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Private Lesson Master
Sang Koo Kang

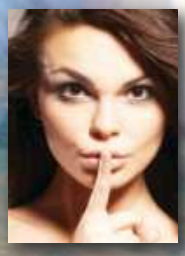
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How I QUADRUPLED My Gross With NAPMA and the Little Ninjas Program!

From Near Bankruptcy to a Professional, Profitable School with One Phone Call!

Thank You NAPMA!... I've QUADRUPLED my gross!!

In 2003, 13 years after opening my Hapkido school, I was about to go out of business.

A school owner in my area told me that NAPMA helped him more than double his gross and that his secret was the Little Ninjas program.

Four years later, I have almost quadrupled my gross using the Maximum Impact resources that NAPMA sends me every month and by meeting with other NAPMA school owners in my area.

Thanks NAPMA, you're the BEST!

The Story

Before I opened my school in 1991, I interviewed a few different school owners about running a school. They advised me that I needed three things to be successful: a trial program for $19.95, a Black Belt club to upgrade students, and use contracts, in conjunction with a billing company.

It sounded pretty easy to do, coupled with my great teaching skills and a well respected martial art, such as Hapkido.

These three things carried me a long way, but the martial arts business changed and I really hadn't.

My average student was no longer a teen or young adult. The majority of new students joining my school were younger than 8-years-old.

Then to top it off, the financial blow my local economy suffered after 9/11/2001 nearly put me out of business in 2003.

In September 2003, it was by chance that I bumped into a NAPMA member who ran a successful school about a mile away from mine (there are 12 schools within a two-mile radius).

He told me his business had doubled since 9/11 and that I should join NAPMA and start a Little Ninja Program.

Without NAPMA and the Little Ninja program, I surely would have gone out of business within a year.

He came to my school and explained the Little Ninja program and how he used it at his school to prepare young students for his regular martial arts program. I called NAPMA the next day.

When I received my first package, the Sounds of Success CD featured a school owner talking about how to answer the phone.

During the last three years, because of NAPMA and its local members, many positive improvements have occurred in the life of my school.

The Little Ninja program enabled me to start a program for 3-year-olds and 4- to 6-year-olds. This assisted in having only older students (7-year-olds and older) join my Hapkido classes.

I have changed my testing schedule and extended the time it takes to earn a Black Belt, which has resulted in higher quality Black Belts and better retention.

My gross has increased from less than $6,000 a month to more than $ 20,000. Last month was my highest yet at $23,000 PLUS.

Our little group of two instructors, meeting and reviewing NAPMA materials and principles, has grown to four regulars and six casual attendees.

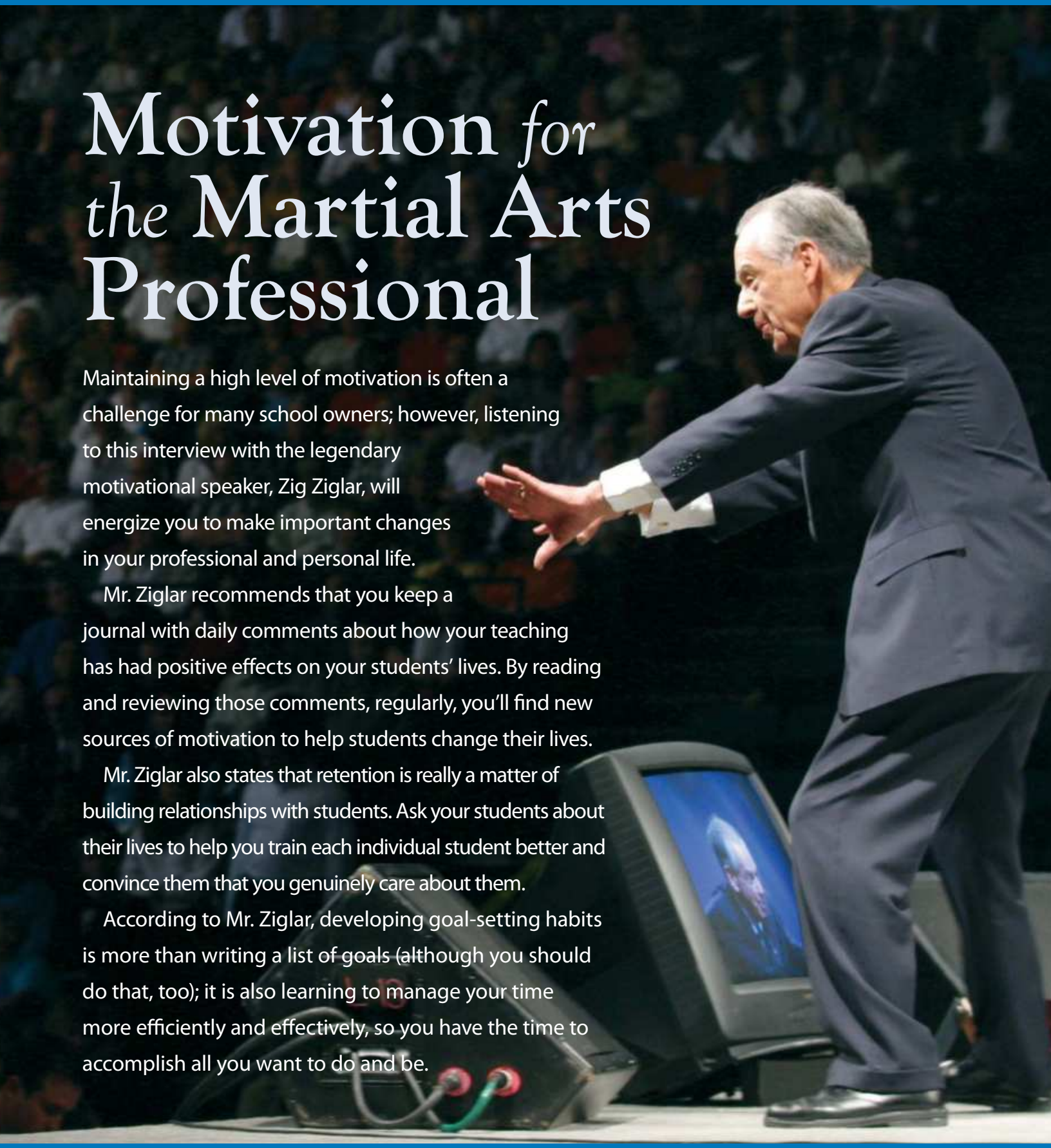
All of our schools are improving and increasing their gross revenues. Those that have made the commitment to join NAPMA have had the best results. **Now, I have also upgraded to Maximum Impact.**

Les Connard, Owner
Kim's Hapkido, 941 E. Duarte Rd., Monrovia, California 91016

If you would like to be the next NAPMA "Success Story", then visit www.NAPMA.com/LittleNinjas for more information.

FREE TELECONFERENCE

Motivation *for the* Martial Arts Professional



Maintaining a high level of motivation is often a challenge for many school owners; however, listening to this interview with the legendary motivational speaker, Zig Ziglar, will energize you to make important changes in your professional and personal life.

Mr. Ziglar recommends that you keep a journal with daily comments about how your teaching has had positive effects on your students' lives. By reading and reviewing those comments, regularly, you'll find new sources of motivation to help students change their lives.

Mr. Ziglar also states that retention is really a matter of building relationships with students. Ask your students about their lives to help you train each individual student better and convince them that you genuinely care about them.

According to Mr. Ziglar, developing goal-setting habits is more than writing a list of goals (although you should do that, too); it is also learning to manage your time more efficiently and effectively, so you have the time to accomplish all you want to do and be.

To listen to the FREE and complete Zig Ziglar interview:

Go to NAPMA.com/ZigZiglar



Rob Colasanti is the president of NAPMA, a veteran Black Belt of more than 20 years, former school operator, the author of How to Build the Martial Arts School of Your Dreams, an ACMA-Certified instructor and a popular speaker on the subject of martial-arts-school operations. You may join NAPMA's Maximum Impact Program at NAPMAFreeOffer.com.

NAPMA President Rob Colasanti

How to Shield Your School From Economic Disaster and Dramatically Increase Your Gross

You do not want to depend solely on the revenue you earn from your entry-level core program, i.e., 75 students paying $99 per month. Instead, you want to create multiple streams of revenue and an ascension model for your students.

Your school will be much stronger and more stable with multiple income streams. You'll be able to weather bad economic conditions, seasonal fluctuations or the sudden onset of competitors. If your only source of revenue is a flat-rate tuition, then you'll really feel the pinch, if that program suddenly declines.

Let me share with you how NAPMA Maximum Impact members are developing multiple streams of revenue.

Core Service Tuition

The initial investments and monthly tuition dollars you receive from your core program is your bread and butter. It's the base level, continuity income that you create by enrolling new students in your programs.

Upgrade Program Tuition

Upgrade programs are your real revenue potential. You've already invested in marketing to attract prospective students; so, "ascending" them into more expensive continuity programs doesn't cost you much more, but increases your profitability, dramatically.

Upgrade programs also provide many additional benefits to your students—so it's a win-win. That's why I strongly encourage you to implement a variety of upgrade programs, such as Black Belt Club, Masters Club and Leadership Training.

Upgrade programs are a constant topic of discussion in NAPMA's Inner Circle and Peak Performers Groups; and I can tell you that most of the thriving schools have implemented them in one form or another.

Product Sales

I highly recommend you implement a pro shop and use "built-in products sales" to fuel its growth. This is a brilliant method because, students, as they progress through the ranks, must purchase various products. You can count on the sale of these products and know when to expect them.

Special Events

Hosting at least one special event a month is another healthy income stream—and a fantastic lead generator. Consider summer camps, buddy days, lock-ins, birthday parties, movie nights, special guest seminars and inter-school tournaments to attract more attention to your school. The key is to do them consistently and market them correctly.

Private Lessons

Many Maximum Impact members earn substantial, additional income, teaching privates. Some are teaching high-dollar private lessons to clients who pay thousands of dollars per year. Much of the success of private lessons is due to marketing, creating perceived value and sales.

Multiple Schools, Satellite Locations and Franchises

You can add another pillar of revenue when you operate several schools or satellite programs in gyms, health clubs, YMCAs, churches, recreational facilities, academic schools, junior colleges, etc.

Also, becoming a Regional Developer for a franchise organization, such as Mile High Karate, can create one of the most robust, additional income streams in the industry today. Please visit www.milehighfranchise.com.

After-School Martial Arts

Transporting kids to your school for an after-school martial arts program is actually a business within your business. Since after-school students typically pay two to three times the tuition of regular students, it can be a highly profitable venture.

Additional Programs and Services

I know of some Maximum Impact members, such as Oliver Drexler, who doubled their incomes simply by adding additional programs, such as NAPMA's Little Ninjas preschool program. Other examples of alternate profit centers include Tai Chi, fitness martial arts, massage therapy, weight training, NAPMA's EZ Defense program, etc.

Creating multiple sources of income can dramatically increase your revenues and help insulate your school from many adverse business conditions. You don't spar using just one weapon; why would you run your school that way?

How to Grab Your Share of the Fabulous WEALTH POTENTIAL of the Private Lesson Market



Sang Koo Kang

You are probably overlooking the greatest opportunity of your career: private lessons for the wealthy, who will pay 5, 10, 15 or more times your standard tuition, so says Master Sang Koo Kang, a Miami-area school owner and private lessons expert, who generated $600,000 in one year in private lessons.

28

Ringstar Is "Changing Everything," Especially Student Safety and School Profitability



Steve Shepherd, CEO of Ringstar and four-time kickboxing champion, is passionate about giving back, and improving the safety and durability of footwear, which protects your school from lawsuits and helps you produce greater pro shop profits. *Interview by Toby Milroy, NAPMA Vice-President of Sales and Marketing*

50

Tough Minded Lessons for Success from Gene LeBell The Toughest Man Alive

Few know the toughness it takes to succeed better than Gene LeBell, "The Toughest Man Alive." His best advice is to stop being passive, watching from the sidelines. Unlike any other businessperson in your community, you can change lives and be highly rewarded for it.

34



When your customers have more payment choices, especially the convenience of credit and debit cards, they tend to spend more. Now, you also have a choice to save money and make more of it, with the new NAPMA Merchant Services Program.

26

"I Experienced Amazing School Growth When I Filled My School Calendar with Events, Promotions and Community Activities!"



Jonathan Metcalf may appear to be just another average school owner, but he experienced amazing growth when he filled his school calendar with events, promotions and community activities and became a NAPMA Inner Circle member. *Interview by Toby Milroy, NAPMA Vice-President of Sales and Marketing*

54

Contents

Opinion



AS I SEE IT 8

How to Shield Your School From Economic Disaster and Dramatically Increase Your Gross

By NAPMA President Rob Colasanti

SOUND OFF 18

Letters from Readers

THE FINAL WORD… MILE HIGH METHODS 86

Listen and Learn from a Living Legend: Jhoon Rhee, Part 2

By Stephen Oliver, MBA, NAPMA CEO

Resources

INDUSTRY INSIDER 12

Featured in *Industry Insider…*



Trump



Putin



Winfrey

NAPMA NEWS 20

Online at MartialArtsProfessional.com

Additional features,interviews, news and columnists, plus contributors' blogs, readers' discussions, and archives of past issues—all online and FREE!

Management



SANG'S WAY 68

You'll Like the Results, when you Give your Students Exactly what they Need and Want

By Sang Koo Kang

SCHOOL GROWTH POTENTIAL 70

Locking a Steel Cage Around Your Student Body…the Keys to Ironclad Student Retention, Part 6

By Toby Milroy, NAPMA Vice President of Sales and Marketing

NO B.S. SUCCESS 72

Protecting your Profitability Begins with a Clear Understanding of your Roles as an Employer

By Dan S. Kennedy

YOUR SUCCESS COACH 82

Time Integrity for Entrepreneurs: Enjoy the Time of Your Life, Part 3

By Lee Milteer, NAPMA Inner Circle and Peak Performers Success Coach

Online at MartialArtsProfessional.com

THE PSYCHOLOGY OF SUCCESS

Improve the Performance of your Team, When you Understand the Role of a Leader

By Brian Tracy

Education



THE SCIENCE OF FIGHTING 74

The 40 Most Common Mistakes Fighters Commit: #25–28

By Joe Lewis, NAPMA Technical Advisor and Regular Contributor

INTERNET SECRETS TO GROW YOUR SCHOOL 78

Easy Ways to Make Sure Search Engines Find your School's Web Site

By Elsa Cordero, MBA, MS Oriental Medicine

WARRIORWIZ 80

Protect your Assets with the Right Business Entity, Part 1

By Terry Bryan

Online at MartialArtsProfessional.com

THE RADICAL LEFT

Watch the UFC to See the Ultimate Martial Art

By Tom Callos

FITNESS KICKBOXING

Implement a Five-for-One Referral Program and Watch your Enrollments and Profits Multiply

By Jim Graden

Special Features



Martial ArtsProfessional Asks



TONY ROBBINS
Personal Development Expert 60



BRIAN TRACY
Human Potential Expert 64

Special Features in this Issue

2009 NAPMA Quantum Leap, March 20–22, 2009, in Denver, Colorado 32

Jump at the opportunity to spend three days focused on marketing and attracting more and better students. Visit **MartialArtsBootcamp.com**.

New NAPMA 24/7 Telephone Answering and Appointment Services 58

Professional receptionists answer every info call, maximizing your appointments, enrollments and revenues. Visit **NAPMAFreeOffer.com**.

Special Features at MartialArtsProfessional.com



STEPHEN OLIVER
Mile High Maverick Newsletter
School Growth and Development Blog
Daily comments and observations

Coming in *Martial Arts Professional*

The 2008 NAPMA Extreme Success Academy
A pictorial review of an "extremely successful" weekend for NAPMA and all attendees, who are now busy implementing the best of what they learned to grow their schools



Blockbuster Results
Learn how school owners' promotional tie-ins with *The Forbidden Kingdom, Kung Fu Panda* and *Redbelt* this summer, generated "blockbuster" enrollments.

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NOVEMBER



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With Rob Colasanti—visit **NAPMA.com/Bill Amelio**



Plain Talkin' Tips & Tactics
Rick Bell
With Rob Colasanti—visit **NAPMA.com/RickBell**

DECEMBER



How to Pack Your School Using the Stadium Pitch
Chet Holmes
With Rob Colasanti—visit **NAPMA.com/ChetHolmes**



"I Tripled my Monthly Revenues, After I Conquered My Fear of Change!"
Carlos Machado
With Toby Milroy—visit **NAPMA.com/CarlosMachado**

JANUARY



Hitting Hard in the Martial Arts Business
Rob Colasanti, NAPMA President
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Helping you Find the Path to Success
Kyoshi Steve LaVallee
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FEBRUARY

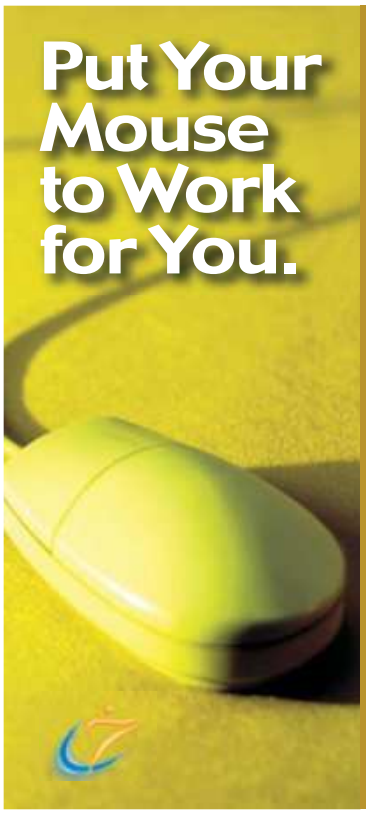


The Way of the Mile High Maverick
Stephen Oliver
With Rob Colasanti—visit **NAPMA.com/StephenOliver**



The Art of Giving Back
Jackie Chan
With Rob Colasanti—visit **NAPMA.com/JackieChan**

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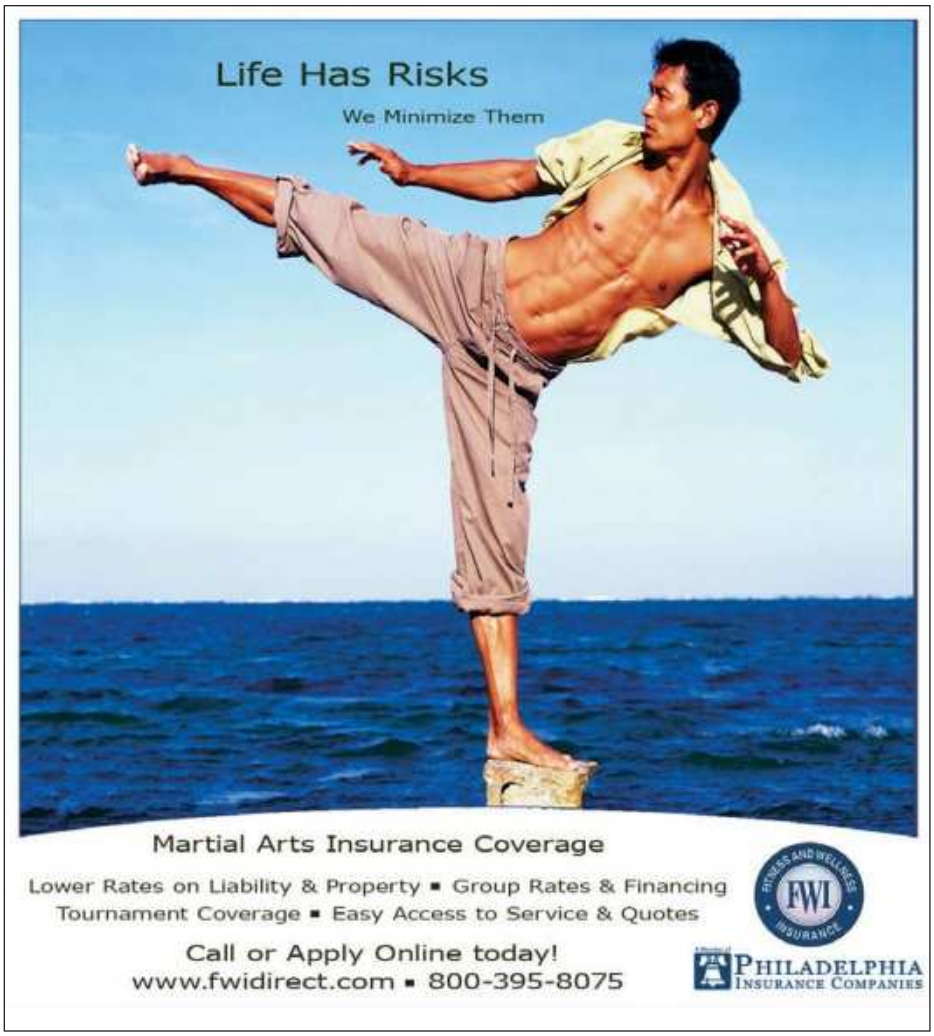


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October 2008

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Martial Arts Professional Magazine is published and distributed by:
Martial Arts Marketing, Incorporated
Stephen Oliver, CEO
5601 116th Avenue North
Clearwater, FL 33760
FAX: 1-800-795-0523

Visit us on the World Wide Web:
MartialArtsProfessional.com

Martial Arts Professional Magazine is distributed internationally, including 100% of martial arts schools in the United States.

