came to Benmashiah's defense, and Schulmann and his friends left.

Asked why his client went to the Levittown karate school on April 29, Keating said, "We deny he was there for any improper reason.

Benmashiah said he has known Schulmann since 1982 when they trained together at a martial arts school in Spring Valley, N.Y., where Schulmann later opened his first school. He said the two never competed in martial arts, but later became involved in a dispute over Schulmann's Oceanside school, which Benmashiah said he invested in.

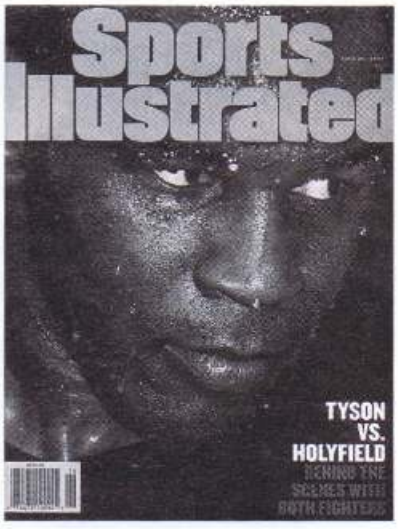
Benmashiah said Schulmann asked him to become a partner of the Oceanside school. "Two years later, we had our differences over the way he did martial arts, and I wanted out. He wouldn't give me my share and I walked away with no money."

Keating called that accusation "too bizarre to even respond to."

Last year, Benmashiah said, he obtained a temporary order of protection against Schulmann "after he sent three of his goons into this business to intimidate me."

Schulmann was due back in Nassau County Court in Mineola June 31st. ■

NEW LAW AIMS TO CLEAN UP BOXING



LAS VEGAS, NEVADA—On Tuesday, July 1st, three days after Mike Tyson channeled Hannibal Lechter and bit chunks off of both of Evander Holyfield's ears, the Professional Boxing Safety Act went into effect. It is designed to protect the "no-name" boxers on small-time cards rather than the big-money champions.

The new law doesn't involve federal control of boxing or a federal commission. It's simply a hammer hanging over the heads of those who, up to now, couldn't be accused of breaking boxing's laws because there was no law. It won't suddenly stop the corruption that too many people pass off with a shrug and say, "That's boxing." But it's a start.

In what has often been literally an outlaw world, journeymen boxers have often fought without medical supervision, sometimes under assumed names, and sometimes in states without a boxing commission. Now, a professional boxer must register with a state commission, be issued an ID card, and assigned a number by a boxing registry. ■

INDUSTRY UPDATE

martial arts business news, people, and places

MARTIAL ARTS EVENT RAISES OVER $120,000



L–R: Mike Chaburntabut, Keith Hackney, Christine Bannon Rodriques, Reylson Gracie, Bill Wallace, Kathy Long, Cynthia Rothrock, Jhoon Rhee, J. Han Jae, Arlene Limas at the Martial Arts Expo '97.

CHICAGO, ILLINOIS — The Kick Drugs Out of America program was launched at the Hans Christian Anderson school in Chicago's inner city here, thanks to the combined efforts of martial arts celebrities and promoters.

Hosted by Fred Degerberg, Scott Kifer and Tom Letuli, the event featured seminars, demonstrations and a celebrity auction and raised more than $120,000. ■

SELF DEFENSE THEME MAKES TV GUIDE'S ALL-TIME 100 EPISODES

HOLLYWOOD, CALIFORNIA—In a poll appearing in its June 28th issue, *TV Guide* named the 100 greatest TV episodes of all time, and coming at #88 was the self-defense-themed episode of "Happy Days" that originally aired on October 14, 1975. "Happy Days" was a top 20 comedy series for eight of its 11 seasons.

In *Richie Fights Back*, straight-arrow series star Richie Cunningham (Ron Howard) is tyrannized by a pair of bullies and, first, seeks help from his local burger-joint hangout cook, Arnold (Pat Morita, pre-"Karate Kid"), who teaches him some jiujitsu. Richie then seeks the wisdom of his tough-guy friend Fonzie (Henry Winkler).

"I'm going to teach you the secret of being tough," Fonzie assures Richie. "Of course, with that Howdy Doody face, you can only be so tough."

The secret is nothing earthshaking: Act tough, sound tough, and maybe people will think you are tough. But in the end, it works. Richie stands up to the bullies all by himself.

Surprisingly, not one of the original "Kung Fu" episodes made the magazine's 100 list, even though three "Kung Fu" shows had won Emmy Awards, TV's highest accolade. ■

GLAZIER CONDUCTS REVERSE STOCK SPLIT

ISCATAWAY, NEW JERSEY—Master Glazier's Karate International, Inc. (NASDAQ-KICK) approved a one-for-five reverse stock split of its common stock and the increased the capital stock of the company for 15,000,000 to 40,000,000 shares.

According to CEO Mark Glazier, "We are pleased that our stockholders have supported our plans to divest many of our karate studios and to reorganize our corporate structure. We are excited about taking advantage of the numerous business opportunities available to us." ■

RETAIL WARS

IN THE BATTLE FOR YOUR SCHOOL'S BUSINESS WHICH SUPPLIER DO YOU CHOOSE?

By Mike Anderson

When you open a martial arts studio, you soon become aware that a significant part of your business is interrelated with being a martial arts equipment supplier. Whether you only want to serve the most basic needs of your students, or whether you plan to become a major equipment supplier in your area, your choice of vendors will be a factor in your success. There are numerous factors that come to bear on your vendor choice: wholesale price, ease of ordering, minimum orders, quickness of shipping, etc.

We set out to see how some of the largest martial arts equipment supply companies stack up against each other in areas of price, quality and service.

There are dozens of supply companies offering their wares to the wholesale market. Some of the smaller companies concentrate their marketing efforts on specific areas. Kamikaze USA, Inc., for example, markets primarily to the traditional Okinawan/Japanese stylists. Its eight-page catalog offers karate and judo uniforms (mostly white), belts, and a small selection of bags, pads and sparring gear.

Florida's Bold Look, on the other hand, caters to the NON-traditional market. Its catalog includes multi-colored uniforms, pastel belts, and numerous tee-shirt designs.

The Big Three

Three companies dominate the market, however: Century, Asian World of Martial Arts (AWMA) and Macho. All three stock and maintain a wide selection of equipment and accessories for karate and taekwondo studios.



AWMA's catalog is packed with a wide variety of products.

#1. Century's catalog sports Century-brand uniforms, sparring gear, weapons, and much more. Century sells Century Brand products, as opposed to AWMA, which offers a variety of brand names. Century has also been an innovator in the supply market, having developed and introduced such products as Power Line equipment, Square Hand Targets, foam Blockers, double-ended Headache Bags, and the water-filled Wave and Powerwave bags.

#2. AWMA's catalog boasts over 250 pages of many different brands of uniforms, sparring gear, weapons, and accessories

such as bags, patches, shirts, and more. AWMA has recently introduced its "house brand," PRO FORCE, line of products including uniforms, sparring gear, and knock offs of Century's Square Hand Target and Headache bags.

#3. Macho's sells Macho-brand products only. The product line includes uniforms, sparring gear and accessories, with a recently expanded line of weapons, bags and pads.

Placing a Comparative Order

The most important question for the studio owner, however, is "What can they do for me?"

To answer this, we ordered some standard items—a couple of student uniforms sizes #0 and #4, two square hand targets, and a more unusual choice, a set of tonfa (Okinawan side-handled batons). We evaluated the companies in several categories —length of time to answer the phone, courteousness and efficiency of order-taking, price, length of delivery time, product quality, etc.

We ordered the products at about the same time—between 1:50 and 2:20 PM MST on a Thursday. We already had standing accounts with all three, paying with credit cards which were on file with the respective companies, so no time had to be spent setting up an account.

Macho was first—their phone never made an audible ring, but we were immediately switched into a "voice mail"-style list (MACHO has since replaced the voice mail system with operators). The first human voice we spoke with asked me if I had a sales representative with whom I customarily spoke. "Yes", I answered." The voice told me that my rep was on another line and would call me right back. He was right — my call was returned within five minutes by my usual rep. I started my stopwatch, and the rep took my order in a zippy two minutes and sixteen seconds, the fastest of the three. Courtesy was excellent, as was the competency level of the order taking.

Next was AWMA. The call was placed at 2:06 PM. Again, no audible rings—the automatic call answerer kicked in immediately and offered the multiple choices. A human sales rep came on line quickly and took my order in a cheerful, courteous and competent manner. Total length of the call was a smooth 2:38.

