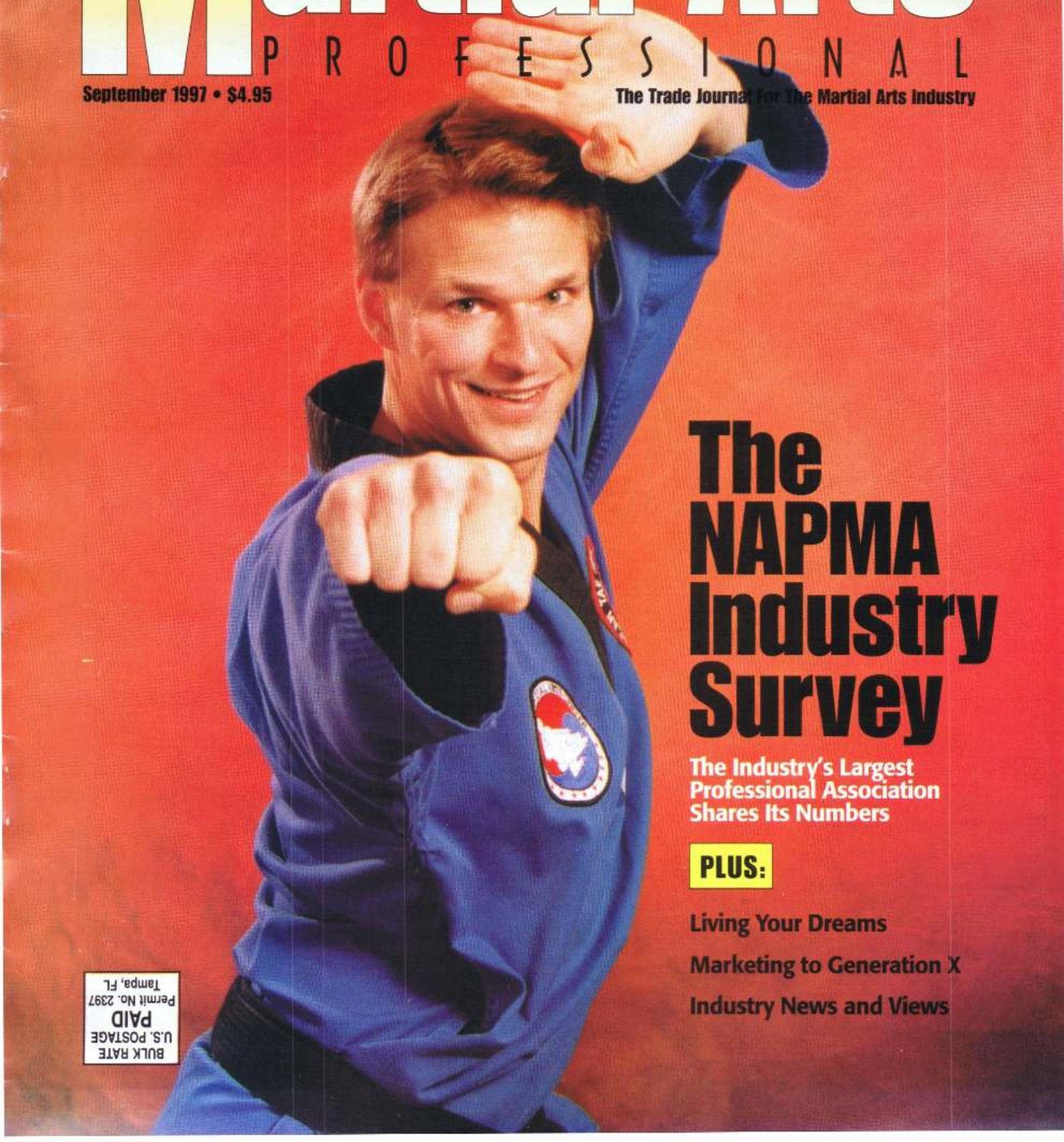
Andrew Wood Pulls Plug On Martial Arts Business Magazine

Martial Arts PROFESSIONAL

September 1997 • $4.95

The Trade Journal For The Martial Arts Industry



The NAPMA Industry Survey

The Industry's Largest Professional Association Shares Its Numbers

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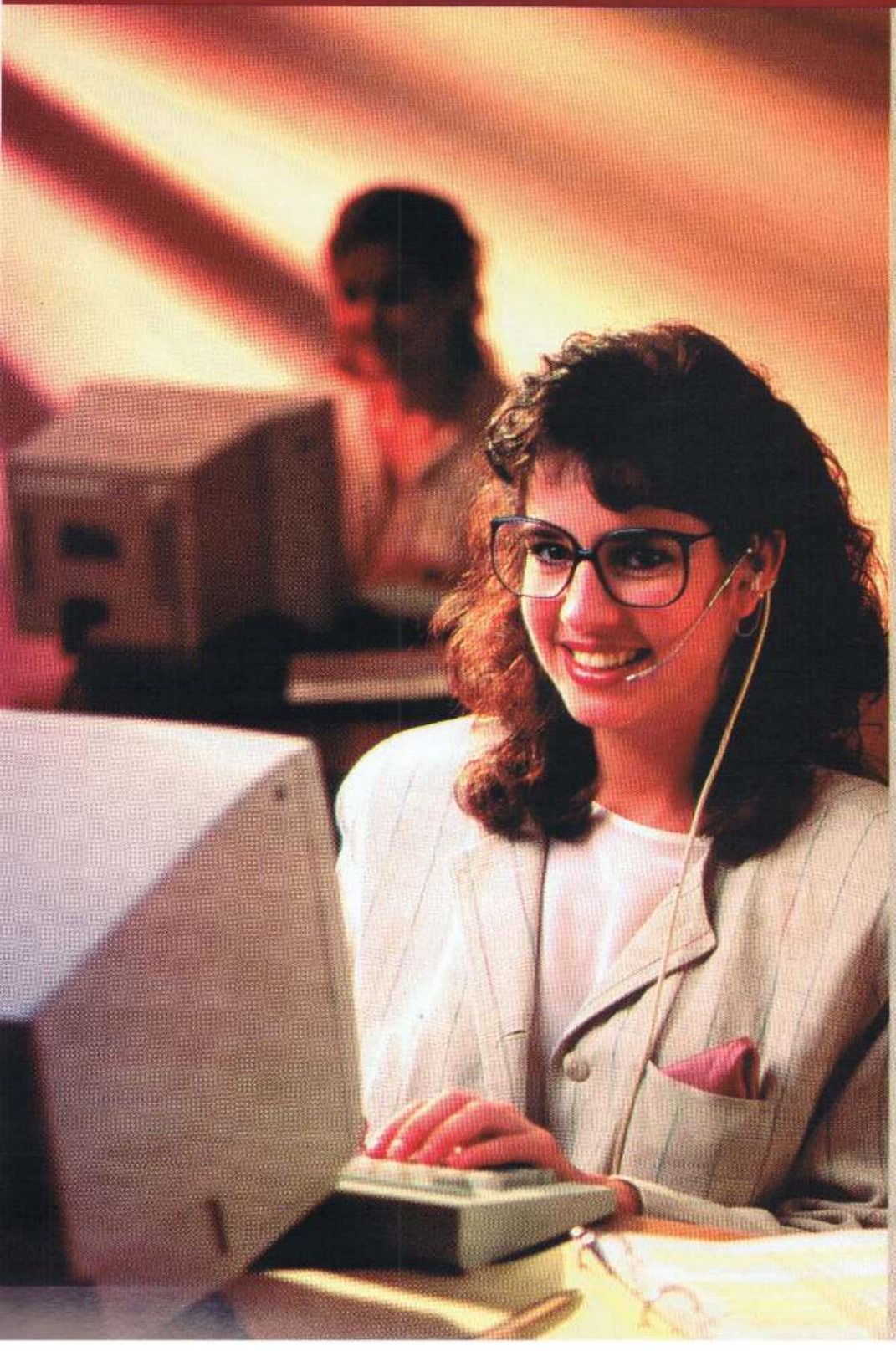
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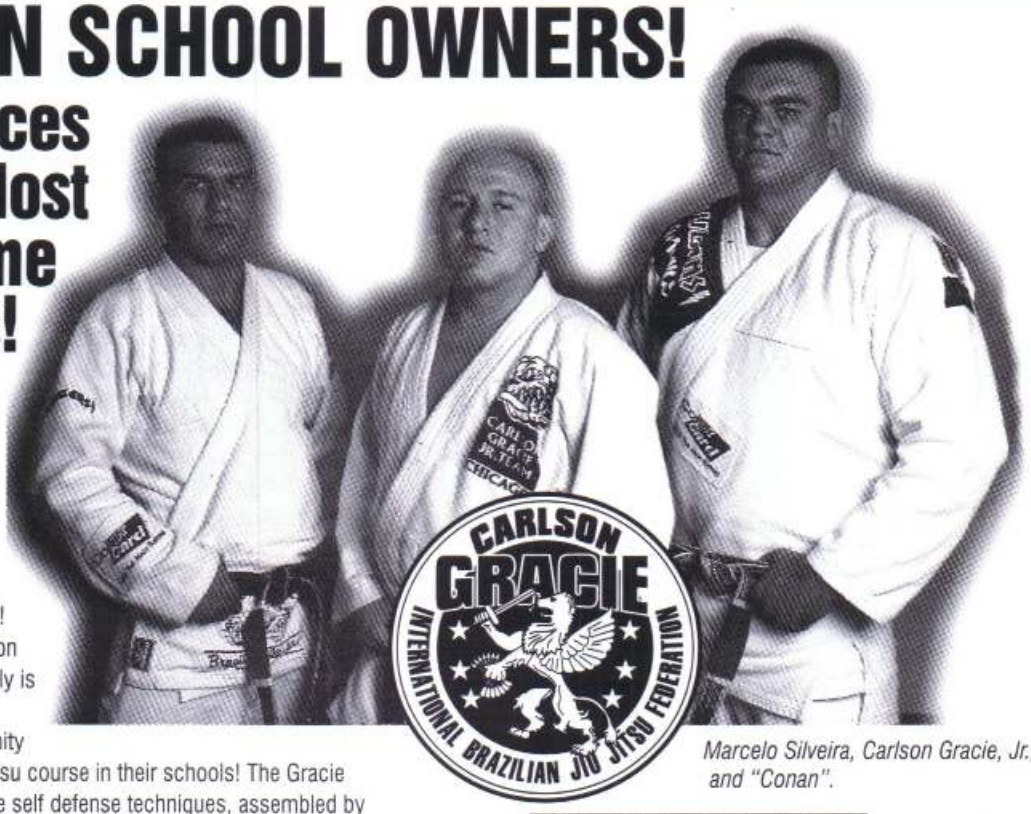
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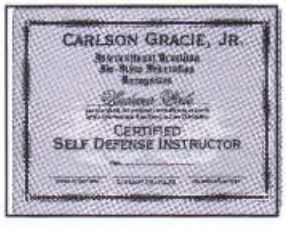
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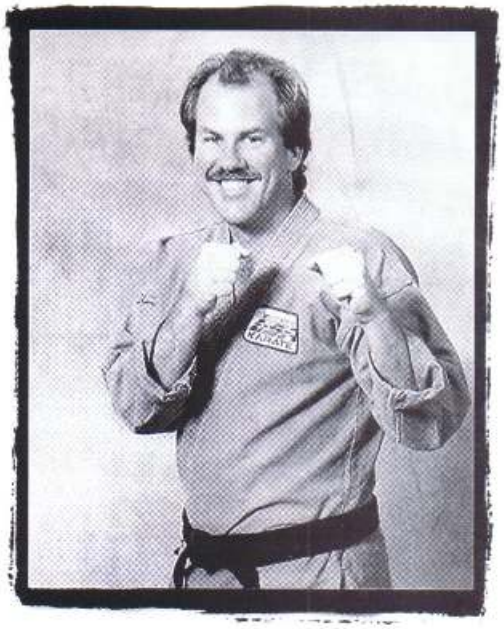
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AS I SEE IT

