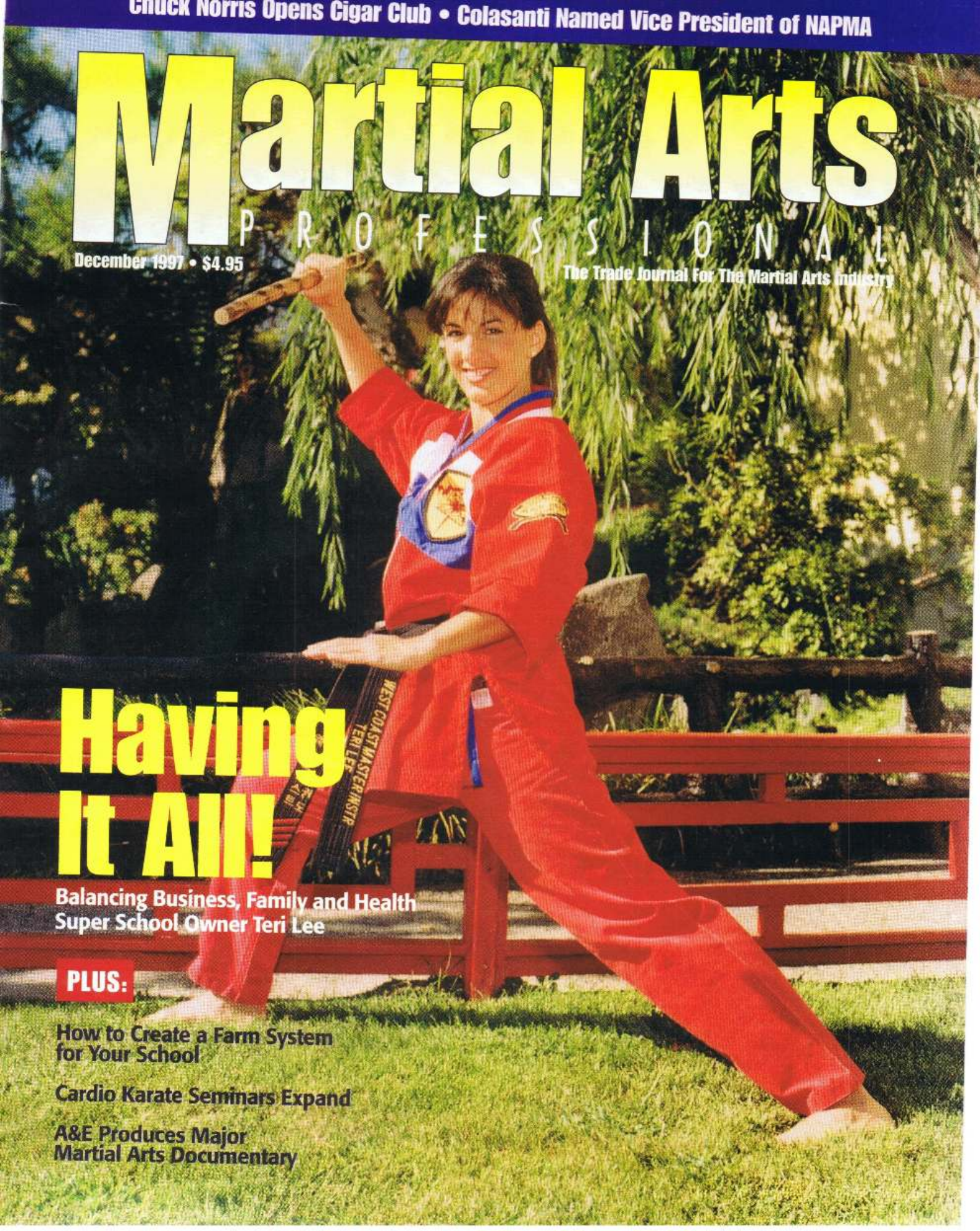
Chuck Norris Opens Cigar Club • Colasanti Named Vice President of NAPMA

Martial Arts PROFESSIONAL

December 1997 • $4.95

The Trade Journal For The Martial Arts Industry



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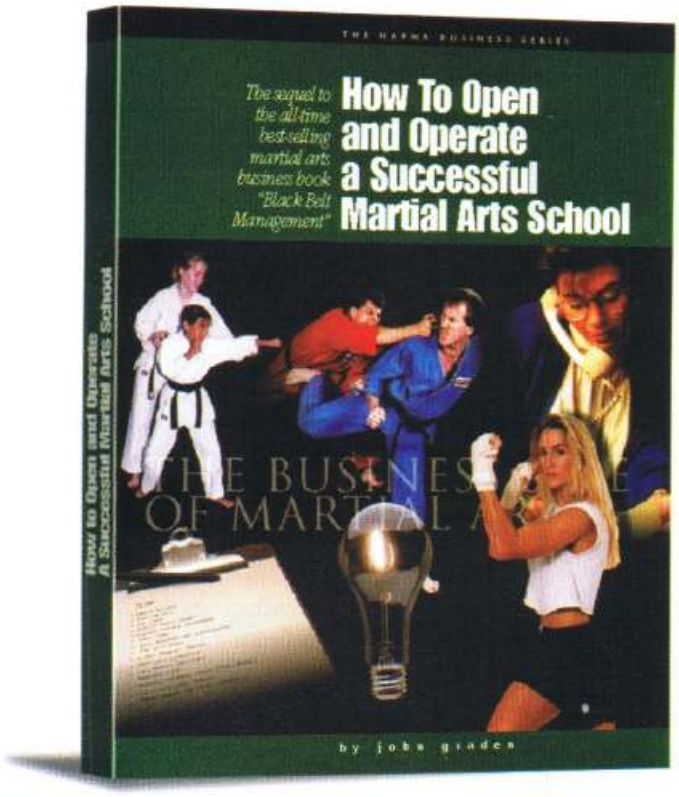
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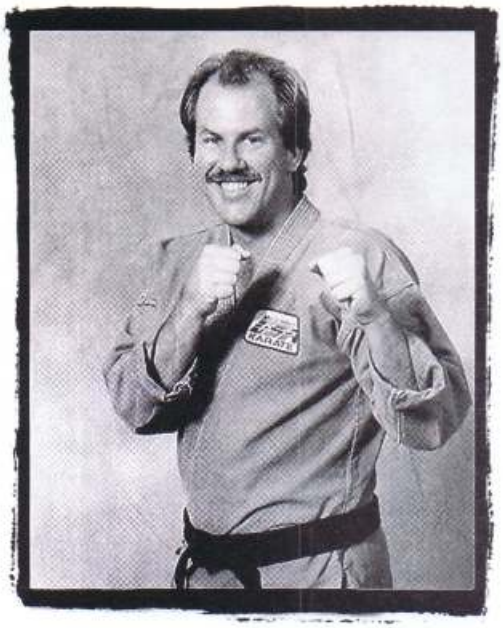
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AS I SEE IT

letter from the publisher



What Condition is Your Tradition In?

Two martial arts school owners were debating an issue in a recent exchange. The first martial artist lambasted the other for suggesting curriculum and ranks could be altered without sacrificing student quality. "Give me tradition any day!" he scoffed.

As publisher of this magazine, I can tell you this is a response that I've heard more times than I care to say. It's often followed by the implication that the innovator is motivated by greed rather than the simple desire to improve.

In the school I was raised in, innovation was the tradition. Though we had a taekwondo base, my instructor adapted the deeper balances and sharper lines of shotokan karate into our forms. He felt the design of the Korean form was great, but the balances could be deeper to work the legs more. He also made minor changes to the forms to make them more exciting. Our punching style evolved more from boxing than from an Eastern art. We still, however, called our style "taekwondo." This way of training was our tradition.

I can also state without question, my instructor was not innovating in order to make more money or increase retention. He hated the business side of martial arts. He innovated because *he loved the martial arts* and wanted what he learned reflected in his teachings. As he learned more, the program evolved. It was not about money.

Just because someone who practices your style operates in a manner different from your tradition doesn't mean that person is just out for a buck. Maybe the way he was raised in the arts is different than the way you were.

Not only can people from the same style have different traditions, but people *within a single school* can also have different traditions. For instance, maybe in your school your students always wore white uniforms and had to learn three forms for the first belt, which typically takes six months to earn. That's the tradition your students are coming up under.

However, say you decided to make a change and allow students to wear t-shirts, and divide that six month belt into three two-month belts with just one form each. Then the new students would come up under a different tradition. Is it better or worse than the old way? Does it matter? No. All that matters is the quality of the black belts they eventually become. As a local Korean 8th-degree once said to me once, "There are a lot of ways to get to New York. The most important thing is that you get there."

To me, getting there means producing quality black belts who can defend themselves, are in good shape and who demonstrate the qualities of respect and courtesy inherent in a good program. I've tried to make that my tradition. The process—curriculum, techniques, ranking, clothing, etc.—that I use to achieve that goal will *always* change.

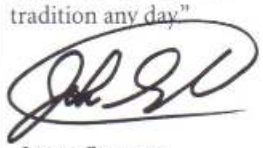
Just because someone adjusts his curriculum doesn't make him a greedy con man. Maybe that's just the way he likes to train. It doesn't make him any less of a martial artist as a result.

I think it's important to evaluate how tradition should serve us and our students. Some traditions serve us better than others. Some simply get in the way of what really counts.

For instance, I've long felt the karate gi is an outdated, ugly outfit that many adults, particularly women, are not going to wear in order to train. I think the gi is cumbersome, restricting and kind of silly looking on most beginners.

Many would view my opinion as selling out when, in fact, money has nothing to do with it. I simply don't like to train in a gi. When I train, it's in a t-shirt. It's more comfortable. And that's been my tradition.

Still, whenever I visit a school that requests I wear a uniform instead of a t-shirt, I'm always respectful and comply. After all, respect is a very good tradition. But, if the owner listens closely he may hear me grumble under my breath—as I try to get the strings on the ends of the gi top to stay tied—"Give me tradition any day."



JOHN GRADEN
Publisher

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LETTERS TO THE EDITOR

feedback from our readers



Are You On The Net?