Century was my third selection. I called them at 2:15. The phone rang for one half of a ring and a sales rep was there. I gave my account number and there was an immediate delay —the computer couldn't bring up my credit card number. It did come up in less than a minute, however, and my order was taken in a cheerful, courteous and competent manner. Total length of call—3:33.

The products shipped from different places at different times. Century maintains two shipping facilities—a central facility in Oklahoma and a West Coast warehouse in Reno, Nevada. My order came from the Reno facility and arrived promptly on Monday. The Macho products shipped from Florida and arrived on Tuesday. The AWMA order was the last to arrive, showing up on Friday—eight days later—apparently due to its 2,400-mile Philadelphia-to-Phoenix sojourn.



Macho Products only sells its own line of quality products

Quality Comparison

How does the quality compare between the three suppliers?

There were some surprises here. The square targets were similar in size, all roughly 10½" x 9". The thickness varied somewhat—the Macho pads were 3¼" thick, the AWMA "Pro Force" squares were 3", and the Century was 2¾". All three pads had sturdy vinyl covers.

However, although the Pro Force cover seemed slightly heavier, it was ill-fitting. Both Century and Macho covers were smooth fitting, the Macho cover slightly more so. The Pro Force and Macho pads each had zippered covers. All three had the same three-strap handle set-up, although the Macho pad had a bottom strap that was velcro adjustable, perhaps for instructors with beefy wrists.

Wholesale prices were $8.50 for the Macho, $7.99 for the Century, and $6.75 for the Pro Force.

The tonfa were all 20" length. The Century and Macho versions were very similar—made in Taiwan from hardwood with a varnish finish. Each of those tonfa weighed in at slightly over 18 oz. All of the tonfa had a glued-in doweled-end handle. On both of the Century tonfa, there was a dried glue puddle at the base of the side handle which had apparently oozed out during manufacture, and the handle was slightly loose.

The AWMA version was a lighter 10 oz. weight, and appeared to be pine with a walnut stain, unvarnished. It also

continued on page 28

How To Get Published in a Martial Arts Magazine

By John Graden

As "Martial Arts Professional" closes in on its third year, we're glad to be receiving regular submissions from writers and would-be writers interested in contributing to our publication. I thought it would be helpful and interesting if we spent a little time on how to write for a magazine and what to expect in the process. Who knows, you may launch a side career and we may get some great articles.

Know Your Publication

Before submitting your idea, it's important to make sure it's appropriate for the publication in mind. We are an industry "trade journal." That means we are specifically interested in business-related articles, profiles and how-tos. You could write your best story ever on "How To Hit A Jammer With Side Kick," but it wouldn't be for us.



Also, in most cases, stories on kick-a-thons, rank promotions and tournament titles are of little use to us unless they have a business slant. For instance, we'd be interested in "How To Promote A Successful Fundraiser," "How To Conduct A Rank Promotion For High Retention" or "How To Throw A Tournament For Maximum Profit And Retention."

Our readers are martial arts school owners. We want to provide our readers with material that will help them run their schools. Conversely, most newsstand martial arts magazines, which fall into the category of "consumer magazines," are targeting beginners. That's why you see the same types of articles over and over. There's a new group of readers for these magazines every six months, whereas our readers are way, way past that stage. They have a very specific need and we want to fill it. Actually, we want you to help us fill it. Here's how.

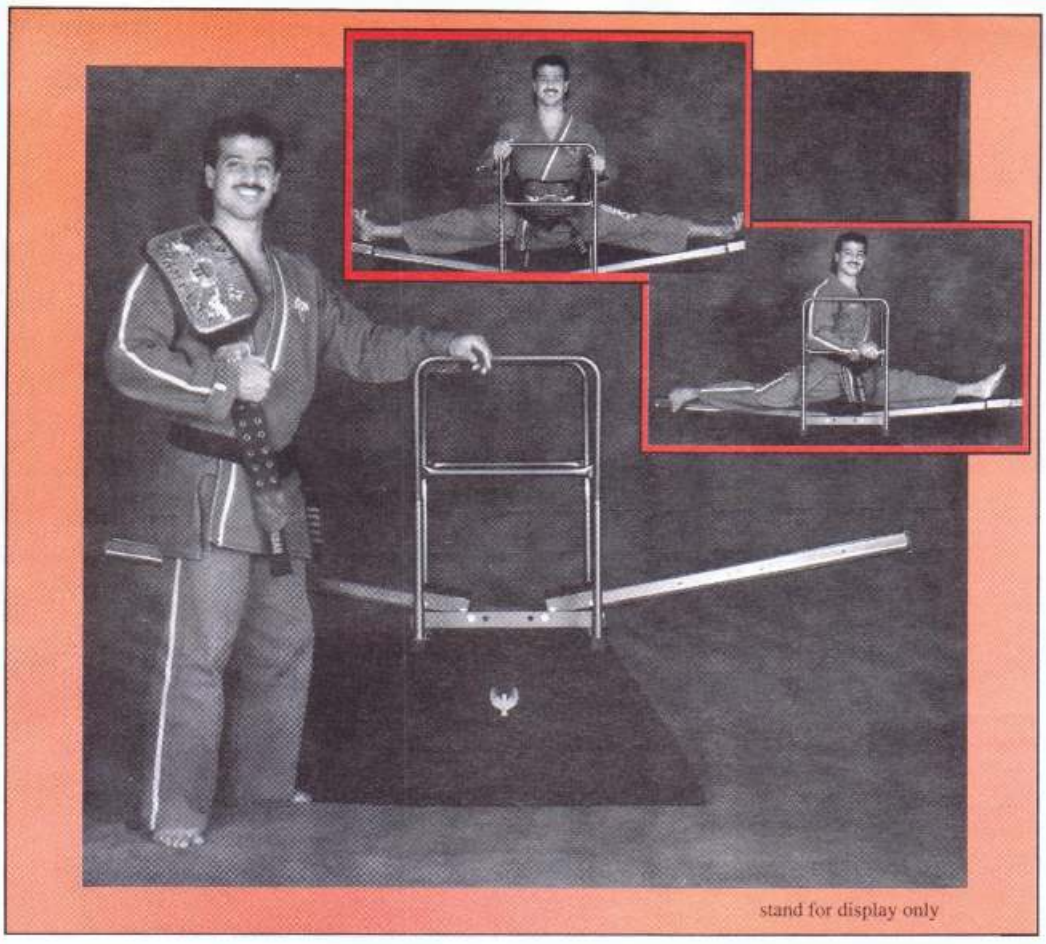
Choosing a Subject

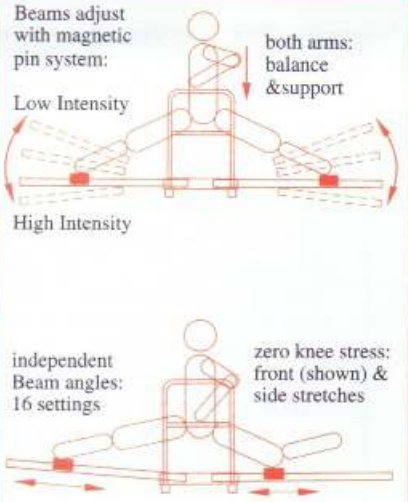
Recognizing that you now understand the needs of your publication (us, we hope), let's choose a subject. This subject should be something that either you have an expertise in, or a subject that you would be willing to research professionally to insure it is accurate, balanced and complete. This is important. Make sure you want the assignment.

Make it something you are interested in. That's a good gauge. If you're a school owner and you'd like to know more about a certain subject, odds are you aren't the only one out there who shares that interest. You don't want to pitch a story idea only to find out you can't follow through and do the story once it's accepted. This will not help your credibility.

Choose a specific "angle" on your subject. For instance, "How To Improve Retention" is a very broad title that doesn't really convey a specific meaning. "How To Improve Retention In Your Adult Beginner's Class" is much more compelling and specific. Better yet is, "Retention Strategies That Took Sam Smith From 100 Students To Over 300 In One Year." That's an article I want to read.