letter from the publisher



A Beavis Black Belt

A recent series of studies of the Generation X group are revealing some very surprising characteristics of the 44.6 million people born between 1965 and 1976. There are two reasons this should be of interest to martial arts school owners.

1. *Most schools have a hard time reaching this market.*
2. *Many of our instructors and assistant instructors are Generation Xers.*

These studies have revealed that, contrary to their "Beavis and Butthead" slacker image, the Xers are highly competitive, hard-working and more focused on financial gain than any other generation.

They are also very distrustful of the government, the media and most Baby Boomers. Indeed, while the Boomer's credo was, "Never trust anyone over 30," the Xers are even more suspicious of their elders. The generation gap is wider than ever. As one Xer in the film, "Reality Bites," says, "I think I was conceived on an acid trip." While the Boomers touted peace and free love, they actually left the Xers with the highest crime and divorce rates in history. More than 40% of Xers had been in a single-parent home by the time they were 16.

How does this correlate into reaching this market? Xers have money. They are avid shoppers and buyers; however, they are very skeptical. They're less likely to respond to a martial arts ad that says "Increase your Confidence," than to one that says, "We can teach you how to kick a creep's butt."

Before you get offended at that line, look at some real-life evidence. Nike, the ultimate Xer product line, taps into the Xer's hostility. For instance, one ad reads, "Don't insult our intelligence. Tell us what it is. Tell us what it does. And don't play the national anthem while you do it." According to *Time* magazine, Sprite jumped from the seventh best-selling soda to the fourth when they dropped their corny, "I like the Sprite in you" slogan and replaced it with, "Image is nothing. Thirst is everything. Obey your thirst." Of course, one of the best examples of Xer marketing is "No Fear," which has become somewhat of the Xer slogan.

Just because these ads are not "family value"-oriented, doesn't mean Xers are without values or principles. They are simply very pragmatic. After growing up through the highest divorce rate in history, Watergate, Iran-Contra, Whitewater, the Challenger, AIDS and OJ, they are very skeptical of any claims of ideals.

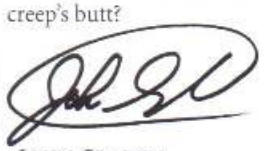
"Generation X actively pursues the deflation of the ideal," according to Karen Ritchie, author of "Marketing to Generation X." "No icon and certainly no advertisement is safe from their sarcasm."

While much of the hierarchy and ideal-based training in martial arts schools drastically minimizes their appeal to the Xer, there are still plenty who get involved in the martial arts, many of whom become instructors or assistant instructors. These studies on the values of Xers also revealed some interesting and ominous information regarding the Xer's views on money, loyalty and career.

Most Xers see themselves as lifelong job-hoppers than as company loyalists. In fact, 69% of Xers agree with the statement, "I have to take whatever I can get in this world because no one is going to give me anything." Only 52% of Boomers also agreed. 33% of Xers agree that, "The only meaningful measure of success is money," versus just 19% of Boomers.

Loyalty with Xers will not come as easy as it did with the more idealistic Boomers. Loyalty will be measured more by, "What have you done for me lately?" than "You out-rank me so I will be loyal." While this will create some problems for some school owners, it is not necessarily a bad development in the course of our industry. Loyalty in the martial arts is important, but it is often abused to extremes. Instances of new owners forced to give their "master" a portion of their school's income out of "loyalty" should come to an end. Indications are that Xers will not be participating in any such programs.

As the Baby Boomers age, the Xers are now the primary market for martial arts. Clearly, in order to succeed, schools may have to rethink their traditions and practices. The Xers, like anyone else, can benefit from martial arts. We just have to recognize their life references are a little different than those of the Baby Boomers. Besides, who wouldn't want to learn to kick a creep's butt?



JOHN GRADEN
Publisher

Vol. 2, No. 9

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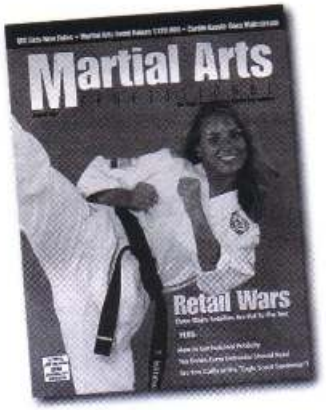
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LETTERS TO THE EDITOR

feedback from our readers



Disagree With Bell

Dear Mr. Bell,

It was with great disappointment that I read your article in the July 1997 issue of *Martial Arts Professional magazine*. I'm not sure which premise bothered me more: the idea that in order to make money you should overcharge, or that you have so little respect for customers that you think they would fall for it.

Speaking to you as a student of the martial arts with good friends who are instructors, I think you are way off base. I have trained in five schools, located in four cities in three states, over the years, and never once did I tell myself, "Gee, this place charges the most, so they must be the best. And just think, I can brag to my friends about how much I pay for the lessons."

While I realize that you may have heard of "price perception" in your business classes, I don't think you are giving most students much credit. Unless you mean to take advantage of beginners who may not know any better.

For example, at the school we are training at currently (KC TaeKwonDo Center, Fayetteville, NC), they charge less than your "recommended" amount, and (GOOD HEAVENS!), they don't even use contracts! And yet they produce students that do extremely well against their peers in tournaments. Even at the national level.

When instructors obviously care more about teaching their students than in the money they are making, the word gets around and the number of students grows. No, perhaps they won't have the huge classes that some schools get with their slick advertising and "you-get-what-you-pay-for" prices, but they will have a "quality product." While someone might brag about their child's skills in dancing and music (and the price they pay for lessons), it is a lot more obvious where the good training is when students win or lose at karate tournaments. This, to me, is the same idea behind some schools cutting their class time down to 30 minutes to keep (lazy) people from quitting — instead of having a longer class that will truly put them in good shape and train them well.

If you raise your prices, according to your own article, you will have a school filled with Baby-Boomer, shallow parents who are teaching their kids that it is more important what you pay than the quality of the teaching. Either that, or a more apt description would be a group of people bragging about the Emperor's New Clothes. There are a lot of people out there who are struggling to get by. Shouldn't their kids have a chance to take classes too? $60/month for two classes a week seems awfully expensive to me, and I am sure would be even more so to others with smaller incomes.

I am also a home-schooling mother of two children and could use that as an example to make a point. People are coming into home-schooling in huge numbers, NOT because it costs more than private schools, but because of the RESULTS (home-schoolers score on the average in the 80% on national standardized tests).

I ask you to respectfully reconsider your remarks in the article. I am sure this letter will not be the only one you will get on this matter.

SHARON POWELL
Fayetteville, NC

Agrees With Bell

Dear Rick Bell,

You got my attention or rung my bell! Your column, "Are Your Classes Too Cheap?" (*MAPro*, July '97) was great. Whether you think your classes are worth a little, or whether you think they're worth a lot. . .you're right!

Sounds like Henry Ford: "Whether you think you can or think you can't— you are right."

MIKE KRIEGISCH

Major Disagreement

Dear Rick Bell,

My name is Rusty Rittenhouse. I am 17 years old and teach taekwondo in Athens, Ohio. I just finished reading your article in July's issue of *Martial Arts Professional* and I just wanted to tell you that you are wrong.

"Raising prices will lead to higher student enrollment" is like saying, "Lets raise taxes so more people will want to move to our city." This is just stupid. It may have worked for you, but in the real world it doesn't. People don't have 60 bucks to throw around a month. At Tiger Taekwondo, we charge $40 a month, and that is for up to 7 classes a week. If the student is in college, it is only $20. That is only fair.

I have been in taekwondo since I was 7. It has changed my life, teaching me new lessons everyday of my life. One of the biggest lessons I have learned is that martial arts and money shouldn't be mixed. I have seen men in martial arts destroyed because of it. It only leads to greed and destruction of the spirit — and without the spirit there is nothing.

I know I am very young and, most likely, you won't care what I think, but I do know what I am talking about. Spirit is far beyond that of dollar signs. There is no honor in greed.

RUSTY ROBERT RUSSELL RITTENHOUSE
Akron, Ohio
ae442@seorf.ohiou.edu

More Anti-Moon Sentiment

In response to your editorial, "Bad Moon Rising," and a response you received commenting on this editorial, I would like to clarify that the responder's use of "Martial Arts for Peace" for Rev. Moon's organization is NOT, I repeat, NOT, correct.