I really enjoy reading your magazine. I thought, now that it was on the net, I could simply download it once a month. However, the last issue on the net was July. Are you going to update the net file or do I need to subscribe, or can you send me a copy of the back issues starting with August 1997.

You know, I was one of those "Traditionalists," and I still am when it comes to compromising the arts. However, I have tried a great many of the suggestions from your magazine and they work. Thanks for bringing some of us into the 20th century when it comes to the operation of a dojo.

RICKY A. ADAMS
RAdams6469@aol.com

Each month we do upload a portion of the magazine to the "MAPro" web site: http://www.avaloncity.com/napma/. However, back issues are available for $5 each at (800) 973-6734.

Your Magazine Stimulates Thought

It is refreshing to see in print, what so many of us in the martial arts industry already know. You have the perfect forum to express the ideas of many in an intelligent, concise format. Your magazine has helped my business grow dramatically since I began studying—yes, *studying*—it.

I keep your magazines handy at the school and continue to refer to them whenever I have free time during the day. I look forward to your professional approach to the martial arts. It never fails to stimulate thought each time I read your publication, whether I agree or disagree with all of the contents.

Thank you and keep us informed on the good, the bad, and all the martial arts has to offer.

RICHARD E. GORDON
Owner/Head Instructor
West Raleigh
Tae Kwon Do Academy

MAPro Works!

Over the last year that I've been reading *Martial Arts Professional,* I've noticed that the magazine does an excellent job of promoting products for its advertisers. I received the November issue on October 23rd and, from my classified ad, I received seven calls that same day and 15 calls on the 24th. YOU CAN SURELY COUNT ON ME TO BE A REGULAR ADVERTISER!

When I started receiving your member package in August '97 I had 48 students that I had gotten over the summer using only leadboxes. I ran your back-to-school 3" x 5" ad every other week in my local paper and I've had 15 new member sign-ups from it.

Following the July issue's NAPMA marketing strategy piece, I donated 1,000 bookcovers to the elementary school system and split that cost with a local insurance company and, to date, have had 11 sign ups from that. I started a two-day-a-week, six-week-long Cardio-Karate program and have sold 43 memberships. So many, in fact, I had to split the class into two groups to accommodate them.

So I went from 48 students in August '97 to 117 in October '97. Thank you, NAPMA!!!!!!

JAIME COLONE
Scorpion Martial Arts
SMA Marketing
Springfield, Massachusetts

The Money...It Will Come

In support of those responding to Rick Bell, they are correct in putting your personal measures of success above financial ones. I have been very sceptical of all this talk of acknowledging dojos as successful based on their revenues and the number of students they manage to add to their rolls.

Martial arts is a sacred tradition which cannot be subordinated to personal financial goals. This is why Rev. Moon will not be successful. His appeal will only last for any length of time with those who put selfish desires before their spiritual goals.

Thank you, Mr. Bell, for lending your financial acumen to martial artists. There is nothing wrong with being aware of financial matters. It is part of the responsibility of a leader.

Thank you, John Graden, for your generosity and insistence on our maintaining our integrity while surviving in a world which requires attention to business. I think of you as a gentleman, an old concept that could use a revival.

To all of you who resist the temptation to put financial goals before your teaching and learning, you will succeed. Put your primary effort into becoming the teacher you would move mountains to train with, and your students will come. What's more, they will love you and trust you. The money...it will come. Don't let it blind you.

SUZANNE PINETTE
Sun Dragon
Women's Martial Arts
Austin, Texas
Email Sun1Dragon@aol.com

Not All Profits Are Measured In Dollars

As a owner/manager/and chief instructor of a martial arts school in a large population area, I find much fault with Mr. [Rick] Bell's thoughts concerning the price structure of a martial arts school.

In an area such as this one, there's a lot of competition for a family's expendable dollars. Within a 15 to 20 minute drive of my front door, there are four other schools, not to mention the various park districts and some private teachers. While the quality of the instruction is very important, the competitiveness of tuition price is a major factor in the selection process.

One of the first questions asked by a prospect is about cost. The general public is not educated enough to know the difference between styles of marital arts, let

alone what constitutes a good instruction program or good instructor. Thus, location and price mean a lot. It is for this reason that most people consider what their cost will be and will be more favorable to trying out a less-expensive location first. A raise in prices too far over the competition means lost new students.

I have never ran into a prospect who bragged that he was paying more. Maybe he commented that he was or wasn't getting his dollar's worth. But brag about it??? No.

It is my belief that it's difficult to serve two masters at one time, i.e., martial arts and business. It's more important to me to maintain as much of the traditional aspects of martial arts as possible. I am in the business of teaching martial arts, not in martial arts as a business. I resent those who use martial arts as a means of promoting themselves and feel that just because they have some skills and training and a name, they can bilk the general public who knows little or nothing. It gives all of us honest, reputable instructors a bad name [just] by association.

I think it's up to the reputable instructors everywhere to promote the study of martial arts for the right reasons — not to bilk and fleece an uneducated and naive public. It is attitudes like the one in the referenced article that causes us honest and striving instructors and school owners to scratch our heads and wonder. Wonder if what we were taught is worth knowing or not? Wonder if our masters really taught us so that we could teach others or just to increase their bank accounts?

Fortunately, I think mine was teaching for me—and his own—benefit of the art. While I expect him to profit from my learning just as I expect to profit from my teaching, not all profits are measured in dollars. True, it takes dollars to pay the bills, but the words "reasonable profit" are applicable in our art as "reasonable force." We don't promote breaking bones. Why promote breaking wallets?

DAVID R. HATCH
Libertyville, Illinois

The "Dinosaur Way" is Wrong!

I agree with you in your thinking about associations requiring that the "Grand Master" fly in just to hold belt exams. There are a lot of organizations out there that do this and require that the school owners do this or give up their rank. That is wrong! It is wrong for a group that is 2,000 miles away to dictate how and when you can test someone for rank. And then put a price on it.

These people live in the stone age. They need to see how schools are run nowadays. A good instructor can have a great school and great students without doing things the old "Dinosaur Way." These are just my beliefs. But if you ask around, I believe you will find that a lot of other school owners agree with you.

KEN HUDSON
Via email

Christianity in the Martial Arts

I am writing to you about the lack of knowledge your readers have with respect to Christianity in the martial arts. Your magazine has put out many good and interesting articles on the martial arts and its stylists, but very few about Christianity in the martial arts.

I will be opening a school called the Christian Self-Defense Center. We will teach the art of fighting, keep you in shape, and even to do what is necessary as the situation calls for it—but never to take a life!

At the Christian Self-Defense Center, our most important goal is to see each individual reach that place of peace in his life. It's not enough just to talk about it, if you really don't believe it on the inside.

If you don't believe what I'm saying, just look at the disrespect you see from the students at the tournaments today. These attitudes are from those coming out of even the best schools! I have seen many good-hearted instructors give their all to a student and [still] have that student go bad.

True Christianity in the martial arts puts life above all else, then everything else follows. We must have basics to strengthen our foundation in the arts.

The old saying goes, "What came first, the chicken or the egg?" Our saying is similar: "What came first, the martial arts or life?"

I thank you for your time and hope to see more articles addressing Christianity in the martial arts.

KEITH KUGEL
Christian Self-Defense Center

You Strike at the Industry's Heart

I was privileged to hear you [John Graden] speak at one of the "Three R's" seminars about a year and a half ago. I began to respect you a great deal. After hearing you speak, I was amazed at your love of the martial arts and your concern for its direction.

Shortly after that seminar, you began publishing *Martial Arts Professional* magazine. Now I respect you even more. Your "As I See It Column" is insightful and strikes at the heart of some of the biggest stumbling blocks in our industry. Even though your position in NAPMA [National Association of Professional Martial Artists] would lead others to tip toe around issues, so as not to offend any potential clients, you hit the issues head on and have yet to pull your punches. From your article showing the hypocrisy of so-called masters to unfair practices of associations, you are bringing to the forefront what instructors have been mumbling to each other in the corners of tournaments and events for years.

Please do not get discouraged by any negative letters I'm sure you've been receiving because of your hard-hitting column. I'm down here in the trenches and there are a lot more of us who agree with you than the few that have yet to open their eyes and accept the evolution of the martial arts.

CAMERON SKINNER
Panama City Beach, Florida

Thanks for Cutting-Edge Knowledge

All your readers should thank you very much for publishing *Martial Arts Professional* magazine. I go to seminars continuously and spend thousands learning as much as I can. My wife and I own a World Gym Fitness Center.

World Gym supplies me with information by using top consultants. As I go to seminars and learn more cutting-edge knowledge, your magazine comes out with this same knowledge in each issue.

Martial arts and fitness centers are businesses that are very much alike, with the exception of start-up costs. The start-up costs for a fitness center begins at $300,000 and climbs to millions of dollars. That's why we need the best consultants to help us survive and bring martial arts more into the fitness world.

My martial arts master, Eizo Shimabukuro, of Okinawa taught me the art is Number 1, self-defense is Number 2 and physical fitness is Number 3. In that order, a person will do martial arts for a lifetime. Martial arts and fitness centers are all doing the same thing—helping the public live a healthier, more productive life!

Keep up the good work!

BILL AND LEE YISHE
Cheshire World Gym
Cheshire, Connecticut ■

INDUSTRY UPDATE

martial arts business news, people, and places

NEW MARTIAL ARTS BOOK FOR KIDS

Product Announcement:
NEW YORK, NY—Weatherhill Publishers is pleased to announce the publication of "Martial Arts for Kids" by Richard Devens and Norman Sandler.

In the 144-page book, the authors explain the benefits children may derive by practicing a martial art. Readers will learn how martial arts practice can help children in their schoolwork, how it can teach them to become assertive without being aggressive, and how it can make them better young citizens.

The book retails for $12.95 (softback) and is available from Yukie Ohta, Phone (212) 966-3080; fax (212) 966-4860; e-mail: weathl212@aol.com; Internet: www.weatherhill.com. ■

AAU MARTIAL ARTS SEEKS LEADERS

ORLANDO, FL—The Amateur Athletic Union (AAU), headquartered here, seeks top-quality martial artists in all disciplines to be part of its team. If you are a traditional or open stylist, instructor, school owner, or independent looking to be part of the AAU/Disney team, contact AAU Headquarters or send a copy of your resume to Lake Buena Vista, FL 32820-1000, phone (407) 363-6170 or fax (407) 363-6171.