Continued on page 16





You've tryed the Sit-On-The-Butt stretch devices out there that are most popular with beginners, now try the method most popular with the Pro's. Stand Up Stretching

With a World Champion using our Stretch Trainer it's no wonder we named it the StretchProfessional. In fact, 'Stretching Scientifically' author Thomas Kurz, a recognized authority in the field of flexibility training, does not recommend the sit-down-stretch-devices at all. Not FlexMaster. Not Hurley Stretch Rack. In fact, not any sit-down-stretch-device made the grade. The author favours Stand Up Stretching positions. StretchProfessionalhas become the professionals choice because the StretchPro *is* Stand Up Stretching. StretchPro sticks to the Stand Up Stretching *principles* that have been developed, and used, by the pro's for years. StretchPro's *unique design* adds to the basic principles *safety* and *effectivenes* never before possible. Thousands of Instructors, and their students, have made Stand Up Stretching their choice.

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Your Complete Satisfaction is Guaranteed

Try the StretchProfessional. If in 30 days you don't feel it's the best investment you've ever made in Flexibility Training for yourself, and your students, return it for a full refund.

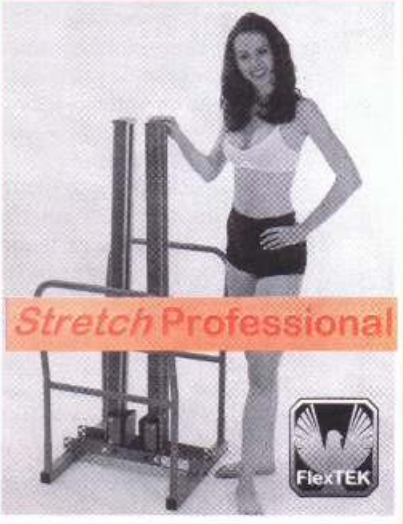
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20" x 20.5" x 103"
Warranty: 1 year all inclusive
Maximum User Size: 7ft tall, 300 lbs
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Stretching Type: dynamic, isometric & relaxed. Zero knee stress.
Instructions: Video Included
MSRP: $299.00 (+ s/h)

Wholesale price: $199.95 (s&h $39.95)



Getting Published—*continued from page 14.*

The Query Letter

How would you like your readers to turn their expertise into profitable and prestigious national magazine articles? Writing for a national magazine isn't just for the pros. By following the proven strategies in the article I'm proposing, I can teach your readers how to become nationally published and paid writers. As a national magazine publisher and author, I've seen the good, the bad and the ugly in submissions. I want your readers to submit good articles that get published. Here's how....

The passage above is the opening paragraph of a good "query letter," and that is the next step in getting published. A query letter is designed to save you and our editors time and aggravation. It's a combination of a summary and a sales presentation. A query describes your idea in a single page, usually in five paragraphs or less. This provides our editors with the information to accept, decline or modify the story before you spend hours writing it.

Every week we receive complete 2,000-3,000 word manuscripts we didn't ask for and can't use. That's a waste of effort that could have been avoided with a query letter.

Your query is usually in three sections: Your the expertise or the writing experience. That's okay, provided you're upfront about it. For instance, maybe the subject is not one that you have a first-hand knowledge of, but you have access to people you can interview who do. That's fine. Knowing that, the editor can help you through the process.

If you've never been published, you can emphasize other qualifications relevant to the subject. For our purposes at *MAPro,* being a school owner is more important than being a high-ranking, tournament-winning, brick-breaking hanshi. Owning a school helps provide you with the credibility to write on business issues.

The Magazine's Response

After you've sent your query letter to the magazine, get busy with other projects. Don't sit by the phone or the mail box waiting. Editors are very busy. Be sure to include a self-addressed, stamped envelope to make it's easier for the editor to respond. Indeed, your job is to make the editor's job as easy and headache-free as possible. Within a few weeks, you should have a response.

If your article is declined, be professional, polite, and accept it.

If your story idea is accepted, you now begin the process of living up to the promises of your query letter.

The Details

It's very important that you are clear on the publication's format. Make sure you follow that format to the letter. If the editor gives you the assignment, make sure you know exactly how he wants it submitted and what you can expect in return.

Word Count

Find out what the word count for the article will be. For *MAPro,* features are usually about 2,800 words. Most word processors have a word count feature that makes this easy to monitor.

Submission Format

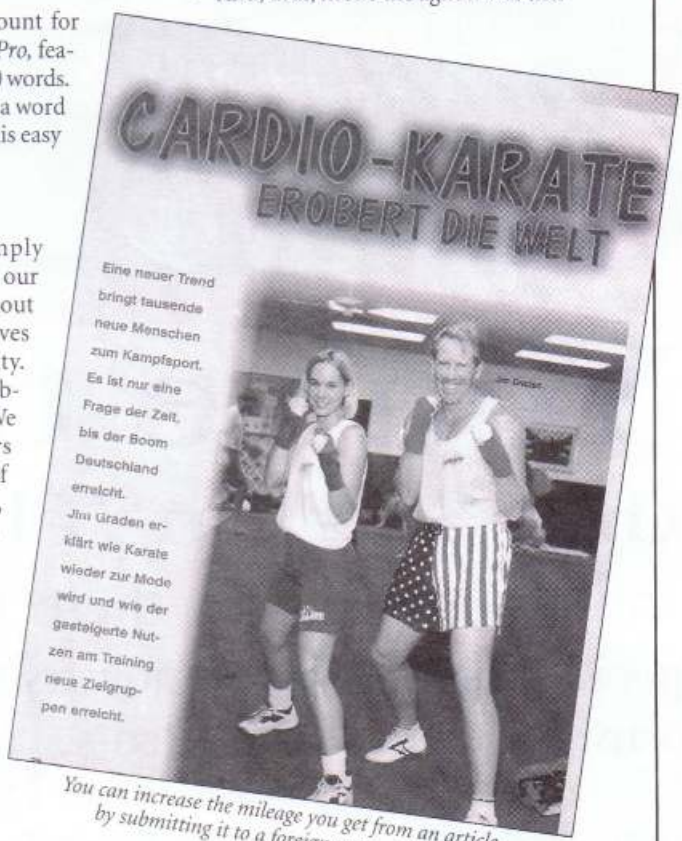
With email, we can simply download the article into our page layout program without having to concern ourselves with software compatibility. Our second choice is to submit the article on disk. We use Macintosh computers throughout every aspect of our business. However, most Macs, ours included, will convert virtually any Windows word-processing file into a Mac file. Our last choice is laser printed on white paper. This allows us to scan the article into the Mac without having to retype it. Fax, dot-matrix printing, handwritten or colored paper (preventing clear scanning) is not acceptable.

Photographs

Believe it or not, in some cases, the quality of the photos can make or break your article. For instance, the first article I submitted on myself was submitted to "American Karate" in 1988, after returning from a series of successful tours of Europe with the U.S. team. I recruited a friend to write the article and a professional photographer to take the shots.

Two weeks before submitting it, I was talking to a veteran martial artist whose articles had appeared in many magazines. When I told him of my intentions to submit an article about myself, he told me he didn't think it would fly. He reasoned that I was too unknown at the time for a personality piece. He suggested that I do a "how to" piece instead. I forged ahead anyway.

The photos I submitted were absolutely great—multiple-image shots that really provided a strong sense of movement. Not only did the mag give me a full-color spread, but John Graden's "Passion for Clashing" was the cover story! When I talked to the editors later, they said it was based solely on the quality of the photos. And, drat, here I thought it was me.


CARDIO-KARATE
EROBERT DIE WELT

Eine neuer Trend bringt tausende neue Menschen zum Kampfsport. Es ist nur eine Frage der Zeit, bis der Boom Deutschland erreicht. Jim Graden erklärt wie Karate wieder zur Mode wird und wie der gesteigerte Nutzen am Training neue Zielgruppen erreicht.

You can increase the mileage you get from an article by submitting it to a foreign magazine also.

Two years later, I was in Italy and showed the same shots to Ennio Falsoni, who publishes a number of martial arts magazines in Europe. As soon as he saw them, he said, "I promise you the cover if I can use these photos." To date, those photos have appeared on no less than five American and European magazines.

There is a great lesson here. Always submit the very best artwork you can get your hands on.

Continued on page 18

A GOOD GLOVE IS HARD TO FIND.

WELL, THOSE DAYS ARE OVER.



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IDEAL FOR "YOUR CARDIO KARATE™ CLASSES!