Rev. "Moon's" organization is called "Martial Arts Federation for World Peace." I am the founder and director of the Martial Arts for Peace Association in Middlebury, Vermont, and have written a series of books entitled "Martial Arts for Peace Series."

The intent of Martial Arts for Peace and the books are to help people, especially children, understand and resolve conflict peacefully. What Rev. Moon is doing is conditioning people to

LETTERS TO THE EDITOR

feedback from our readers

unquestionly believe in his system of thinking, a system that is destructive and undemocratic. The aim of Martial Arts for Peace is to provide insights into conditioning-thinking that creates conflict so one can be free of its destructive influence—which is COMPLETELY opposite to what the "Moonies" are doing.

It is ironic that he should use a name so close to ours for his intent. Martial Arts for Peace has NOTHING to do with the organization called the Martial Arts Federation for World Peace!!!

I also want to thank you for exposing this attempt of Rev. Moon to "take over the martial arts." I think we need to take this seriously and watch out for what comes next since he has the financial support of some like-minded people that would love getting to the minds of children through controlling the martial arts. A quote worth remembering is, "Give me the first seven years of a child's life. . ." spouted by Adolph Hitler not so long ago.

DR. TERRENCE
WEBSTER-DOYLE,
Founder/Director, Martial Arts for Peace Association
Middlebury, VT

Titles Show Proper Respect

Concerning the referenced subject and your recent editorial "Maestro Please", I disagree.

Having been in the martial arts for over 40 years and teaching for almost 30 years, it is my humble opinion that requiring students to address you by your proper title (be it Sensei, Shihan, Soke, Master, etc.) is no different then a doctor, senator, congressman, professor, or other professional being addressed by their proper title. That is part of the self-discipline and respect we teach as martial arts instructors.

And, while I wholeheartedly agree that maybe one of 20 actually deserve the title of master, that does not eliminate the need for students to show proper respect for their instructors. Some instructors require students to address them as Mr. or Ms., while others require formal traditional titles. This requirement does not mean the instructor has a huge ego, it simply means he/she believes in some traditional aspects of martial arts and its history and traditions.

Don't put down what you don't agree with, simply state your position of disagreement.

BILL KLASE
ST. Petersburg, FL ■

Desire More From A Billing Company?

If the answer to this question is yes, then I suggest that you call me. My name is Ed Samane and I am a master instructor and owner of three of the largest and most successful Karate schools in the metropolitan Philadelphia area. My company's name is Fitness Funding Corporation of America™. We are a customer-driven organization that values the importance of providing service, innovation and value to its clients. Our goal is to help you achieve your goals.

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INDUSTRY UPDATE

martial arts business news, people, and places

MARTIAL ARTISTS SELECTED FOR NEW TV SHOW

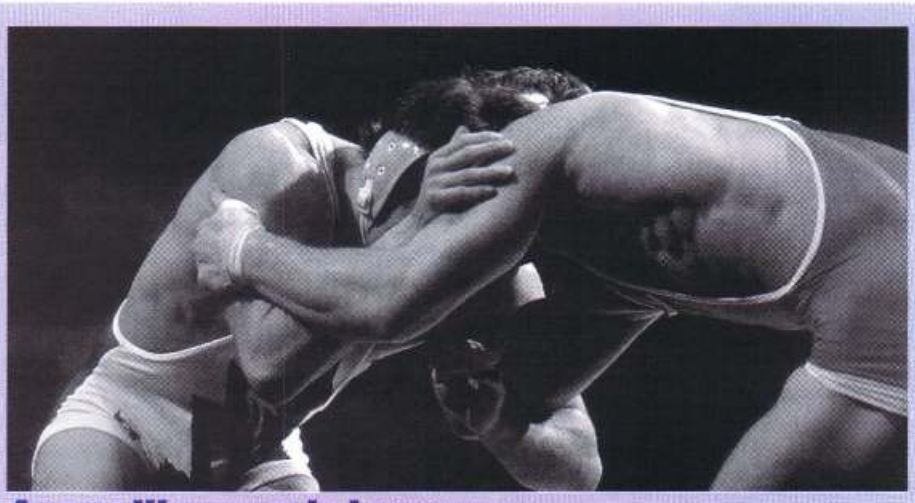
ORLANDO, FLORIDA — Action Star Studios, Inc., of Florida has selected five martial artists to star in an upcoming television show. Brian Akins, Frank Manzelli, Shane Miller, Mitchell Saret and Larnell Stoval were selected from open auditions held here in Florida.

The five martial artists will be featured on the show as martial arts masters. The name of the show has not yet been released. Filming reportedly begins this summer here. Auditions for new martial arts characters will reportedly be held in October. To receive an info packet, call Action Star Studios (407) 654-0555. ■

BILLING COMPANIES OFFER NAPMA PKG.

ST. PETERSBURG, FLORIDA — As martial arts tuition collections becomes more competitive, many companies are reducing their own cost of consulting and, at the same time, offering added value by including a NAPMA membership to their clients. Fitness Funding, APS, and Sports and Fitness Billing all offer their clients free or discounted NAPMA memberships.

Each month, NAPMA provides these clients with camera-ready ads, newsletters, an audio seminar, and an educational video that includes classroom drills, management and operational information. Clients can also participate in the popular Cardio-Karate™ program. ■



ACTION WRESTING IS LAUNCHED

NEW YORK, NEW YORK—The latest combat-based mainstream fitness program is Action Wrestling, which combines wrestling moves with aerobics in a workout tailored for the Crunch Gym in New York. ■

COLLEGE OFFERS KARATE CLASSES

SARATOGA, CALIFORNIA—Hundreds of grade-school children here are spending their summer in school and loving it. That's because they're in college. 500 students entering grades six through nine started attending West Valley College for Kids on July 14. One of the subjects is karate.

Students publish their own newsletter, produce a TV show, and act out Shakespearean plays. In Sherlock Holmes Mysteries, teacher Joyce Ford and her students work in teams to solve crime cases. Kids and Money teaches students about banking, and budgeting. Students will publish their own newspapers in Stop the Press. And kids develop their photographic "eyes" in— picture this— Basic Photography and hand-eye coordination in karate.

According to the director, Caroline Best, College For Kids is special. "Although students are expected to behave like adults, they get more freedom." Some kids like College for Kids so much, they reportedly enroll every year. ■

WOOD PULLS PLUG ON MAG

EL TORO, CALIFORNIA — Andrew Wood, of Andrew's International, has ceased publication of *Martial Arts Business Magazine.* Rising costs and diminishing returns were cited by a *Martial Arts Professional* reporter who spoke with Wood.

In an effort to raise capital, Wood is also seeking a buyer for the used portions of his Master's Club. The Master's Club, a $250-$300 per-month management program, has been in existence since 1994.

Wood is looking for an individual or organization to purchase the disks containing past Master's Club programs. The Master's Club is also a required purchase for Wood's approximately 90 licensed Martial Arts America schools.

There is no indication yet how or if Wood's plans to compensate Martial Arts America members, who have paid $250 a month and up for the Master's Club program, when it is recycled by another, possibly competing, organization. ■

INDUSTRY UPDATE

martial arts business news, people, and places

MILE HIGH CLASSIC DATE CHANGE



DENVER, COLORADO—The date of Stephen Oliver's Mile High Karate Classic, a NASKA "AAA"-rated tournament, has been moved to September 13th. Many competitors nationally have requested this to facilitate easier flights into and out of the Denver metropolitan area as opposed to the peak ski season in March.

According to Oliver, September is a beautiful time of year in Denver with great weather and many things to do in the mountain resort areas.

By popular demand, the event will return to its original home: The Red Lion Hotel, a luxurious facility with free shuttle service from the new Denver International Airport which is just minutes away. The hotel pool and other amenities have always been favorites of nationally-traveling competitors.

Mile High competitors receive substantial discounts (be sure to mention that you are booking a room in conjunction with the Mile High Karate Classic.) Every year this hotel has sold-out so please book your rooms early. The competitor discount expires August 10th, 1997. For reservations, call the Red Lion Hotel: (303)321-3333.

The Mile High Karate Classic has drawn the best competitors in the Rocky Mountain Region as well as competitors from over 40 states in U.S., and from Canada, Mexico, Guatemala, and Europe. This year's tournament will include over 150 divisions, 6-foot trophies for first place, and over $5,500 in cash prize money. It will also feature the stars of "WMAC Masters," "Ninja Turtles," "Power Rangers," and other popular TV shows.

For more information, phone: (303)740-2291; Fax: (303)796-7181; or e-mail: SOliverMHK@AOL.com. ■

IDEA CONVENTION ADDS MIND/BODY TRAINING

ANAHEIM, CALIFORNIA—IDEA, the fitness industry's largest organization, devoted two full days to the growing interest in mind/body training at its recent convention here. The two-day, preconvention workshops included classes in Tai-Chi Fitness, Yoga, aerobic kickboxing, Chi-Kung, boxing, plus introductions to mind-body programs.

According to an IDEA spokesperson, Baby Boomers in particular are seeking a more mentally engaging and satisfying fitness program and are turning to these mind/body programs to achieve that goal. ■

product spotlight

BLACK BELT MANAGEMENT SEQUEL COMPLETED

ST. PETERSBURG, FLORIDA—In just four weeks, John Graden's *How to Open and Operate a Martial Arts School* sold over 300 copies in advance of its August printing. The sequel to Graden's popular *Black Belt Management* manual, the content of "How to" was virtually dictated by the over 2,000 readers of the first book.

According to Graden, "*Black Belt Management* really helped a lot of schools, however, it's natural that additional questions would be raised about specifics in running an area of the school. After two years of gathering the requests from all of the readers, I wrote the second book using their requests as an outline for this book."