Positions are being considered for state, regional and national chairmanship in all martial arts disciplines. ■

MAJOR MARTIAL ARTS DOCUMENTARY TO AIR ON A&E NETWORK

LOS ANGELES, CA—The biggest and most expensive martial arts documentary in history will air on the A&E Network on Sunday night, February 1 at 5:00 and 9:00 p.m. The show was produced by Weller-Grossman Productions of Sherman Oaks, California. The two-hour documentary, entitled simply "The Martial Arts," is the first ever in the genre to air in primetime.



Fumio Demura is one of many martial arts legends freatured in A&E's expansive documentary.

Eight months in the making, "The Martial Arts" is divided into several categories, beginning with an examination of the history of martial arts from 2500 B.C. to the present. Other categories cover philosophy, arts and styles, and celebrities.

Says the documentary's Senior Producer Nancy Gimbrone, "To me, one of the most interesting aspects was the trip to mainland China to tape the Shaolin Temple, one of the key birthplaces of the martial arts. We also taped the monks at the Temple. Their performance of a variety of kung-fu styles was especially fascinating."

Hosted by actor George Takei—Sulu of "Star Trek" fame—"The Martial Arts" features a cavalcade of America's premier masters, historians, authors, promoters, administrators and experts in all aspects of the martial arts universe. Interviewees include NAPMA Executive Director John Graden; *Martial Arts Professional* Senior Editor John Corcoran; legendary instructor/champion Joe Lewis; Master Fumio Demura, one of our greatest showmen; and prominent martial arts film choreographer Pat Johnson, to name just a very few. ■

MARKEL INSURANCE ANNOUNCES MANAGEMENT CHANGE

RICHMOND, VA—Markel Insurance Company announced that Edward R. Lang, Vice President, has been named as Business Unit Manager of its Camp & Youth Recreation and Health & Fitness divisions, which includes a leadership in the insuring of martial arts schools.

Lang succeeds Edward A. Schirick as Business Unit Manager of the Camp & Youth Recreation division. He replaces Mark D. Nichols as Business Unit Manager of the Health & Fitness Division.

Nichols will assume the new position of Vice President for New Product Development. Nichols has been a speaker at martial arts business events including the Mastermind Weekend. ■

MARTIAL ARTS GAZETTE CLOSES DOOR

OXNARD, CA—Robert Ferguson, founder of *Martial Arts Gazette,* suspended publication of his irregularly published newspaper. After three years and five months of publishing the newspaper, Ferguson bowed out to focus on his Rape Awareness and Prevention Organization. ■

INDUSTRY UPDATE

martial arts business news, people, and places

COLASANTI NAMED VP OF NAPMA



Newly appointed NAPMA Vice President Rob Colasanti (L) in a "Meeting" with NAPMA Executive Director John Graden.

ST. PETERSBURG, FL—The largest professional organization in the industry, the National Association of Professional Martial Artists (NAPMA), has announced the promotion of Rob Colasanti to the position of Vice President.

Colasanti is a graduate of the University of South Florida. A third-degree black belt under John Graden, Colasanti served as Chief Instructor and Program Director for Graden for four years at Graden's USA Karate schools in St. Petersburg.

Colasanti joined the NAPMA team in 1995. According to Executive Director Graden, "Rob's contribution to NAPMA's growth has far exceeded my expectations, which were very high to begin with. Rob has combined his experience on the front lines of school operation with his enthusiasm for the martial arts into an honest and dedicated effort to assist our NAPMA member schools."■

ASIAN WORLD ORDERS MAPRO REPRINT

CHICAGO, IL—Asian World of Martial Arts, Inc., has ordered a 10,000-issue reprint of the August 1997 issue of *Martial Arts Professional.* That issue featured the popular "Retail Wars" article by Mike Anderson. The report compared the three major vendors in the industry: Century Martial Art Supply, Macho and Asian World.

Asian World will distribute the 10,000 issues internationally through their client base. ■

FUND RAISER REPORT

Host school:
USA Karate, Inc., Carol Stream, IL
Date of Event: October 12/13, 1997
School Owner: Scott Kifer
Charity: Kick Drugs Out of America
Type of event:
Special seminars with Jason David Frank, Power Ranger
Amount raised: $2,400+

Host School:
Traditional Martial Arts of Springfield, Springfield, IL
Date of Event: August 10, 1997
School Owner: Roger G. Strothmann, Chief Instructor/Director
Charity:
Mini O'Beirne Crisis Nursery
Type of Event:
Taekwondo and Hapkido demonstrations and a Break-a-thon. Pledges taken for breaking of boards and concrete.
Amount Raised: $2,674 ■



USA Karate of Carol Stream, IL, raised over $2,400 for Kick Drugs Out of America in October.

1998 CARDIO KARATE SEMINAR GOES FULL DAYS

ST. PETERSBURG, FL—The Cardio Karate Instructor Certification program has expanded for 1998. The program will now be segmented into two sections. The first section will be an interactive "How To Teach A Cardio Karate Class" featuring a number of new innovations. After a lunch break, students will be prepped for a written exam based upon a new version of the Cardio Karate Certification manual.

Registration is $99 for NAPMA members and $149 for Non-NAPMA members. Call 800-973-6734 to register.

The following dates are already filling up:

Jan. 4 • Miami Beach, FL
Westin Resort Miami Beach
305-532-3600

Jan. 18 • Las Vegas, NV
The Orleans
702-365-7111

Feb. 8 • Atlanta, GA
The Westin Hotel Airport
770-762-7676

Mar. 1 • Phoenix, AZ
Phoenix Civic Plaza
602-262-6225 ■

CORRECTION

The padded weapons product announcement from Kobudo Warrior Co. listed an incorrect number. The correct number is 510-625-6474. Their web sit is http://www.ecis.com/~aei. ■

INDUSTRY UPDATE

martial arts business news, people, and places

NORRIS PRODUCTS AND MARKETING SIDELINES SOAR

SAN DIEGO, CA—Actor/martial artist Chuck Norris received a Best Male Infomercial Presenter award here at the sixth annual NIMA International Awards Dinner for his "Total Gym" infomercial. The number-one-grossing infomercial this year, "Total Gym," which partners Norris and lovely Christie Brinkley, has grossed over $60 million to date.

You'll Choke from the Smoke

Also in Dallas, on Sept. 22, Lone Wolf cigars, a company formed in June 1996 and co-owned by Norris and actor James Belushi, announced its product would be making substantial inroads in the entertainment industry. Some of television's top programming: "ER," "Homicide: Life on the Streets," "NYPD Blue," "JAG," "Brooklyn South," and others will be using Lone Wolf cigars as props this year. Some 24 TV shows total will be using Lone Wolf cigars this season.

The very next day, Norris, Belushi and Lone Wolf announced that the first Lone Wolf Lounge is anticipated to open in December 1997 in Dallas, Texas. Becoming Dallas' first exclusive cigar lounge and Lone Wolf International's flagship location, The Lone Wolf Lounge will be the prototype for future locations.

Offering premium liquors, wines and champagnes by the glass, as well as a light menu showcasing tapas, salads and desserts, its main focus is to provide one of the finest cigar selections available in an environment of elegance and style.

"I wanted to create a place to relax — wind down after work," said Norris."The Lone Wolf Lounge will give people somewhere to enjoy themselves socially or give them a place to conduct business in a comfortable environment."

The Lone Wolf Lounge will offer a limited number of individual and corporate



Not content with his movie and television success, Chuck Norris is expanding his commercial empire.

memberships. These memberships will provide benefits not available to the general public, such as a private temperature- and humidity-controlled, cedar-lined cigar locker, the ability to make reservations, and access to a private room located above the main lounge area.

"Memberships, while not making the lounge exclusive, allows someone to entertain guests in an environment that feels a little bit like home," said Lone Wolf Lounge partner Belushi.

Located at 2727 Cedar Springs, near downtown Dallas, between the Mansion on Turtle Creek and Crescent Court Hotel, the soon to be flagship lounge will undergo re-constructive surgery and an extensive face-lift, unveiling the new Lone Wolf Lounge.

Stop That Look-Alike

Chuck Norris wants a look-alike to chuck his act. Norris got a court order to stop Bill Cavenaugh from dressing up like "Walker, Texas Ranger," the character Norris plays on the CBS-TV series, and appearing in commercials for a Wisconsin car dealership.

Cavenaugh, who says he's trying to put his daughter through medical school, is fighting back with a downtown Dallas billboard that reads: "Thanks to Chuck Norris, I am an unemployed commercial actor." The billboard, which went up in mid-October, includes a telephone number and a picture of Cavenaugh dressed up as the Walker character.

Norris' attorney, Mike Forshey, called the billboard an "outrageous action." "It's false," he said. "All Bill Cavenaugh was told he shouldn't do, is profit by impersonating Chuck Norris. If he wants an acting career, he needs to go out and use his own talents, put together his own accomplishments rather than grabbing hold of Chuck Norris' coattails." ■

SMITH OPENS SCHOOL

CONCORD, CA—Jerrell Smith held a grand opening of his new Wise Ways in the Modern Days Shorin Ryu Karate Studio here on September 13th. Activities included a celebration, a break-a-thon and Martial Arts Against Drugs (MAAD).

Smith is a direct representative of the World Okinawan Shorin-ryu Karate-do & Kobudo Association, and the senior staff karate instructor of the (CYC) Concord Youth Center in addition to the recreation martial arts teacher at James Baldwin park. With the opening of his new dojo, he has insured that many of the students from those various city community facilities will have the opportunity to train full-time in pursuing their goals of one day becoming black belts in the art.

The primary theme of the new dojo is to emphasize the many positive alternatives to drug involvement. Martial arts is definitely one of them and Smith placed great emphasis on it at the grand opening. He also emphasized that the martial arts experience applies to adults as well as kids.