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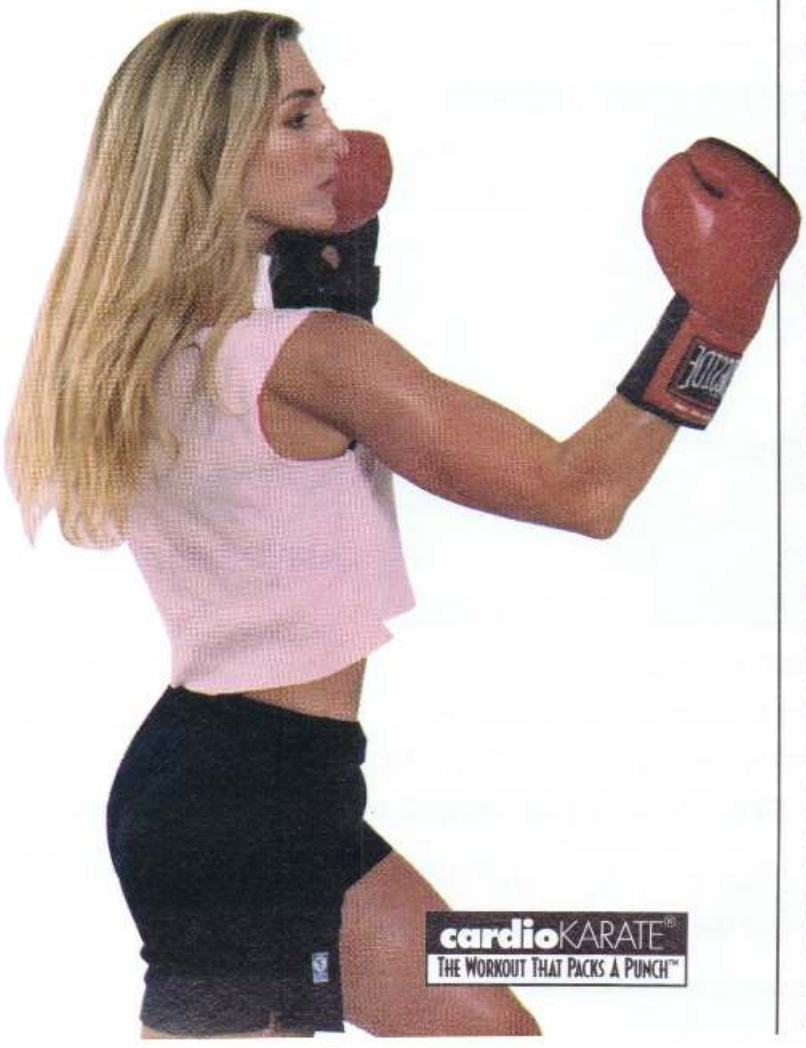
NAPMA

join the nation's largest martial arts professional association



NATIONAL ASSOCIATION OF PROFESSIONAL MARTIAL ARTISTS

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.



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, NEW STUDENTS, AND WITHOUT CONSTANTLY MARKETING AND PROSPECTING TO MAKE YOUR SCHOOL GROW. THAT'S WHY THE NATIONAL ASSOCIATION OF PROFESSIONAL MARTIAL ARTISTS (NAPMA) WAS FORMED.

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.

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, AND IS SET UP TO PAY FOR ITSELF BY ADDING JUST TWO NEW STUDENTS (NOT TWO STUDENTS A MONTH, JUST TWO STUDENTS!) AND THE WHOLE PROGRAM IS BACKED BY NAPMA'S UNCONDITIONAL MONEY-BACK GUARANTEE!

the benefits of napma membership

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



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! 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

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. It's 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 You and Your Staff

NAPMA members nationwide say that this is the most valuable tool they have ever used to educate and motivate themselves and 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.

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

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.

An example is NAPMA's exclusive new Cardio-Karate™ program. With this new program NAPMA schools will be the first in their area to take advantage of this exploding new market. Our exclusive Cardio program, provided to NAPMA member schools at no additional charge, come complete with ads, marketing ideas and video curriculum examples so you can launch the program in your school right away.

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, ready-made ads and flyers for successful in-house promotions for student retention and additional profits.

Networking With Other Member Schools

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 schools face in today's marketplace.

How To Become A Member

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

- A three-part video seminar each month
- Separate Audio Tape Seminars
- 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
- Newsletter
- Travel Discounts
- Toll-free consulting hotline to help you get the most from the material and much, much more.

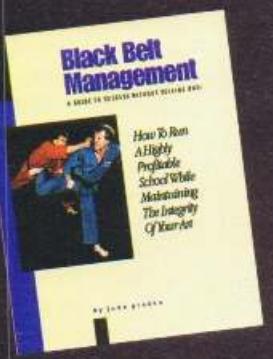
NAPMA membership is affordable for every school

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 is Only $99 (plus $10 S&H)
The NAPMA Start Up Kit includes a sample month's material plus two bonuses:

Bonus #1—THE BLACK BELT MANAGEMENT MANUAL (Retail $149.00) This fully illustrated guidebook to operating a successful school is considered to be the best book ever written on the subject.

Bonus #2—THE NAPMA RETENTION AND FINANCIAL CONTROL SYSTEM This control system is designed with the retention, statistical and enrollment forms needed to interface your school with the NAPMA program.



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.

How To Get Started

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Getting Published—*continued from page 16*

For the cover, large-format transparencies are preferred. Large, crisp, clear prints 5x7 or larger would also work for the cover. For the inside of the magazine, slides or prints are fine, provided they are professionally shot. It's best to submit color since converting color to black and white is not a problem.

You must also provide a "caption sheet," or tape the captions to the back of each picture with the article's title, the author, the photographer and the actual caption.

If at all possible, do not request the photos to be returned. The reason is that your shots may appear in other future articles. If one of your shots has you correcting a child's side kick, for example, that same photo may reappear in an article on teaching a year or two later. It's always best to let the magazine keep the shots on file for future use.

Payment

MAPro pays up to $150 on acceptance of an assigned article. Most magazines pay "on publication." For columns, we typically pay $25-$50, depending on the subject matter. You should get your check within a month of acceptance or publication, in either case. Newspieces, letters to the editor, forum debates (such as our "Square Off"), or in-house profiles such as "Heavy Hitter" are not paid for.

If you are just starting out and don't have any or many writing credits, you may offer to waive payment as a sign of good faith. Another option is to offer to waive payment in exchange for a free classified or display ad. That helps the magazine keep its costs down and might earn you more income than simply getting paid for the article.

The primary payment for you is in the exposure and prestige writing for a national publication brings you.

Expenses

With rare exceptions, the writer bears all of the expenses related to producing a final package including photographs and shipping.

Corrections

If you and your editor have been in contact and have a clear understanding about the progress of the article, then the changes requested by the editor should be at a minimum. However, it's in your

Sample Query Letter

Here's a recent exemplary query letter written by our senior editor, John Corcoran, to the editor of Black Belt, pitching him on a high-profile subject. Because John is so well known in our field as a writer, he did not need to cite any writing credentials, but all the other elements cited in the main story about query letters are here to be seen.

Incidentally, John made the sale and his Elvis Presley story will appear in the near future.

March 15, 1997

Mr. Jim Coleman
Editor
Black Belt

Dear Jim:

Elvis Presley's passion for and involvement in the martial arts spanned 19 years (1958-77), and he was a very serious practitioner at various times throughout this period. He was once asked by one of his entourage if he'd like to appear on the cover of *Fighting Stars* magazine. "No," he responded. "Not *Fighting Stars*. That's just for celebrities. I'm a real karateman. I want to be on the cover of *Black Belt*."

In 1973, when I was working at *Black Belt*, Elvis personally sent three emissaries—Ed Parker, Dave Hebler and Red West—to pitch that cover-story idea to Bob MacLaughlin and me, but, unfortunately, it never came to fruition.

August 16, 1997 marks the 20-year anniversary of Presley's death. I wrote the definitive story tracing Elvis' 18-year involvement in the martial arts shortly after his death. This same story was updated for the 10-year anniversary of his death in "The Fighter" magazine, and Graceland even let me use copies of Elvis' personal karate pictures to accompany that story.

I have again recently updated Elvis' martial arts story for a German-language magazine, to run in conjunction with the 20-year anniversary of his death. Would you be interested in running this latest version in *Black Belt* in August? Perhaps even using a cover inset of Presley to belatedly give him one of the things he sought most in the martial arts but never got?

The main article is quite extensive—12 pages (about 3,600 words)—and I can include any or all of three additional sidebars as well. I can provide as little or as much as you determine. However, if you are truly interested in publishing the complete Elvis-martial arts story, since *Black Belt* is the definitive magazine in our field, perhaps a two-part article with sidebars is more appropriate. Your call, Jim.

I no longer have any photos of Elvis performing karate. Most of them were left at the various magazines I worked for over the years, and I had to return the copies of his personal photos to Graceland back in '87. However, I do know that you have quite a number of photos of Elvis, karate and otherwise, in your photo files/archives.