Considering the overabundance of information available today on martial arts school operation, the advance sales level of "How to" are is encouraging. "The advantage this book has is that the reputation of *Black Belt Management* is so high that people have a lot of confidence in 'How To.' There are questions asked," explains Graden. ■

NEW FLEXIBILITY TRAINER INTRODUCED

VANCOUVER, B.C., CANADA—Flextek Products, Inc,. is releasing a new model called StetchProfessional into its line of stand-up-style flexibility trainers. The new model is designed as an alternative to conventional sit down stretch machines. ■

INDUSTRY UPDATE

martial arts business news, people, and places



L – R: Shawn Alston, Keith Elkins, Mike Bernardo, and Hakim Alston

CLARIFICATION ON FOUNDATION

McLEAN, VIRGINIA—There have been a few changes to the Karate Helps Kick Diabetes (KHKD) board. Mr. Jeff Smith resigned as Chairman in July 1995 and was replaced by co-founder Kim Oliver Smith. In addition, Mr. Keith Elkins and his wife Sharon were added to the Advisory Board, as were Mr. Charlie Lee and his wife, Brenda Hund Lee. Mr. Lee is the Legal Advisor for KHKD. We welcome the Elkin's and the Lee's innovative ideas to help raise money for diabetic research.

KHKD is a tax-exempt, non-profit organization which is run on a completely volunteer basis. Last year, KHKD donated over 85% of the money it raised to the American Diabetes Association and Juvenile Diabetes Foundation.

We are pleased that KHKD has been met with enthusiasm by the karate community nationwide. This is due largely to the generosity of spirit which defines the martial arts and the individual commitments of many of the nation's top martial artists and the NASKA promoters.

As an organization, we are committed to making more people aware of the seriousness of diabetes and that insulin is not a cure for diabetes. We hope, as a family affected by this disease, that our efforts will help bring the cure for diabetes a little closer. ■

SEND US YOUR NEWS

Martial Arts Professional welcomes news releases and story ideas from our readers. We're always looking for current information about people and organizations in the martial arts business (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. Contact us via: Fax: 813-570-2931 3950 3rd St. N. St. Petersburg, FL 33702 • email: *NAPMA@aol.com* ■

CLUB MEMBERSHIP GROWS BY 9 PERCENT

By Dorma Loyk

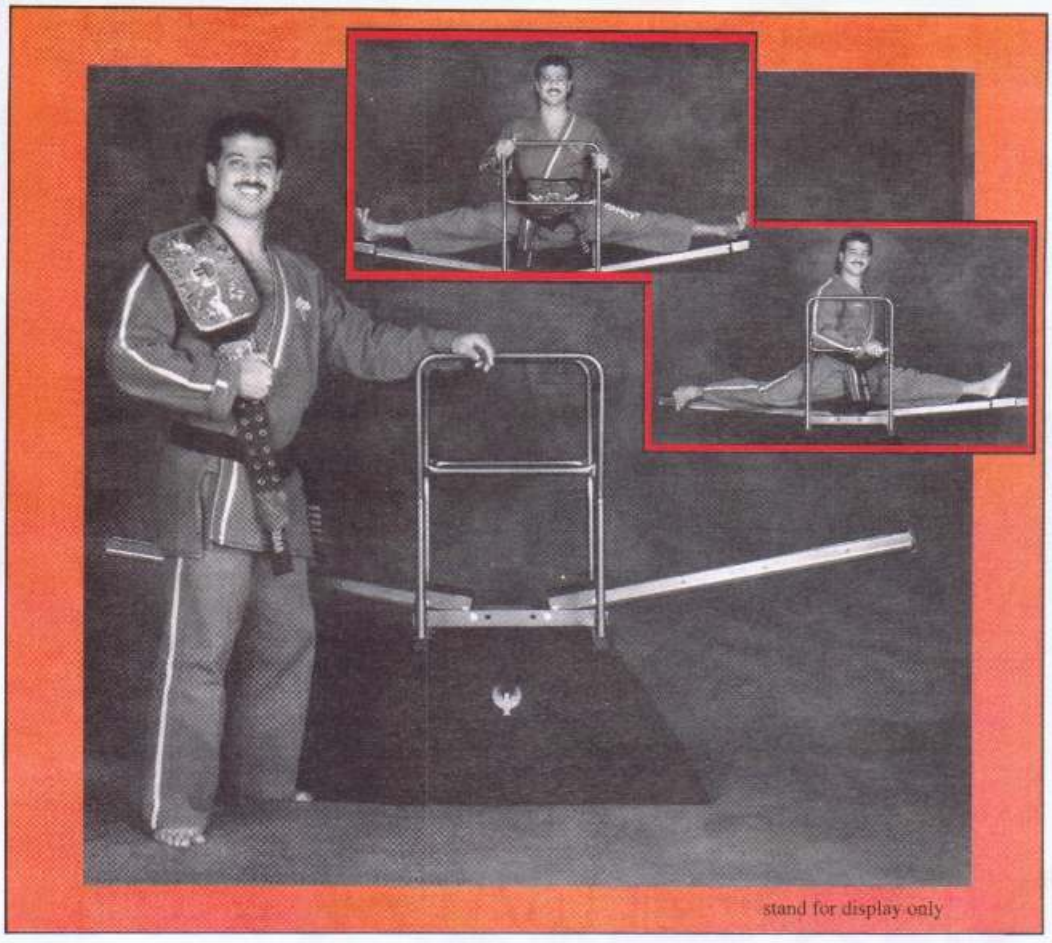


UNITED STATES—"Club Management" magazine reports that the number of fitness-club members in the United States grew 9 percent in 1996, from 19.1 million to 20.8 million, according to a recent study commissioned by the International Health, Racquet and Sportsclub Association (IHRSA; Boston, MA). And those members are using their clubs more often.

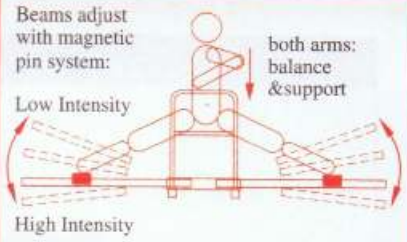
Club attendance reached an all-time high in 1995 (the latest year for which statistics are available). Members used their clubs, on average, 89.7 days per year, up from 81.2 days in 1994, according to the study conducted by American Sports Data.

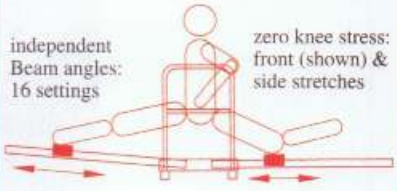
In addition, the number of frequent club users—defined as those visiting their facilities 100 or more days in the year—increased to 7.3 million members in 1995, up from 6.4 million in 1994. In fact, core members now make up 38 percent of all club clients, according to IHRSA's State of the Health Club Industry report, issued earlier this year.

Women accounted for 56 percent of all health-club members in 1995 and 53 per cent of the frequent club-users, according to a study commissioned by the Fitness Products Council (FPC; N. Palm Beach, FL). In 1995 (the latest year for which statistics are available), 29 million females aged 6 and older used their clubs at least 100 times. This compares to 25.4 million men, according to the FPC. ■



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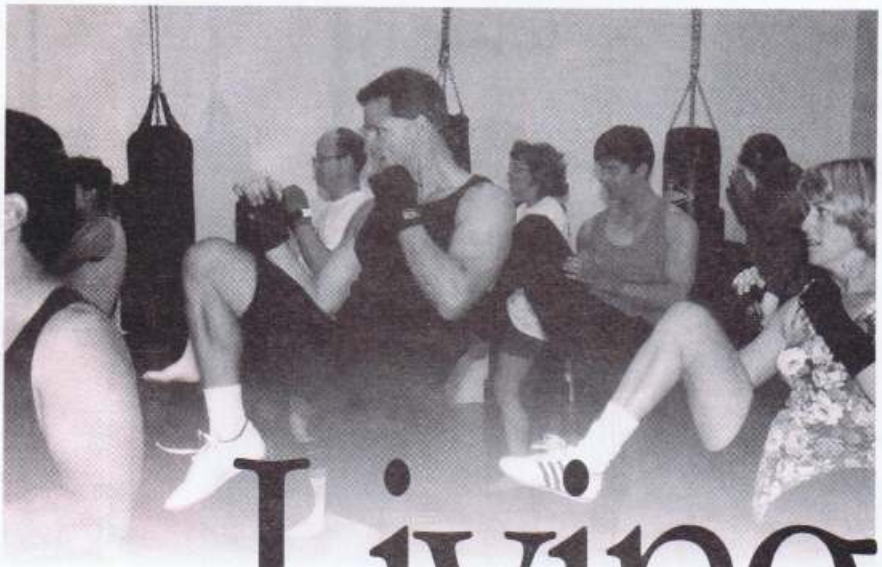
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Living your Dream

An interview with Chris Natske, by John Bishop

Courage is a core theme of the martial art ists character. However, in today's world, courage is seldom related to combat as much as convinction. Chris Natske has courage. Despite a promising career earning over $80,000 per year with consumer goods giant Proctor and Gamble, Chris stepped away from the corporate security, pensions and benefits to open his martial arts school. He chose to follow his convictions. That took great courage.

Very few of us truly get the chance to live our professional dreams. As young people, some of us grow up wanting to be policemen, firemen, astronauts, and a variety of other exciting and adventurous jobs. Many who grew up involved in sports or the martial arts shared dreams of professional coaching, teaching or competing.

But somewhere along the road of life reality sets in. All of a sudden we find ourselves making a living doing things that we really never planned on doing. Although these occupations may provide a good standard of living for us and our families, we often find that we would really rather be doing something else.



The thought of owning your own school and being able to make a comfortable living from it is a common dream shared by many martial artists. But the harsh reality is that the majority of commercial schools go out of business within a year or so of their grand openings. Sure, there are some very successful school owners out there, but in most cases they're the exception to the rule.

The truth of the matter is that most mar-

tial artists are not businessmen and have no desire to be businessmen in the true sense of the word. They would just like to make their living from teaching the martial art that they have come to love.

In this interview, Chris tells us what was required to transfer careers and how NAPMA (National Association of Professional of Martial Artists) was instrumental in helping him achieve his dream.



MARTIAL ARTS PROFESSIONAL: *First off, Chris, tell us a little about your martial arts background.*

CHRIS NATZKE: I first started training at my hometown community center in 1973. At that time, I was ten years old and my tae kwon do instructor was not even a black belt yet. In fact, at that time very few people even knew what tae kwon do was.

Then, in 1976, I met Grandmaster Jae Kyu Lee. Studying under this true master really opened my eyes to what an outstanding system tae kwon do was, and how it would come to influence the rest of my life. Since my first introduction to this art in 1973, I have remained a dedicated practitioner and instructor of the martial arts.