Guests and visitors numbered in the hundreds and included veterans Sid Campbell and Eric Lee, along with local media. Members of other Shorin Ryu Karate Studios in the region were on hand to assist with the fund-raiser for MAAD. ■

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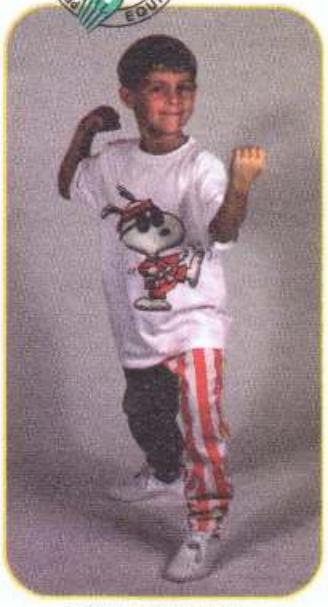
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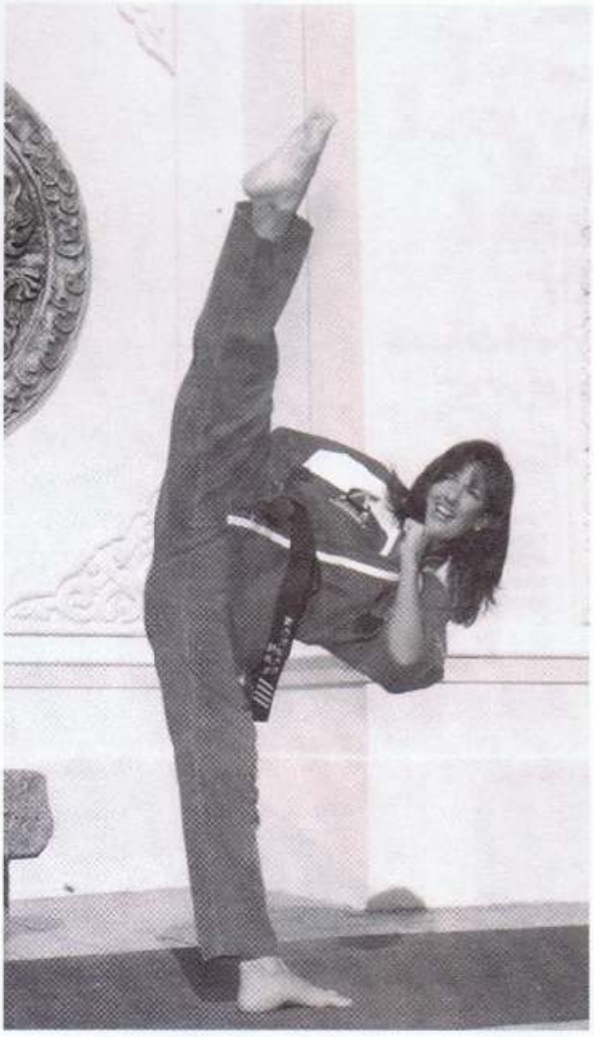
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Teri Lee operates one of the most successful schools in the Ernie Reyes West Coast Taekwondo organization

That's Why The Lady is a Champ

By Tom Callos

Meet martial arts school-owner Teri Lee. Working just 30-hours a week, this mother-of-two has grown one of the most financially successful schools in Ernie Reyes, Sr.'s 25-school West Coast Association. With a mid-sized student body, she produces numbers that rival schools with twice the enrollment. Find out how this former school teacher applies her ABC's to get remarkable results.

In 1984, Teri-Lee—then Teri Lucero—graduated from Arkansas' Henderson State University with a Bachelor of Science in Education and a Teacher's Certification for P.E. Fresh out of college, she was hired to teach public school in the small resort town of Hot Springs, Arkansas. For her first two years she sharpened her classroom-management techniques teaching the second grade. In her third year, she took a position as Physical Education Director. Since the school had never had a P.E. program, Lee had the responsibility of designing and implementing it from scratch—for 600 students, grades Kindergarten through 6.

It was a formidable task, but the education and experience would end up serving her well in the future. Hot Springs is a sleepy sort of town, known primarily for its historic spas and a lively horse-racing track. Nevertheless, Lee kept herself big-city busy. Besides her after-school duties of preparing class plans and grading papers, she spent several evenings each week coaching girl's basketball. The rest of the week she could be found at Master Jee Ho Lee's Taekwondo school, taking lessons and helping out as an assistant instructor.

Lee had started karate as a freshman in college. Despite a full load of classes and a busy schedule of basketball games, she kept at it through the school year, intensifying her training during the summers. She entered her first karate tournament as a sophomore —and caught a bad case of the competition bug. Already a well-conditioned athlete from her 10-years of playing competitive basketball, she dominated the women's free-sparring and forms divisions in her area, earning state titles as an under-belt and later as a black belt.



In addition to operating a successful school and raising a family, Teri finds time to run marathons.

Life-Changing Event

In 1985, while still a brown belt, Lee flew to San Jose, California, to compete in Ernie Reyes, Sr.'s prestigious West Coast Nationals. It was only supposed to be a small trip to a big tournament, not a life-changing event. But, as fate would have it, Teri Lee was about to get slam-dunked.

Since first taking to the stage in 1979, Ernie Reyes' West Coast Demo Team has literally changed the course of performance martial arts. The team kicked the American tournament scene into a new era with its dynamic showmanship, comical routines, and innovative musical forms. Seeing the team for the first time had a profound effect on Teri. In fact, it was love at first sight. But it wasn't the team's flashy kicks or split-second timing that most caught her eye, it was one of it's members, (and her husband-to-be) Soo Gin Lee.

Soo Gin Lee, a long-time student of Ernie Reyes', was equally charmed by Teri, who got his attention when she captured first place in the women's black belt sparring division. Later that evening in the finals, she competed for grand champion against one of Soo Gin's classmates, future Olympic champion Diane Murray. Teri lost the three-round match by three points, but she did score a cash prize, a trophy—and Lee's phone number.

The two proceeded to run-up a phone-bill of gargantuan proportions and more than a few frequent-flyer miles. When they weren't together on the phone or in the air, each was busy with their own career. Soo Gin's West Coast school in Cupertino was quickly growing an impressive following. He kept asking Teri to change careers and move to California to help him with his school. But she was resistant to leave her teaching position —and Arkansas—and according to Teri, "He hadn't yet asked me in just the right way." After maintaining a long-distance relationship for two years, Lee finally asked the "right" question—and persuaded his fiance to come West.

"...she was unconvinced that the martial arts would be a good career-move —or if it could even provide her with a consistent income."

Second Turning Point

After their wedding, Soo Gin was hoping to have Teri work full-time at his school. But despite his encouragement, she was unconvinced that the martial arts would be a good career-move —or if it could even provide her with a consistent income. So, for her first year in California, she got a job teaching third grade. The persistent type, Soo Gin didn't give up hope that Teri would eventually join the family business.

"One day," remembers Teri, "instead of giving my standard

continued



Her experience as a public schoolteacher was very helpful in launching and organizing her school.

answer of 'NO,' I think I made the mistake of saying something like, 'Maybe someday.' That next month, Soo Gin came home with the news that he had just leased a space for our second location—and we had a month to get it ready. I spluttered something like, 'Great! By the way, who's going to run it?'"

It turned out that Soo Gin Lee had just the right person in mind. "I started my school with 36 classes a week," Teri muses, "and not a single student! I hadn't even learned all of the West Coast curriculum yet! I had to go home at night and watch video tapes to learn the forms. It was almost a year before I quit looking in the mirror at the end of the day and saying, 'What did I get myself into?'"

But initial shock aside, Teri started applying the teaching and organizational skills she had learned and used as a public schoolteacher. She planned her classes in great detail, started a staff-training program, and computerized her records. In school-teacher lingo, she got busy dotting her "i's and crossing her 't's." With her meticulous attention to the ABC's of her business, Teri Lee's school has risen to the top of Ernie Reyes 25-school West Coast Association (only Reyes' Santa Clara school his Corporate Headquarters—tops Teri's in terms of profit).

A Good Location

Sunnyvale, California, is the antithesis of Hot Springs, Arkansas. There is nothing sleepy about the densely-populated "Silicon Valley." It is an area with plenty of high-paying jobs, minimal unemployment and lots of disposable income. Martial arts schools enjoy an immense popularity there. In a three-mile radius of Teri's school there are a half-dozen karate and kung-fu schools, and three other West Coast locations—her husband's and two operated by Ernie Reyes, Sr. Nevertheless, there seems

continued on page 16

teri lee's school profile

Name of School:
Ernie Reyes' West Coast—Sunnyvale, CA

Address: 1039-4 Sunnyvale-Saratoga Rd.
Sunnyvale, CA 94807

Phone: (408) 773-8095

email: terillee@aol.com

Rank: Fourth Dan, Taekwondo

Years in Business: 10

Size of Paid Staff: One program director, two instructors and four part-timers.

Billing Service: Educational Funding Company

Prices: $1,000 per year, per student

Size of School: 3,000 square feet

Size of Practice Area: 2000 sq. ft.

Type of Flooring: Swain Mats

Average Retail Sales: $2,500 per month

Student Body: 350

Parking Spaces: 40 spaces shared with a 7-11 and a pizza parlor.

Advertising Budget: $600 per month

Weekly Classes: 50 classes per week (10 per day, M-TII) fewer on Fri. and Sat.)

Number of Avg. Monthly Info Calls/Walk-ins: 30

Avg. Number of Enrollments: 15 per month

Renewals: 15 per month

Highest Rank Awarded So Far: 5 third-degree black belts.

Janitorial Service: Two times per week.

Square Feet of Mirrors: Six mirrors, each 15-feet long.

Seats for Spectators: 40 people on carpeted bleachers.

Size of Changing Rooms: Two small changing rooms and two large bathrooms.

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The Lady is a Champ—*continued from page 14.*

to be enough students for everyone.

"Even though I'm a very competitive person, I don't follow what other schools are doing in my area. The truth is that I'm too busy improving my own operation," says Teri. "But, I admit my staff and I keep a close eye on Master Reyes' main school and some of the top schools in our billing company. My philosophy about competition is that if you're going to compare yourself to someone or something—it should be the best."