But I can deliver the goods for the article. Presumably, Graceland will be launching another massive international media promotion to celebrate the date. In 1987, their media blitz brought, if my memory serves me well, over a million visitors to Graceland. That kind of promotion, as you're aware, can lead to additional newsstand sales for your magazine.

Please let me know your thoughts.

Many thanks,
John Corcoran

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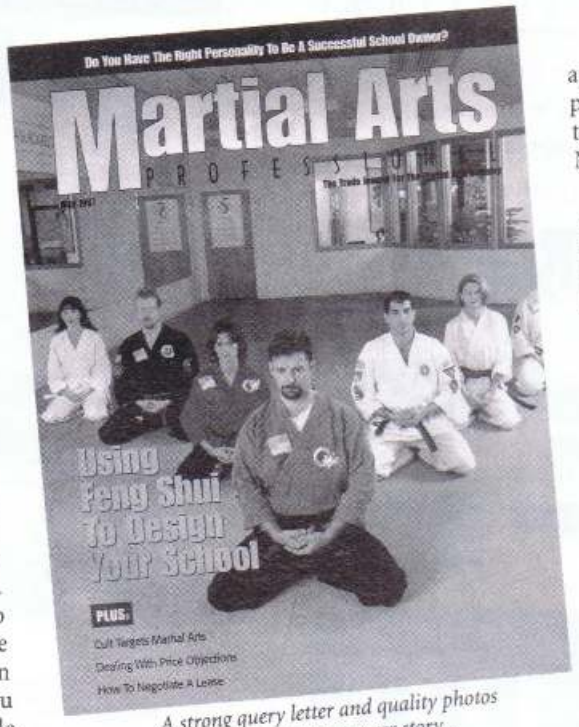
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Getting Published—*cont. from pg. 18*

best interest to be very cooperative and timely in making any changes or obtaining new photos or material for the article.

While this article is written for readers of *Martial Arts Professional* who may want to become writers for us, the information applies to any magazine. Know the publication, submit an exciting and appropriate query letter, and be clear about the arrangements. Most of all, follow through like a pro, even if you're not yet one.

Few people in our society are as revered as writers. As a writer, you are positioned and perceived, right or wrong, as an expert in your field. That's why getting published is so valuable. You can roll over an article written by you in a national publication into local mainstream press for you and your school. When your article appears, send it with a cover letter and press release to the media in your town describing "Local Writer Goes National."



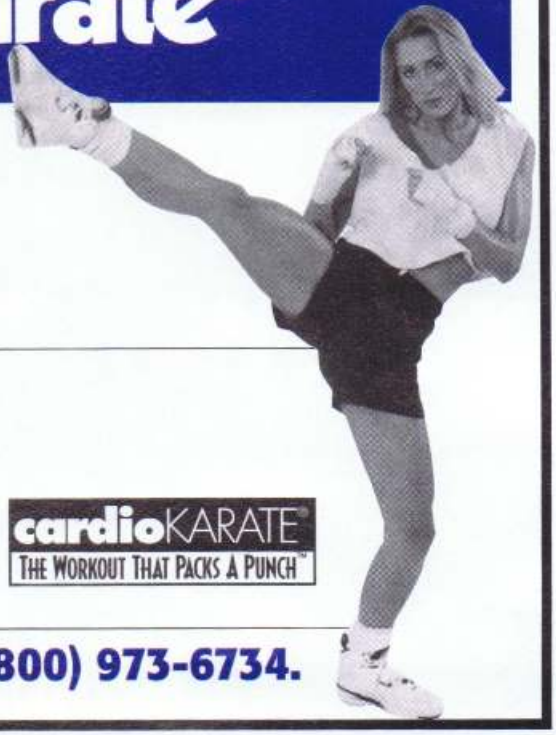
A strong query letter and quality photos led to this recent cover story.

Keith Vitali, the great tournament champion of the 1980s, was signed to a three-picture movie deal as a direct result of being seen in a martial arts magazine.

My brother, Jim Graden, wrote an article on goal setting that was published in *Inside Tae Kwon Do.* That article was instrumental in establishing his credibility to the bank he was seeking financing from for his school. On the strength of that article, he received a $20,000 signature loan! For a 2,000 word article, that works out to $10 per word!

That's just some of the compound interest you can earn once you become a writer for a national publication—like ours. ■

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MASTER'S DEGREE

instructions for instructors

by Tom Callos

Having the Right Mental Focus

the key to having fun in your school

Ring . . .ring . . .ring.

"Having a great day—West Coast Martial Arts, may I help you?"

The call-waiting tone beeps.

"How much are lessons?"

Six people stare at me from across the front desk. One of them is making wild hand gestures that I figure out means her son has pulled his gi-pants drawstring out —again. There are 11 children on the mat bashing each other with foam blockers. Class starts in five minutes.

"I'll be right there. No, not you, sir. . .uh, are you calling for yourself or someone else? Excuse me, would you mind holding for just one moment?

"Get a coat hanger, Mrs. Aquist, then straighten it out and pull. . .HEY, KIDS! PUT THE BLOCKERS DOWN AND LINE UP — PLEASE!"

My front desk person pulls up in my car with the change I had forgotten to get for the register (which is empty because I paid for last night's dinner with it).

"Kathy, see the guy with the blue t-shirt? He owes us for an iced tea. Those three kids are ready to enroll, and the guy with the tattoos wants to win the Ultimate Fighting Championship. Can you help them, please? I've got to start class."

"Having a great day—West Coast Martial Arts, may I help you."

Someone says something that sounds like either "Your cow punched me in my party dress," or "How much your karate class?" But their TV is blaring so loud I can't make it out. I hand Kathy the phone, grab a coat hanger and head for the mat.

Sound familiar? If it does, you might benefit from my new mantra: "HAVE FUN—HAVE FUN—HAVE FUN." I promised myself—above all else—that I was going to have fun running my new school. And as "no duh" and simple as that may sound, it wasn't always that way for me.



I used to get stressed-out, peeved, annoyed, irritated and cranky over a wide variety of things: smudged mirrors, drop-outs, taxes, sloppy kicks, A.D.D. parents, etc. And you know, sometimes it took the fun right out of teaching. But that was the old me. The new me refuses to give in to teaching-tension, payroll-panic, swat team-stress, or assistant instructor-anxiety.

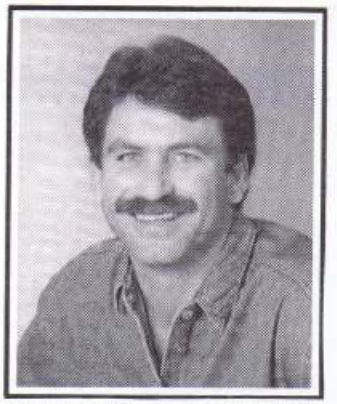
Don't get me wrong, I still take teaching very seriously. It's just that I've learned the key to having fun in a high-tension environment is having the right frame of mind.

If you don't approach teaching with the correct mental focus, then little things can start bothering you. And when you're bothered, you aren't going to be as patient, caring and wonderful as when you're at one with the cosmos. For me, just the tiniest adjustment in my perspective can make me laugh about a situation that might otherwise have caused my hair to fall out (something I really can't afford).

Here's an action-suggestion for your next teacher's staff meeting: Introduce a one-minute check-up-from-the-neck-up attitude adjustment for instructors. It could be something each instructor reads, says or does before he/she goes into the classroom. It might say that patience is a virtue and that positive statements and smiles are a thousand times more effective than punishments and yelling.

It would remind them that the world isn't going to end tomorrow, even if Johnny doesn't learn how to perform a clean side kick — he'll get it eventually. Most importantly, it would remind them to go out there and have fun. . .have fun. . .have fun. ■

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



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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 250.00 to 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. We received marketing and operational trainning manuals with on screen movies and video. 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 could 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 10%, that is **4 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!**

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"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*

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SAVED BY THE BELL

luck has nothing to do with success

By Rick Bell

Sometimes you learn things in the strangest places. Being a writer, I'm always looking for story angles and tidbits of information to pass on to *MAPro* readers. I recently ran across a fascinating article I believe relates directly to most of the instructors in this industry. The article was about, of all things, fishing, and the role that luck plays in it.

"Owning a successful martial arts school does not happen by luck, but many of us behave like it does."

I've never been very interested in fishing because I thought there was no skill involved, just luck. Some friends and I got a crazy idea a while back and paid a hundred bucks a piece to be taken 30 miles out into the Gulf of Mexico for an all-day fishing trip. I thought at the time that we must have picked an unlucky spot because mostly what we did was feed the fish—not only our bait but our breakfast too, and anything else we might have had on our stomachs.