MA PRO: *What rank do you hold in tae kwon do?*

NATZKE: I received my fifth degree in 1996, and I also hold a dan ranking in hapkido.

MA PRO: *You have a distinction that very few modern-day martial artists can lay claim to. Tell our readers about it.*

NATZKE: I received my black belt at age 14, which nowadays is not that uncommon. But in addition to that, I had my own tae kwon do club at the age of 15.

MA PRO: *How did that come about?*

NATZKE: Well, by the time I was 15, the instructor at the community center where I had started my training, quit teaching. Master Lee then decided to send me back to the club as the head instructor. At first, quite understandably, a lot of the adults were not interested in being taught by a fifteen-year-old kid. So it wasn't long before the class dwindled down to about six loyal students.

All during this transition, Master Lee never gave up on me. His faith in me helped build my own confidence to where I was not going to give up on myself either. By the time I left for college two-and-one-half years later, the club had grown larger than it had ever been with over fifty students.

MA PRO: *What happened in your life after that?*

NATZKE: In addition to my interests in the martial arts, I had always had a love of sports. Fortunately, I was successful enough in high school sports that I received a football scholarship to Northwestern University. There I continued with my tae kwon do training and, of course, played football.

At that time, Northwestern University was in the cellar of the Big Ten Conference. Having always been successful in sports and martial arts competition, I found myself very depressed when our team finished 0-11 my freshman year. This depression, along with some injuries I suffered during the season, made me consider quitting football many times.

This is where my martial arts training kicked in. From tae kwon do, I had learned that perseverance is a key to personal success. And that victories are not always what is shown on the scoreboard. What is really important is how you grow as a person as a result of these experiences.

After college, in 1985, I took this attitude with me into the corporate world, where I started a very successful career with the Proctor & Gamble Distributing Company.

MA PRO: *How successful were you with Procter & Gamble?*

NATZKE: Just being with Procter & Gamble is a success in itself, considering the fact that they're the nation's top consumer-products company. During my ten years with P & G, I was promoted several times and often told that I was being prepared for a leadership position in the Beauty Care Sales Division.

When I quit P & G, I was an account executive in the Denver region with major accounts in Seattle, Orlando, Dallas and Cincinnati. In terms of salary and compensation, I was receiving well over eighty-thousand dollars a year.

MA PRO: *That must have been a hard job to give up.*

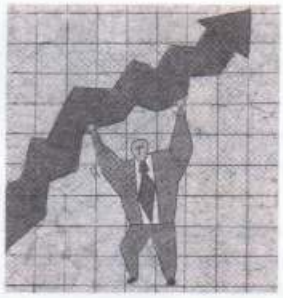
NATZKE: Well, the longer I worked at P&G the more I felt disenchanted with the direction in which my life was going. Even the promotions and salary couldn't fill the void I was feeling. In my heart, I always had a dream that someday I would own my own tae kwon do studio where I could teach full time.

MA PRO: *When did you start your first commercial school?*

NATZKE: As we talked about before, I had my first school in 1979. Since then, I had always taught classes in whatever area I was living in at the time. Most of these schools were at recreation centers or health clubs. And, of course, my teaching was always on a part-time basis since I had a very demanding full-time job. Prior to my quitting my full-time job, I had always taught for the

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THE NAPMA INDUSTRY SURVEY

How The Survey Was Conducted

The National Association of Professional Martial Arts (NAPMA) recently conducted the first industry wide survey of its kind, and it contained a number of interesting revelations. These results are compiled from 600 respondents to our June 1997 mail-back survey. The sample size represents an estimated 3% of the nation's estimated 18,000 martial arts schools. Included in this survey are also health clubs, YMCAs and other part-time programs. There is no geographical breakdown of the respondents.

In an attempt to help us define the martial arts school market more clearly, we've divided the survey into three areas:

Demographics

Questions in this category related to size, percentage of children, and whether the school was full-time or not. This is important for NAPMA and "MAPro" in determining what the specific needs are within this industry and what the parameters may be.

Operations

Here we wanted to see what decisions owners are making regarding their operation and affiliations.

Trends

This is one of the most important result areas for our industry. This will help us gauge the growth of the industry by determining up-and-down trends over time

What Do The Results Indicate?

Growth.

Clearly, more schools are growing than many people seemed to realize. However, our own less formal surveys over the phone would indicate that, while most schools grew in 1996 over 1995, the growth was not as strong as in the previous two to three years. Regardless, the indications are that the individual school is growing. Much of this is due to the increase in information on how to effectively operate in today's environment from publications such as this and the NAPMA.

The Relationship Between Income and School Size

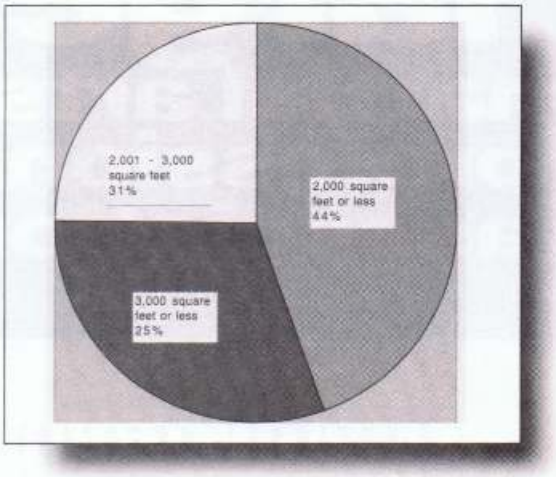
Also, we were not surprised to note that school owners with a very large enrollment (400 students or more) did not seem to have a substantially higher income than school owners with more moderate school sizes in the 250 to 350 student range. Clearly, a medium-sized, well-run, cost-efficient operation can be as profitable, if not more profitable, than a larger, more expensive school with a large staff.

Number Of Part Time Schools

We were also surprised that 31% of schools are part-time operations. This may be an indication of the growing popularity of martial arts programs in health clubs and community centers. Clearly, the consumer has many options to get involved in martial arts beyond the commercial school. This may underscore the importance of the full-time school offering a variety of programs in the most professional manner possible in order to maintain a competitive edge.

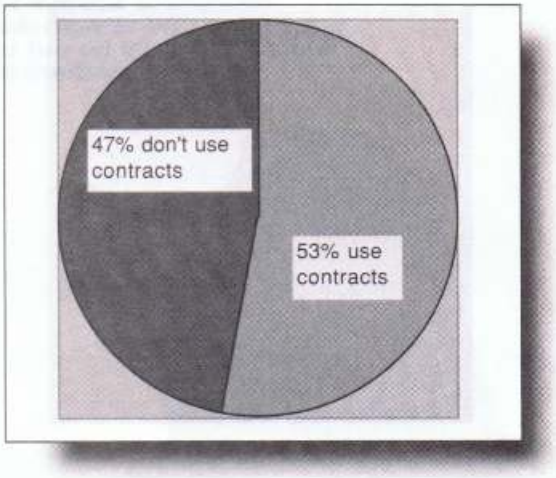
What Size Is Your Facility?

While many billing companies promote programs well suited for larger schools, the results of our survey indicate they may be talking to a minority. 75% of schools are under 3,000 square feet with the majority actually under 2,000 square feet.



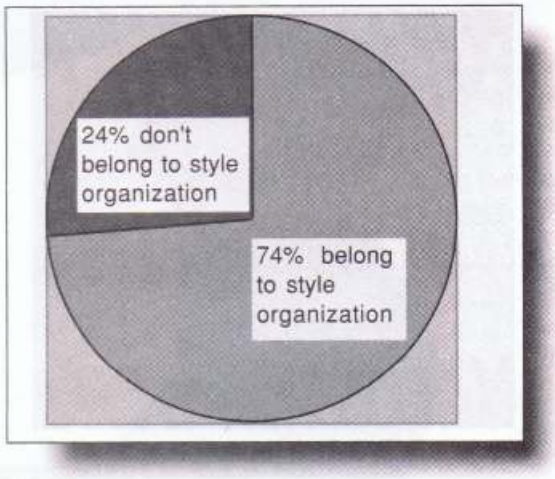
Do You Use Contracts?

Despite legislation such as the Future Services Act, which reduces or limits the amount of leverage schools can gain from using contracts, the number of schools using contracts exceeds the non-contract schools by a small percentage.



Belong to Style Organization?

Nearly ¾ of all schools belong to a style-based association. Many schools' success will be a direct result of the degree these organizations control the operation of the school. Clearly, the less restrictions on operations, profit sharing and curriculum, the better for the member school.