To advertise in the print or online editions, visit MartialArtsProfessional.com, or contact Rob Colasanti, RobColasanti@NAPMA.com; FAX: 1-800-795-0583.

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John Hackleman



Kung Fun Panda Sequel Announcement Pending

LOS ANGELES, CALIFORNIA—According to Associated Press reports, Jeffrey Katzenberg, the chief executive of Dreamworks Animation, which produced the summer blockbuster, *Kun Fu Panda*, is optimistic about a sequel and suggested that the studio would make a formal announcement soon. The film has generated more than $600 million worldwide since its June 2008 release.

Screenwriter of *The Forbidden Kingdom* Reveals Inside Information

In a recent interview, John Fusco, who wrote the screenplay for *The Forbidden Kingdom*, revealed that a sequel to the film, featuring both Jackie Chan and Jet Li, is being discussed.

Fusco also talked about how differently Chan and Li approached the movie and his experience working with the two legendary martial arts film stars. According to Fusco, Li wanted to be in the film because he had always wanted to portray the Monkey King, while Chan saw an opportunity finally to work with Li.



He said that Li was a great resource and guide to help emphasize his insights of Buddhist principles, which Fusco had always wanted in the movie, long before Li agreed to appear in the film.

Fusco said that Chan had an entirely different approach to his portion of the script, Yin to Li's Yang. Fusco claimed that Chan gave him a bottle of Jackie Chan Shiraz for every line of dialogue that Fusco cut. Chan helped Fusco, rewrite the lines, so they were punchier.

Fusco also commented on his "re-imaging" of the classic Akira Kurosawa film, *The Seven Samurai*. Titled *Mag 7*, Fusco's film does not take place in feudal Japan and there are no swords; instead, the story is set in the contemporary world of security contractors.

The Green Hornet and Kato Ride Again!

HONG, KONG, CHINA—According to press reports, Steven Chow, creator of recent crossover Chinese kung fu film hits, including *Shaolin Soccer* and *Kung Fu Hustle*, will direct and star in a remake of *The Green Hornet*. It will be his first directorial assignment of an American film.

Bruce Lee added to his popularity when he portrayed the manservant Kato in the 1966 U.S. TV series, which is the role Chow will play in the film that is projected to be released by Columbia Pictures on June 25, 2010. Lee was so popular in Hong Kong that, when *The Green Hornet* TV shows were shown there, the title was changed to *The Kato Show*.

Ugandan Military Police Learn Taekwondo Tactics to Control Crowds Peacefully

KAMPALA, UGANDA—During their speeches addressed to 110 military police graduates at Uganda's Kigo Training School, two top commanders of the Uganda People's Defense Forces (UPDF) stated that police personnel may no longer use firearms to quell riots because they had learned sufficient Taekwondo and other fighting skills to control crowds more peacefully.

Following a 30-minute Taekwondo demonstration, Lt. Col. Tumusiime Katsigazi, military police commander, said, "With the level of training we have, we might not need rifles in the future while fighting rioters. The fighting skills we have acquired are enough to push rioters away without releasing a bullet."

Oscar De La Hoya Announces Boxing, MMA and Clothing Partnership with Affliction Entertainment

LAS VEGAS, NEVADA—Oscar De La Hoya's Golden Boy Promotions, one of the top boxing promotions companies, is now working in partnership with Affliction Entertainment, the mixed martial arts and clothing company, to market pay-per-view shows and branded clothing.

It appears the powers-that-be at Golden Boy and Affliction think that they can create a new, profitable niche by presenting traditional boxing and MMA fights on the same card. Hopefully, the top officials of the two companies have discussed all of the fine print because there are some in the boxing world who aren't sure that Golden Boy Promotions will want to put its top boxers on a mixed card and, instead, allow them only to fight on boxing-only shows.



The clothing part of the deal makes Affliction the official apparel licensee for the Golden Boy Enterprises-owned *Ring Magazine*. Affliction will also create and market a signature Affliction T-shirt for major Golden Boy Promotions fights.

Oscar de la Hoya started Golden Boy Promotions in 2002, and, since, has become a pay-per-view powerhouse. It has almost 60 fighters under contract, including future hall of famers, such as Bernard Hopkins and Sugar Shane Mosley, and current world champions, top contenders and rising prospects.

Affliction Entertainment is a major player in MMA fight promotions and its clothing collection is a favorite of elite athletes, musicians and the "fashion-conscious." Donald Trump made a significant investment in Affliction in June 2008.

Continued on page 16

ROLL WITH THE BEST!

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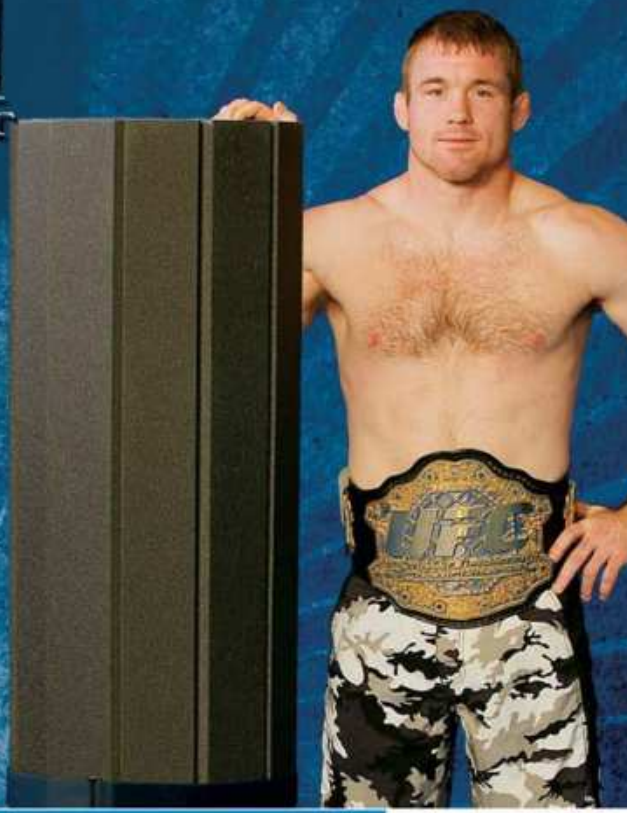








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Referee Controversy Mars Lopez Siblings' Triumph at Olympics

SUGAR LAND, TEXAS—Steven Lopez and his brother Mark and sister Diana became the first U.S. siblings to win medals at the same Olympic Games in the Taekwondo competition, but their victories are bittersweet, as Steven Lopez and USA Taekwondo have filed a complaint to the Court of Arbitration for Sport, concerning the application of rules during one of his matches.



Clockwise from top: Steven, Mark, Diana and Jean Lopez.

Lopez is quick to state that his complaint is not meant to overturn the outcome of his loss to Mario Sarmiento of Italy, the eventual silver medalist in the welterweight division. Lopez and USA Taekwondo claim that the World Taekwondo Federation did not provide fair and proper judging during the competition.

According to Lopez, the WTF did not follow its own rules when officials failed to examine the video of Lopez's losing match. Lopez and USA TKD officials contend that Oh Il Nam, the Indonesian referee, penalized Lopez incorrectly. Lopez stated he would have abided by the video review, even if the WTF officials had agreed with the referee's rulings, but the officials were unwilling to watch the recording.

Jean Lopez, another brother and coach of the U.S. team, said that another purpose of the formal complaint was to help develop procedures to review possible judging and scoring mistakes, as is claimed to have occurred in Beijing.

Steven Lopez, two-time Olympic gold medalist, won the bronze in his division. Mark won a silver medal in the men's featherweight division, and required surgery on his left hand, after breaking two bones during his opening match. Diana, who won a bronze in the women's featherweight division, will also need surgery to reattach a ligament in her left wrist, which occurred from blocking opponents' kicks.

Kung Fu Panda to be Released on Blu-ray Disc in Early November

LOS ANGELES, CALIFORNIA—*Kung Fu Panda*, this summer's blockbuster animated movie, will be released on Blu-ray disc, with two exclusive features, on Sunday, November 9.

It is speculated that Paramount and Dreamworks Home Entertainment moved the release two days earlier than anticipated, so it will be the only big animated movie exclusively on store shelves for nine days, early in the holiday shopping season. Disney's *Wall-E* is scheduled to appear in stores on November 18.

Kung Fu Panda will be presented in widescreen 1080p video and 5.1 Dolby TrueHD audio. The two exclusive BD-Live features are "A Day in the Life: A Shaolin Monk in Training" and "Po Around the World." Some of the other supplemental features will be in HD.

Putin and Sarkozy Agree to Bi-Lateral Martial Arts Training

PARIS, FRANCE—In the spirit of international diplomacy, Russian Prime Minister Vladimir Putin and French President Nicolas Sarkozy have agreed to meet on common ground: martial arts training mats.

According to reports from the French newspaper *Le Figaro*, Putin claims Sarkozy is interested in learning Putin's Black Belt skills and have decided to train together.

Of course, Putin has the advantage, as he is a champion judoka, with many videos on the Internet, showing him in his gi and Black Belt throwing opponents to the ground. Sarkozy is known to be a jogger, but his sudden interest in martial arts surprised many in France.

Sarkozy may just be exhibiting his French charm, showing interest in Putin's martial arts skills, or he could be implementing a clever, geo-political strategy to keep the Russian Bear occupied, quiet and asleep in its cave.

Desert Adventure Ends in Death for MMA Fighter Evan Tanner

PALO VERDE, CALIFORNIA—According to the Imperial County Sheriff's Department, the body of Evan Tanner, former UFC Middleweight Champion, was recently found in the Palo Verde mountain area.



Tanner

Friends had left Tanner, 37, numerous phone calls and text messages, since the weekend before his remains were discovered. Evidence from his blog suggested that he considered his trek into the California desert to be an "adventure," and that "any failure of my equipment could cost me my life."

Tanner had returned to UFC competition during 2007, following therapy for alcohol addiction.

North Korean Spy Network Included Fake Taekwondo Masters

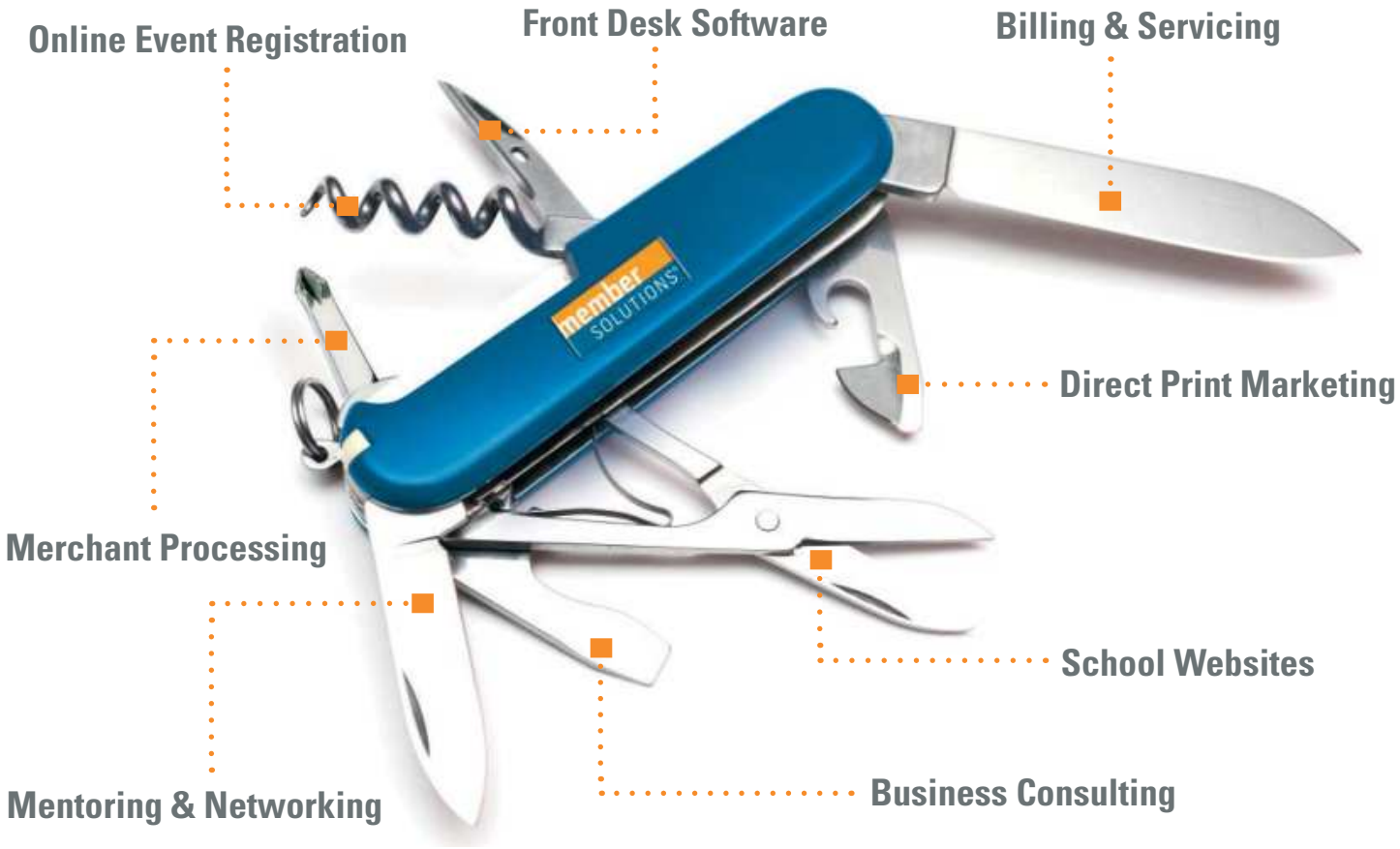
SEOUL, SOUTH KOREA—A Korean newspaper recently reported that the International Taekwondo Federation became a front for the North Korean government more than 20 years ago, training and disguising spies as TKD masters, in an attempt to assassinate the South Korean president of the 1980s.

According to the story, Choi Jung-hwa, son of the late Choi Hong-hi, who founded the International Taekwondo Federation (ITF) in 1966, claims that he was recruited and was part of a plot to kill the South Korean president, during a visit to Canada in 1982. Canadian police intervened to stop the assassination attempt.

Choi made these statements to another newspaper, after returning from living overseas for 34 years, including North Korea, where he fled after the debacle in Canada.

Continued on page 18

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Choi's father, who died in 2002, left South Korea to live in Canada, during the 1970s, taking the ITF with him. Since 1973, when the World Taekwondo Federation was founded in South Korea, it has surpassed the ITF in memberships, although ITF-style taekwondo enjoys greater popularity abroad. WTF Taekwondo became an Olympic competition at the Sydney Games in 2000.

UFC May Hold the "Trump" Card over The Donald

LAS VEGAS, NEVADA—Donald Trump is obviously a savvy investor and negotiator, but he may have met his match in UFC President Dana White who seems to believe that Trump's investment in Affliction Entertainment will go south because it isn't able to deliver on its promise of a Randy Couture/Fedor Emelianenko showdown.

During an earlier 2008 press conference, Trump boasted that by joining with Affliction, it would be able to challenge the dominance of the UFC, especially once it put Couture and Emelianenko in the same ring. Emelianenko is currently under contract with Affliction.

Not so fast, says White. Following the settlement of the lawsuits and countersuits between Couture and UFC, he will reportedly fight WWE Champion Brock Lesnar on November 15th, under a UFC contract. Some MMA commentators think this is a move to eliminate Affliction as a UFC competitor because The Donald and his partner won't be able to stage the much-heralded Couture/Emelianenko fight.

It appears White's strategy is not to interfere with the Affliction/Emelianenko relationship because he expects Affliction to go the way of so many UFC competitors, leaving Emelianenko to sign with UFC in the near future; and then UFC can promote the fight everyone wants to see. Your move, Donnie!

Cars Mysteriously Attracted to Martial Arts Studios and Students

A few months ago, *Industry Insider* reported that a car had crashed into one of Stephen Oliver's Mile High Karate schools in the Denver, Colorado area. Now, in what can only be described as eerie circumstances, automobiles have been involved in three additional incidents.

Recently, in Zionsville, Indiana, a motorist crashed into Adamson's Karate Studio, where emergency crews found the car completely inside the building. The crash occurred after-hours, so no one was inside the school and the driver wasn't injured. He reported that he stepped on the gas, when he meant to brake.

In Gettysburg, Pennsylvania, a man crashed into Dubb's Karate, causing his passenger to sustain two broken vertebrae and cuts and bruises on her hands and head. The driver admitted to having blacked out, but denied he was drinking or using drugs.

Around the world, in Queensland, Australia, a Supreme Court Justice has ruled that the driver of a car that hit a Taekwondo student in a 1989 incident and the owner of the martial arts school that the student attended should pay $730,850 (Australian) in damages. The judge also found the now-deceased Taekwondo instructor and the student that was hit also responsible, reducing the damages by 20%.

According to court records, the student, who was a juvenile at the time, was part of a class jogging near a busy roadway. He suddenly moved onto the road and was hit. Although the driver was not cited for breaking any traffic laws, the judge ruled he should have been more cautious. The student sustained head and neck injuries that have left him unable to work.