When I was a kid, my dad took me fishing a lot, but I never remember us having much luck at catching fish. Of all the sports in the world, I thought fishing had to be the one where luck played the biggest role. After all, the one question I heard more than any other, as my dad and I returned to camp after a long day of fishing, was: "Did you have any luck today?"

When I read what a champion angler had to say about fishing and luck, my mind was changed forever. "There are no excuses for not catching fish, and luck plays a very small role in fishing," says the author, Fred Ward, of the article I read. "In fact, luck really has nothing to do with fishing at all."

According to Ward, there are four simple reasons why most fishermen don't catch more fish:

1. Fishermen refuse to listen.
2. Fishermen won't change their fishing habits.
3. Fishermen don't study the fish.
4. Fishermen keep thinking catching fish is mostly luck.

This is a brilliant analysis of exactly why many martial arts instructors fail to reach their potential as successful school owners. How do I mean that? Listen to these same four reasons with the word "instructors" substituted for "fishermen," and see if it doesn't hit you like it hit me —right between the eyes!

1. Instructors refuse to listen. An unwillingness by a leader to adapt to new techniques and ways of thinking is a ball and chain around the ankle of his business. Our industry has been slow to change the way we presented our product, and because of that, other industries, such as the health club industry, have blown by us. If we would learn to observe what other industries similar to ours have done to succeed, we wouldn't always be struggling to catch up.

2. Instructors won't change their school management habits. There is no shortage of excellent school-management information available through the National Association of Professional Martial Artists (NAPMA). The problem is not a lack of information, the problem is not doing anything with the information once you receive it. I call it "implementation procrastination," and it has handicapped more school owners than you could imagine.



3. Instructors don't study their market. Every businessperson should know the people they are trying to do business with. Instructors should be involved with their communities in everything from local business committees, to volunteer trash pick-up days. The more time you spend with your market, the more you will know about what people around you really think of you, and your school.

4. Instructors keep thinking that having a successful school is mostly luck. I believe luck is one of man's worst concepts because it places too much emphasis on something out of his control. Too many people spend their entire lives waiting for something lucky to happen, instead of using resources currently available to them to create their own success. Owning a successful school does not happen by luck, but many of us behave like it does.

I once heard that a person matures the day he realizes his parents can no longer be depended upon for financial support. I believe instructors mature the day they realize luck has nothing to do with success. ■

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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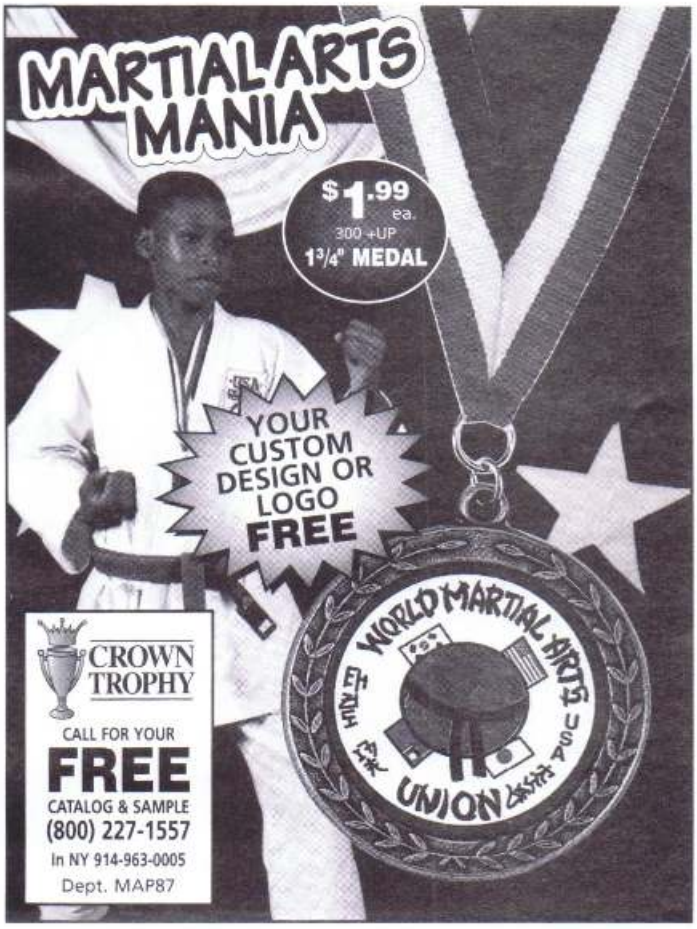
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Retail Wars—*continued from page 13.*

had a glued-in doweled-end handle that fit flush with the shaft, unlike the Century and Macho items which had a slight gap between the end of the handle and the main shaft.

We judged the AWMA tonfa to be superior in workmanship and quality, with the Macho product coming in second and the Century offering last. Wholesale prices for the Century and Macho were $9.99 and $9.95 respectively. The AWMA was $7.50.

The biggest difference was in the student uniforms. We ordered a size #0 and a size #4 white student uniform from each supplier. All uniforms that arrived (except for the Century #4) were made of a 55% polyester/45% cotton blend. Although my Century rep told me that its student uniforms are now American-made, the size #0 that arrived sported a "Made In Korea" tag. The Macho uniform was Pakistani made, and the AWMA Pro Force uniform had its origin in Taiwan.

The greatest disparity was in the size difference between uniforms. The Century was a tiny little thing compared to the others. Our "Tale of the Tape" gave us a sleeve length of 11" and jacket length of 18" for the Century, more like what we usually see in other manufacturer's #000s. This compared to Macho's 13½" sleeve and 23" jacket length, and AWMA's Pro Force, which measured in at a hefty 15½" sleeve and a 25¾" jacket length.

The quality of the material varied widely, too. The Century uniform had a slight pinkish cast to it, and the Macho seemed off-white, when compared to the alabaster Pro Force.

We also found the Macho to have a flimsier "feel" than either of the other two. The stitching and elastic left much to be desired on both the Century and Macho uniforms, with the material puckered on the Macho sleeve hems.

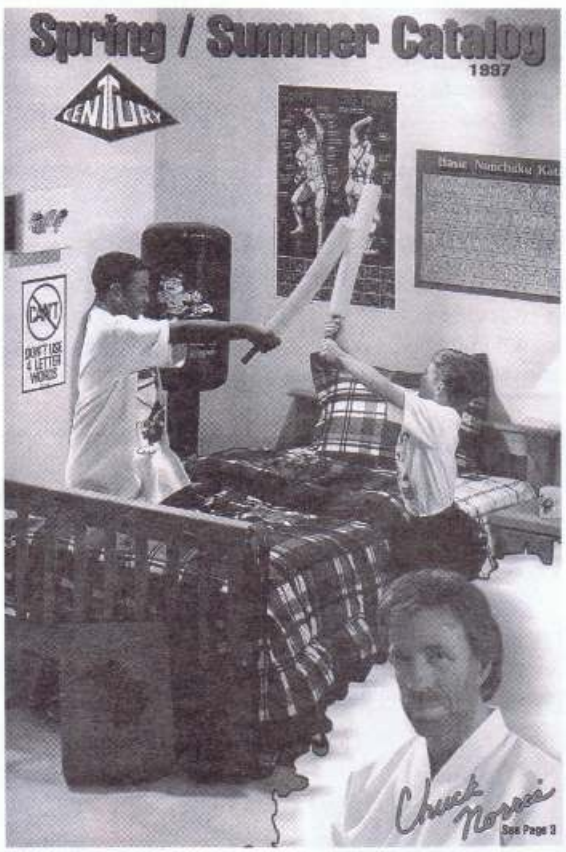
The Pro Force uniform had a number of indications of quality workmanship which was not apparent on the other two, such as jacket ties that were double stitched and reinforced, and a waistband that had four rows of stitching and a 1½ " thick elastic for longer life.

The standard wholesale price for the #0s was $10.99 for the Century, $11.95 for the Macho, and $9.75 for AWMA's Pro Force.

All of the above comments were the same for the size #4 Macho and Pro Force uniforms, but the Century #4 was a different story. This WAS "Made In USA," and was an obvious major improvement over the company's Korean model. The #4 lacked the pinkish cast of the #0, and was constructed of a 65% poly/35% cotton blend that had a much more substantial feel than their #0. The uniform had heavier and more even stitching throughout, and better elastic in the waistband.