See Teri Run

Teri runs her school with three full-time and four part-time employees, all home-grown black belts. She runs a tight ship, teaching 350 students a week in a 3,000 square-foot school. She runs solid financial numbers, too. Her school's average gross is well over $35,000 per month. In March of 1997, she did $49,000 and has topped the $50,000 mark on several occasions.

Teri puts in a 30-hour work-week, takes care of her two young children (three-year-old Jerick and five-year-old Jian), weight-trains, performs with the West Coast Demo Team, and still manages to make time for her husband. And as if that weren't enough plates to spin, in her spare time she runs marathons! She ran her first marathon in Alaska two years ago (with a time of 4:06); her next race is in Athens, Greece.

Run Teri Lee, Run!

As any working parent knows, juggling a family, a business and personal time is no easy task. Somehow, Teri keeps all the balls in the air with extraordinary success. With only 30 work-hours-a-week, she manages to generate the kind of numbers most school owners work 60 or more hours to attain—if at all. How does she cover all the bases?

"I have to manage my time very carefully," she explains (she uses the Franklin Day Planner, 1-800-654-1776). "A lot of what keeps me on-track is that I know my core-values and goals, which define what's most important to me. I divide my time between family, my school and my own training, in that order.

"But don't get me wrong, I'm no superwoman. My life gets just as hectic and unorganized as anyone's. Children have a way of changing even the most detailed strategies. However, with consistent planning—and getting up really early—I keep on-track most of the time."

Just how early is "really-early?"

"My biggest complaint used to be that my personal workouts were always getting rescheduled or cut out," explains Teri. "So I started weight-training and running in the morning, usually around 5:30 a.m. By the time my family gets up at about 8:00 a.m., I've trained, eaten, showered and at least mentally planned my day."

Yes, Teri Lee might be running full-speed ahead in the fast lane, but she'd probably be the first one to tell you that the positive rewards by far outweigh the downside of hard work. ■

Getting an A+ in School Management

With Teri's experience as a public schoolteacher — and more than 10-years of school ownership under her belt — she has developed a few business/management guidelines that other school owner's might find useful. Here she answers two basic questions: What do you think keeps school owners from reaching their business potential? And, what are your keys to running an A+ school?

"Just because someone is a black belt doesn't necessarily mean they're qualified to teach," Teri points out. "I think that taking the time to regularly train instructors 'how' to teach properly, can dramatically reduce student attrition. And in my opinion, the bottom-line to a school's success is keeping students from dropping-out."

Rather than relying on sit-down meetings for staff-training, Teri works with her people during regular class-times.

"I tune-in with and train my staff in short sessions throughout the evening," she says. "I would like to have daytime meetings, but since my family takes priority I use evenings. I have a good rapport with my crew so I'm able to accomplish a lot with the time we have."

One of the predominant factors Teri attributes to her success—is that she is an owner/operator. "I've noticed that my staff is more efficient and motivated when I'm at the school. I think they like to know that I'm there with them—and the success the school has is something we can all share in because we're making it happen as a team. If I were an absentee owner, I'm not sure I could get the same results."

More Tips From Teri

Teachers need to be taught how to teach with patience and compassion. A teacher must be able to use several different methods of teaching to get through to students who learn in different ways. One kind of student needs to be shown, another told, and even another kind learns faster just by doing. It's one thing to know this—and another to actually apply it in the classroom; that takes practice.

Keeping business and student statistics is vital to running a school efficiently. "Knowing how to keep my school's statistics—and use them," says Teri, "is a great motivator."

Model success and compare yourself to the best. Find a successful martial art school owner—or owners—to model for business and management success. It shouldn't necessarily be someone who's light years ahead of you, but it's useful to know who is getting the best results.

Grow your talent from within. Have a neverending staff-training program that keeps people ready should an opening in your staff occur. Don't try to impress your students with your skills or knowledge. They don't really care how much you know, they want to know how much you care.

Work closely with your team. Share the good times and the bad times. Be there for them—and show your students that you're a congruent team. ■

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creating a farm system for your school

BY ANDREW BREEN

You've signed the lease (and laid out first, last months rent and security deposit), put up your rank certifi cates and hung the heavy bag; now you're ready to teach martial arts. Yet, whether you are opening your first school or are an established owner opening up in a new area, you are faced with an immediate challenge: pulling in enough students to pay the rent.

You can advertise your school through local media or utilize direct mail; however, the cost is significant and the results uncertain. Open houses, coupons and flyers may draw the curious, but you're after serious prospects. On the other hand, if you have taken the time to build a student farm system, you already have a body of students, many of which are ready and willing to follow you to your new school. Just as baseball and hockey franchises have farm systems that recruit, train and evaluate prospects, you can use a similar strategy to develop a supply of students.



Often you can launch a martial arts program within an existing facility such as this gymnastics school.

The farm system under discussion here involves building a synergistic relationship with area YMCA's, YWCA's, Boy's Clubs, community schools, churches or fitness facilities—also known as "satellite schools." Setting up modest programs at one or several of these institutions is a terrific way to recruit students and broaden your visibility in the community without spending a dime on advertising.

The First Step

Starting a class at the local Y is one of the most productive ways to initiate a farm system for your school. It's a perfect match. Facility managers and recreation directors have the space and the need to offer programs that will attract people to their facility. You, in turn, provide an activity recognized as a superlative form of exercise, an effective self-defense method and a vehicle to promote discipline. Consequently, depending upon your style and the manner in which you teach it, you can tout your classes as providing benefits in any or all of these areas. Since the Y attracts both children and adults, you can set up classes for either group.

Even if you haven't primed the pump prior to opening your school, you may still reap the benefits of such an association. Typically, many programs are structured as short-term introductory offerings of 10 or 12 weeks. Where do the students go from there? If you've provided them with a positive learning experience, odds are that they will come to your school.

Crossing Students Over

The move from a class at the Y or a community center to your school is going to entail more of a financial commitment on the student's part. You can temper this drawback by pointing to the advantages of continuing their training at your dojo—the most obvious of which is the availability and convenience of more classes.

Another selling point is the greater variety of equipment available at a commercial school. Students, both young and old, love to test out their power on equipment. Yet in most gym buildings, the equipment is usually limited to one or two well-worn heavy bags (often with prohibitions against kicking). And if you're teaching in a racquetball court or similar activity room, they can't even use that. Conversely, at your school you can offer them a greater variety of equipment to hone their skills.

Last but not least, your school will be a more focused environment, free of distractions, (i.e., no one will be bouncing a basketball 50 feet away as your students are try-

continued on page 22

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- Increase your enrollment dramatically
- Give you a smoother running operation
- Reduce your stress
- And increase your profits

By providing you with proven marketing and training materials, NAPMA leaves you free to concentrate on providing quality instruction for your students. Your monthly package contains:

- Professionally designed school ads and flyers in a variety of sizes. These ads are designed using the latest marketing research and information to make the phone ring and the door swing! They're ready-to-go, just pop in your logo and phone number.
- You get NAPMA's National Black Belt Club program, which is designed from the ground up 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. You also get our Black Belt Club Newsletter to distribute to your students and keep them involved.
- You'll get special discounts on retail inventory products from some of the biggest martial arts products manufacturers. You can save thousands each year with this benefit alone!
- Each month you'll receive "Martial Arts Professional" magazine, the trade journal for professional martial artists, packed with informative columns, how-to's, marketing and sales columns, feature articles, and industry news from the best martial arts writers in the business.
- You'll get our monthly training video tapes focusing on training your staff, marketing your school, and teaching your students. An invaluable resource for any size school. You'll soon build a library of NAPMA training tapes you can refer to again and again.
- Each month you'll get "Kickin'," the monthly newsletter designed as a marketing tool for your school. These professionally designed newsletters are a proven way to reach potential new students. Just add your logo and contact info.
- You get access to the NAPMA toll-free consulting hotline for help with your marketing materials, videos, Black Belt Club program, and all aspects of NAPMA membership.
- You've read and heard about the Cardio Karate™ phenomenon that is sweeping the nation right? Well NAPMA is the organization that created it. (Cardio Karate is a registered trademark of NAPMA) and you get the full program, monthly marketing materials, video curriculum flyers and ads— everything you need to roll out a Cardio Karate program in your school FREE with your NAPMA membership.

cardioKARATE® THE WORKOUT THAT PACKS A PUNCH™



- Your monthly package includes a full color martial arts motivational poster for use in your school. (See the sample at left.)
- Our Student Transfer Program allows your students to transfer from one NAPMA school to another. With over 1,300 schools nationwide, if one of your students relocates, there's sure to be a NAPMA school nearby.
- You'll also get our audio tape seminars each month that let you learn while you drive.
- Plus much, much more.

Each month you'll receive a great motivational poster!

How To Become A NAPMA 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.

The 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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Creating a Farm System—*continued from page 18.*

ing to concentrate on form).

Setting up a martial arts program at such a facility also gives you an opportunity to plug into a valuable word-of-mouth network that helps generate students. The directors, counselors and outreach staff who work at these facilities tend to be active in other circles as well. If they come to view your program as a positive force, not only will your standing in the community be enhanced, this recognition has a way of engendering serendipitous media publicity.

Evaluating a Satellite Facility

If you decide to turn your energies in this direction, how should you approach the administrators of such a facility? First, visit the building to see if it's suitable for what you have in mind. If it is, call to see if any type of similar program is offered. Tell them who you are, what you do, and quickly explain what you can do for their members. Schedule an appointment and follow that up by sending an informational package about yourself (for example, resume, letters of reference, press clips, if any, etc.).

When you do meet with the individual in charge, be prepared with a well thought-out sales pitch that answers his WIIFM (What's In It For Me) question early on. In short, approach the process as you would any job interview. While it's true that many recreation centers are informal, it's better to not take anything for granted when dealing with administrators.

As with any startup, you may encounter a few obstacles getting the program off of the ground. The person responsible for giving the go-ahead may have been burned by a previous instructor or a failed attempt to start such a program in the past. If this is the case, you will have to go out of your way to stress how your class will be different. If he has an open mind and you present yourself professionally, chances are good that you'll receive the needed approval. This is especially true for children's classes since those who work with kids recognize that there are few things that excite children more than martial arts.