First U.S. Sports Film Festival to Debut Gracie Documentary

PHILADELPHIA, PENNSYLVANIA—The documentary film, *Renzo Gracie: Legacy*, the life story of the Brazilian jiu-jitsu master and American patriarch of MMA, will premier at the U.S. Sports Film Festival, the most comprehensive sports film festival in United States history, October 23–26, 2008. The festival will also feature movies from baseball, basketball and other sports.

Martial Arts Training Protects Australian Ambulance Staff

MELBOURNE, AUSTRALIA—People are just as crazy in Australia as anywhere, since ambulance staff now find it necessary to learn martial arts to protect themselves from those very same people they are trying to help.

According to an ambulance union official, there are plenty of reported incidents of drunk, drug-affected or mentally disturbed patients confronting and/or assaulting ambulance personnel. Recently, a paramedic was allegedly punched and gripped around the throat by a drunken patient on a call to a home.

Oprah Appearance May Lead to Movie Role for Young Black Belt

HIGHLAND RANCH, COLORADO—After displaying his martial arts skills on *The Oprah Winfrey Show*, Tyler Weaver, Jr., a 12-year-old Black Belt, is reportedly being considered for a part in *Avatar*, a James Cameron film, scheduled for a Christmas 2009 release.

That wasn't the end of the excitement in the young Weaver's life. In the same week, his father's partner, Kevin Kowalczik, in the Pro Rank Karate school in Littleton, Colorado, chased and tackled a man who has been charged with burglarizing a nearby elementary school. The man is also allegedly responsible for numerous other burglaries in the area.

All this attention as also attracted Jay Leno who would like Weaver and Kowalczik to appear on *The Tonight Show*.

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School Owners Experience Dramatic Breakthroughs at the Extreme Success Academy

Often, the biggest barrier to success for martial arts instructors and school owners is how to advance from their current situations to the highest levels of enrollments, upgrades and profits.

Many school owners broke through that barrier when they attended the Extreme Success Academy, and *Martial Arts Professional* shares a few of their comments here. Look for more about how school owners are implementing what they learned at the Extreme Success Academy in the November issue.

"The first thing I'll do when I go back to my school is to raise our prices!"

"I think the biggest thing that we've learned [at the Extreme Success Academy] is to network and meet other people whose schools are similar to ours.

"The first thing I'll do when I go back to my school is to raise our prices. What I definitely learned this weekend from talking to other school owners is that we're not charging enough.

"My second most important breakthrough was joining the NAPMA Peak Performers group. I think the big advantage for us is to be in contact with other schools that are a little bit bigger than we are and share ideas.

"The one program that impressed me the most was Master Bill Clarke with his automation, 130 students with one full-time instructor. Automation sounds really great to me; I can work more on my business instead of in it. Automated systems would really be great for us."

Heather Potter
Charlesville, Alabam

"I would definitely come to the NAPMA Extreme Success Academy every year!"

"It was awesome! It was very appropriate timing for me, especially the wealth accumulation seminar, because I'm in the process of buying my building. That hit home. We're investors and have several properties.

"The first thing I will implement I learned from Mr. Oliver: pre-framing students for upgrades by sending DVDs and getting more DVD testimonials. I need to do some work in that area.

"I joined the NAPMA Peak Performers group and I think it will be very helpful in my career development and the growth of my school.

"I would definitely come to the NAPMA Extreme Success Academy every year!"

Jan Lappin
Middleburg, Florida

"This is my fifth or sixth NAPMA conference and it was dramatically different than any other!"

"I had a great experience.

"This is my fifth or sixth NAPMA conference and it was dramatically different than any other! I've evolved a little bit. I know that I need to change my business practices and that's really what I wanted to do this time. I still love to train, but to be a better businessperson I need to do what they told me to do this weekend. I'm real happy I came and I'll be back.

"My three breakthroughs that will take me to the next level are a better marketing strategy, better staff training and private lessons. I have great staff members, but I don't have anyone that does sales like I do."

Kurt Miller

"I was just so fired up that I couldn't wait to go back to my school and start implementing new ideas, immediately!"

"The first thing that I'll do when I return to my school is look into the upgrade system. We currently have an upgrade system, but, from what I've learned here, we're just not doing it the way it should be done and we'll fix that immediately.

The person I thought was the most powerful for me this weekend was Lee Milteer. She is a phenomenal speaker! By the time I was done with her seminar, I was just so fired up that I couldn't wait to go back to my school and start implementing, immediately. All of a sudden, I found myself itching to jump from my chair and start improving my school.

Drew Duffey
Bushido Academy
Aurora, Colorado

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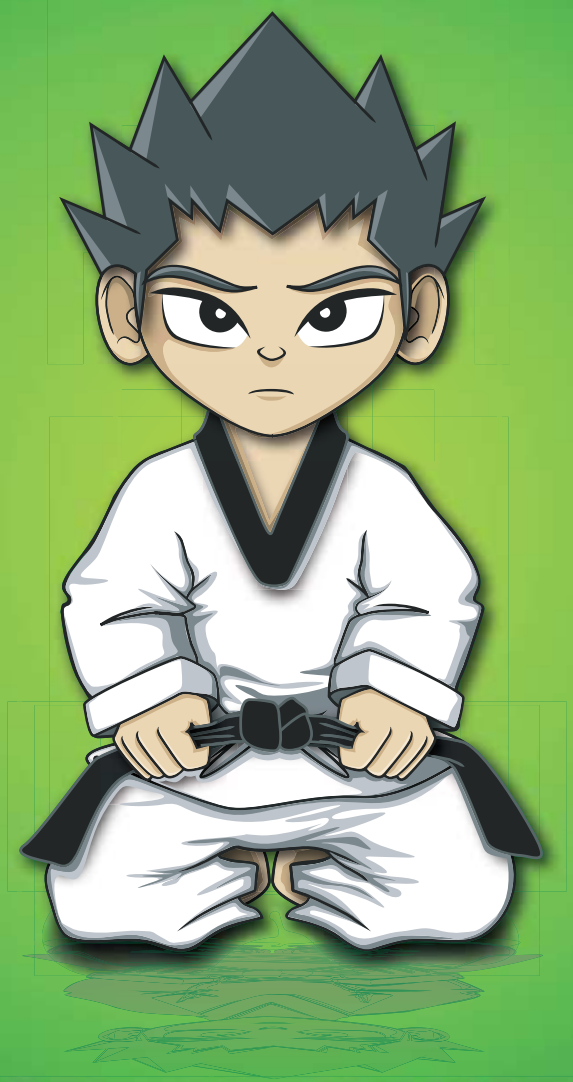
See **MartialArtsProfessional.com** for additional letters not printed due to space limitations, and blogs by Stephen Oliver, Toby Milroy, Rob Colasanti and Tom Callos.

Letters may be edited for clarity and length. Please include your name, address and daytime telephone number.

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If you're not yet a NAPMA member and missed the 2008 Extreme Success Academy, then now is the time to join at **NAPMAFreeOffer.com**. You can also register for NAPMA's Quantum Leap event, March 20–22, 2009, in beautiful Denver, Colorado, and receive Stephen Oliver's infamous Martial Arts Marketing Bootcamp (previously $2,750) absolutely free of charge. Visit **MartialArtsBootcamp.com** for all the details!

For one time only, the top experts in our industry will throw open the curtains, revealing their insider secrets that will help you thrive in the martial arts business. They'll show you the path from mediocre business performance to a new level of success you may never have thought possible.

Whether or not you attended the Extreme Success Academy, you must take the Quantum Leap with other smart-thinking NAPMA members in March 2009 in Denver, Colorado; but you must be a NAPMA member to attend, so join today at **NAPMAFreeOffer.com**. You'll receive a free school-growth package worth $2,312.10 and, when you register for NAPMA's Quantum Leap, you'll be guaranteed a free seat at Stephen Oliver's Martial Arts Marketing Bootcamp, a $2,750 value!

More Choices to Reach your Target Audiences Effectively, with NAPMA Online Print Marketing Store

NAPMA's new Online Print Marketing Store is another new, exclusive member benefit and another reason why you should join NAPMA today at NAPMAFreeOffer.com. As a member, you'll have three exclusive sources of marketing/advertising materials, dramatically expanding your opportunities to target your specific markets, more effectively and accurately.

The monthly *Media Master CD-ROM* continues to include an outstanding selection of ads, flyers, postcards, guest passes, posters and other marketing materials in three different formats. More recently, NAPMA has added to the member Web site all of the current month's marketing materials as well as the next month's campaigns and a number of "evergreen" campaigns that can be used throughout the year.

Now, it's time to visit the new Online Print Marketing Store to choose from an ever-growing catalog of marketing pieces that will help you grow your school. To do so, however, you must be a NAPMA member and you can do that quickly and easily at **NAPMAFreeOffer.com**. You will not only have access to NAPMA's new Online Print Marketing Store, but also a growing list of NAPMA benefits and discounted services, such as 24/7 telephone answering and appointment-setting and merchant services, with lower credit card processing rates, excellent customer service and a free Prescription Discount Card for NAPMA-member employees and families.

All of these many NAPMA benefits will help you grow your school and save money; and you can start today when you visit **NAPMAFreeOffer.com**.

Lee Milteer, NAPMA Success Coach, Wins Two Entrepreneurial Awards

NAPMA joins in the applause and adulation for Lee Milteer, NAPMA Inner Circle and Peak Performers Success Coach, who has been recently honored as the recipient of two business awards.

First, she received the Hampton Roads *Inside Business* and Regent University Prestigious Entrepreneurial Excellence Award. This award recognizes entrepreneurs who have made significant accomplishments in the Hampton Roads, Virginia area. Business owners and entrepreneurs from throughout the area were nominated for this award.

Lee also won the USLBA's Best of Virginia Beach in Training Programs Services. The Best of Local Business Award Program is given to outstanding local businesses throughout the country for exceptional marketing success in the local community and business category.

Lee Milteer is an internationally recognized performance coach, author and professional speaker. She is the founder of the Millionaire Mindset coaching program for professionals, business owners and entrepreneurs. Lee has authored several books, including *Spiritual Powers for Successful Selling, Success is an Inside Job* and *Feel and Grow Rich*, and is the co-author of *Walking with the Wise for Entrepreneurs* and *Reach Your Career Dreams*.



Lee is also a recognized best-selling audio and DVD author whose products have been endorsed by Nightingale Conant, Cybervision and CareerTrack. Lee's presentations are so effective that such organizations as Walt Disney, AT&T, Xerox, IBM, Ford Motor Company, NASA, Federal Express, 3M, Sales and Marketing Executive International, plus hundreds of government agencies, scores of conventions, associations meetings and niche market events repeatedly retain her. Lee is a regular guest on TV and radio shows throughout the US and Canada.

You can view photos of the luncheon for the Entrepreneurial Excellence Award at milteer.com/gallery.htm and read her profile in a special issue of *Inside Business Journal* at milteer.com/docs/pdfs//InsideBusinessEntExcellence.pdf.

Continued on page 22



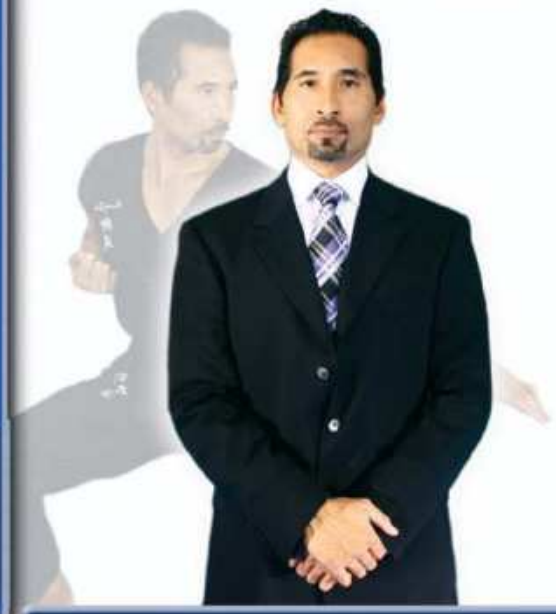
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NAPMA NEWS FLASH:

First Report from the 2008 Extreme Success Academy



Photos by Marek Gahura.





You can tell as soon as you enter a continuing-education business event, the mood of the attendees and the energy level of the environment. The first impressions of Bob Sillick, Martial Arts Professional managing editor, of the 2008 NAPMA Extreme Success Academy on Friday, September 26, was of a super-charged atmosphere of martial arts celebrities and legends, highly supportive and professional vendors and *Martial Arts Professional Magazine* advertisers, school owners and staff members extremely focused on learning what they needed to know to grow their schools

What was particularly telling of how much the attendees were benefiting from the event was the many individuals who approached Toby Milroy to praise the A-Z day, and who sat in "rapt attention" for 12 or more hours on the first day of the main event.

The previous day included the incredibly well received A-Z day run by Toby Milroy with contributions from CEO Stephen Oliver and a "member's only" Inner Circle and Coaching Meeting run by Rob Colasanti.

"The 2008 NAPMA Extreme Success Academy is an outstanding event that has exceeded our expectations," said NAPMA President Rob Colasanti.

The highlights of Friday's events were the presentations of the first NAPMA Living Legend Award to Grandmaster Jhoon Rhee by NAPMA CEO Stephen Oliver and the 2008 NAPMA Lifetime Achievement Award to Jeff Smith, former Light Heavyweight Champion, Mile High Karate chief instructor and regular NAPMA contributor presented by a panel of legendary master's including Bill Clark, Ernie Reyes, Sr., Stephen Hayes, Joe Lewis, Jhoon Rhee along with Stephen Oliver.

Look for a complete report on the 2008 Extreme Success Academy in the November issue of *Martial Arts Professional*, including a pictorial of the Jhoon Rhee and Jeff Smith award presentations.including a pictorial of the Jhoon Rhee and Jeff Smith award presentations.



1. Living Legend Award Winner Grand Master Jhoon Rhee with Stephen Oliver. 2. June Michalowski, May Castro-manner, Rob Colasanti, July Steinhorn. 3. A compelling presentation by Ernie Reyes, Sr. discussing Jeff Smith's many accomplishments, presented by Jeff Smith's instructor and Living Legend Award Winner: Grand Master Jhoon Rhee. 4. A panel of Masters presenting the NAPMA Lifetime Achievement Award to Grand Master Jeff Smith. Left to right: Masters Bill Clark, Jeff Smith, Stephen Hayes, Jhoon Rhee, Joe Lewis, Ernie Reyes, Sr. and Stephen Oliver.

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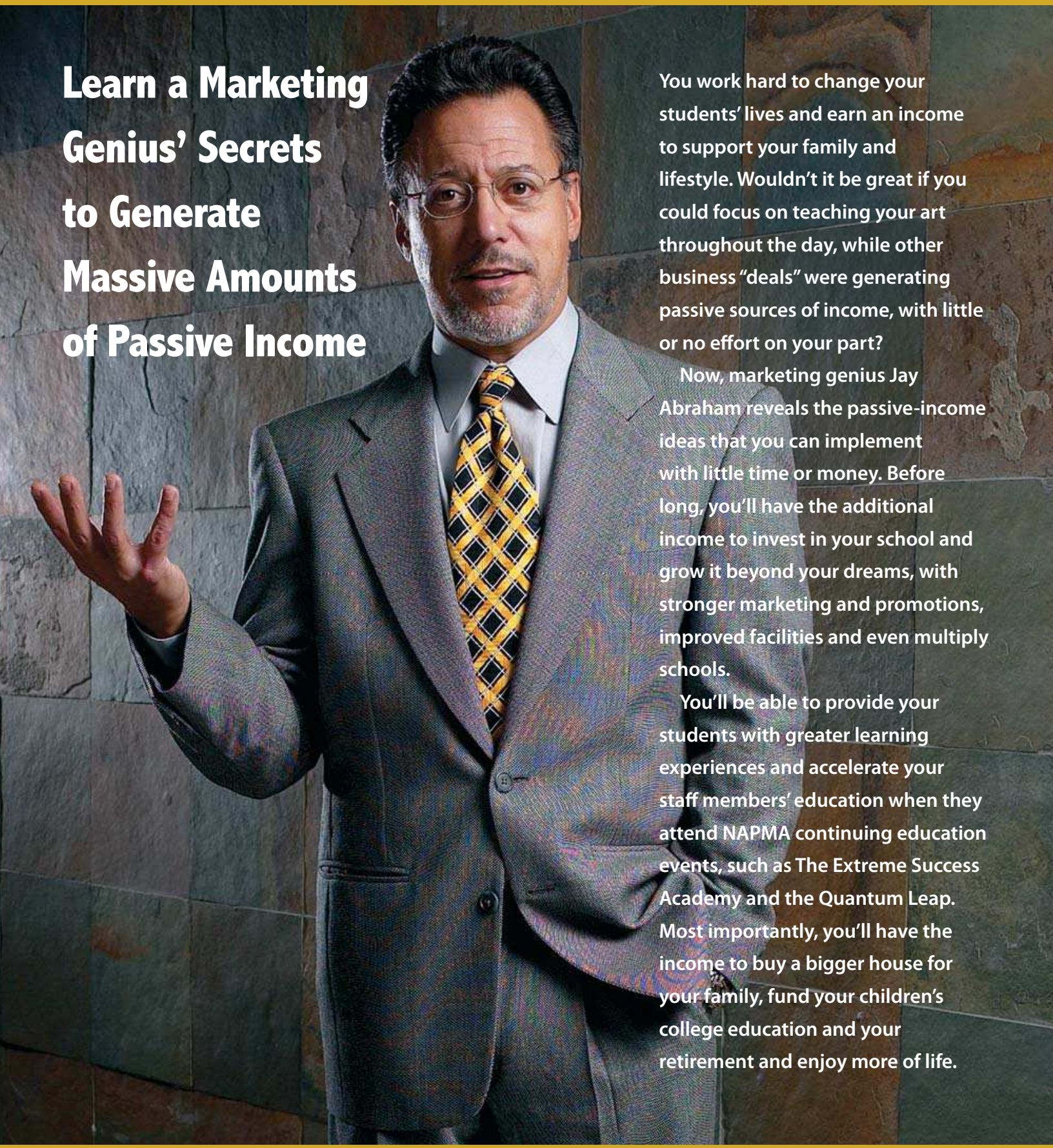
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Now, marketing genius Jay Abraham reveals the passive-income ideas that you can implement with little time or money. Before long, you'll have the additional income to invest in your school and grow it beyond your dreams, with stronger marketing and promotions, improved facilities and even multiply schools.

You'll be able to provide your students with greater learning experiences and accelerate your staff members' education when they attend NAPMA continuing education events, such as The Extreme Success Academy and the Quantum Leap. Most importantly, you'll have the income to buy a bigger house for your family, fund your children's college education and your retirement and enjoy more of life.

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New NAPMA Merchant Services Program boosts profit potential for members, MAPro readers and Mile High Karate franchisees

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Those same studies, polls and experts have revealed that merchants, who give their customers more choices of payment methods, can expect to gain new customers, increase revenues and improve customer retention. That's another edge you need as a small-business owner to maximize the number of "pillars of profitability" that support the growth of your school.