However, the Century #4 was still significantly smaller size-wise (jacket length, 29") than either the Pro Force (32½" jacket length) or Macho (30½ jacket length) size #4s. This fact is worth noting when comparing prices for the same size uniform between different companies—they may use the same numbers, but they are NOT the same sizes.

The standard wholesale price for the #4s was $12.99 for the Century, $13.95 for the Macho, and $11.95 for the Pro Force. Overall, we judged the AWMA Pro Force to be the best in both sizes, followed by Century and, lastly, Macho.



An industry innovator, Century Martial Art is the largest of the big three suppliers.

Conclusion

The market for martial arts studios has become more competitive over the last few years, and so has the market for martial arts supplies. All three of the companies listed offer excellent customer service, and both Century and Macho, at least, can offer timely delivery to any part of the country. All three have continued to upgrade and add to their product lines, and it's a safe bet that they will continue to do so. Also, Century and Macho have made a concerted effort to offer special seminars and product lines designed to benefit the studio owner.

Competition has driven martial arts studios to improve, and it is already driving the supply companies to innovate and escalate their level of quality and service. This bodes well for us, their customers, the Martial Arts Professionals. ■

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WHAT MAKES A GOOD AD?

creating ads to attract new students, means you have to think like a potential student

It's not surprising that the advertisements for most schools tend to be designed by the school owner themselves. Advertising agencies and professional ad designers can be prohibitively expensive. However, one of biggest mistakes these school owners make, when creating their own ads, is to focus the emphasis on the instructor's titles and ranks, rather than what potential students (and parents) are looking for in a school. In fact, many of these ads read more like a resumé than an advertisement. Which is great if what you're trying to attract is other black belts and impress other school owners, but most Parents don't know a San-Dan from a Hagen Daz.

So to give you an idea of what professional advertising designers look for in an ad, we asked the art director of the National Association of Professional Martial Artists (NAPMA), Scott Kelby, to display one of the ads he designed for NAPMA members and to explain the different elements of an effective advertisement.



Purpose of the ad

The only purpose of an ad is to make the phone ring. The ad is not designed to educate the public on the merits of your style or qualifications. The reader only wants to know what's in it for them. Not what you have done.

Headline

This is the most important element of the ad as it will determine if anyone actually reads the ad (Don't fall into the trap of thinking that everyone will read your ad—the fact is, most consumers don't!) If the headline doesn't interest the reader, they certainly won't take the time to read the rest of the ad. The headline should clearly state a benefit that the reader will enjoy as a result of martial arts training.

Photo

The subjects of the photo should be attractive, in good shape and having fun. Also, the photo should target the people you're trying to reach. An ad aimed at getting parents to enroll their children, should contain a photo of children. A common error in choosing a photo for an ad is to have the subjects hitting or kicking each other. This can be intimidating to many readers, and can raise a red flag to parents concerned about their child's safety in class.

Copy

This is your opportunity to expand on the benefits implied in the headline. The copy should emphasize the benefits of martial arts and the reasons why they should choose your school. (i.e.: Trained instructors, safe, fun learning environment, member of national martial arts organization, convenient location, etc.)

Offer

A special offer, with a close expiration date, helps consumers take action now! This is a standard introductory course offer.

School information

The information on the school is traditionally located in the bottom right hand corner. The reader's eyes should be caught by the headline and photo, follow the copy down to the offer and then end on the phone number and school information. Remember, the ad is designed to make the phone ring, but when it rings, it's up to you to "close" the sale. ■

How To Open and Operate a Successful Martial Arts School

by John Graden

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MODELS—BUILD YOUR PORTFOLIO
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All successful martial arts schools teach personal development. Benefits, success techniques, life skills, whatever you want to call it, you need it. Learn from the world's greatest motivators and make money every time someone turns on their TV. Call Mike Bogdanski toll free (888) 233-9719, email: *KarateBoss@aol.com* and say "Show me the Money!"

K-TOS TOURNAMENT SOFTWARE FOR WINDOWS 95
Save time and energy with this great software package. Prints informative reports and schedules. Run your next tournament without the paperwork, mess or hassle; K-TOS makes it a cinch! Special MAPro price $89.95 (Save $100) or $15 for demo package. Steven Mann, 625 Rosalie, Philadelphia, PA 19120.

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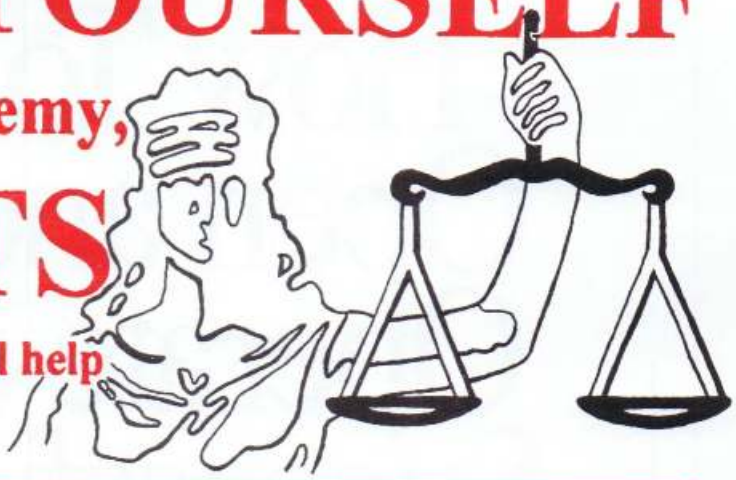
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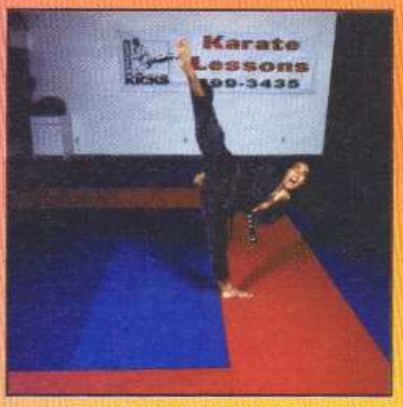
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SUPER SUMMER READING

Ten great business books to help school owners get ahead and stay ahead!

Ten books to add sizzle to your business this summer. While this list is by no means definitive, it does represent an interesting cross section of subjects related directly or indirectly to being the best martial arts instructor/school owner you can be.

From understanding family relationships and motivating people to how to design an ad and become a millionaire, these books all have one very important quality among them—they are all easy to read and entertaining. You won't find any Harvard Business School dissertations on this list.

We'll be updating the list periodically both here and on our web site (http://www.avaloncity.com/napma/).

The Family

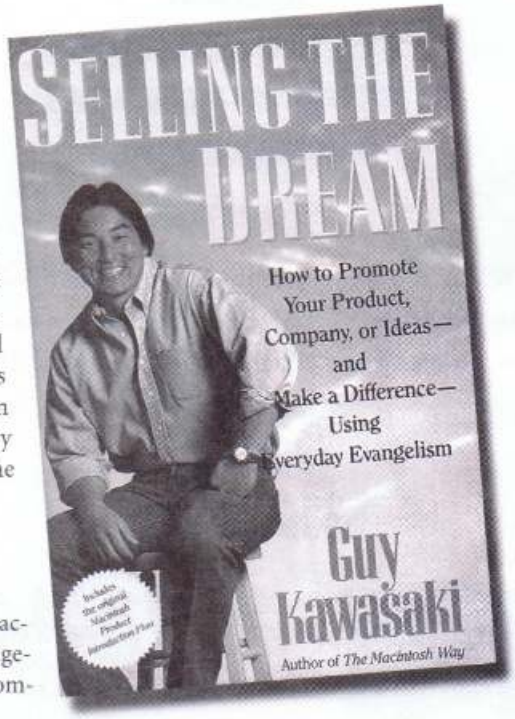
John Bradshaw

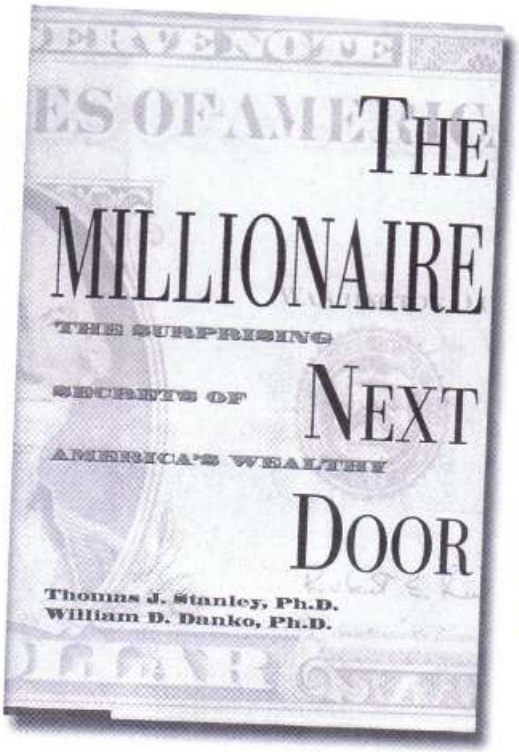
Few books will help you understand why the families you work with are the way they are like The Family. This is a must read for martial arts instructors. John Bradshaw's work, seen by millions on PBS, won a coveted Emmy nomination. His lectures and workshops fill halls from coast to coast, and audiotapes and books top the charts. He has been the subject of writeups in virtually every major magazine and newspaper in the nation.