You won't get rich teaching at a Y or Boy's Club, yet that's hardly the point. The objective of a minor league farm organization is not so much to make a profit for its parent franchise (although it's always welcome) as much as it is to recruit qualified prospects and ready them for the big show. Similarly, your objective is to teach great martial arts and motivate your students to want more of what you've got to offer. There is nothing mercenary or duplicitous about it. You are doing your best for each of your students, regardless of where they train. Make your students aware that you also run a commercial studio; however, belaboring the point is unnecessary and counterproductive. Once their appetite has been whetted, they're going to want more.

If you are more ambitious, you can use the facility as a springboard to sponsor self-defense seminars, anti-rape workshops and similar self-protection initiatives. This presupposes that, along with technical ability, you possess a basic grasp of safety awareness, including relevant legal and psychological issues. Although no one expects you to be a lawyer or a psychologist, you should be able to offer more than just four hours of punching and kicking.



MAPro publisher John Graden (above) began his teaching career at this recreation center in 1982. In 1986, when Graden opened his own school, the rec. center provided an instant student body.

Aerobic studios and fitness facilities are also fertile ground in this regard, particularly if they cater to a female clientele. For some, it's a natural progression. Teaching a martial arts class leads to teaching a modified martial arts conditioning class such Cardio Karate or a stretching class, or even a self-defense workshop which reaches out to a wider circle than the regular class.

Many women are curious about but intimidated by the martial arts. However, they will be more inclined to try out a class in an environment in which they already feel comfortable.

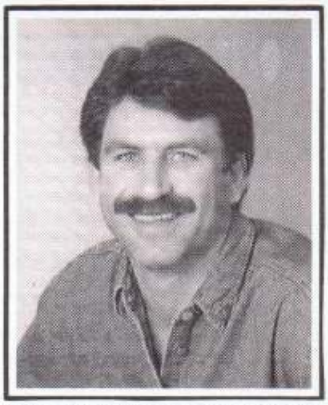
Obviously, this type of arrangement will generate fewer prospects for your school than a non-profit facility. After all, the prospects already belong to a gym. That said, the word of mouth potential is tremendous and even if a standard karate class isn't their cup of tea, these members have children, spouses, brothers, sisters…You get the picture.

Think Laterally

Once you develop this super referral system, you become less dependent on the typical make-or-break factors: advertising, location and economy. Some instructors feel uncomfortable leaving behind the familiar trappings of their school and venturing into an environment over which they have less control. This is understandable. Others feel that such a strategy is beneath them. So be it!

However, if you want to expand, think laterally as well as vertically. Forget the turnips, use a farm system to grow your students—and your profits. ■

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!

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 spend your time enrolling and teaching and not prospecting!**

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Conneticut Martial Arts- Steve Doyon-203-792-1544

"I was skeptical at first until I saw it work, and then I couldn't believe it. It totally paid itself in the first three weeks of operation after we enrolled 27 new students. Now ***we average about 20 new students each month*** *using the system."*
Brandon McRea Southwest Karate 281-565-9696

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."*
Usa Karate Scott Kifer 708-665-8322

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

1-800-932-6382

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MASTER'S DEGREE

instructions for instructors

by Tom Callos

clean laundry list

This month's column was supposed to be about the Weekly Card Count Meeting, a method I recommend for tracking student attendance and testing (among other things). But I couldn't whittle the darn thing down to the 700-words allocated to me by my favorite magazine publisher. Even after I chopped it to its bare bones, it still looked like "*War And Peace.*"

"...compare my list to your own, and either pat yourself on the back, or dust your's off, and get busy with me?"

The crazy thing is, it's really not that complicated of a procedure, it's just that I can't say enough about it—literally. So we've decided to save the article for a future issue. However, those of you who subscribe to NAPMA will get to see me explain the particulars in an upcoming issue of your video-newsletter.

So, this month, instead, I'm going to air my dirty—or, make that, *clean*—laundry. The following clean-up list is composed of things that I need to do, should already have done, or ought to do for my new Hilo, Hawaii, school. My thinking is that you'll want to compare my list to your own—and either pat yourself on the back, or dust your's off—and get busy with me.

Promotional To-Do's

- Call the local D.A.R.E. program-head and offer my services.
- Write a letter to every school principal in town and include 10 guest passes.
- Design a 10-minute "Five Steps to Black Belt Concentration" talk to promote with local school teachers.
- Put up an A-Frame sign for drive-by advertising.
- Design my Christmas Advertising Campaign.
- Redesign my "School Information Flyer" to read—and look—better.
- Write a press release to local newspapers offering a free 6-week women's self-defense course to all interested women.

Testing To-Do's

- Create a better-looking presentation for Testing Night (Flowers? Banners?).
- Order next month's belts—in advance!
- Identify next month's problem-testers—and schedule extra help for them now.

Facility To-Do's

- Put a fresh coat of paint on those walls.
- Put up signs that make the school look more "user-friendly."
- Fix every broken doo-hickey in the school by the end of the month.

Teaching To-Do's

- Put up a giant dry-erase board (for the classroom) for writing out the week's class content (it helps "sell" the upcoming week's classes).
- Design homework sheets for the kid's classes.

Staff To Do's

- First, get one.
- Next, set up a weekly 45-minute training meeting.

Conclusion

If by some chance you don't have a To Do list of items you need to "clean-up," then perhaps it's time? ■

Tom Callos is a school owner in Hilo, Hawaii, a NAPMA video instructor, and a former board member of EFC.

Attention: Martial Arts Vendors

We are now reserving space for the *Martial Arts Professional* Convention to be held June 12 – 14, 1998 at the Double Tree Resort Clearwater Beach, Florida. A limited number of booth spaces are available. Call now to reserve yours.

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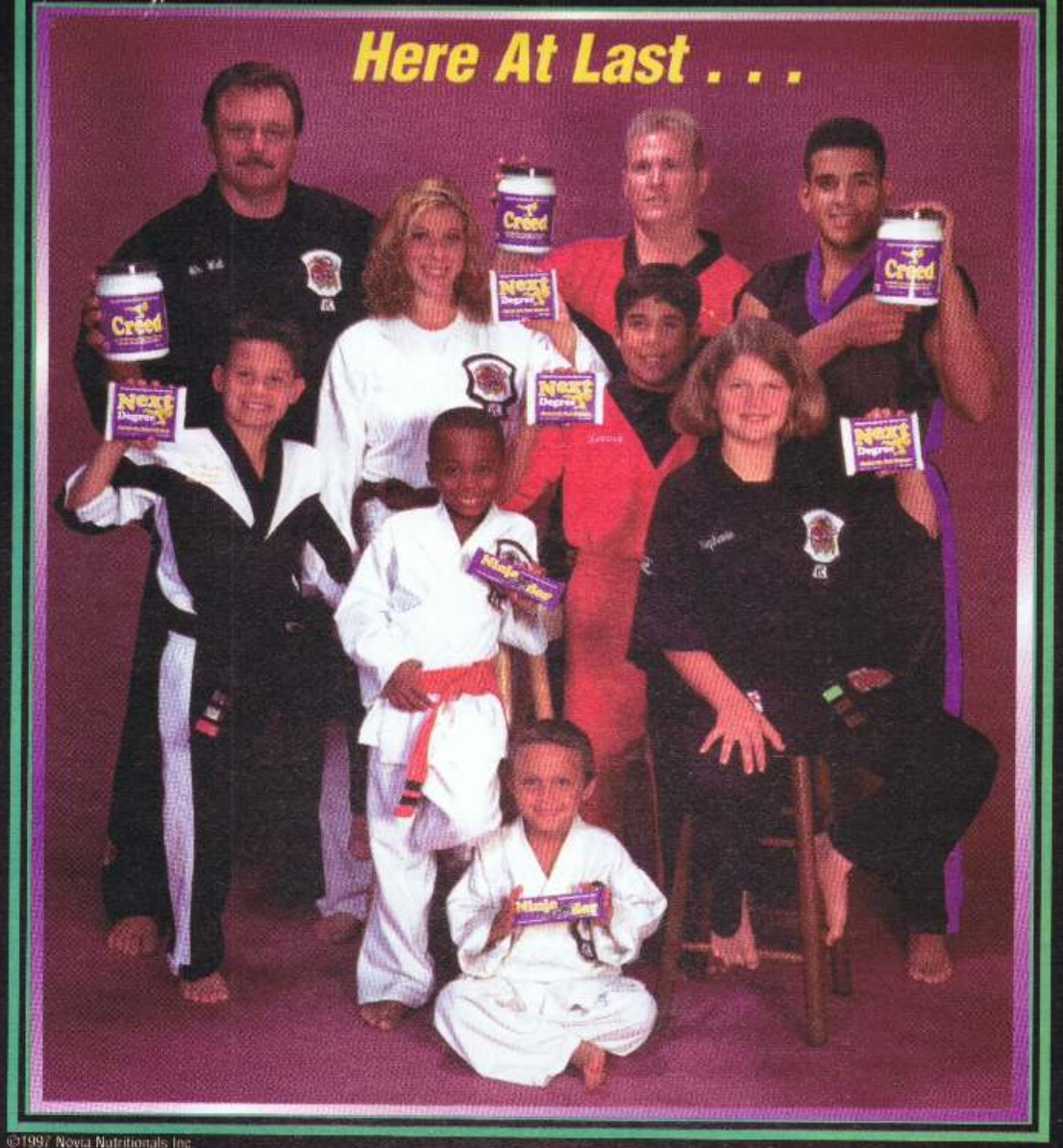
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GOOD EQUIPMENT MEANS FEWER INJURIES...
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Ninja Bar

Great tasting, high nutrition candy bars. Each bar contains 15 grams of protein, 100% RDI of vitamins and 30% RDI of minerals. Try one before or after class.

$24 for box of 12.

Next Degree

Now you can fortify your daily diet with this high potency nutrition shake. This quick mixing powder is loaded with protein, vitamins and minerals. Tastes great too!

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Kick Energy Booster

Need an energy boost before class or at your tournaments? Kick is an all natural herbal energy formula that will rev you up with hours of energy. Very effective

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If You Own A Martial Arts School I'll Help You Make More Money!!