NAPMA's new Merchant Services Program will give you that edge. Developed with a leading provider, this program is available to members AND all *Martial Arts Professional* readers AND Mile High Karate franchisees. Visit **NAPMA.com/MerchantServices** for more information and to register.

The benefits are immediate—as much as 20% savings in monthly processing costs—and that could easily equal thousands of dollars per year!

The program is more than credit and debit cards. It includes a wide variety of services that will make customer transactions even more convenient for them and profitable for you. Offer your customers a full-service gift card or loyalty program, which are proven alternate profit sources and retention boosters.

Protect yourself from bad checks with check guarantee and check conversion services. If you are already accepting credit and debit cards, then ask NAPMA for a Rate Review that will detail your savings when you switch to NAPMA's new merchant services program.

NAPMA will also help you customize your merchant services program, with a range of credit card terminal systems. As a retailer, you need convenience and speed at the point of "swipe," since many, if not most, of your customers make their payments "face-to-face," in your school. You may also want to consider a more sophisticated point-of-sale system, with integrated processing, that will improve the management of your inventory, especially if you have a large pro shop.

You can also choose from mail order/phone order systems, Internet/e-commerce solutions and wireless connection if you're a "merchant on the go."

NAPMA knows it must continue to grow to help you grow your school, which is why the new merchant services program—and many other recently added, continuing education and support programs—make a NAPMA membership so valuable and a primary driver of your success.

Once you experience the many benefits and savings of NAPMA's new merchant services program, as a non-member, you'll want all the benefits of a Maximum Impact member. Visit **NAPMAFreeOffer.com** for all the details, including a FREE School-Growth Bonus Package worth $2,310.12! **MAP**

Have you ever dreamed of having 10, 15, 20, 35 or more martial arts schools operating under you? Of developing several hundred Black Belts and thousands of students? Or even 20, 30, or as many as 100 instructors?

If you have, then read on about a very limited opportunity for a select number of highly-qualified individuals with the potential to do just that!

What happens when you combine the industry's leading marketing and business expert with a legendary world champion martial artist?



Stephen Oliver



Jeff Smith

You get a chance to affiliate with top Martial Arts industry leaders and grow a highly successful chain of schools.

Mile High Karate®, one of the nation's top martial arts organizations, is offering executive self-employment position developing martial arts schools and instructors.

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This opportunity may be right for you, if you fall into one of two categories:

First: You are an existing, successful school owner, with at least one school grossing a minimum of $30,000 per month or more, or you have several profitable locations. You're ready to move your career to the next level without ending up with a huge number of employees and having to pay the start-up costs yourself to open each location.

Second: You are a martial arts enthusiast who has been successful in your primary career, and are now ready to move on to self-employment, or to expand into an additional business. You are adequately capitalized (start-up costs of $209,900–$628,369, some of which may be financed), love training and working with people, and would like to "plug into" a successful and proven marketing and business plan and grow a large regional martial arts school organization.

We have just established regional training centers in: Victoria, British Columbia; Dunkirk, Maryland; Orange City, Florida; Salt Lake City, Utah; Philadelphia, PA*; New York City* and New Jersey,* and a national training center in Denver, Colorado, which will be overseen by World Champion and Grand Master Jeff Smith. We are looking for a limited number of individuals to own a territory capable of as few as 9 to as many as 70 school locations.

We will teach you how to develop the area, help you recruit owner-operators to affiliate with our organization, and provide the necessary tools to grow your business in your territory. You will be included in the Mile High Karate® infrastructure, and you'll train directly with me, Jeff Smith, and our entire regional training staff.

We will be converting many martial arts schools to individual Mile High Karate® affiliates, but that's not what this opportunity is all about. **If you are capable of being trained to develop multiple locations, and would be excited to affiliate with leaders in our industry, then take action now. Go to www.MileHighFranchise.com, call 1-800-559-9431, or e-mail me at StephenOliver@MileHighKarate.com.**

Sincerely,

Stephen Oliver

Stephen Oliver, MBA
8th Degree Black Belt
Founder/President Mile High Karate®

P.S. We are talking about a real martial arts organizations that focuses on developing kids and families at an incredible high level. This is not "McDojo's" or a similar sales-and-marketing only system. Mile High Karate® is one of the nation's top martial arts organizations. We are looking only for individuals willing to develop the highest quality students.

P.P.S. We are also looking for single school operators who want the power and resources of affiliating with our organization. Contact me if you want an opportunity to grow your schools, but are not interested in a multiple school opportunity.

What some of our franchisees are saying:

When we decided to open a Mile High Karate Franchise®, it was the best decision we have ever made. We get great support from everyone in the Mile High Karate® organization.
—Daphne and Larry Bowser

Mile High Karate® has been the best business and personal growth decision my husband and I have ever made. The operation of our business is fun and exciting dealing with quality parents and families. —Stephen & Amanda Christensen

I joined the Mile High Karate® organization as their first franchisee and have never regretted the decision. It's been great improving my lifestyle, income and career opportunities, beyond anything I would have imagined. —Robert Lewis, MBA

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* Targeted opening in early 2007.

How to Grab Your Share of the Fabulous WEALTH POTENTIAL of the Private Lesson Market



By Bob Sillick, Senior Writer

Let's start with two simple premises: First, there are wealthy people and families in your community and/or nearby communities that are willing to pay 5, 10 or 15 times your standard tuition for private lessons. Second, you ARE the equivalent of any other professional athlete, in terms of your dedication and commitment to your art and your skill level.

What you don't have in common with professional football, baseball and basketball stars is their annual, multi-million dollar incomes; yours is most likely a fraction of a fraction.

Sang Koo Kang, a Miami-area school owner and private lessons expert, thinks that because you don't have a professional athlete's mindset and image in your community, and you've severely undervalued yourself and overlooked an opportunity to create massive wealth.

"If you believe you are a professional martial artist and you've been doing this for 20, 30 years, then you should be making millions and millions of dollars," said Sang. "I was always thinking big. I don't want to make $120,000; I want to make $5 million, $10 million, just like a professional athlete. I'm now making that kind of money because I raised my standards very high. That's how you have to do it."

Master Sang shared some of his insider's secrets with attendees at the recent NAPMA Extreme Success Academy; and, now wants to reveal all of them to you—when you qualify for NAPMA's Special Peak Performers/Master Sang TNT Membership. Visit **NAPMA.com/TNT**, today!

First, you'll experience the life-changing opportunity of being a NAPMA Peak Performers member—meeting and interacting with a like-minded group of growing school owners who have decided to become successful businesspeople—plus all other NAPMA benefits.

During this limited offer, you'll also become part of Master Sang's TNT program—you'll learn Master Sang's proven systems to grow highly profitable schools and earn what can only be described as amazing, over-the-top profits from private lessons. Master Sang and his staff will guide through every step with comprehensive support materials, continuing education and professional consultation.

No doubt, your mind is overflowing with many questions and images of how dramatically your life could change if you started teaching private students. Your learning starts with this article, which will answer a few of the basic questions, and then visiting **NAPMA.com/TNT** for the opportunity to see "behind the curtain."







Master Sang Koo Kang demonstrate his physical agility and skills, as he trains with various students.

Then, you must work on yourself to change your image to that of a professional athlete and an excellent teacher who shouldn't exclude "the elite" from receiving the benefits of your instruction—and paying handsomely for it.

Who are the people who will pay for private lessons and where do you find them?

Master Sang's private-lesson students tend to be professional people, CEOs, company presidents, physicians, attorneys, politicians and investors, who have the wealth to pay yearly tuitions of $10,000 to $20,000 (and more)—and pay it up front.

Master Sang readily admits that if your school is located in an upscale community, then you do have

an advantage because the area is likely to have a fair share of wealthy individuals and families. He quickly adds that your location is less of a factor, however, if you have an excellent product and service, which you should already have in place.

Master Sang also advises that just because your school is in a moderate- or even low-income area doesn't mean there aren't professional people and large business owners in the neighborhood who will pay for private lessons

Identifying and penetrating the elite market is one of Master Sang's secrets to his success. You can learn to profit from his methods when you ask to become a part of the NAPMA Peak Performers/Master Sang TNT Program. See Master Sang's ad on page 59 and visit **NAPMA.com/TNT** for more information.

According to Sang, another secret is to be observant. If you notice a walk-in prospect or someone who's made an appointment for an intro arrive in an expensive car or wear expensive jewelry, watches or clothing, then think of them as a potential private student first.



Master Sang continues to teach regular classes, as he generates greater profits from private lessons.

"The difference between my school and most others is that my instructors and me are always looking for private lesson students, while the average school owner thinks every new prospect should be enrolled in regular classes," added Sang.

"How do I market to potential private-lesson students?"

Aggressive publicity and self-promotion is another of Master's Sang secrets to attract high-paying, private-lesson customers. He is constantly contacting local newspaper and magazine editors and radio and TV producers with story ideas about himself and his school, so he can maximize his exposure in the media.

"I strongly believe that publicity is the most important factor," said Sang. "If you haven't created a name for yourself as the best martial arts instructor in your community, then you can't expect people to pay $16,500 or more for your private-lesson program. You must promote yourself every day and every single moment, with every opportunity presented to you."

All media outlets need stacks of materials to fill their publications and airtime; and, now, with the proliferation of 24-hour cable TV channels and radio talk shows, there are even more opportunities to create an image as THE martial arts celebrity in your community.

"That's what I've been doing for the last 10 years. I've been in every newspaper and magazine in South Florida and had many demonstrations on TV. That's the key; you must build an image that you are the number one martial arts teacher in your community," said Sang. "When you can do that, people will come to you and be willing to pay private-lesson tuitions."

"You must create a unique story about yourself and present that to the media. They won't do a story for you," added Sang. "For example, maybe you teach a free senior citizen class on the weekends or provide scholarships to students whose parents can't afford to pay your regular tuition. The mayor of your town or other local officials may train at your school. You can write a press release about how the mayor relieves stress with your conditioning program.

Creating your "celebrity" image and developing media contacts do take time, but once you're known in the rather small world of local media, you'll be the first martial arts professional writers, editors and producers will call when they have a question or a story idea that needs the input of an expert.

What do you teach private students? What is the curriculum?

Master Sang has developed a custom curriculum for his private students that he calls P and T, which is a combination of Taekwondo, boxing and Muay Thai. It's a rather simple curriculum because he has learned what private students want.

"They're not young kids and most are 35 and older; although, I also provide private lessons to entire families," said Sang. "It's not about traditional martial arts and uniforms and belts. These people want an exciting workout and conditioning that chal-

lenges them. They don't want to become fighters. These people want to lose weight, be in shape and decrease stress.

"I make the techniques very easy to learn, with simple movements. They like to hit something, so we do focus mitts, pads, kicking and punching combinations. When they are really good at it, we do some jumping kicks, spinning kicks, elbow, knee, front kick and roundhouse kick."

Master Sang's average private student trains three times a week, with each class 45 minutes long. He said, however, that some students are really committed and will train five times a week and even twice a day if they are the super-wealthy, with the money and time.

Master Sang is quick to point out that although the curriculum of private lessons is rather easy on the instructor, you must be willing to make a long-term, even life-long, commitment to your students.

As he said, "My private students seldom drop out because I'm on the phone with them all the time. I go see them sometimes; there is a relationship with the students. Martial arts becomes their life, their routine; they cannot live without it. That's how we develop a solid rapport with these students."

"What tuition can I charge private students?"

During a recent year, Master Sang was teaching private lessons to approximately 50 students a week. He charged, on average, $115 per session, and most students trained three times a week, which is an annual tuition of $16,500. At twice a week, he was still making $11,600 annually. Most students sign for one-year programs, others for six months or as much as two years.

"I provide incentives because I prefer up-front payments. Approximately 50% of my private students pay up front, another 25% make two or three payments and the other 25% pay every month," explained Sang.

Upgrade programs are just as important for your private students as regular students who enroll in your Black Belt or Masters Club or Leadership Program.

Master Sang relates a story of one family that upgraded to a lifetime program for $250,000 (and that is not a misprint)!

"I have one particular family that has been training with me for a number of years, paying $70,000 a year for the whole family: husband, wife and five kids," said Sang. "After paying that amount for three years, I told the husband that I didn't want to ask him for money every year. I just wanted to concentrate on teaching his family. I offered him a deal to pay me $60,000 a year for three years in advance, or $180,000. I happen to know money is no object for this guy.

"He didn't take that offer because he paid me another $70,000 for the year. Then, I offered a lifetime contract. I told him that I want to teach him and his family everything I know, and that I will take care of him and the rest of the family as long as I'm running my school. He agreed to a one-time payment of $250,000 for a lifetime, private lesson program for his family."

What kind of revenues can private lessons generate?

In Master Sang's case, he is generating more annual revenue than most large martial arts schools. In fact, in a recent year, the total was almost $600,000!

Master Sang has the same opinion as Stephen Oliver and many other leaders in the industry; and that is too many martial arts schools don't charge enough tuition; their standards should be higher, so can they charge what they deserve for changing students' lives.

"Many school owners are operating schools with 300, 500 and even 1,000 students, but they work very hard. They must hire instructors, a manager and a program director and pay many expenses," said Sang.

"If you believe you are a professional martial artist and you've been doing this for 20, 30 years, then you should be making millions and millions of dollars."

"How much can you really make? If 1,000 students pay $100.00 a month, then that's only $100,000 month or $1.2 million a year. Private lessons are a much more economical way to generate that much revenue and more. You must enroll and retain approximately 15 regular students at $119 month to equal one private student. Fifty private students are the same as 750 regular students. Those 50 private students require much fewer staff members, overhead and an elaborate curriculum."

"Can I implement a private-lesson program and produce similar results?"

As this article reveals, you already have many of the pieces in place; the most difficult piece for most school owners, however, is dramatically modifying their self-image and self-worth. Unless you are willing to commit deeply to the idea that you deserve the income of a professional athlete, you are unlikely to become a highly paid, private-lesson instructor.

Fortunately, NAPMA has brought Master Sang Koo Kang and his story to your attention, so you don't have to re-invent the private lesson system. He is ready to show you his insider secrets and help you start a private-lesson program that could fit your personality and teaching style much better than the 60, 70 or more hours a week you must commit to grow a typical, high-profit school. The first steps starts with you—becoming a NAPMA Peak Performers/Master Sang TNT member—visit **NAPMA.com/TNT** for this limited-time offer! **MAP**

There's more!

Read the complete interview with Sang Koo Kang at MartialArtsProfessional.com





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Stephen Oliver, MBA
8th Degree Black Belt



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Rick Bell, Author, Speaker and President of EasyPay Automated Billing

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William "Scott" Kifer, 8th-Degree Black Belt
President of USA Karate, Inc., Carol Stream, Illinois

Details at MartialArtsBootcamp.com

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Tough Minded Lessons For Success From Gene LeBell The Toughest Man Alive



GENE LEBELL is the "toughest man alive" because he has been a Judo champ, the world heavyweight professional wrestling champion, an author, a TV announcer, an actor, a stuntman, a motorcycle expert and martial arts school owner as well as many other roles that have led to him being inducted into a dozen halls of fame. He even fought in the first mixed martial arts fight before anyone knew what that was.

His star students included Elvis Presley and Chuck Norris, and he has taught grappling to such greats as Bruce Lee, Benny "the Jet" Urquidez, Gokor Chivichyan, Ed Parker, Hayward Nishioka and Bill "Superfoot" Wallace, just to name a few.

During Gene's more than 25 years of wrestling, he did continuous stunt work for movies and television, and still does today. Having appeared in more than 1,000 productions, he is considered one of the top authorities in the world and he's earned millions doing it, from fighting with Bruce Lee on the *Green Hornet* TV series or playing Rodney Dangerfield's stunt double in the comedy film, *The 4th Tenor.*

After decades on the mat and in the ring, Gene has learned that success requires a tough mind as much as a tough body; and, since your goal is to succeed as a martial arts entrepreneur, he's ready to share a few thoughts and lessons from his life that will help you become tougher and more successful in the business of martial arts.

Some might think that Gene LeBell had an advantage from a young age to become the toughest man alive because his mother, Aileen Eaton, owned and operated the Olympic Auditorium in Los Angeles that was built in 1927 for the 1932 Olympic Games. Aileen was a remarkable woman who controlled the Los Angeles boxing and wrestling scene and was eventually inducted into the Boxing Hall of Fame.

The Olympic Auditorium has housed some of the greatest boxers and wrestlers of all time—Muhammad Ali, Jerry Quarry, Gorgeous George, Sugar Ray Robinson, Andre the Giant, Archie Moore, Sonny Liston, Joe Frazier, Lou Thesz and many other great champions.

At age seven, while hanging around the Olympic Auditorium, Gene approached Ed "Strangler" Lewis, a well-known wrestler, and informed him that he wanted to be "tough" like him. "Strangler" took the young Gene under his wing. Ed explained that with grappling you could do just about anything to your opponent. You could hit him; do heel locks, ankle locks, armbars, back locks and neck locks; tweak his nose; or choke him out. That's the path Gene chose, and the rest is history.

The lesson here is that you have an advantage similar to Gene's: you own and operate one of the few businesses in your community that can change people's lives, much the same as Gene's mother's business transformed obscure, inexperienced young fighters and wrestlers into legends.

You must seize your opportunity, and realize, as Gene did, that you must be tough if you want your opportunity to blossom into success.

No doubt, part of Gene's toughness and later success can be attributed to training with the toughest fighters and wrestlers of the day and watching the rest. All of them had to be tough to be champions; and those that worked with Gene certainly challenged him to emulate their high standards.

The NAPMA experience can have a similar positive effect if you're a small, struggling school owner who needs to "business-train" with those who have succeeded in the martial arts business. The basic education you'll receive as a Maximum Impact member will immediately help you raise your standards, from marketing to upgrade programs and, most importantly, charging the higher tuition you deserve. (Visit **NAPMAFreeOffer.com**.)

You can then move to higher levels of tough-minded, martial arts business learning as a member of NAPMA's Inner Circle or Peak Performers groups. It's a rare and life-changing opportunity to be a part of a group of like-minded, top school owners (or those soon to be), exchanging ideas and supporting each other. If you qualify, then membership in one of these groups will definitely toughen your mind for success. Visit **NAPMA.com/InnerCircle** for more information and an application.

Another lesson from Gene's life applies here. Even though he was born into an environment that helped to propel him to fame, he didn't just sit around Olympic Auditorium and passively watch. He asked Ed "Strangler" Lewis to teach him what he knew; Gene took the initiative—and at the age of seven!

Do you want to continue passively watching from the sidelines, while NAPMA members take advantage of their opportunities to learn the tough-minded knowledge that is helping to



From left: *"George Reeves was one of the nicest and most giving people that I have ever known." Gene LeBell, right, with George Reeves (Superman) and Noel Neill (Lois Lane), from the* Superman *TV Show; Gene works with The King on the set of* Blue Hawaii*; Gene as a Klingon warrior for a* Star Trek *production; and Gene shows his stunt motorcycle skills.*



From top: "Chuck Norris is an outstanding martial artist, a great actor, a good friend and a class act!"; Gene LeBell referees the legendary wrestler vs. boxer match between Muhammad Ali and Antonio Anoki in Tokyo, Japan, in 1976, which ended in a draw; with Sylverster Stallone in his 1989 film, Lockup; and Gene in his famous pink gi, poised to defend himself from an attacker.