Selling the Dream

Guy Kawasaki

While not about martial arts, this book accurately describes how to create "evangelists" for your school and not just custom-





ers. Guy's success at Apple Computer and as a start-up entrepreneur was a result of an innovative approach to sales, marketing and management called evangelism. Selling the Dream will teach you how to become a raging, inexorable thunder lizard of an evangelist—a leader whose words will never fall on deaf ears again.

See you At the Top

Zig Ziglar

Zig Zigler is one the great motivational speakers. His book See You At
The Top can keep you in a positive mindset no matter what adversities you encounter. Few works will clearly define and illustrate a positive attitude in action better than See You at the Top.

Ogilvy on Advertising

David Ogilvy

David Ogilvy, who became "the most sought-after wizard in the advertising business" (Time) reveals everything he has learned about which advertising techniques sell and which don't sell. With 185 illustrations, this book is superbly written and splendidly controversial. Ogilvy on Advertising is as witty as the man who wrote it.

The Autobiography of Benjamin Franklin

Benjamin Franklin

Written as an extended letter to his son, this book works as a time machine that transports you to the mid-1700's with one of the greatest minds in American history as your guide. His approach to personal development is as effective today as it was 250 years ago. This is a rare opportunity to literally get into the mind of a genius.

How to Become and Martial Arts Star in Your Town

John Corcoran

In this, step-by-step guide to becoming your town's martial arts celebrity John shares with you the strategies, techniques and tools he used to Jean Claude Van Dammed, Joe Lewis, Earnie Reyes and many others reached international star status.

The Millionaire Next Door

Thomas Stanley, WIlliam Danko

How did the nation's truly wealthy get that way? The authors of an intensive, 20-year study found out—and the answer is not what you'd expect. Most are frugal people running ordinary businesses. And they're four times more likely to own a Sears card than one from Brooks Brothers.

How to Win Customers and Keep Them for Life

Michael LeBeaf

This is one of the "Must Reads" for learning about customer (student) service. Much of Michael's information is easy to implement and most of all—it makes sense.

Black Belt Management

by John Graden

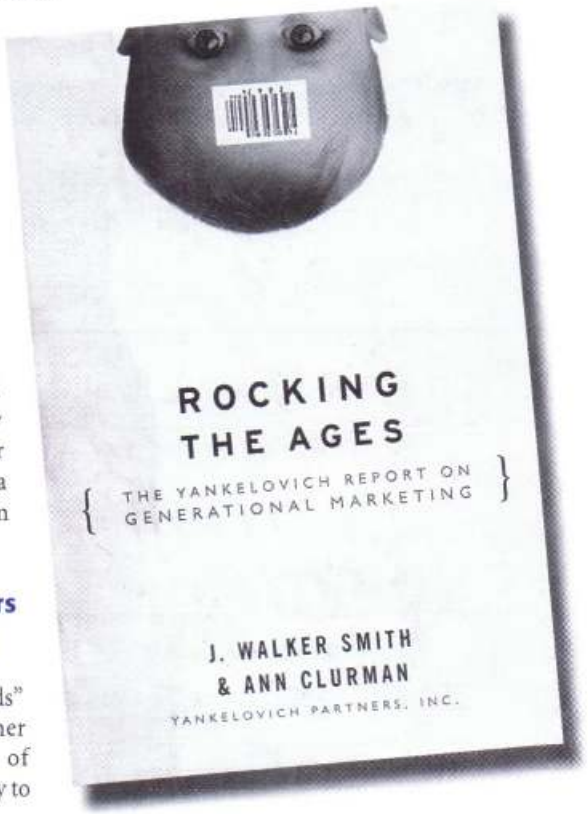
The result of a near decade long study of the most successful martial arts schools across the nation, this is the best selling book of its kind. The most popular A – Z on how to operate a successful martial arts school ever written.

Rocking the Ages

J. Walker Smith
Ann Clurman

If you ever wonder why martial arts schools are not attracting as many adults as they once did, the answers are contained in this study of the values and purchasing habits of the Baby Boomers and the Generation Xers. ■

To order any of these books, visit the MAPro website at http://www.avaloncity.com/napma/.



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TAPE #3
DECEPTIVE PENETRATION
Quick Deceptive Attacks

TAPE #4
COUNTER FIGHTING
Attack by Drawing

TAPE #5
FOOTWORK
Drills and Applications

TAPE #6
SET UPS
Approaching Different Opponent Types

TAPE #7
ANGULAR ATTACKS
Working Offensive Penetrative Footwork

TAPE #13
PRACTICAL JEET KUNE DO
What Bruce Lee Taught Me

Training Workouts

TAPE #10
SUPERCHARGE WORKOUT I
A Winning Workout Routine

TAPE #12
SUPERCHARGE WORKOUT II
8-Rounds Training Routine

TAPE 19:
WEIGHT TRAINING FOR MARTIAL ARTS
Complete Speed-Strength Routine

Self Defense and Grappling

TAPE #8
SELF DEFENSE
Ten Best Defensive Techniques

TAPE #20 & #21 (2-Tape Series)
RING DEADLY/STREET LETHAL
Street Defense and Combat Grappling

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TAPE #9
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Teaching Sparring from A to Z

TAPE #11
CRITIQUING SPARRING DISCIPLINES
Evaluating and Constructing Strategies

Full Contact and Kickboxing

TAPE 14:
TARGET AND BAG SKILLS I
Basic Kick/Punch Combinations

TAPE 15:
TARGET AND BAG SKILLS II
Mastering Execution Principles

TAPE 16:
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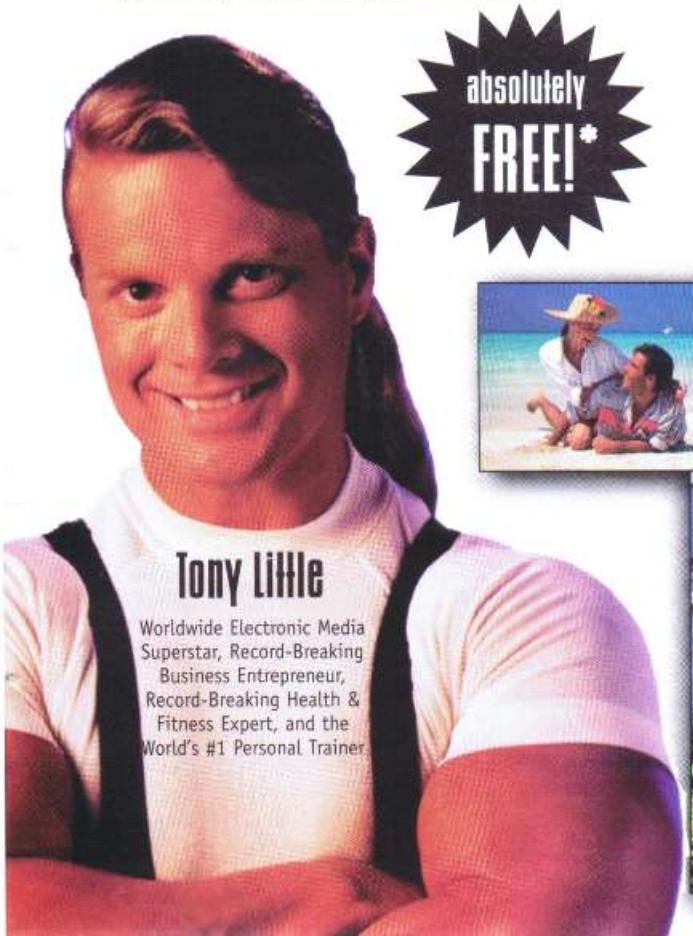
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