The Way



Dear School Owner,

May I tell you about a sensational new way to boost income for your martial arts school? Would you like to know how easy it is to put extra money in your pocket week after week? Then please read on.

I'm so excited by this new profit making idea that I can't wait to share every last detail with you. Here's the story:

Recently, we introduced a great new line of sports nutrition supplements designed exclusively for the martial arts market. Perhaps you've seen our ads in the martial arts magazines. Before bringing out this line, we did extensive market research to determine exactly what people wanted and needed. Based on this research, we formulated four very unique products designed specifically around the needs of the martial arts student:

Ninja Bars - high protein, vitamin/mineral energy bars
Next Degree - high nutrition meal enhancement powder
Kick - all natural, quick energy boosting tablets
Creed - all-in-one sports nutrition powder for elite students

Judging by the reaction we've been getting to these products, there's no doubt they were long overdue. School owners and students alike have been keeping our phones ringing off the hook. And the response of people using these products have been totally positive. That's why you need to seriously consider carrying these products at your school. Because we've done all the ground work, **these products will practically sell themselves.** When you become a distributor, we'll provide you with lots of great informative sales literature to hand out to your students. We also have committed to an extensive magazine advertising campaign which will continue to stimulate **a strong on-going demand for these products.**



There's so much more I need to tell you but space here just doesn't allow it. That's why I encourage you to call or write me today for our complete dealer information package. Each day you wait is lost income to you.

Sincerely,

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SAVED BY THE BELL

are all martial arts schools created equal?
(How to Differentiate Yourself From Other Instructors)

By Rick Bell

Why should anyone take classes from you? If you met someone in the supermarket who was interested in taking up martial arts, could you give them a compelling reason in 20 words or less why they should invest their time and money in your classes?

Over the last several years, one of the most written-about topics in American business has been the concept of having a unique selling position (USP) to separate your business from the competition.

"I believe we've entered a new ear in which simply having a unique selling position will no longer give your business measureable advantage over competitors."

In the past, the term USP has referred to a uniqueness in the way you sell your business. I believe we've entered a new era in which simply having a unique selling position will no longer give your business measurable advantage over competitors. In today's " Guerilla marketing" environment, we must not only develop a unique selling position, but we must also develop a unique *service* position.

The level of service you provide students will determine your success or failure in today's martial arts school. Instructors can no longer survive by providing the same level of service they did a few years back during the *Power Rangers* craze, when martial arts was the hottest thing going and we really didn't have to work very hard to get students.

If you think you're going to retain students today with the same programs and level of service you had three years ago, you're sadly mistaken. Americans today are continually becoming more accustomed to being pampered and served, and instructors must constantly find ways to provide more service to students in order to keep their interest and loyalty.

Before you read the rest of this article, I want you to do a very interesting exercise for me. Take out a sheet of paper and a pen, and write down five positive things you can say about your program.

For example:

1. We have kids' and adult classes.
2. We teach women's self-defense, etc.

Now, close this magazine until you have finished, and then read the rest of this article.

I trust that you all did the exercise and it was easy to find five good things to say about your school. Now take your list and cross out every reference you have to your school (for example, "we," or "our" school has...). Now write the name of your competitor in place of your school, and see if the sentence is still true!

If it is, you need to better define your unique service position.

Most martial arts schools are carbon copies of one another. Even though nine out of ten instructors will argue that their school is the unparalleled leader in their town, the market sees them as clones.

So how do we differentiate from every other school in town? One of the best ways to set ourselves apart from the competition is to provide *unusual* service to our students, and more importantly, to effectively communicate *how* we provide that service to our market. Here are a few suggestions:

1. Keep your school clean. Cleanliness is a service. If you claim to be a service-oriented instructor, your students will expect a clean school.

2. Make sure your instructors always maintain a polite attitude. Can you imagine a waiter at an expensive restaurant being rude to you? Of course not. Your instructors should serve students in your school with the same polite attitude that the student receives every place he or she spends money outside of your school. If they do not, you will not have them as students for very long. As I said earlier, the American public is now more accustomed than ever to being served, and the old days of an instructor being able to stand at the head of the class and bark out commands with no sense of politeness are gone.



3. Design your class schedule to serve your students' needs, not your own. Many times school owners put their desire to have certain times off, ahead of the needs of their students. Always remember that we are in the entertainment business, and entertainers must *work* during the hours that everyone else is *playing*.

If you have these and other service areas working for you, it should be easy to answer the question posed by the prospective student at the beginning of this article. You could say, "There are some very good reasons why you should let us serve your martial arts needs at our school. For one, we keep the cleanest school in town, which is a reflection on how much our staff cares about what we do."

The moral of the story: Develop outstanding service and never stop talking about it! ■

Rick Bell is a martial arts speaker and consultant and is President of EasyPay Automated Billing. He can be reached at 1-800-852-4005 or IFCEasy@aol.com.



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Note: Logo on front.
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"It's a kick butt, sweat pouring, bag slamming, aggression releasing, power punching workout for the "bored with the spa scene" raging kickboxer deep inside us all.

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B

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Student Service—*continued from page 14.*

and powerful mindset that is the foundation of the service attitude for a successful martial arts school.

When I was a student, white belts, as preposterous as this seems today, were referred to as "scum." That's not a healthy attitude. If white belts are so bad, try going a month without one. That will quickly tell you how important they are.

Just because you have a higher belt in your school than a client, doesn't mean you're a better person. It simply means you've been doing martial arts longer than they have. That's *all* it means.

They may have other skills they would "outrank" you in. So, the first step towards good service is to realize that instructor/client doesn't have to be a superior/subordinate relationship.

Instinctively, people respect their teachers. If you attend ski school, the instructor is usually very easy going and insists you call him by his first name. Nevertheless, you have total respect for his skill as a teacher, if he's a good one. If he's not a good teacher or he's a jerk, then nothing will create the respect.

Conversely, our industry seems to strive to completely ritualize that respect by requiring clients to bow to the instructor, bow to the American flag, bow to a foreign flag, bow to the founder of the style, and then bow every time a black belt walks in the room. You may think that's extreme, but I've been to schools where each of those occurred during *every* class.

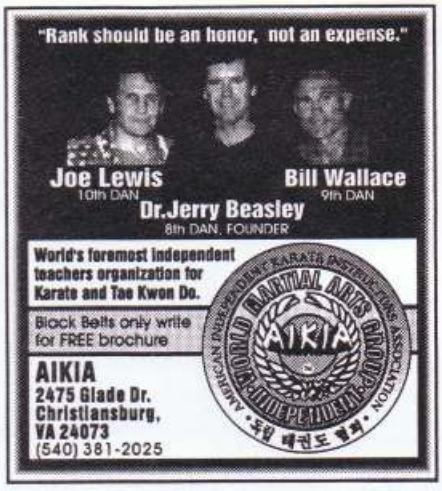
Is it really important that we make people show us over and over again that they respect us? Indeed, it seems like strange behavior coming from a body of black belts who are so good at self-confidence that they can actually teach it.

Conclusion

In the end, good client service translates to making the process of doing business with your school as easy and as dignified as possible. I know many of us were raised in the martial arts in an oppressive, intimidating atmosphere where we, as the students, were expected to take a subservient role to the "Master." For some strange reason that appealed to us. That doesn't make it right. Many of the attitudes of instructors towards students is no more appropriate today than the samurai's privilege of being able to instantly behead a villager for not bowing low enough.

Create methods of increasing the level of service for your students. From your schedule and curriculum to your entire testing process, make sure the attitude within your school is dedicated to providing your students with legendary student service. ■

John Graden is the publisher of "Martial Arts Professional and Executive Director of the National Association of Professional Martial Artists.



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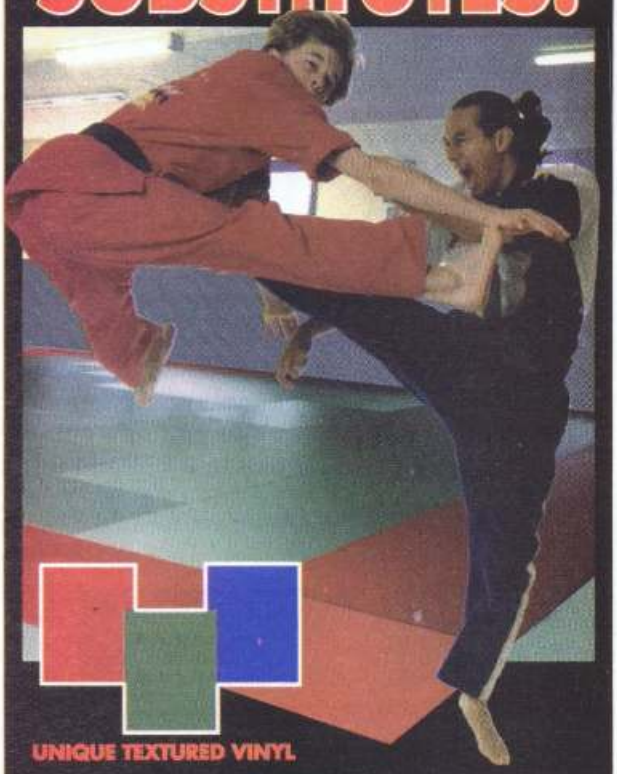
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The Service Challenge:
Overcoming The Superior Rank Syndrome

BY JOHN GRADEN

Student or "client" service is you. You *are* your school. Day in and day out, you and your staff are the ambassador of your school. In most cases, especially if you're running a one-man show, the client only knows one representative of the school, you. You make the difference.

You have the power to make someone's day. How many times have you got the run-around from a company? How many times have you been treated like a peon by a front-line employee when you needed help? How many times have you been frustrated for a few hours after being mistreated by an employee or an owner of a company you were working with?

When you see a client or parent walking out of your school with a frown on his face, you are looking at $1,000 per year walking out of your life and your bank account. Of course, you're also looking at the referrals that person would have sent you had you been focused on the highest "Black Belt" levels of client service. You're literally seeing tens of thousands of dollars leave your school when just one client departs unsatisfied with your level of service.



Superior student service is an attitude reflected by all members of your staff.