A Champion in Any Arena

By the age of 20, Gene LeBell had 14 years of hardcore training from some of the best instructors and fighters in the world. With that preparation, he was ready for his first big stage: the 1954 National Judo Championship. Gene tore through the competitors and, after the smoke cleared, he was the last man standing. He had won the National AAU Heavyweight Judo Championship and the USA Overall Judo Championship back to back. Next, Gene took on the challenge of Professional Wrestling. He won more than 200 trophies, but the highlight of his professional wrestling career was his triumph over Pat O'Connor for the world's heavyweight wrestling championship in Amarillo, Texas.

grow their schools? It's time you learned as Gene LeBell did that you must be aggressive and actively participate in training your mind—it can be tough, but it is the surest path to success.

During Gene's first open judo tournament at the age of 14, he learned another important lesson and that is adaptability, or changing his mindset for success. During the tournament, the officials were horrified to see Gene performing illegal grappling moves on his opponents—tossing them into the air and jumping on them, dropping elbows on them and simply terrorizing his competitors. Gene had to quickly adjust his approach and learn to play by a different set of rules.

Focus on the last phrase of that previous sentence, "…play by a different set of rules." To succeed is to adapt and change. That's what you must do if you're operating a mediocre school that is performing well below its potential. Since 1994, NAPMA has been developing those "rules," the professional standards for sales, marketing, school operations, staff development, finance and all the other systems and processes that, if followed, will lead to success in the business of martial arts.

Gene succeeded in all the various roles of his career and life (including husband, father and friend) because he trained in virtually every major style of the fighting arts.

"The more education you have, the more money you'll make and the more you're able to do for other people, and the easier your life will be," LeBell said, during his 2007 *Sounds of Success* interview with NAPMA President Rob Colasanti.

"I've looked up to anybody that can teach me anything. I have an open mind. I have an 11-year-old grandson that can teach me how to use the computer," added LeBell. "Don't think, 'Hey, I can beat this guy up, so he can't teach me anything.' Have an open mind and learn as much as you can in life."

To echo Gene's words, the tough-minded martial arts entrepreneur is also a smart business builder who is learning today what he or she must know for tomorrow's challenges and is willing and eager to learn from others, regardless of their size or record.

You'll succeed in your role as a martial arts entrepreneur, when you train your mind in the major "styles" of the business arts: sales, marketing, operations, finance, staff development and customer service. To be a tough-minded martial arts entrepreneur, you must be prepared to train your mind with same dedication as Gene LeBell trained his body.

"I trained very hard when I was young; that was my

life. I did boxing, roadwork in the morning, went to school, and then afterwards I went to wrestling and Judo classes. I did a lot of aerobics and exercise. I used to do a thousand sit-ups every other day, then a thousand push-ups every other day, without stopping," LeBell told Colasanti.

"Since I'm a motorcycle buff, I'd take a motorcycle tire (not a car tire; it's too heavy), put on gloves and I throw the tire forwards, backwards, with one arm and two arms, and I'd go around the track at the high school or the college. What I tried to do was not to throw them just using my arms; I'd go easy like a golf swing, using my shoulders, arms, back, hips and legs, everything at once. This is important because you're using all your muscles.

"Say you're a 160 pounds and you're going against a 250-pounder. He uses his arms, but you're using your whole body. That equalizes it. I did that when I won the heavyweight championship twice in the Judo Nationals, I weighed a 170 pounds. In the finals, I had to fight a 180-pound guy both years."

"If you don't think of the future, then you won't have one. While you're young, work hard at whatever you want to be and be the best. You'll be the boss and make more money and be more respected," said Gene. "I've always said that the harder you work the luckier you get."

"The more education you have, the more money you'll make and the more you're able to do for other people, and the easier your life will be."

If you dissect that statement further, then you realize that what Gene means is that luck comes to those who are prepared to benefit from it. You don't sit around waiting for luck; you train to be tough enough to make a name for yourself in the fighting world, as Gene did, and then luck was his opportunity to make much bigger bucks as a stunt man.

The same applies to you: once you learn what you should know about martial arts business and your mind is tough enough to succeed at the first level, opportunities (or luck) will come your way, so you can move to the highest level of achievement, success and financial security.

A final word about Gene LeBell: It would be a mistake to think that just because he's reached his 70's that Gene LeBell isn't still a tough guy—he'd be happy to prove it to you any Monday night, when he invites any martial artist who is in the L.A. area to visit his school for a free first workout. The address is 11044 Burbank Boulevard in the San Fernando Valley.

As he said, "It's not to prove that I'm better, although I am better looking; but you teach me your techniques and I'll teach you mine. Tell them Gene LeBell sent you."

Read and listen to NAPMA President Rob Colasanti's entire interview with Gene LeBell at **NAPMA.com/GeneLeBell**. MAP

"Bruce Lee—My Student, Friend and Teacher"

A Gene LeBell story is like no other; and his memory of Bruce Lee is one of the best.

"I met Bruce Lee on the set of *The Green Hornet* TV show, when the stunt coordinator Benny Dobbins asked me to take some falls. He said there was a guy on the show named Bruce Lee who was unbelievably athletic and stealing all the scenes from the star because Bruce was doing ALL the fighting. Benny said he couldn't believe this guy; he was kicking like a jumping bean! You have to understand: they had never seen anything like Bruce Lee's fighting style in showbiz.

"When I arrived on the set, Benny told me to put Bruce Lee in a headlock or something. Well, I'm a good employee and I always listen to the boss, so I grab Bruce and he starts making all those crazy noises he became famous for. As a joke, I picked him up and put him on my shoulder like a fireman and ran the length of the set and back again. Bruce said, 'Put me down or I'll kill you.' So, I ran the length of the set again and he repeated, 'Put me down!' I said, 'I can't put you down or you'll kill me.' I then sat, with him on my shoulder, and talked to my boss and the other crew members for a couple minutes. He finally crawled off my shoulder and we all had a good laugh.

"Bruce called me for a few shows because he liked the way I took falls for him,—being a judo man made me pretty good at break falls. We became friends and worked out together and taught each other techniques. I liked working out with Bruce, but that stinky incense he burned in his gym always made me sick. I told him I wouldn't go there because his dojo smelled worse than a Chinese laundry house. Of course, I was only kidding with him, and, once Bruce learned that my teasing was all in good fun, he started to joke around too. Bruce came to my dojo after that. He was a great guy, and I loved him.

"Bruce loved to learn grappling, he ate it up! He said that people would never go for it in movies or TV because the fights are over too fast and most of the good stuff was hidden from view. He said they wanted to see fancy kicking, acrobatics, and weapons—he was a savvy showman who knew how to give 'em exactly what they wanted. I wish he could be around now to see how well grappling is doing these days. I remember when he kicked me really hard. I remember thinking it was a good thing he only wore a size-6 shoe, instead of a 14 like me, otherwise that kick would have sent me to China! He was strong for his size, lemme tell ya.

"I miss Bruce and wish he was still around today."

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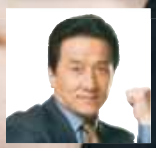
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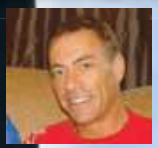
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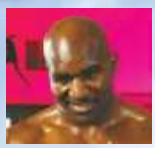
Take a Free "Test Drive" and "Drive Away" with $2,310.12 Worth of Martial Arts School-Growth Materials!

Includes "insider's access" to success secrets from these experts...and MORE!


Chan

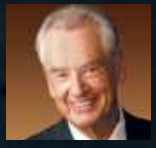

Li


VanDamm


Holyfield


Rhee


Robbins


Ziglar


Tracy


Hopkins


Hayes



Take a Free "Test Drive" and "Drive Away" with $2,310.12 Worth of Martial Arts School-Growth Materials!

Please be patient, read a few pages and let me tell you about NAPMA and the value we can bring to your life; and then decide whether you want to explore further—absolutely FREE.

First, My BIG PROMISE, before my FREE INVITATION

If you're ready for a NEW opportunity, then you will definitely find yourself in the right place with us. If you're ready for a creative experience that'll start your entrepreneurial juices flowing like never before, then you should be THRILLED that you've arrived here...

You'll certainly say YES to my FREE INVITATION.

Are you frustrated…

… Trying to grow your martial arts school, while maintaining the highest possible student quality?

… Wasting money, time or effort on marketing that doesn't work, or just barely helps you grow?

… Never actually building your martial arts school into a real martial arts business?

Would you prefer straight, blunt, "No-B.S." advice, solidly-based on my 30 years of "expensive experience" on the martial arts school business battlefield...supported by current, real-life examples of what's working?

Do you feel like you are working too hard for your living...not advancing fast enough?

If your answer is a BIG "Yes" and you've read enough, then don't wait a moment and go to NAPMAFreeOffer.com, immediately!

If you love SPEED—big, dramatic and FAST results—a real Martial Arts School-Growth Explosion...

...Then you and I may be about to become fast friends.

If you would love to find a single, all-under-one-roof, one-stop-shop source of legitimate, tested, proven, yet original, innovative, even radical strategies to transform your school into an extraordinary martial arts businesses, a virtual beehive of activity...to leverage every offline and online means of attracting students...to immunize and insulate yourself from recession...to increase dramatically your income, decrease your stress, improve your student service and make your martial arts school a lucrative career...

If you would love to have insider's access to the amazing knowledge our partnerships with the very best marketing, business and motivatinal experts and celebrity martial artists bring to you…a deep reservoir of practical advice at your disposal…and a constant stream of ideas that will help you be a GREAT martial arts school owner, instead of just "muddling through," year after year…

If you would love to find a "place" where truly smart, progressive and aggressive school owners with a love for martial arts, a sincere desire to grow their schools and experience huge financial success (with no apologies for doing so), and an optimistic, forward-looking attitude "gather" to exchange and share timely information and the strategies and techniques that are working today...

If you would value discovering and connecting with teachers, trainers and a coach and advisor who wasn't invented yesterday on the Internet...who has actually, dramatically built ROCK-SOLID Martial Arts Schools...has a 30-year track record...routinely makes Martial Arts School owners, big and small, into invigorating success stories and can prove it…

Learn more about claiming your Free "Test Drive" and "Drive Away" with $2,310.12 Worth of Martial Arts School-Growth materials. Visit NAPMAFreeOffer.com



SIGN UP TODAY SO YOU DON'T MISS THIS...

24 Free Celebrity Interviews all specifically focused on growing YOUR martial arts school business!



Chan



Rhee



Li



Kennedy



Hayes



Ziglar

My student base went from 83 to more than 450 students in less than 9 months!

NAPMA has set me free from headaches. Each month its new ideas and marketing materials takes away all the guesswork. With NAPMA, my student base went from 83 students to over 450 students in less than 9 months. NAPMA showed me the way. It's simple, follow the NAPMA guidelines, do a little cut and paste and you're on your way. Now I spend my time doing what I like to do, and do best...Teach. Experience the difference—NAPMA.

Bruce Drago
Master Drago's Karate
Reading PA

From 0 to Over 300 Students In Our First Year!

We moved to Santa Barbara where we knew one person and opened up a studio. We decided that it would be a good idea to go to the NAPMA convention and pick up a few ideas. What we found were programs that we could use to build and manage our business, an experienced, professional, helpful NAPMA staff, and other successful martial arts business owners that were happy to share their ideas on how to make a business grow.

We've been in business now for a little over a year, have over 300 students and we're still growing.

Here's a FANTASTIC OPPORTUNITY for you to "test drive" the most valuable package of school-growth materials available...

I will give you a **TOTALLY FREE OPPORTUNITY** to "test drive" NAPMA's Maximum Impact Membership and everything we're about and everything we now deliver to more than 1,500 Martial Arts school owners, who are singing my praises.

For 30 years, my life has been about growing Martial Arts Schools and, now, helping ambitious school owners use smart marketing, sales and business strategies to transform their Martial Arts Schools into Businesses that produce far greater profits and students…create wealth, personal freedom and security...and lead to expansive opportunities.

We've earned the respect of the Martial Arts World. We work daily and personally, neck deep, with hundreds of from-scratch, very successful Martial Arts School owners. Our experience is real world...of greater diversity, covering every type of Martial Arts style in every type of location...trusted by thousands of successful school owners...and continues to be current and cutting-edge.

NAPMA promotes systemized approaches instead of random acts of sales...breakthrough strategies that neuter the competition, allowing you to sell at premium tuition rates higher than your competitors, successfully...and our liberating philosophy and practical advice for exceptional Martial Arts School Success. Beginning, as I said, with an entirely **FREE, two-month "Test Drive."**

The very best marketing, business and motivational experts, celebrity martial artists and top school owners in the country teach you the techniques to make your school a success.



We happen to admire, respect and, yes, care for the great American Martial Arts School owner! In this day and age, when presidential candidates and media talking-heads are openly attacking and demonizing business, it seems to me someone must step forth as a voice and encourage and support the real heroes of our economy: the men and women of ideas, ambition and self-reliance.

Our Members tell me—in droves—that my encouragement for them to pursue success, guilt-free, passionately and proudly, create independence, and enjoy their rewards is as important to them as the incredible collection of practical "how to" advertising, marketing, Internet marketing, management, teaching, curriculum and "income explosion" information and examples we bring to them every month. **NAPMA IS THE "clearinghouse" of the most exciting opportunities and strategies.**

As a NAPMA Member, you will meet and be introduced to the most fascinating people...who care less about fame and more about creating phenomenal business success…as well as the most sought-after and celebrated experts.

But I'm a bit ahead of myself. We actually DELIVER TO YOU the ideas and motivation you need—like delivering a pizza to your door!

We are "THE place" where school owners, seeking FAST AND DRAMATIC GROWTH and greater control, independence and security, come together!

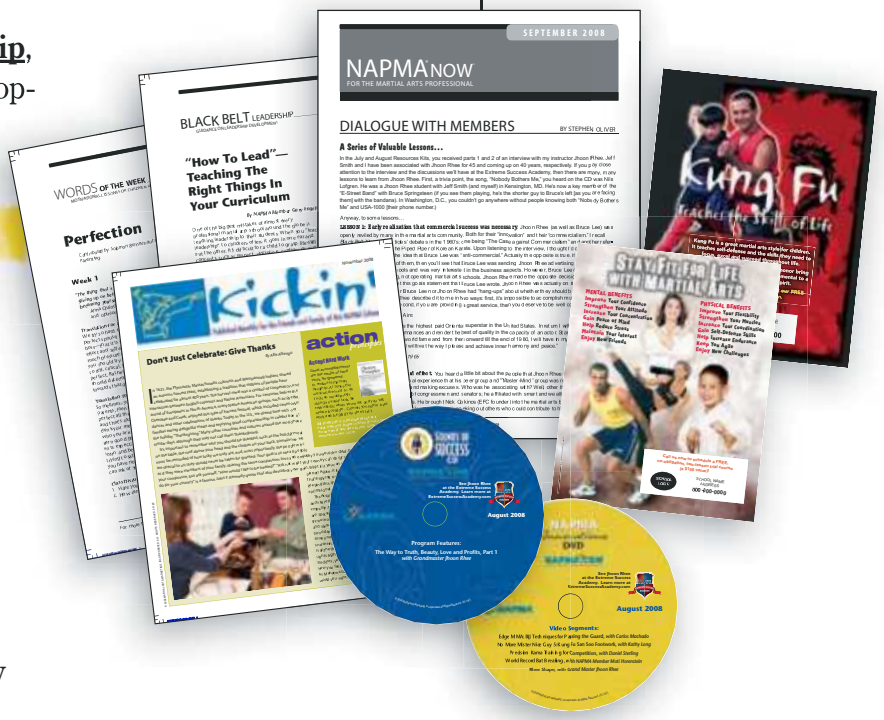
Just some of what you'll receive:

TWENTY-FIVE exciting and fast-paced, school-building interviews with the very best marketing, business and motivational experts, celebrity martial artists and top school owners in the country

60-Day Maximum Impact Membership, which includes two monthly school-development and support packages, plus extras ($199 per month or $398 total value)

The NAPMA Basic Tool Kit includes:

- The *NAPMA Innovations DVD*
- The *Sounds of Success Audio CD*
- Frequent, Professionally Designed Marketing Campaigns
- G.O.L.D. Leadership Team Curriculum Report
- NAPMA News
- Best Industry Practices in the Industry



For over 30 years I've kept my martial arts "sword" sharp by daily training, now I keep my business "sword" sharp with NAPMA. Thank you NAPMA. We couldn't have done it without you.

Dave Wheaton
Hapkido International
Martial Arts Family Fitness
Santa Barbara, CA

Your monthly support materials are worth 10 times what you charge!

First of all, I would like to thank you and NAPMA for your help. When my wife and I decided to open a martial arts school, we had practically no business experience. With your monthly business tips, eye-catching ad material, and video support, we've grown by leaps and bounds.

When we first joined NAPMA, we had approximately 25 students and were teaching in an old television repair shop out of the city limits. Both my wife and myself were working full-time jobs plus running our school full time.

NAPMA's advice allowed us to more than double our enrollment and be able to move to a better location.

We cannot begin to thank you enough for helping build the backbone of our dojo. We now have a student base of 130, and have recently expanded our school to double the size with a bigger lobby, smoothie bar, and a second classroom currently under construction.

This is now our full-time job. Our plan is to be at 200 students within this year.

Your monthly support materials are worth 10 times what you charge (maybe I shouldn't say that). Not only would they help a school just starting out, but also help existing schools by adding new ideas and maintaining retention.

Mark Myers
Myers Family Karate Center
Hammond, Louisiana



Two years ago, I decided to start teaching karate on my own and I joined NAPMA.

I started with 60 students, teaching for the Stratford Recreation Dept. Since then, I started two more programs at the town of Orange and the Valley YMCA in Ansonia. I now have my own business teaching full-time and have 180 quality students!

I bought my dream house six months ago and I'm the happiest I've ever been. Joining NAPMA helped me a lot! I use NAPMA's ads in my flyers, which are sent out to schools in the towns that I teach. I use many of the drills and business/marketing ideas that I get from my NAPMA packages every month. I currently have five instructors working for me. My business is growing faster than I ever imagined! Thanks NAPMA for

- The Ultimate Grow-Your-School Advice for Success
- Words of the Week Character Education Lesson
- "Done-for-You" *Kickin'* Student Newsletter

Maximum Impact Business-Building Kit includes:

- "Best Practices" Success Story Interviews with some of the top school owners anywhere. These school owners, grossing $30,000 to more than $1,000,000 per year in a single location or filling multiple locations, share their Insider Secrets to success with you each month.
- The Maximum Impact "Accelerate-Your-Growth" Martial Arts Business Training System. Each month, you'll receive a DVD or CD with POWERFUL School-Growth Essentials.
- "Grass Roots" Marketing Secrets to Grow your School by QUANTUM LEAPS, with little or no investment!
- "The Ultimate Student Retention System" to help you develop Incredible Black Belts and Keep EVERY student longer.