Continued on page 22

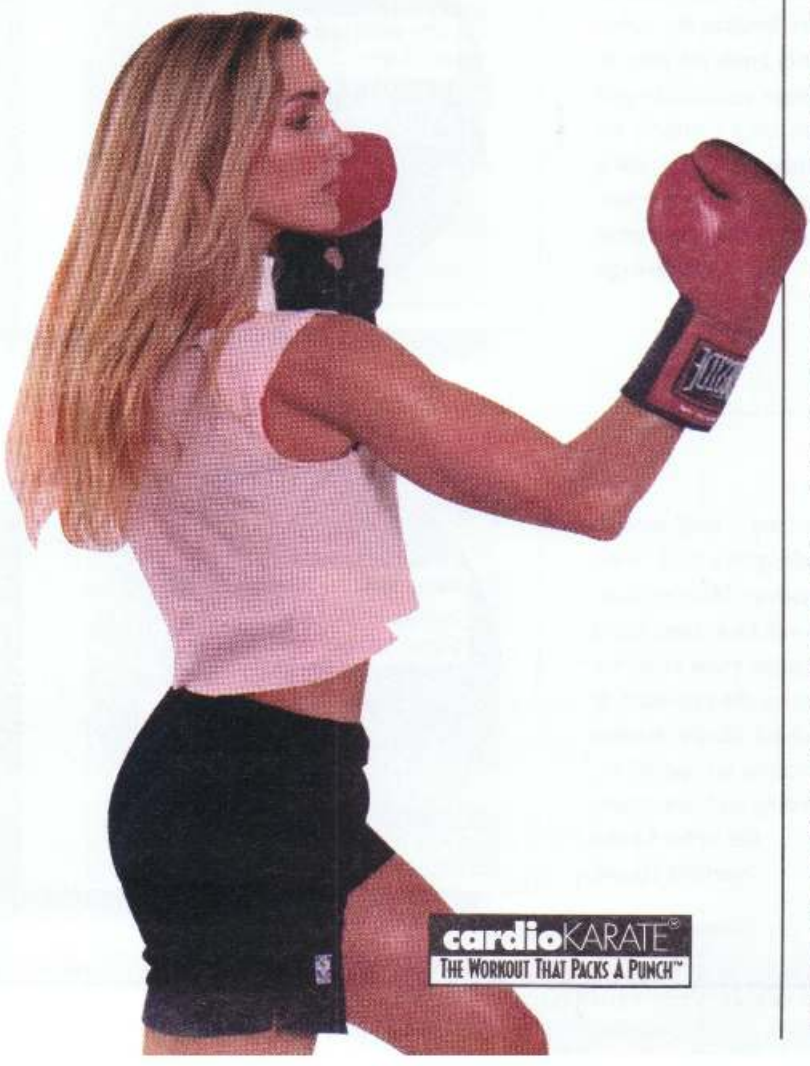
NAPMA

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

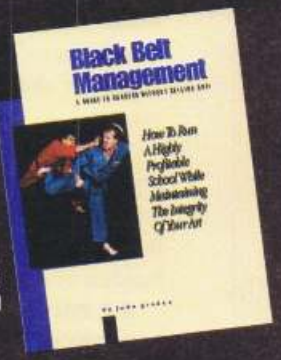
NAPMA Professional Membership includes a monthly support program that provides you with:
- A three-part video seminar each month
- Separate Audio Tape Seminars
- Camera ready advertisements that get quick results
- Proven Retention techniques and strategies
- Pre-designed marketing campaigns
- Authorization 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.

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Living The Dream—*continued from page 13.*

love of the art. I never really did it to generate any income.

In April 1995, I started up another martial arts program. This time it was at my son's school. We circulated flyers, put on some demonstrations, and ended up with about fifty students.

In November 1995, after attending a martial arts business conference, I felt confident enough to seriously consider quitting my job at Procter & Gamble and try teaching as a full-time occupation. In fact, shortly after that conference, I did quit my P & G job to dedicate my full energy to making my school a success.

With this thought in mind, I planned my business trips so I could be in Orlando, Florida, when the next NAPMA conference was going to be held. To say that I came back from that conference better educated in the business of running a commercial school would be a huge understatement.

MA PRO: *So, are you really living your dream?*

NATZKE: Every day of my life. Like I said before, I have a wonderful wife and family, and the quality of our life has improved dramatically. And on top of that, I'm making a good living doing what I had only dreamed of in the past—teaching tae kwon do.

It had always been my dream to have a commercial school that would provide a good living for my family. I had a lot of confidence in my technical skills and teaching ability, but I knew I would need other skills to be successful as a full-time martial arts instructor.

The biggest problem that I faced was my lack of business experience. I had plenty of experience working in someone else's business, but no experience running my own business. So I thought that something like NAPMA might help me with the business side of running a commercial school.

MA PRO: *What type of support does NAPMA provide for you?*

NATZKE: They provide me with a monthly package that includes camera-ready advertisements, five video-training sessions on various business and marketing ideas, audio-tape seminars, newsletters, and much more. I also have access to a Toll-Free Consulting Hotline which I use two or three times a month.

On top of that, NAPMA offers me networking with other member schools across the country. This has proved invaluable because I can discuss ideas with other instructors who have tried them before, and also share ideas that I think might help them. It has also allowed me to meet some great martial artists all around the country.

This allows me to concentrate on my teaching while they concentrate on developing business and marketing ideas for me. I don't even have to think up advertisements, they come camera-ready every month.

I don't have to compromise my standards, change my style, school name or affiliations. NAPMA simply provides me with the most up-to-date information and help that I need to make my school a successful business as well as a successful place of learning.

MA PRO: *How successful have you been so far?*

NATZKE: It has been great. I now have over two-hundred-and-twenty students and an outstanding state-of-the-art, four-thousand-square-foot school. On just about any day, one training room will be full of tae kwon do students while the other one is full of Cardio-Karate students.

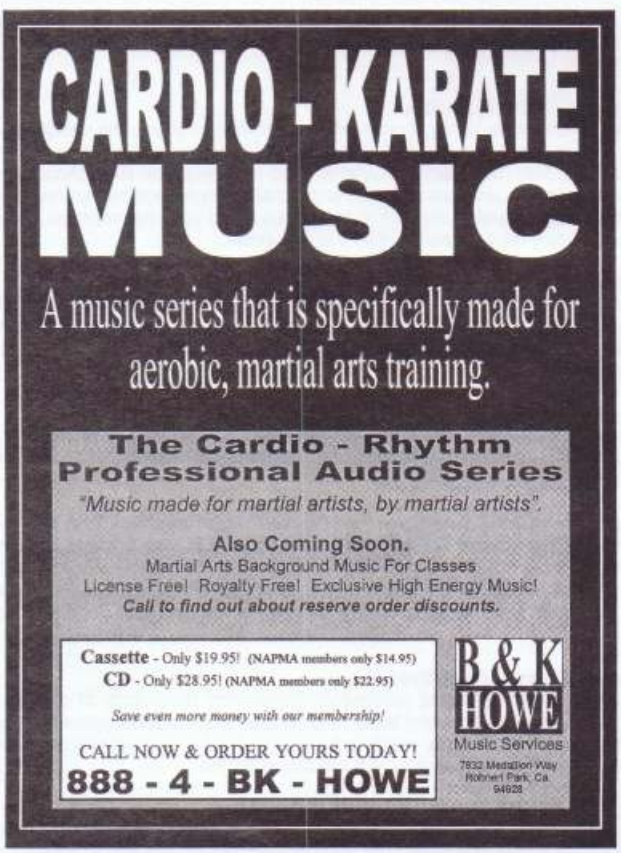
Without a doubt, NAPMA, combined with my hard work and dedication, faith in God, and the support and love of my family, has everything to do with my success.

MA PRO: *Now that you are working as a full-time instructor, are you earning as much as you were as an account executive?*

NATZKE: Just about. But the money's not really the important thing. Of course, I want to provide the best standard of living for my family that I can, but the quality of life doesn't always depend on your income level. When I was working for Procter & Gamble, I was on the road two or three days a week. Every week! Sometimes I was even away from home for longer periods of time.

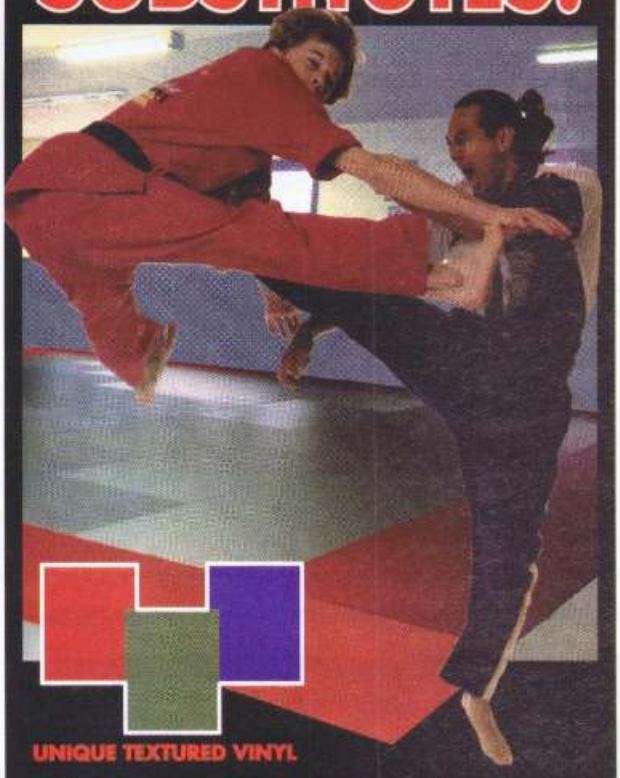
I love my family very much and enjoy every minute that I can spend with them. No amount of money can buy back the time I was losing with them when I was on the road. ■

John Bishop, a veteran black belt and martial arts journalist, is an investigator for the Orange County, CA District Attorney.



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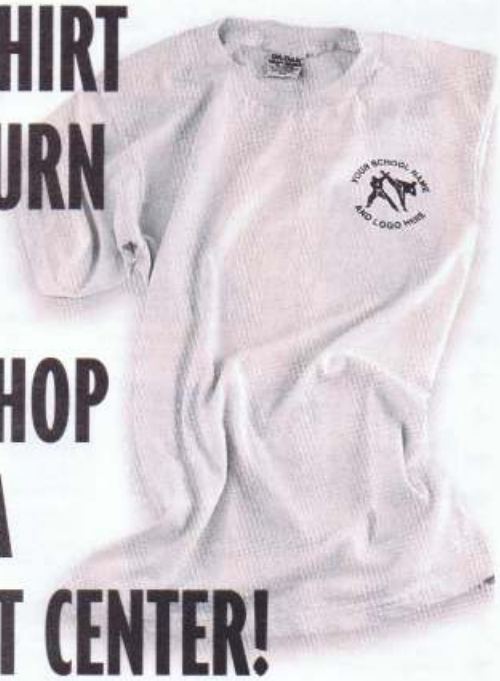
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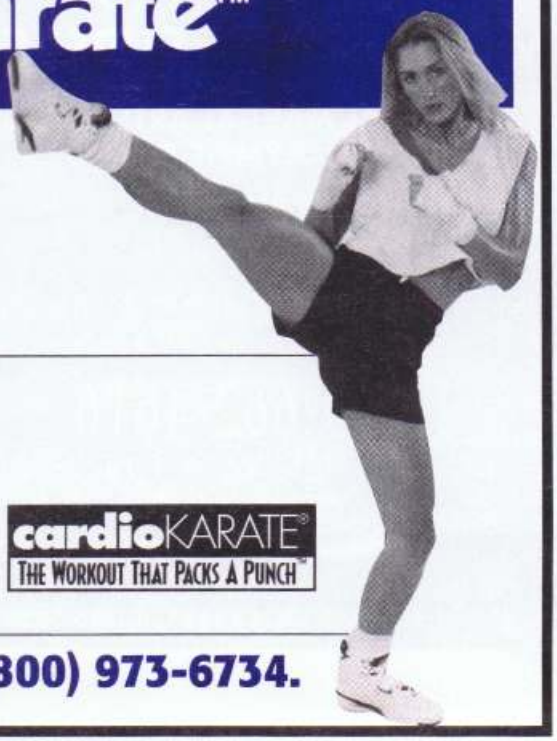
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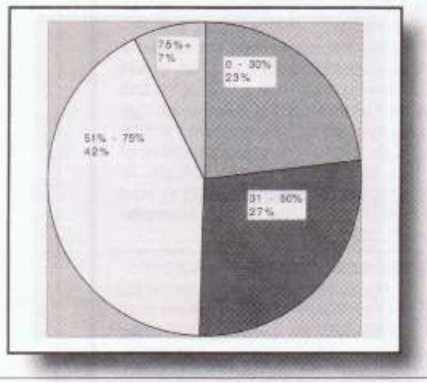
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NAPMA Industry Survey
—from pg. 15