Of course, there was a time that, in addition to your losses, the client might have missed out on all the positive benefits martial arts could have brought into his life when he left your school. In today's market, however, if he wants martial arts, he can just go down the street and get the benefits there instead. You're no longer the only game in town.

Superior Service Is Everything

Studies show that it takes *five times* as much time, energy and money to attract a new student than it does to keep one. We are in a relationship marketing-driven business. The quality of your relationship with your clients will determine the quality of your business.

U.S. News and World Report recently asked executives: "What would be the one issue that would cause you to take your business elsewhere?" 68% said they would leave if *they felt any sense of indifference.*

Forum Corporation polled 2,374 customers on what would cause them to switch companies. *Customer service* was far and away the leader by 40%. What's interesting is that price was listed by only 8% of the customers. This is why price is not as important as many of us think it is. Rather than improve client service, we lower prices. That is a mistake. Price will not make a difference in the long run or even in the short run, for that matter.

Price will not keep clients. It will not overcome poor service.

And martial arts schools tend to have three levels of service:

1. Rude
2. Indifferent
3. Hospitable

Rude and indifferent service permeates the martial arts industry. The nature of the belt system's hierarchy lends itself to the white belt being treated as though he was a second-class citizen and the black belt acting as though he was king. That's rude.

Indifference is not knowing a client's name and calling him by his belt rank instead, as in "Green belt, come up here." Indifference is not saying "hi" to a client when he walks in the door or not saying good night when he leaves. Indifference is not taking a few moments to pull a client aside after class to help him with the technique you saw him struggling with to make sure he leaves with a smile on his face instead of frustration.

Dos and Don'ts

Do's

1. Do show that you respect, care and are concerned about the client.

2. Do listen to the client. In many cases, that's all that's needed. The client wants to know that you respect him enough to listen to his concerns.

Don'ts

1. Don't get defensive. Getting defensive never helps your cause. Typically, it hurts it. When you get defensive, it seems like you're hiding something or you're not really listening.

2. Don't forget that the real issue is the client's time, energy and money that is at stake, NOT YOURS.

3. Don't act as if you're the only game in town. YOU'RE NOT.

It's important that you and the client are on the same side of the problem rather than on opposite sides fighting against each other. You want your client to feel as though you are on his side and, together, you're working against the problem. You are not the enemy, *the problem is.*

Use—and Abuse—of Power

As martial arts professionals, we have to be very careful about misusing the power that we perceive we have. We have to check our attitude. You have to be in a good mood 100% of the time. You have to be up at the start of classes and you have to be up at the end of classes. How you use your power will help determine your attitude.

Power comes from three places in business:

1. Position Power
2. Knowledge Power
3. Personal Power

Personal power increases the effectiveness of the first two. Charisma is not being suave and sophisticated. It's a confident presence. Personal power is the key to gaining respect. Charismatic leaders bring a certain energy and enthusiasm that spreads throughout the school. It's confidence, not arrogance. It's a person who can inspire someone to work harder without bullying or intimidating them. It's someone who can correct without embarrassing, shaming or upsetting the client. A person with personal-power qualities carries himself with an attractive confidence that is comfortable. It's not overbearing. When this person asks you to do something, you want to do it well.

Here's the key: We all know martial arts school owners who have position power, or knowledge power, but they lack personal power. They have rank and they know what they're talking about, but they are unable to come off their high horse in order to really connect and inspire the troops. This is a person who, despite his position and knowledge, people tend to avoid.

People only do business with people they like. Sure, years ago you may have been in a situation where the only person with the knowledge and position to promote you to a certain rank was real jerk, but you had no choice but to put up with him. You respected the position, but you didn't respect the person. They were either wishy-washy or more interested in how the political winds were blowing and how they could come out looking good.



Good service applies not just to students, but also in how staff members work with each other.

Even more prevalent in our industry was the aggressive, abrasive guy who knew everything. Everything they said seemed to be an attack or meant to position them as more important or knowledgeable than you. Their very tone seemed to be demeaning.

Today, it's a different story. As I mentioned earlier, no one in this industry today has the luxury of thinking he is the only game in town.

Improving Personal Power

How can you improve your personal power to insure your position and knowledge are working for you?

1. Carry yourself in an upright, confident manner.

2. Be decisive, not wishy-washy.

3. Be action-oriented. Get it done *now.*

4. Have energy and enthusiasm.

How do you get all of this? Attitude. Good client service starts with a good attitude. We teach it, we preach it, but do we walk the talk of a black-belt attitude in regards to client service?

A good first step is to completely reframe your concept of black belt instructor and client. For instance, throughout this article I've been using the word "client" to describe students or parents. I used the word client because that word conjures up a responsibility and reverses the relationship from what we typically perceive when we say "student."

As an "all-knowing grandmaster black belt," you don't usually think of serving a client. Yet, serving a client is really what you are doing. When you start to think and refer to your students and parents as clients, they rise over you. This reversal of putting them above you is a very healthy, confident

continued on page 30

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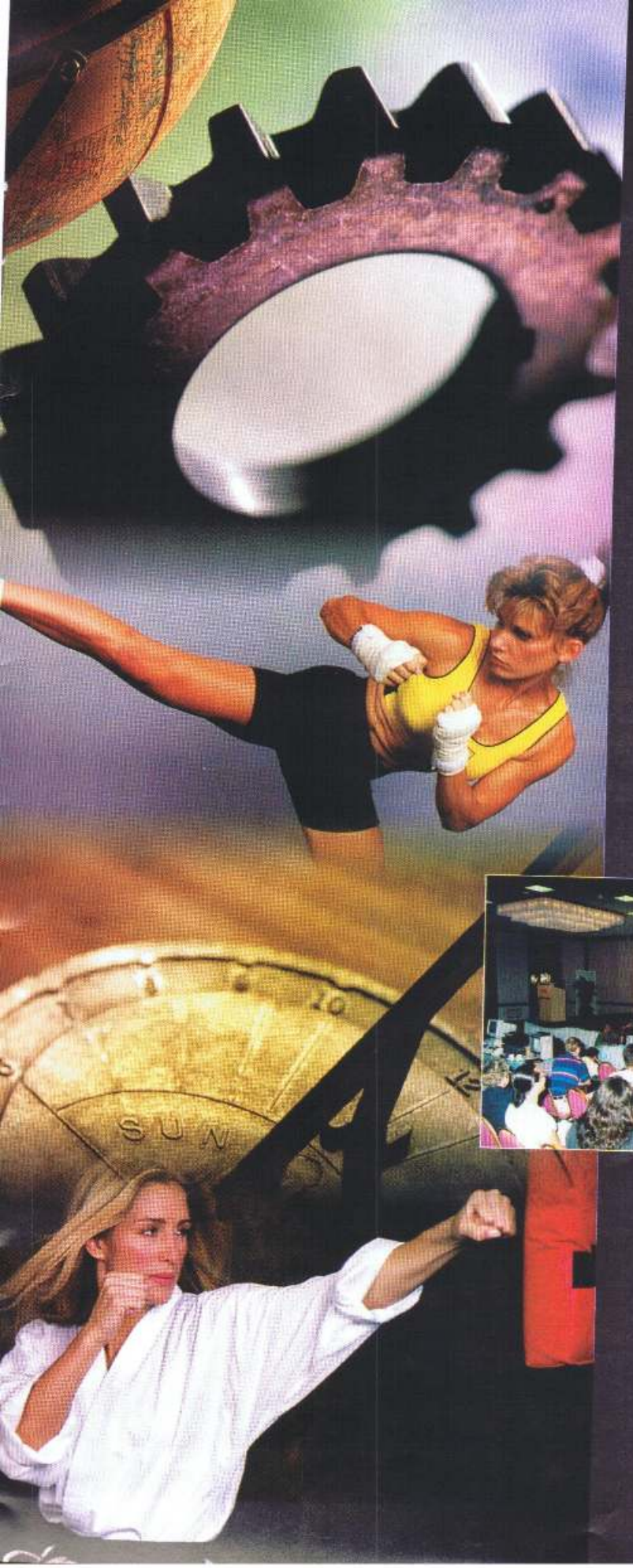
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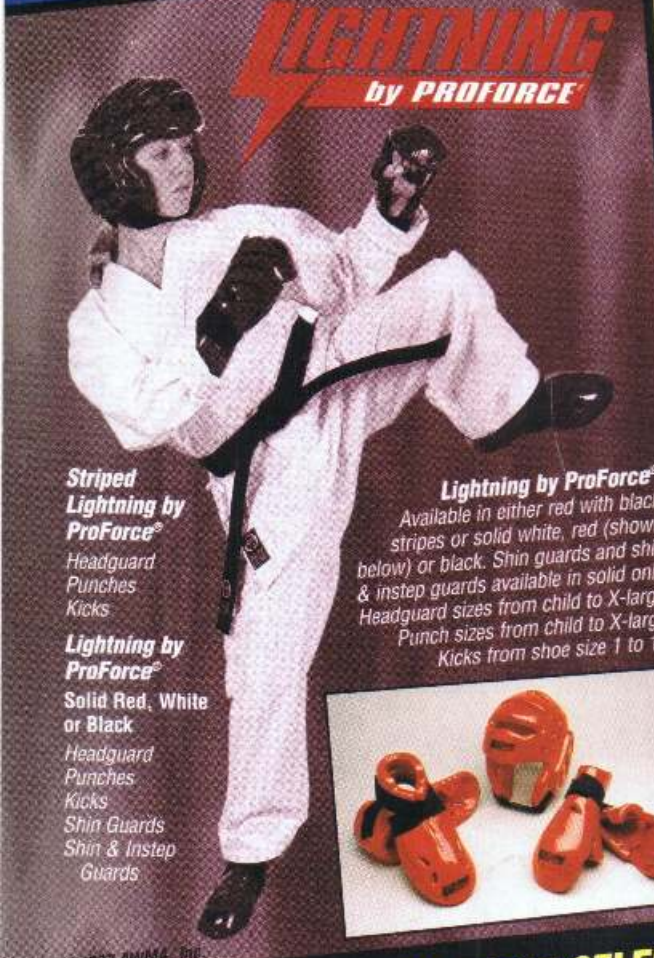
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