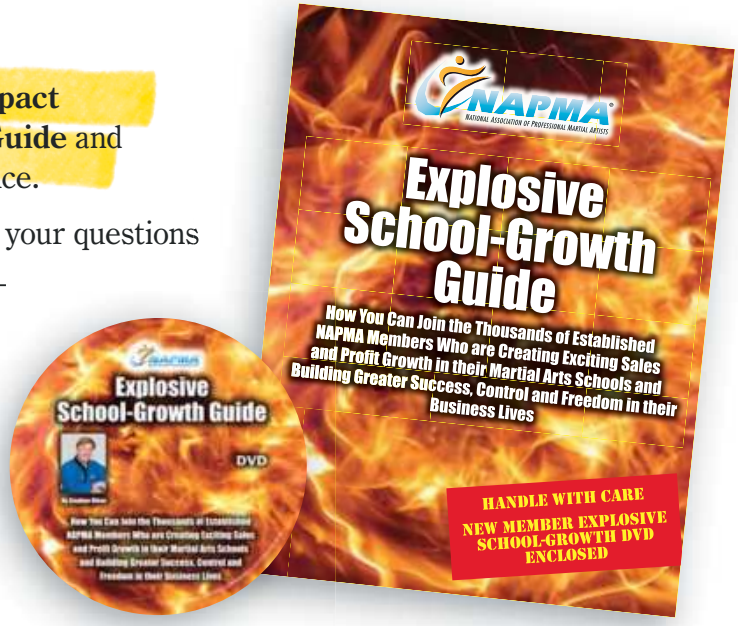
AND...

- *The Mile High Maverick Newsletter,* stuffed with Industry Best Practices, Lessons from the Leaders and Stephen Oliver's observations about how to achieve at the highest possible level in the Martial Arts School Business.

FINALLY...

The Monthly Maximum Impact Explosive School-Growth Guide and "Best-Practices" Teleconference.

Ask the "Experts" in our field your questions and learn the strategies to put your plan into immediate action and automatically grow your school!



EVERYTHING listed above is FREE...

…Including some stuff we didn't mention, but we'll ship you anyway. No catch. You just pay shipping and handling (two payments of $29.95 US or $39.95 International) and we'll ship you everything, including the free trial subscription.

Right now, you're "out there," but you can be "in here" with NAPMA and hundreds of school owners who are experiencing amazing growth and prosperity…and all you have to do is visit **NAPMAFreeOffer.com**.

Dedicated To Dramatically Growing Your School,



Stephen Oliver

Stephen Oliver, MBA
8th Degree Black Belt
National Association of Professional Martial Artists (NAPMA), CEO

PS: I'm not exaggerating when I tell you that you'll be receiving $2,310.12 of pure, powerful money-making, business-and-life-altering information FREE… with no strings attached. As you'll see, when you visit NAPMAFreeOffer.com, the $2,310.12 of FREE school-growth information is real value, not "made up numbers" just for this offer.

helping me become a professional martial arts instructor."

Chris Sansonetti
Superior Karate
Ansonia, CT

Being a member of NAPMA is a wonderful value for all school owners.

I personally feel that you and your organization have revolutionized the martial arts industry, and I think being a member of NAPMA is a wonderful value for all school owners. You guys are good. Once again, I just wanted to share my thoughts.

Lance Farrell
Farrell's U.S. Martial Arts
Des Moines, Iowa

I can proudly report that you have helped me grow into a successful business with two studios, five recreation centers, over 450 students and 11 instructors.

For ten years, I worked out of recreation centers and sports clubs. NAPMA helped me transition from a part-time karate teacher to a full-time karate school owner.

The programs that I currently use in my school, from self-defense to business software, have come to me through ideas from NAPMA conventions or from membership in NAPMA.

I have been in business for 17 years and a NAPMA member for the past 9 years. I can proudly report that NAPMA has helped me grow into a successful business with two studios, five recreations centers, over 450 students and 11 instructors.

I appreciate all that you have done and continue to do to help me with my growing business.

Ken Klotz
Klotz Institute of Karate
Bowie, Maryland

One of the Secrets to Success is SPEED!
Visit NAPMAFreeOffer.com RIGHT NOW…

…and sign up for this incredible offer or TURN THE PAGE and send in the FAX registration form.



FILL IN AND FAX THIS FORM NOW!

For a Free "Test Drive" and "Drive Away" with $2,310.12 Worth of Martial Arts School-Growth Materials!

PRIORITY FAX ORDER FORM

☐ **YES! I want to "Test Drive" a NAPMA Membership and receive $2,310.12 worth of fabulous school-growth materials, AND two months of FREE Maximum Impact membership.**

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Company/School _____

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Email _____

Billing Address (if different from above)

Name _____

Address _____

City _____ State _____ Country _____ Postal Code

Shipping method: ☐ U.S. & Canada – $29.95/month ☐ International – $39.95/month

Credit Card Information:

Name on Card _____

Card Number _____

Expiration Date _____ Card Security Code _____

Since we know you'll love the materials, and we know you'll probably never want to stop receiving this school-building, profit generating information, we'll continue your subscription at the lowest cost we've ever offered—currently just $199 per month (plus shipping and handling).

I authorize NAPMA to charge my credit card for the charges selected. I further affirm that the name and personal information provided on this form are true and correct.

Signature _____

I further declare that I have read, understand and accept NAPMA's business terms as published on NAPMA.com.

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Ringstar Is "Changing Everything," Especially Student Safety and School Profitab

Changing the martial arts industry's concept of safety through a giving-back philosophy has been the passion of Steve Shepherd, founder and CEO of Ringstar, ever since the day he decided that the footwear he and his kickboxing competitors wore were not safe enough.

That day was during Shepherd's kickboxing championship run during the 1970s and 80s, when he won world titles in four weight divisions and beat world champions in seven different weight divisions.

For 20 years, Shepherd had remembered how his competitors and training partners complained about footpads. They had no soles and a tendency to slip, caused hygiene problems and were constantly twisting on their feet, when kicking. It was the combination of his experience and these insights (and new manufacturing technology) that resulted in the founding of Ringstar in the 1990s.

Steve Shepherd was clearly no egghead scientist who stumbled on a particular chemical compound in the laboratory, but knew nothing about martial arts; or an entrepreneur who was moving from one industry to another, looking for a quick buck. His focus was on improving the safety of footwear for the martial arts he loved and the sport that had given him so much.

Although he knew nothing about footwear design, Steve worked with a cobbler to create a progression of prototypes that has led to the Ringstar line of competition-approved martial arts sparring shoes. You can see that interesting progression of shoe designs on the Our Story page of Ringstar Web site, **ringstaradvantage.com**.

In a recent interview with Toby Milroy, NAPMA vice-president of sales and marketing, Steve said, "As a school owner, I received many complaints from woman, who didn't like to be barefoot in gyms. All my students, males and females, were slipping on the mats when their feet were sweaty. It was obvious to me that they didn't like footpads."

"Later, when I studied the dynamics of closed cell foam, I noticed that it wasn't dense enough to protect your foot and, of course, the person you were kicking. You hurt your toes and the footpad was constantly twisting.

"My initial thought was to design a footpad with a sole, but that is essentially a shoe, so I went right to the shoe. I've often thought that I should have developed the footpad with a sole first, as a transition, but I'm sure I started correctly with the shoe.

"It's all about safety for me. I made money and a name for myself as a fighter and promoter, but this [Ringstar] is strictly about giving back. I've been involved with the martial arts all my life, almost 40 years, so now it's about making equipment safer."

Steve was not only a competitive kickboxer for 25 years and trained, managed and promoted fighters for 10 years, but also owned and operated martial arts schools. He clearly understands the safety needs of the millions of martial arts enthusiasts training at schools around the globe as well as how Ringstar's products benefit school owners.

First, school owners, large and small, are able to bridge the safety gap: the toe-in-eye problem and the elbow-to-the-instep accident.





Shepherd added, "In the real world, who wants a finger or toe in the eye or knuckles crashing against your teeth or nose? You may be an average martial arts student, child or adult, learning self-defense and greater confidence, but you don't want to walk around with a broken nose or a black eye, especially if you're a professional person, such as a physician or attorney. Schools couldn't attract students and owners couldn't make a living, if prospective students thought part of the martial arts experience included injuries and scars."

Second, safer training equipment could be a unique selling proposition, elevating a school's professionalism in the minds of parents. When a school owner shows parents the footwear and other safety equipment that it uses and recommends, the school owner is proving that the school's primary focus is to be as safe as humanly possible.

Third, the use of Ringstar products in the school could protect school owners from injury liabilities and reduce increases in insurance premiums. Many of the smallest schools in the industry, at a "hobbyist" level, are probably operating without adequate safety measures and liability insurance. The introduction of high-quality safety equipment, as offered by Ringstar, could be one of the first steps that moves an instructor from hobbyist to professional school owner.

Fourth, Ringstar safety products can become an alternative profit center because, as Shepherd stated, "You can make double the money compared to footpads."

"Many of the most successful school owners already sell our shoes, such as Jeff Smith and Bill Clark. They have a very keen interest in profiting from a pro shop, but too many schools don't have pro shops. They allow their students to buy equipment anywhere.

"Small school owners, the beginners, need guidance because they're missing maybe an extra thousand or two a month in pro shop revenues. Students must have equipment, so school owners should personally approve the equipment being used in their dojos and sell it. I would think that they would want to do that if they care about their students. I always developed a personal relationship with students; and I always cared about them and they knew it and that's one of the reasons why I was successful. They were not just a bank account to me."

Shepherd added, "Because our sales volume has increased, we've earned a better price for shoes, so we are lowering our prices quite a bit at the first of the year. We'll be wholesaling them to schools for less than $30 and retailing them for less than $60. Today, the wholesale price is $40 and retail is $80; so I think a school owner can makes $30, $35 a pair, which doubles what they make on a footpad."

When asked about school owners who might think that parents will be resistant to paying $60 or more for safe footwear, Shepherd said, "Students now pay $30 to $40 for footpads. They don't last and they're not nearly as safe. For a few more dollars, parents can purchase a product that is infinitely safer and very durable. In fact, we have developed a new compound that is actually softer and more durable than our current material; it's coming in our next line of shoes."

"I made money and a name for myself as a fighter and promoter, but this [Ringstar] is strictly about giving back."



Students and school owners benefit from an additional layer of protection, since all the major martial arts sanctioning bodies in the U.S., including ISKA and NASKA, have approved Ringstar shoes as well as every state, for professional competition.

As part of Ringstar's expanding relationship with NAPMA, Steve Shepherd was a guest at the 2008 NAPMA Extreme Success Academy in September, where he announced that NAPMA members and *Martial Arts Professional* readers would receive a 20% discount on their orders from Ringstar. MAP

THE ULTIMATE FIGHTING SHOES

Black Belt Magazine's 2008 "PRODUCT OF THE YEAR!"

Scientifically Tested...
proven to be safer than Footpads.
ASTM #EN132772





Ringstar Sparring Shoes are the best thing to come along for competitors and the sport since the invention of the safety equipment!

I just wish Steve Shepard would have invented it when he and I were competing! Lucky for us he invented a shoe for Instructors, too! He even thought of it before Nike did! What a genius, and to think he was a full contact fighter!

Jeff Smith
9th-Degree Black Belt
Former World Champion

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20% DISCOUNT
to all
NAPMA
School Owners
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.And Many More of your favorites

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Atlantic City New Jersey (4th Floor North Tower)

Jan 10, 2009 Hall of Honors Banquet 6:30 PM

{ advance tickets a must For Banquet }

Action giving back to our Martial Arts Community

For the 9Th year in a row, the Banquet of 2009 looks like it will again be a huge success. It is sure to be sold out, so don't' hesitate and send your paper work in ASAP, come on down and join us – be part of history. The Tropicana has given us a space in the North Tower to run our World Famous seminars. We will also have a limited area for vendor spaces. It wont be our usual event but Action wants to give back to our dedicated community by offering the seminars FREE and OPEN to all Martial Artists or just fans." So come down and join us and be part of the Action. Dinner Guest have VIP Access to full event.

Thanks Alan Goldberg & Peter Ticali

For More Information and Applications for The Hall of Honors

Contact : 718 856 –8070 Email 4martialarts@earthlink.net

"I Experienced Amazing School Growth When I Filled My School Calendar with Events, Promotions and Community Activities!"

Interview by Toby Milroy, NAPMA Vice-President of Sales and Marketing

JONATHAN METCALF

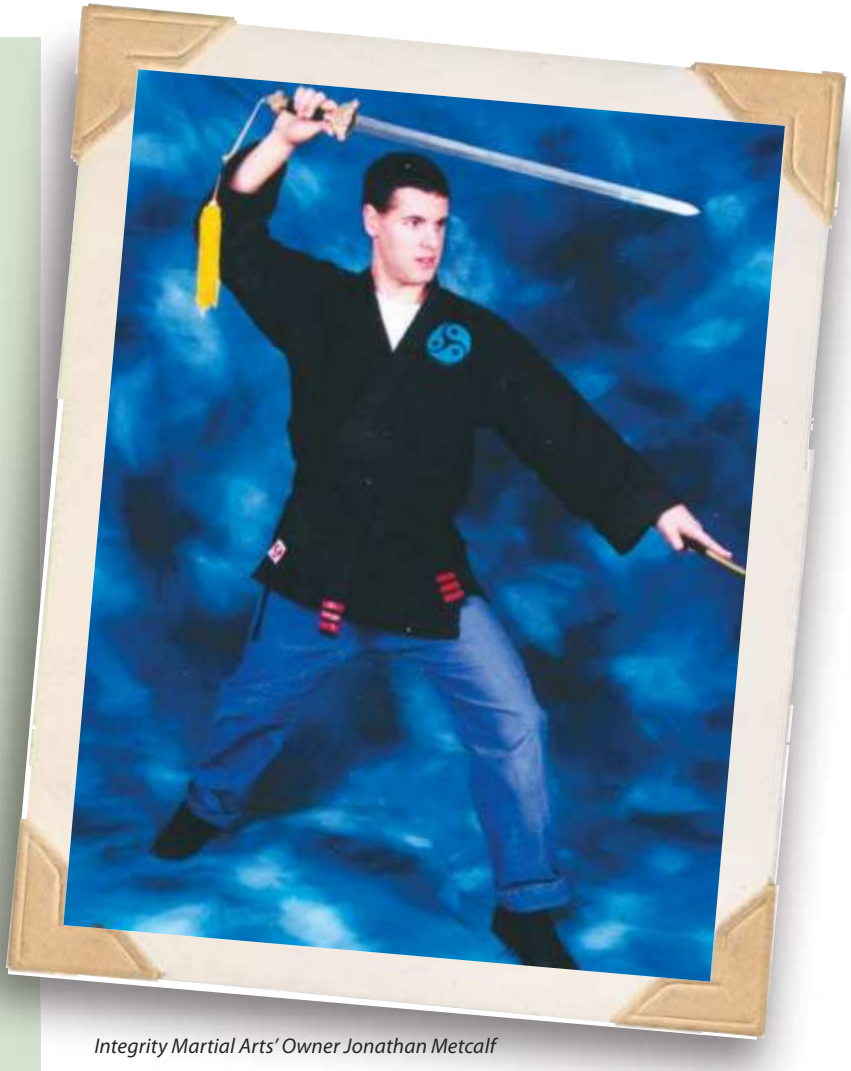
It's clear that the proverbial bright light has flashed in Jonathan Metcalf's mind—because he understands the BIG IT: owning a martial arts school is an extraordinary opportunity. He has discovered that you can continue to honor the traditions of your art as you change people's lives and serve your community, which just so happens to result in substantial revenues and personal income.

Another important trend that Jonathan Metcalf represents is that you don't have to own a mega-size school to be recognized in your community for what you teach and reap the resulting rewards.

You'll learn a number of the changes that Jonathan made that have led to a 5,000-square-foot school, with 300+ students and a starting tuition that recently increased from $99 to $157 a month.

What is most revealing about Jonathan's story is that he has been able both to initiate various events, promotions and community activities on his own AND learn new ideas and information as a NAPMA Inner Circle member. In fact, after learning about Internet marketing from Toby Milroy and other Inner Circle members, Integrity Martial Arts' owner Metcalf suddenly knew more than the Internet professional he had hired to improve his school's Web site!

Jonathan Metcalf discovered what you must discover: that success starts with you making the decision to be successful.



Integrity Martial Arts' Owner Jonathan Metcalf

Toby Milroy: Jonathan Metcalf is one of NAPMA's Inner Circle members, from Enfield, Connecticut, where he runs a highly successful martial arts school. You can learn much from him about how he has reached his current level of success and his goals for the future and how he will achieve them.
Let's start with a little bit of your background, style and school and its location.

Jonathan: I started working in the Enfield, Connecticut area through United Studios of Self-Defense, a franchise martial arts organization, and then I opened an independent school in 2000. I started martial arts in high school, which is much later than most students, but I was very serious about training during college when I started doing Kempo, which has been my style since then.

My current school uses a rotating curriculum, with a traditional Kempo base; but we've broadened that base with additions to the curriculum and character development programs.

I took a year to study in Asia—Taiwan, China and Nepal—because Buddhism is what turned me on to martial arts. I lived with Tibetan refugees in Nepal. The Tibetan people are very interesting, in terms of their discipline and meditation, and I learned just about every high level martial arts system they follow.

It makes you really appreciate the martial arts we have in America because what I was experiencing in Nepal, in particular, but also in Taiwan, was that the number of martial arts masters and quality teachers we have in the United States is at least as good as anywhere else in the world.

After about seven months in Nepal, I decided I wanted to expand my learning opportunities, so I went to live in Taiwan and stay with my Kung Fu teacher; that was an incredible experience. That school was intense and the instructor was very talented and skilled and didn't really hold any degrees in anything or teach a particular style.

Toby: Your school is very much like the current trend in the industry, which are smaller schools. I think it is instructive for our readers to know that you don't necessarily need a 10,000- or 15,000-square-foot warehouse to be very profitable and successful. In fact, you can be distracted by the expenses of a 15,000-square-foot facility, which tend to increase as profitability decreases. How many students do you have and what is the composition of your student body?

Jonathan: It's rather diverse; I have a large variety of programs and just a bit more than 300 students. My enrollment has been fairly stable during the last few years and the growth has been in the expansion of programming, price increase aside. I have fairly typical programming, in terms of the split between adults and children. Seventy of my 300 students are adults.

We have separate programs for 3- and 4-years-olds, 4- and 5-year-olds, 6- to 10-year-olds, teens and adults. In addition, we also offer Chanbara, XMA, Tai Chi and leadership programs that expand on the basic martial arts program.

Toby: I want to talk about your interesting marketing approaches and your community involvement.

You're running a very profitable school, and, obviously, as a NAPMA Inner Circle member, you're looking to be even more profitable and grow your revenues and student quality at a more substantial rate. What have been your big breakthroughs during the last two years to grow your school to 300 plus students with your diverse curriculum. What have been the one or two keys elements that have driven your success?

"That specific knowledge [use of Internet marketing] **has been so helpful** and is above and beyond the general information that you find in other martial arts professional memberships."

Jonathan: It's usually not one thing, but half a dozen small things that make a difference. My retention rate is better. During the last year, it was just over 96% on a monthly basis and that helps. That was about a percent better than it was the previous year. An improving retention rate makes a significant difference in growth, especially in large schools. One percent of my total student count is 3 students a month, or 36 students a year, so if I can make that much of a difference in a year, then that really helps. That was accomplished through better communication with the students and better customer service, and tweaking the curriculum to make it more accessible, more comprehensible to our young students.