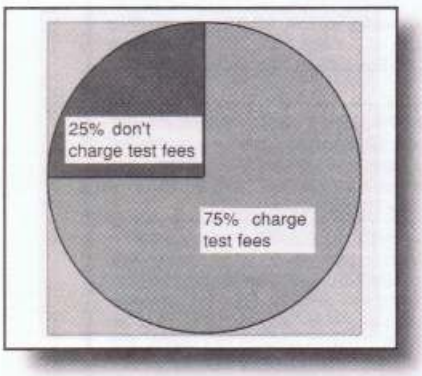
Age of Students

Despite the common projection that "Over 75% of students are children" our survey shows that actually only about half of all students are under the age of 12. Only 7% of the schools responding said that 75% or more of their student body was under age 12. 42% claimed that 50 - 75% of their student body was under age 12. That indicates that 49% have 50% or more of their student body composed of children under age 12.



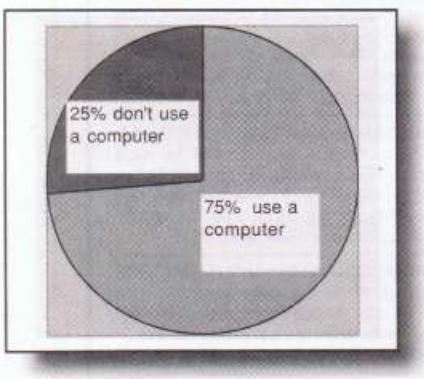
Charge Exam Fees?

Clearly, testing fees continue to be the norm in this industry, though virtually every major management organization recommends not using the practice. This may relate to the number of schools belonging to style-based organizations, since many style organizations create their revenue from their member-schools testing fees.



Using Computer?

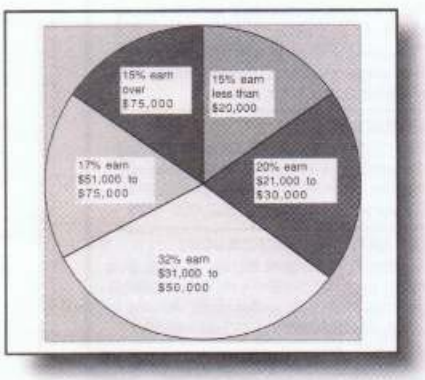
75% of schools are tapping into the desktop technology to help them manage their schools. This is an important development in terms of tracking stats, creating marketing materials, and networking through email and the internet.



Income Levels

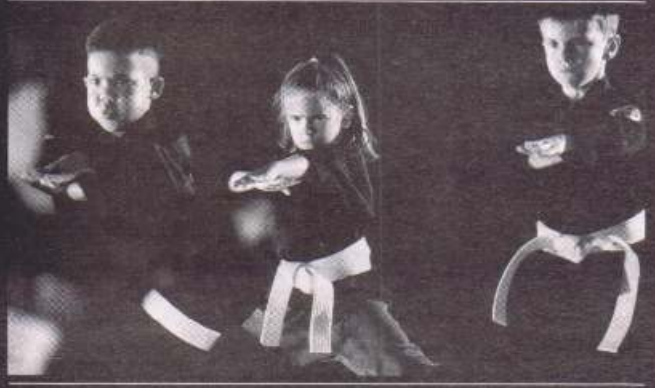
Though the largest group of owners (32%) earn $31,000-$50,000, income levels widely vary. This is an important revelation. Despite the outcry that school owners committed to running a more progressive, commercial program are "getting rich off martial arts" or "lining their pockets," the indication is that most school owners earn well under $50,000. Certainly not the income of the wealthy.

Continued on page 28



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MASTER'S DEGREE

instructions for instructors

by Tom Callos

The Most Important Instructor Responsibility

There are so many different aspects to running a successful martial arts school that it can be difficult to de termine which specific activity is THE most important. Keeping statistics and accurate business records is essential to a school's survival, as is tracking receivables. Testing procedures or the enrollment process can make-or-break a school.

"...if you don't retain your student through teaching phenomenal classes, you're like a hamster on a treadmill."

Advertising, curriculum and public relations all have a bearing on whether a school thrives or flounders. Like a small creek that becomes a stream that becomes a raging river, all the different responsibilities can gain a tremendous momentum — sweeping an instructor into an ocean of duties, tasks and obligations.

So where, then, does it all begin? What is the essence of a "black belt" school? Is there one thing that done excellently, is THE most important ingredient?

Yes, indeed. But first, before I reveal what that one activity is (you already know it anyway), answer these four questions: What is your 10-day active-student count? How many students do you enroll in an average month? How long have you been in business? And how many black belts have you graduated?

It (THE most important activity) is all about retention. Retention is all about what happens in the classroom. THE most vital and important activity in any martial arts school is teaching fantastic classes; classes that are fantastic enough to keep your students coming back for more. Almost everything else can go to pot, but if you can retain your students — you are going to be successful.

By the way, forget about D.N.S. (Did Not Show) calls, "where-have-you-been?" and "we miss you" letters. They may be one of the necessary evils in any school, but the truth is that 99% of that could be prevented by teaching extraordinary — no, PHENOMENAL classes.

What is a phenomenal class? It's one where the student is inspired with a passion for progress and accomplishment. It's one where the student (not necessarily the instructor) feels he or she is getting their needs met—and then some. It's one where a student leaves the school feeling two-feet taller, directed, focused and empowered.

As you know, that is no easy job. However, it isn't any more difficult than dealing with all of the tasks related to student dropouts, like phone calls, office chats, private lessons and paperwork.

No doubt some instructors would argue my point. They would say that a balanced approach, one where all the bases are covered, is the key to success. Sure, tell that to an instructor with a 60% or 70% dropout rate. In my opinion, you can make calls, send cards and statements, run special events and give away belts until you're blue-in-the-face But if you don't retain your students through teaching phenomenal classes, you're like a hamster on a treadmill.

So, when you're feeling overwhelmed by a multitude of responsibilities, take a look at where the river begins. Go back to the classroom and improve the content and quality of what happens there. The essence of our success is not who collects our money, what computer program we use, or what our advertising strategy is. THE most important aspect of our business is each and every class we teach.

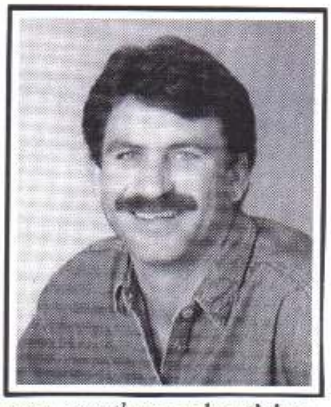
Here are a few ideas directed at teaching phenomenal classes:

- Network with other instructors who have better student-retention than you. Find out what they're doing—and model them.
- Survey your students to find out what they are enjoying and what they would like more of.
- Re-examine your curriculum. Forget about tradition and put on your thinking cap, trust your instincts and experience.
- Become a student again. Learn a new art, go back to college, study music, learn to dance, take a class on philosophy, hang out at one of our nation's top schools, set some new goals. It's easier to inspire others when you're inspired.
- Re-frame new students that, after a trial period, you expect them to stick around for at least four years. When they don't, find out where you have failed — and fix it! MORE GRADUATES, MORE GRADUATES, etc . . .

Think of every class as a show. Don't allow your audience to experience anything other than an Academy Award-winning performance.

Strive for a standing ovation. ■

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



How Does a First Degree Black Belt Teach His Instructor To Fill Up His School With New Students And Then Go Open His Own School, 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 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!

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I use the system religously*, I don't care what anyone says, this is everything they say and 10 times more!*
Raymond Wolsifer Martial Arts America 504-778-0263

"It's simply ***the best enrollment tool for the cost*** *in the busines, and their company support is truly amazing."*
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sales and marketing

SAVED BY THE BELL

seven crucial martial arts business skills

By Rick Bell

What does it take to become a successful martial arts businessman? Is it a degree in marketing, a Bill Wallace round kick, or a natural-born sales ability? The answer is not necessarily any one of the above.

If you look around at successful school owners you will usually notice one dominant characteristic about them that appears to be the sole reason for their success. I've often heard it said that the only reason so and so has a lot of students is because he/she is such a smooth salesperson.

"If you've been wondering how to take your shcool and your career to the next level, the following seven skills are your answer."

The truth is, one excellent characteristic, including great salesmanship, will not carry anyone to long-term success in this business. Today's successful instructor must be proficient in several critical business skills.

The following seven success skills are ranked in what I believe to be their order of importance, as they relate to operating a top-notch school. If you've been wondering how to take your school and your career to the next level, the following seven skills are your answer:

1. School attitude. The attitude of your school, especially your assistant instructors, should be friendly and nonthreatening. Students, as well as visitors, should find a positive, encouraging atmosphere every time they walk into your school.

A word of caution: If your students are heavily into competition, be careful not to foster an attitude of elitism among the students who do well at competition, and favoritism among assistant instructors for those students. I've seen this "cocky" attitude keep more schools from growing than any other attitude problem.

2. School management. In today's competitive market, tight school management is critical. Everything from how many info calls you get each day to the cleaning schedule for your bathrooms must be tracked and used as a base measurement for constant improvement.