We redesigned our 4- and 5-year-olds curriculum to be more

Learn more about the NAPMA "Inner Circle" only for school owners grossing $400,000.00 or more per year at NAPMA.com/innercircle

effective for that age group, rather than trying to teach them the same things we were teaching the 6- to 10-year-olds. Another thing that may be different about my school is that approximately 6 years ago, I hired a part-time employee whose primary purpose is to market the school. That employee now works 30 hours a week and 10 of those hours are spent as an assistant instructor, but the other 20 are focused on marketing. Janice is actively engaged in setting up community demonstrations and parks and recreation programs, so we're the designated parks and recreation martial arts program in Enfield and the towns to our north, west, east and south.

Those kids come to our program, every spring, winter, fall and summer, and some remain. We host demonstrations at the local mall, distribute flyers to the local schools and hold free seminars every month at the school that we advertise in parents' magazines. Next week is National Poison Prevention Week [March 2008], so we'll have a free seminar on poison prevention; and we're trying to convince some pediatricians to promote that to their patients as well.

Toby: That's a brilliant idea that all readers should note. Time and time again, we see chief instructors or school owners with marketing issues; they aren't generating enough leads and student appointments, not converting enough enrollment, and sit on their hands, not knowing what to do.

An idea like poison prevention training is so simple. How difficult would it be for you to join with three to five family practitioners in your area to host a National Poison Prevention Month activity at your school? That's a real easy sell and attractive to family practitioners and/or pediatricians. They should be ecstatic to mail flyers to their patients that announce a National Poison Prevention Safety Seminar, giving them something of value that doesn't cost physicians anything.

Jonathan: I suggest that your readers go online, where they can find other health-related opportunities. Every season, we have a CPR First Aid training course on weekends, when it doesn't interfere with classes. We have abduction prevention training and bully prevention training; and, February was Dental Health Month, so we had a special offer that we gave dentists to distribute to their patients. We plan a promotion like that every month. We're in the Relay for Life for cancer. We try to do community outreach because (a) its fun and (b) its good marketing.

Learn more about Stephen Oliver's Coaching Program and how you can participate in this "Millionaire Maker" team of winners at MartialArts-Mastermind.com

Toby: We always try to focus our members' thinking on four primary components for school growth: enrollments, renewals, retention and higher student quality. Most likely, a poison prevention class or similar events won't help with your student quality that much, although, those events or special classes will result in better educated students. Such events do help with the other three: enrollments, renewals and retention.

Your students are involved in the community; therefore, they're visible to other potential students, so that's your enrollment factor. Number two is renewals. Now, you have a story



to tell about leadership that's very applicable and congruent with your message in the school.

I know your leadership team, much like ours at Mile High Karate, is very focused on teaching significant leadership skills to students. Your events provide them with opportunities to lead other people, to serve them. These community activities are teaching your leadership students the lesson of service, and putting people's needs above the students. The fourth component is retention; and the more your students are engaged in such activities, the more likely they are to remain students longer. It's a tried and true fact.

Jonathan: There's one other factor that really makes a big difference for my school. After listening to Master Oliver and other experts saying that I should raise my tuition, it wasn't long ago before I went from $99 to $157 a month, with the intention to increase it again in August.

When you're teaching punching and kicking as your primary focus, even if your marketing other benefits, such as respect, discipline, self-control, etc., which are common in martial arts school marketing, and the parents recognize what you're doing, they'll be hard pressed to pay much more than another sport or activity. When they start to view what you're doing as character



Left: *Students take advantage of Integrity's homework room to sharpen their academic skills.* ***Above:*** *Integrity Martial Arts has leadership programming for students as young as six.*

education, then that has a much higher price tag than sports. Parents understand that concept, so it's really helpful to educate parents on the benefits of martial arts beyond what looks like just punching and kicking.

Toby: Absolutely right. You mentioned a point that can't be over-emphasized. It's not lip service. I've seen it happen in the industry a few times with some major organizations. They introduce this new concept, Black Belt Club or Master Club, and, all of the sudden, students are attracted to it, and it becomes anecdotal. Instead of the instructor or school owner, who's implementing this program, really understanding its components and goals that must be in place to be of high value to the customer, the school owner hears the words "Master Club" or "Leadership Program," and thinks, "Oh, great, I can charge more money and my students will be happy; great, let's do it."

You said it must be about more than just punching and kicking, not just in the words, not just telling the story once in class. This is about actually learning these skills. I think that's a huge misstep that schools can take that can be disastrous for them.

Aside from your community involvement activities, what are your other major lead-generating activities during the last couple of years that have helped you reach the 300-student level?

Jonathan: We generate leads through two programs, both involving the local academic schools. We've developed such a reputation that schools are allowed to partner with us, with minimal objection from the attorneys and accountants at the schools, who sometime balk at the fact we're a business.

Now, we can distribute flyers throughout the school system, which was incredibly effective, and run after-school programs at the schools. Our most successful is at an elementary school with 400 kids, and 140 of them registered for the program, which resulted in 35 becoming students our school. We were running seven or eight after-school programs a year with results in that same ballpark.

Remember, it's not one or two promotions; it's ten of them. For example, I recently spent an hour and a half with someone who's tweaking my Web site to try and capture more of the traffic that's coming to it. What I discovered is that I had plenty of traffic on the Web site, but it wasn't converting enough of that traffic into solid leads and enrollments, so I can increase that ratio from 2 to 4 a month to to 8 a month, that's 50 a year, more or less, of additional students.

Toby: Effective use of the Internet has been a topic that we discuss in the Inner Circle group. Members of that group are pinpointing their Internet objectives and how to attract customers. The two primary keys are capturing data and converting that data into enrollments. The Internet is certainly an underutilized media in the industry that deserves much more time and attention.

Jonathan: I want to return to something you said about the value of the Inner Circle group. When I met with this Internet professional to tweak my site, I discovered that I could present him with ideas and resources with which he wasn't familiar because I had learned so much from you, Jason Yi and other Inner Circle members. That specific knowledge has been so helpful and is above and beyond the general information that you find in other martial arts professional memberships.

The other significant value of being a member of the NAPMA Inner Circle group is the masterminding. I've been writing so much and I am so enthusiastic about developing new programming. One of the exciting things for me is that, at this stage, I'm the most successful school in the area, so it's great to talk to school owners of similar size and success as well as those who are ahead of me.

Now, when I create something new, I'm not creating it from thin air; I can actually model it on another member who has a similar program in place that's working better than what I'm doing at my school. The result is that my school is on track for a really big month, and I think much of that has to do with being a member of NAPMA's Inner Circle group. **MAP**

There's more!

Read the complete interview with Jonathan Metcalf at MartialArtsProfessional.com





Never Miss a Call Again

Book more appointments and increase your revenues with New 24/7 Telephone Answering and Appointment Services for NAPMA members

Your school's growth and profit potential depends on every link in the revenue chain—from marketing to prospect phone call to appointment to intro to enrollment to renewal and long-term retention—to operate at optimal levels and with professional excellence. Any weakness in the chain can disrupt the entire process and negatively affect your revenues.

Your phone procedures may be the most important link because that is your first opportunity to talk with prospects, make a lasting, professional impression and quickly book their intro appointments.

As valuable as your telephone is to your revenue chain, it can also be an interruption if the instructor must disrupt classes to answer the phone; or he may disregard phone calls altogether, so he can concentrate on teaching, not aware that new students and revenues are disappearing because prospects hang up or their calls go to voicemail.

As NAPMA continues to grow, it's able to develop new relationships with various service providers to make a NAPMA membership the most valuable and professional continuing education and support program in the industry.

NAPMA has partnered with a leader in the telephone answering service market to offer NAPMA members two different packages, plus special discounts and exclusive savings just for them—and you, if you become a member at **NAPMAFreeOffer.com**.

The **Live Receptionist Package** includes 24-hour live receptionist services; custom scripts for your business; and receptionists to answer overflow calls, after-hours calls or every call; and it's available nights, weekends and holidays at no additional charge.

The **Appointment Scheduling Package** includes online scheduling software, with instant updates from any computer; so live receptionists can book intro appointments directly to your calendar. Appointments can be scheduled for one or multiple locations and the system sends e-mail reminders of prospects' appointments.

Far too many school owners have overlooked the value of excellent phone procedures and how they directly affect appointment ratios and all other revenue-generating steps downstream. Frankly, many schools are without adequate staff or staff training and often do a poor job handling prospect calls.

Every time your staff members handle prospects' call incorrectly or you miss prospects' calls or they leave voicemails, you are losing business. Your prospects are much more likely to schedule appointments, if they're able to talk with someone—and if that someone is a professional receptionist, with many hours of training and using your custom phone answering script.

In many cases, schools don't even know they are losing new students because, when prospects' calls are not answered or answered unprofessionally, school owners would never know if those prospects went to other schools.

Of course, you should keep statistics of how many prospects' calls you receive and how many become appointments, but it's impossible to count how many prospects you lost because they were handled unprofessionally on the phone. The new NAPMA 24/7 Telephone Answering and Appointment Service won't let that happen—every call is answered professionally at any time of the day, and more appointments are booked because the highly trained receptionists have the experience and the know-how.

With this new NAPMA member benefit, you can concentrate on teaching and growing your school because you know your phones are being answered professionally, every hour of the day and every day of the year, and your intro calendar is filling with little or no effort on your part!

That little effort on your part is visiting **NAPMAFreeOffer.com**, where you can quickly join NAPMA, receive a fabulous school-growth package worth $2,312.10 and start to boost your revenues immediately with the many NAPMA member benefits, such as the new NAPMA 24/7 Telephone Answering and Appointment Service. **MAP**

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What is TNT?

TNT combines the best of Tae Kwon Do, Thai Boxing, stretching and other conditioning drills into the ultimate workout. More importantly, this system enables you to eliminate "downtime" by filling the gaps in scheduling and to promote your business in a whole new way. This is not another birthday party or sleepover program to generate a few extra bucks; this is a program that will increase your overall bottom line by tens of thousands of dollars annually — GUARANTEED.



"Master Sang's TNT program takes the business of martial arts instruction to the highest level. If you want to dramatically increase revenue and maximize your profits in the shortest amount of time, you owe it to yourself to order this series."
- Mark Cheng
Contributing Editor, Black Belt Magazine

Why TNT?

TNT takes into account that traditional martial arts classes are not for everybody. CEOs, actors and actresses, doctors, lawyers, business professionals and working mothers and fathers have demanding schedules and must have the flexibility to train based on their schedule and needs, not yours. With TNT, you can fulfill their needs and offer personalized instruction in a whole new way never seen before. In addition, you will learn techniques to better position yourself as the martial arts leader in your community and will have clients coming to you.



Master Sang and Glen (Mayor of Golden Beach) Private Lesson Student

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Martial Arts Professional Asks...



Tony Robbins

Personal Development Expert

Please elaborate on the importance of continual growth and improvement in the martial arts field, or in any field for that matter?

Anthony Robbins is considered the greatest personal development expert of all time. He is the chairman of six companies and his teachings have impacted the lives of an estimated 50 million people. He is a Black Belt and the recipient of NAPMA's 2003 Lifetime Achievement Award.

Tony Robbins answers...

I would add not only in any field, but also in life. Though we all have different backgrounds, educations, languages and religions, I am convinced that humans have six needs. Certainty is one of those needs. One of the attractions of martial arts for many people is to increase their sense of certainty, that in any environment they can be in control of their lives. The martial arts fulfill that need at the highest level because it challenges and stimulates. We all need to feel significant, unique or special, and the martial arts provide a unique way of living at a higher level of discipline. It is a different structure than the average person will experience throughout his or her life.

We all need connection and love. The martial arts allow you to connect with your spirit and a higher spirit as well as other people. I believe the highest level of martial arts is where you feel every aspect of your opponent, and you and your opponent are one. That power is extraordinary. There is also the camaraderie and connection we feel in the dojo, as we are learning skills and expanding our minds.

The martial arts meet those four fundamental needs: certainty, uniqueness, connection and love, but the ultimate needs of all human beings are to grow and contribute beyond oneself. Those two needs create fulfillment. We must grow or we die.

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Those are the laws of the universe. Everything in the universe contributes or is eventually eliminated, if nothing else, by evolution.

We must to live by the philosophy of CANI, Constant And Never-ending Improvement. You are only happy when you are constantly driving yourself to grow. I have a friend who is worth 5-1/2 billion dollars, and he always talks about the tough, early days, when he was scratching to survive because that is when he experienced the most growth. His companies were a source of certainty for him, always challenging him. It was constant significance for him because he knew he had a unique place. He felt connected to the people who worked for him. He had to grow to keep it going. He was always contributing. When he sold his business, he was happy for about four months. He had lost his purpose that formerly satisfied all of his needs, so now he runs a business again.

> **"We all need to feel significant, unique or special, and the martial arts provide a unique way of living at a higher level of discipline."**

My advice to anyone in any field is that you must be constantly scheduling your growth. You must go after it, pursue it and schedule it. Then, it is real. If you talk about stuff, then it is a dream. When you plan it, it's possible. When it is part of your schedule, it is real and you will have a different life. **MAP**

Listen to the Free Tony Robbins Teleconference: Leadership from the Inside Out

Tony Robbins has long been a favorite of martial arts professionals and enthusiasts. He has contributed to the growth of martial arts and the industry in many ways.

In this free teleconference with NAPMA President Rob Colasanti, he presents his perspective on leadership, stating, surprisingly, "You don't have to work on your leadership skills as much as you do your spiritual intent. If your intent is high, you will seek out masters in the area of leadership."

You'll also want to learn other important secrets of personal development: becoming a better motivator and the importance of continual improvement, encapsulated in Mr. Robbin's philosophy of CANI, Constant and Never-ending Improvement; how to have a positive influence on teens; and how to build on success.

Visit **NAPMA.com/TonyRobbins** for more information.

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"Karen knows her stuff! She's had Mile High Karate schools in major newspapers, on CBS, NBC, ABC and FOX affiliates…even on national satellite radio. We've also had several magazine articles, plus we were getting calls from *Good Morning America*, *The Today Show* and Montel Williams!"
Stephen Oliver
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Mile High Karate Schools

"Karen's inside understanding of how the media thinks allows her to quickly and easily get the right kind of attention. Within weeks of engaging Karen, we had four major TV media exposures, a 10-minute radio interview, and a full-page newspaper article, plus karate magazine exposure. I would not even consider trying to navigate the media maze without her!"
Sam Rosenberg
CEO, INPAX, Pittsburgh PA

"Karen's skills and media experience created an incredible marketing opportunity for White Tiger. Her magazine cover story not only gave us added credibility and recognition in our community, but it has opened the door for product endorsements, acting and speaking engagements around the world!"
Master Rondy Chang
White Tiger Taekwondo
Raleigh-Durham NC



MASTER KAREN EDEN is a published author and former radio and TV personality, who has appeared on CNN, FOX National and Animal Planet. She has also appeared in two major Hollywood productions. Karen has written for and appeared in many martial arts publications over the years. Her books include *The Complete Idiot's Guide to Tae Kwon Do* (Penguin Books) and *I Am a Martial Artist* (Century Martial Arts.) She is also the poet behind the popular I Am a Martial Artist product line.

Martial Arts Professional Asks...



ACMA board member Brian Tracy is a Karate Black Belt and a world-renowned expert in the field of human development and motivation. Much of his success is a result of the discipline he learned through martial arts training. You can contact Brian through ***MartialArts Professional.com****.*

Brian Tracy

Karate Black Belt and Human Potential Expert

Why is it important to have a crystal-clear vision of where a person wants to go in life?

Brian Tracy answers...

This is one of the most important things I've ever learned: Successful people tend to be future-oriented. Unsuccessful people tend to be present- or past-oriented. You can tell if a person will be successful by listening to his or her predominant conversation.

If people expect to be really successful, then they can talk about the future most of the time. They talk about where they're going, not where they've been. They talk about what they want to accomplish, rather than what's happened. They talk about their goals, rather than who's to blame for their problems.

You find that unhappy people are always looking backward, but successful people have a future vision. Now, what is your vision?

To answer that, apply the "magic-wand" technique. Imagine that you can wave a magic wand over your life five years from now and your life would be perfect in every respect. If your life was perfect in every respect five years from now, then what would it be? What would you be doing? How much would you be earning? How much would you have in the bank? In what kind of home would you live? What kind of lifestyle would you and your family be leading?

In other words, just fantasize about this for a period of time. I do this with Fortune 500 corporations. I did this exercise with the top people at a $170-billion-dollar corporation a few years ago.

Now, you have a clear vision of where you want to be in five years. Let's return to the present and de-



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termine what would be the first step that you would take to begin moving toward making your vision a reality. Then, what would be the second step, and so on.

It's absolutely amazing how your life changes when you imagine that you have no limitations. You create your ideal future vision and then you take that first important step.

For a martial arts school owner, those key questions could be: "How big of a school do I want? How many staff member do I want working for me? How much money do I want to earn? What kind of car do I want to drive?"

> **"Successful people tend to be future-oriented. Unsuccessful people tend to be present- or past-oriented."**

Now, here's an important thing to remember: There are always several ways to reach your goals. So, you start with the end in mind. For example, "How much do I want earn per month or per year?" There are several ways you can do that. One school owner might say, "I can increase the size of my school." Another school owner may decide, "I'll open another school." There are all kinds of ways you can achieve your financial goal, once you have it. MAP

Listen to More of Brian Tracy's Success Secrets at NAPMAFreeOffer.com

You can fill your continuing-education calendar immediately, when you visit **NAPMAFreeOffer.com**, where you can listen to Brian Tracy's *Success Principles for Martial Arts Executives* and 24 other exciting and fast-paced, school-building interviews, with the very best marketing, business and motivational experts; celebrity martial artists; and top school owners.

- The inspirational stories of Jackie Chan, Jet Li and Jean Claude Van Damme.
- The secrets of hard work from the great champions, such as Joe Lewis, Jeff Smith, Kathy Long and Evander Holyfield.
- Highly successful entrepreneurs, such as Jhoon Rhee and Stephen Oliver, tell their wealth-building stories.
- Great business, marketing and sales geniuses, such as Dan Kennedy, Jay Abraham and Tom Hopkins, will guide your success.
- The "masters" of motivation, Zig Ziglar, Tony Robbins and Lee Milteer, will change your mindset.

Read all the details, starting on page 41, and visit **NAPMAFreeOffer.com** to access these interviews and receive a Free School-Building Bonus Package worth $2,310.12.



Larry Shealy & Charles dos Anjos

I attended the November 2007 KID-JITSU® Program and all I can say is WOW! This Certification Program was one of the BEST - and I mean BEST - that I have ever taken. I have NEVER taken any Ground or BJJ Instruction before, and what Larry and Charles showed me was GREAT!!! I could not give a higher recommendation for this INCREDIBLE program. My schools will benefit greatly from what I gained through this certification. - Jason David Frank, 6th Degree Black Belt, Actor, Multiple School Owner, Rising Sun Karate, Houston TX www.risingsunkarate.com

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Lee Milteer

NAPMA Inner Circle and Peak Performers Success Coach



Time Management for Large and Small Martial Arts School Owners and Staff

Stephen Oliver

8th-Degree Black Belt, NAPMA CEO

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You can achieve new levels of success when you learn how to manage your time better and use it more efficiently, effectively and productively. In this comprehensive series, Lee Milteer, time management expert and success coach, and Stephen Oliver, NAPMA CEO and founder of Mile High Karate, teach you the concepts and techniques of excellent time management that will improve your use of time.