3. Constant prospecting. You are never going to be able to stop searching for new students. There is a natural attrition rate to our business, and students will always be coming and going. To stay in business, you must make sure you keep at least as many coming as are going. Prospecting, including your advertising and any other promotions you do, is a career-long commitment.

4. Retention priority. The way you teach your classes and your curriculum will make or break you. You must pay close attention to student service and never lose sight of the fact that your students are your supervisors. If you don't do a good job teaching them, they will fire you! Retention must become your staff priority.

5. Streamline your enrollment process. I teach a system for enrolling students I call the No-Intro Enrollment Tour that completely eliminates the need for introductory lessons. Schools still using the old multiple-intro system are going to have less and less success in the future.

Americans now make buying decisions much faster than they used to, and the trend will continue. I refer to this as the "instant age": instant gratification, instant credit, instant everything. A person can apply for and receive a $30,000 loan to buy a new car in about 20 minutes, and be driving it home in less than an hour!

Instead of teaching the intro before they enroll, I do the enrollment and then teach an "enrollment intro." The enrollment intro is what used to be the intro class, but this way, I'm teaching the intro after they've already enrolled. If you'll learn this method of conducting a tour of your facility instead of teaching intro lessons, you'll save time and enroll more students.



6. Need identification and sensitivity. If you've taught long enough, you know what I am talking about when I say you learn to read your students' minds. When little Johnny has had a bad day, you can tell by the way he acts in class. If Mr. Stephens is stressed out, you can read it on his face. The fact that you know your students and care about what is going on in their world will keep them more loyal to you than anything else you could ever do.

7. Martial arts knowledge. Notice that this entry is last on the list. Am I saying that knowledge of your art is not important? No. I am saying, however, that far too many instructors rely solely on their martial arts skill for school success, and that skill alone will not get you there. Some of the best instructors I've ever known were not great athletes themselves, nor were they technical geniuses about their art. They were very good at the basics, and they were great teachers of the basics.

Success in the martial arts business can be achieved by excellent performance in the first four key areas, and competency in the rest. ■

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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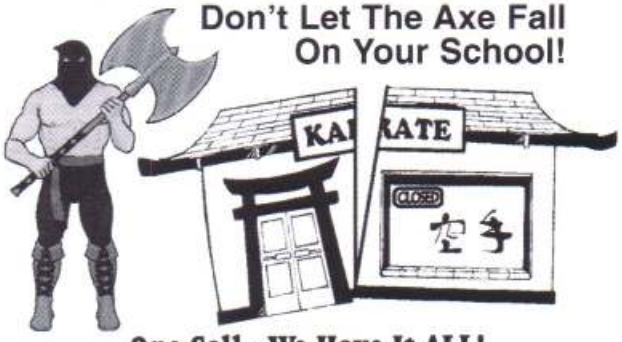
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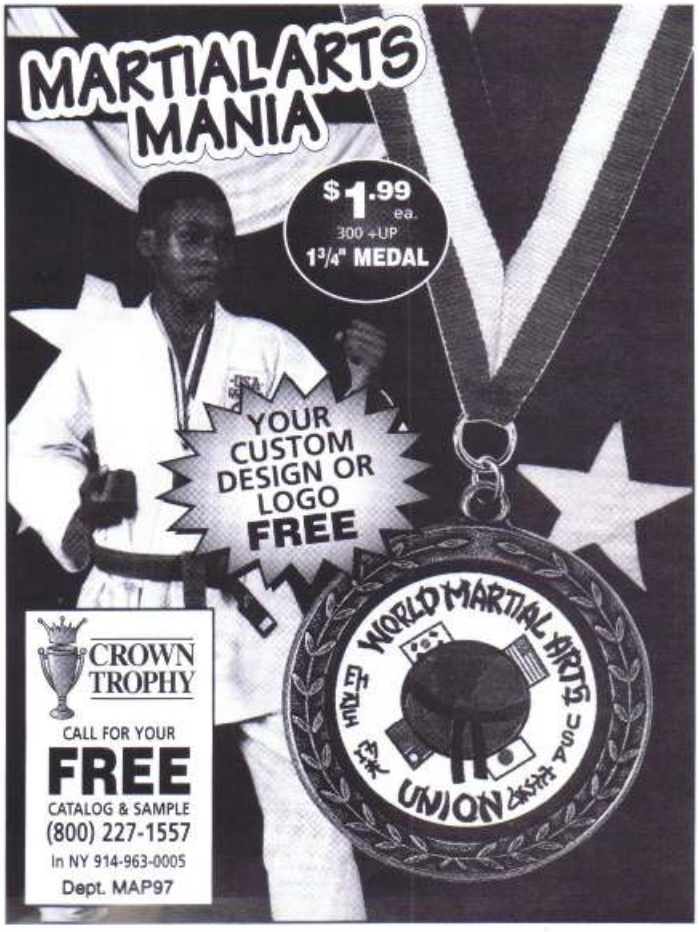
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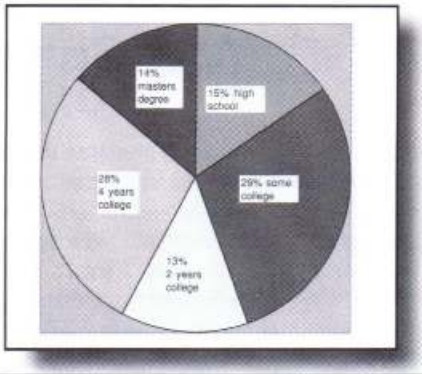
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NAPMA Industry Survey
—from pg. 22

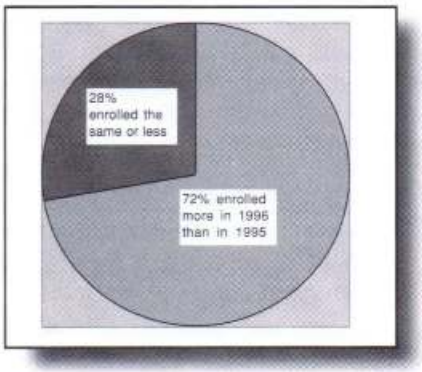
Education Level

The education level of martial arts school owners is fairly evenly spread across the spectrum. Interestingly enough, most of the instructors with a master's degree education operated part-time schools while maintaining a full-time career position.



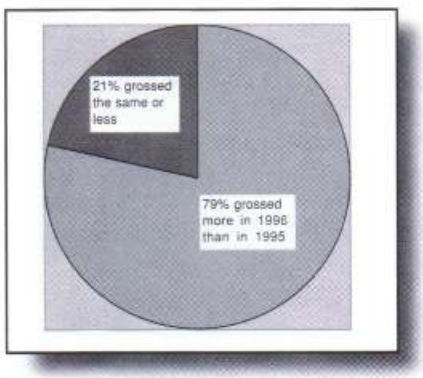
Enrollments: '96 over '95

Interestingly enough, 72% of schools enrolled more students in 1996 than in 1995, even though 79% grossed more. This may indicate that schools are running more efficient, profitable operations despite enrolling less students.



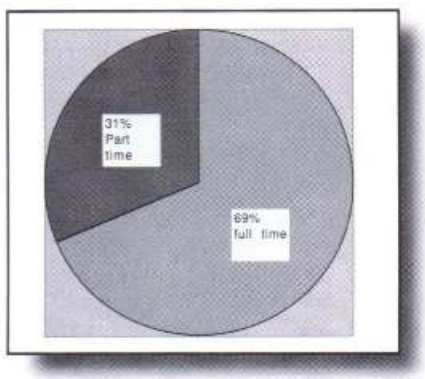
Gross Revenue: '96 over '95

Despite the general opinion from industry pundits that the industry has been flat for the past two years, 79% of schools reported that they grossed more in 1996 than in 1995. Whether or not the increase was as much as the 1995 increase over 1994 is not revealed. Schools may have grown, but not at the same rate as in the year before.



Schools: Part or Full Time?

The number of part time schools may be an indication of the growing popularity of martial arts programs in health clubs and community centers. ■



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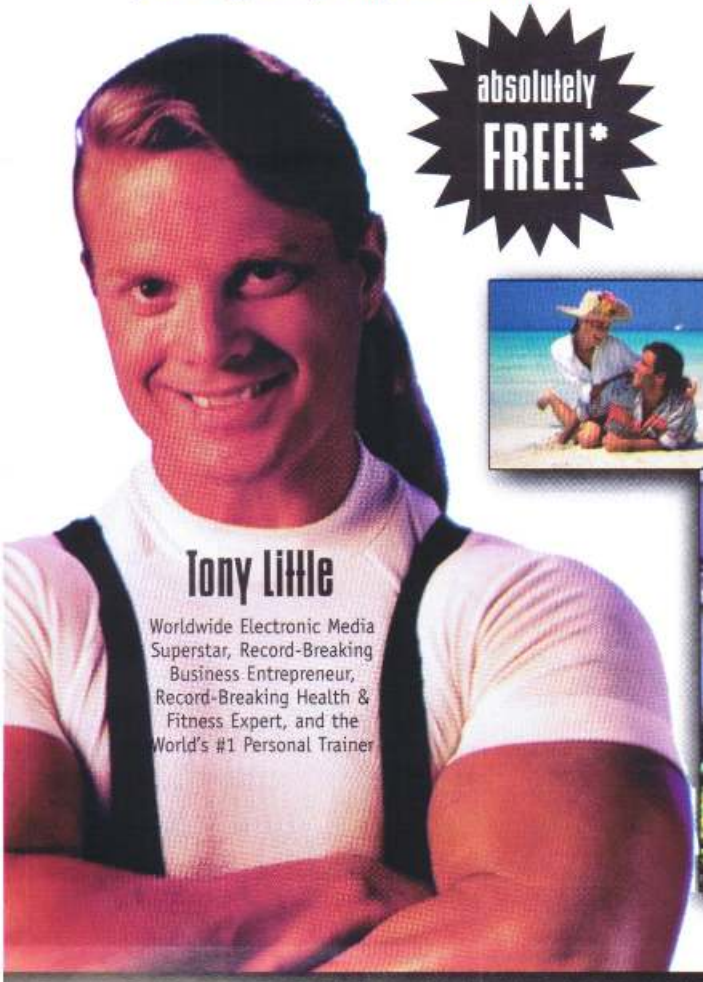
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