Lee Milteer is a widely regarded time management expert and success coach who has helped major global corporations, businesses of all sizes. Now, as NAPMA Success Coach for its Inner Circle and Peak Performers groups, Lee joins with Stephen Oliver, NAPMA CEO, an owner-operator of multiple schools for 25 years, to guide you through the often misunderstood concepts and overlooked profit-generating power of professional time management.

The Millionaire Smarts Time Management Series for Martial Arts School Owners includes:

- Three audio CDs featuring Stephen Oliver, who walks you through the insider's secrets of effective time management for martial arts school owners, including: *Time Management for Staff and Instructors, Time Management for Single School Owners and Time Management for Large School and Multi-School Owners.*
- Five audio CDs containing the Lee Milteer *Time Integrity for Martial Arts School Entrepreneurs Series*.
- Transcripts of the interviews with Stephen Oliver and Lee Milteer, plus 20 Continuing Education Study Guides covering the principles presented in the *Time Integrity for Martial Arts School Entrepreneurs Series*.



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National Association of Professional Martial Artists



Sang Koo Kang owns Master Sang's TNT Martial Arts Centers in Miami Beach, Florida, where he teaches 800 students. Master Sang is a 6th-Degree Black Belt in Tae Kwon Do and a master of Hapkido, Muay Thai boxing and weapons training.

Earl S. Bagan has been a student of Master Sang's for 11 years and holds a 3rd-Degree Black Belt in Tae Kwon Do.

They can be reached at ***NAPMA.com/tnt****.*

Sang Koo Kang and Earl S. Bagan

You'll Like the Results, When You Give Your Students Exactly What They Need and Want

Most likely, you have been studying, training and teaching martial arts for many of years, maybe since you were young. You are an expert martial arts teacher and professional, helping students with their studies and lives.

Most school owners, however, while professional martial artists, are not professional business people or professionals at generating income for their schools.

This is one of the reasons I created the TNT system. It stands for Tae Kwon Do N' Thai boxing, a unique combination of martial arts and training techniques, packaged so that others can easily incorporate the system into their schools.

By incorporating these techniques, you and other school owners can raise your standards. I want to help bring martial arts to the level of other professional sports and their athletes, such as baseball or basketball players.

Martial artists are not thought of that way because we don't think that way ourselves. If we begin to think and act that way, we can raise the standards of our training, so we are recognized as a profession, and as professionals.

The main component is how to run your school, any school. Students and potential students have different needs and are all seeking something different.

Some want to learn self-defense and others want to learn to fight. Some want to lose weight and be in shape, while others simply want to exercise and stretch or conditioning.

We must learn to ask what they want, and how to give it to them. Then, we must follow through and deliver what they desire.

If they want to kick and punch, then concentrate on those techniques. Maybe, they want detailed instruction on specific movements, requiring one-on-one attention, so then offer them private lessons.

One private lesson is equal to five group classes of learning and the results you can produce. Group classes are fine, but private lessons allow special attention to specific areas that desire or require focus. Private lessons can be personalized to target individual needs.

Perhaps a child needs extra help, or is doing well, but wants to concentrate on specific areas. Adults can also benefit because they can see results quicker, and classes can match their schedules.

As a business owner, you are competing with other martial arts schools and any other interests requiring disposable income. We are in or near a recession and gas remains expensive. People are cutting many non-necessities; yet, they are still willing to spend money on private lessons. You can buy a TV for $500 or $7,000. You can buy a car for $10,000 or several hundred thousand, and anywhere between.

Most important is quality. Certain people will always be willing to pay for what you give them, if you distinguish yourself in the market and consistently provide them with a quality version of what they want.

There are also CIT (certified instructor training) programs. These are targeted to teenagers who have plenty of time on their hands, such as afternoons after school, early evenings and weekends. Time on their hands can lead to trouble, especially if they begin hanging out with the wrong crowd. CIT students help younger children and perform various school duties, such as cleaning.

They learn how to help the younger ones. It build character and responsibility. They learn patience and how to teach, while improving their own skills. Equally important, they learn how to lead by example and motivate. They serve as role models for younger students, as someone they want to become. CIT students learn to keep busy with positive things and focus on their schoolwork and responsibilities at home. They develop good habits, while leading by example.

A CIT course consists of 1,250 hours of training for approximately $8,500 per year for three years. The course teaches them to be expert martial artists, excellent members of society and how to be successful at the business of running a school. As they progress, they can become the chief CIT, and then certified instructors, chief instructors and finally school operators and owners.

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Toby Milroy NAPMA Vice-President of Sales and Marketing

Locking a Steel Cage Around Your Student Body…the Keys to Ironclad Student Retention, Part 6

Toby Milroy is a 4th-Degree Black Belt, school owner, Mile High Karate Regional Director and NAPMA's Vice President of Sales and Marketing. He can be contacted through ***NAPMAFreeOffer.com*** *or* ***MileHighFranchise.com****.*

Providing exciting and productive classes that your students perceive to be valuable is the fourth essential key to "lock the back door" for long-term student retention.

Social Engineering to Reinforce Student Longevity: Creating an Experience for your Students and Families

Consumers always have internal, unspoken pains, wants, needs, goals and reasons for "why they buy." They are often embarrassed, protective, uncertain and/or unclear about these reasons; and, in many, cases we (as humans) don't understand them. Since these needs are, for the most part, unarticulated, we have to understand them and fulfill them, if we want to provide a truly AMAZING experience for our students!

I live just outside Orlando and have the opportunity to visit the Disney Parks quite often. Consider the average experience at a Disney theme park. The rides are OK, the food is expensive, it's usually quite crowded, very often brutally HOT, and it's a 100% guarantee that you'll see at least 220 three-year-olds throw fits! Does Disney have the cheapest admission or the best rides?

You'll also notice that the Disney staff and cast are IMPECCABLE. The park is immaculate; in fact, after hours they actually vacuum the grass! Why does Disney put so much emphasis on its looks? Why does Disney consider it so important that EVERY cast member displays the "Disney Smile" and that each dramatic set is SPOTLESSLY clean?

It's so important because the actual product or service is only one component of creating an outstanding experience for its customers, which also applies to you.

Just like Disney, vacuum the grass.

We must consider the full spectrum of the needs of our clients. Our classes, of course, must be exciting and productive for students and valuable to their families; but, in addition, they MUST address our students and families' other unspoken needs. Your product or service must be impeccable just like the Disney property, but just as important is creating the right environment for your customers, so they experience the full effect.

For example, human are very social creatures. What are you doing in your school or what can you do in your school to create a social environment for your students and parents?

Obviously, a rich and deep event schedule, including family, buddy and martial arts skills activities activities, go a long way to create an environment that maximizes your student retention.

For example, humans need to feel helpful; so how can you structure a system in your school to ask for your students, parents or families' help to maintain the classroom and reward students who are demonstrating the lesson of the day? We can also them to help us with referrals, to plan event and give us feedback on the results of our event.

Since humans like to be helpful, it is very important for us to systematically ask for their help. Simply by asking your students for help, they are naturally drawn to you, and become more anchored to you and your school.

Humans also need to feel important, listened and included. There are many techniques that we can use in a school to facilitate this need. One of which is having your students and their families participate in the growth of your school: asking their opinions about your facilities, their favorite instructors and their experiences and accomplishments as students – and by extension, stimulating their need to be accepted by their social group and by her peers.

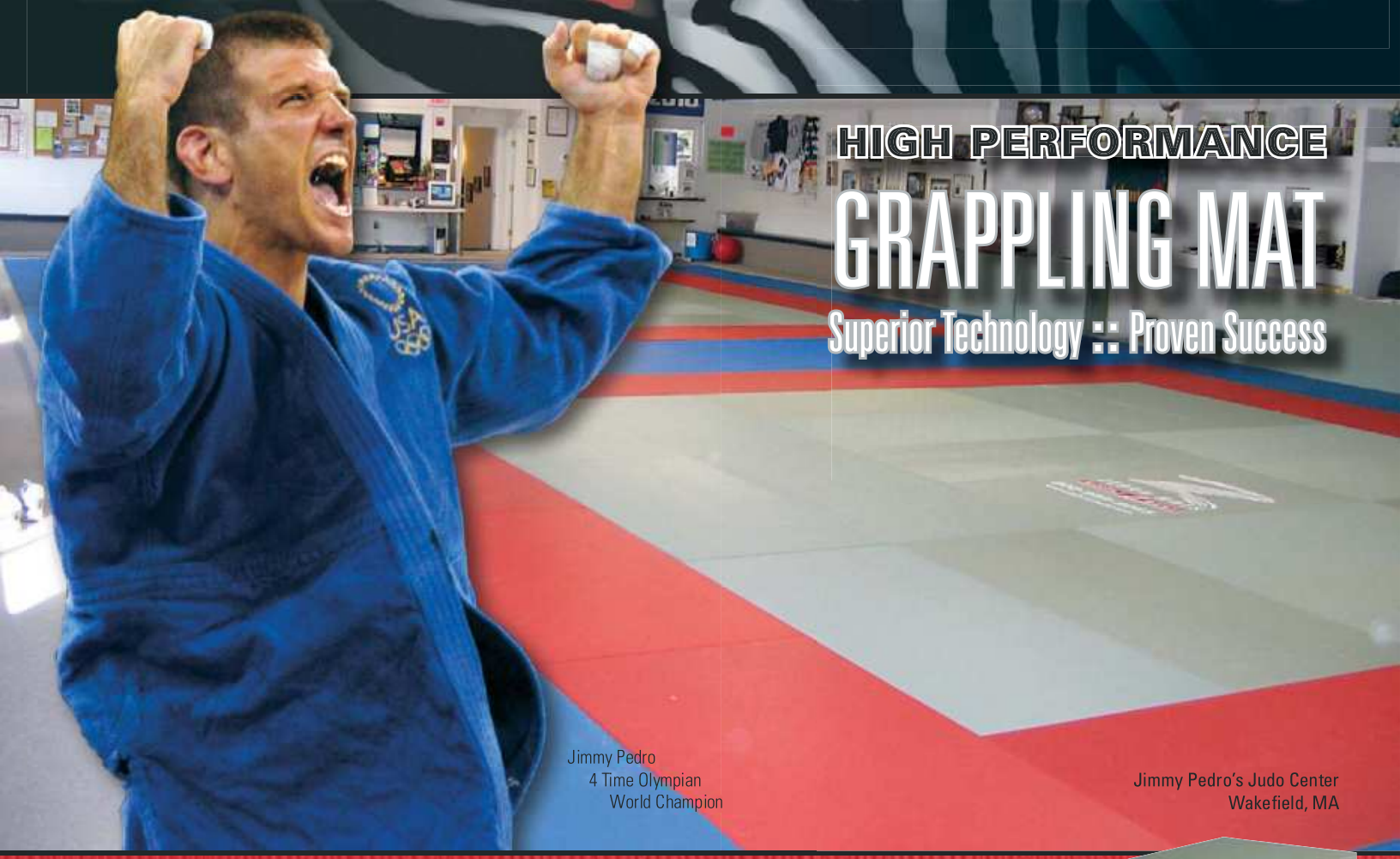
Obviously, in our martial arts schools, we have a tremendous opportunity to recognize our students for their accomplishments and overcoming obstacles, but what about their families and the people watching from the lobby? Recognize families. What can we do to recognize those people who are valuable to our school and support what we do?

I would highly recommend that you refer to the list of human needs above, and very deliberately, attempt to structure the experience of the average student with systems to fulfill as many of those needs as humanly possible.

You'll then be helping to fulfill the actual needs of your students and not just their spoken needs!

Next time, we'll conclude with building HIGH perception of value in your classes.

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Dan Kennedy is a marketing and sales strategist and consultant and the author of many books, including No B.S. Direct Marketing, The Ultimate Marketing Plan, The Ultimate Sales Letter *and numerous other business books. He can be contacted at* ***NAPMA.com/DanKennedy****.*

Dan S. Kennedy

Protecting your Profitability Begins with a Clear Understanding of your Roles as an Employer

[Editor's note: Lee Milteer, NAPMA success coach for its Inner Circle and Peak Performers groups, recently interviewed Dan Kennedy. They discussed a number of concepts in one of Mr. Kennedy's book, The No BS Ruthless Management of People and Profits, the Ultimate No-holds Barred, Kick Butt, Take No Prisoners Guide to Getting Really Rich. *This excerpt explains the three roles of an employer.]*

Lee: Dan, in the book, you use a triangle to represent an employer's three roles in his or her relationship with employees. The two sides are leadership and management and supervision is the bottom of the triangle. An employer must play all those roles, but the supervisor role is the cop role, which is difficult.

Dan: The leadership role is the fun role, and much is made of it in management books, with the three-day executive retreat to write the mission statement for the year. The management role is not that ugly. That's just the translation of where a business is trying to go with a plan; but the supervision/enforcement role has the most effect on profitability. It's the role no business owner likes, and it's the role that makes the worst of your employees quit, which, ironically, business owners don't like because of the pain and trouble of replacing the worst employees.

Too many employers would rather keep someone who they know is screwing up than face the trouble of replacing him or her. It's the cop role where everything happens because, otherwise, you have is a giant illusion. For example, you have a particular way that you want customers greeted, when they call on the phone or walk in the door.

You've made the effort to develop an exact greeting process. For example, in the retail environment, it has been proven that you significantly increase sales when you greet a customer with, "Hi, what brought you to the store today?" instead of, "Hi, may I help you?" You force a different kind of answer because the customer's response to "How may I help you?" is "Not right now, I'm just looking."

The incorrect question doesn't lead to a sales dialogue, but the correct greeting question does. It's great that you, as a business owner, know the correct question and instruct your employees to use it, but if you aren't constantly policing them, then it is a giant illusion. I can assure you that your employees will not do it, unless they are compelled to do it. If they are on commission, then you might think they would do it because you have empirically proven to them that it makes them more money.

It doesn't make any difference. As soon as your back is turned, they will revert to old habits. Some will not have bought into the psychology of what you want done. Some resist purely because they resent your instructions, for whatever reason. There is no compliance without enforcement. Now, you will with a small percentage of people, but trying to staff only with that small percentage of people is a hopeless endeavor.

Any attempts to do that never works because as soon as you create a population of employees, it divides itself into one percent, fifty percent and eighty percent. Trying to staff your business with one-percenters is futile because, once ten one-percenters are together for thirty days, they divide themselves again, and only one remains, if that.

When you devise processes or procedures that are beneficial to the profitability of your business, but will be implemented by a human, an employee, if there's no monitoring, surveillance, supervision, enforcement or consequence for compliance or non-compliance, then you will not be able to keep that procedure or practice in place.

Now, your employees may comply when you're looking, maybe, but I can guarantee you they won't do it when you're not looking, and you can prove it with mystery shopping.

Several years ago, when I still had my mixed-breed of dog coaching groups, everyone in the group insisted that this non-compliance of procedures was not occurring in their offices on the phones. I had everyone call each other's offices and conduct mystery shops of each other's businesses. We couldn't find a winner.

If you don't give the supervision side of this triangle equal priority with the other two, and, in truth, greater priority because it really controls the value of the other two, then you're dreaming. Whatever you think is happening, isn't, and whatever you hope isn't happening may very well be happening to a great degree, but it is certainly not your vision of your business implemented on the ground by your employees.

DO YOU NEED TO FIND A WAY TO GENERATE MORE INCOME WITHOUT A LARGE INCREASE IN OVERHEAD?

Hi, my name is Jim Graden:

You may have heard of me from my articles and cover stories in Martial Arts Professional magazine, or Black Belt. Maybe from when I used to run Cardio Karate for NAMPA and certified over 6,000 instructors or from my speaking at the NAPMA conventions and the Supershow. You might of heard of me from when I used to compete with the United States Karate Team and won two world team titles and an individual world Kickboxing title. Or from the Joe Lewis fighting system where I hold a 7th degree master rank. No matter, the point is that I can show you how to greatly increase your income while keeping the start-up cost to the bare minimum.

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Bob Anderson • Double Action Martial Arts in Fernadale, WA



Joe Lewis NAPMA Technical Advisor and Regular Contributor

The 40 Most Common Mistakes Fighters Commit

One of an ongoing series of columns.

*In a career spanning more that four decades, Joe Lewis has won more competition titles and instituted more innovations than anyone in the history of martial sports. That's why he is "The Greatest Fighter in the History of Karate." Joe can be reached at **Martial ArtsProfessional.com***

Mistake # 25: Many fights end because one contestant has a habit of carrying his hands too low for a proper defense. That contestant additionally lacks any head movement (rhythm), making his skull an easy target. You cannot expect to survive a fight if you have either or both of these defensively weak habits.

Mistake # 26: Aggressive and cocky fighters have a bad habit of forcing the action, over committing. They become too physical, attempting to use their bodies, their muscle strength to do the job, instead of trusting in the technique do the work. A fighter must learn to fight with his head, not his hands or feet.

Mistake # 27: Poorly trained fighters have the bad habit of coming in head first or straight up, during an attack. Often, a fighter, who always leads by slightly tilting his head towards his opponent on his initial move, leaves himself wide open for a counter straight up the middle. Most of these fighters lack any head rhythm movements and always attack by coming in straight up. Amateur boxing disallows coming in head first.



Mistake #28: Avoid freezing. All actions and non-actions in the ring have consequences. Learn to focus on only that over which you have control. This is another example of both a physical and a mental mistake.



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Elsa Cordero MBA, MS Oriental Medicine

Easy Ways to Make Sure Search Engines Find your School's Web Site

For 15 years, Elsa Cordero was involved in the martial arts—teaching, competing (seven-time National and International Forms Champion and Inductee of the Diamond National's Hall of Fame), and finally co-owning three martial arts schools.

Elsa completed her Master of Business Administration in 2003 and then earned her Masters in Traditional Chinese Medicine. You can contact Elsa through ***MartialArtsProfessional.com****.*

In my last few columns, I have focused on the importance of optimizing your Web site content, both for prospects and search engines, and how this process must be finely tuned, so your Web site will be found, and then be effective.

Last month, I introduced the Search Engine Optimization (SEO) concept that makes your Web site search-engine-friendly. SEO is so important to attract prospects to your site that if you don't optimize your site with SEO methods, then you shouldn't bother with having a Web site.

SEO is defined as the "active practice of optimizing a Web site by improving internal and external aspects to increase the traffic the site receives from search engines."

In my next series of columns, I will be writing, in detail, about the controllable factors behind SEO. Controllable factors are what you can easily do to make your Web site appealing to search engines. Key phrases and page titles are two of the basic methods I presented in earlier columns, but I want to lead you deeper into the various techniques that will increase the likelihood of your Web site being found.

Previously, I wrote extensively about content. "Content is king" is a famous adage in the Internet marketing world. Web site content must be developed strategically to attract your target audience and be found by search engines; and, ideally, your Web site content should be so good that other Web sites will want to link to yours. As you develop this content, you must be aware of key phrases you want to utilize (more on this later).

There are three elements you should consider when writing your content.

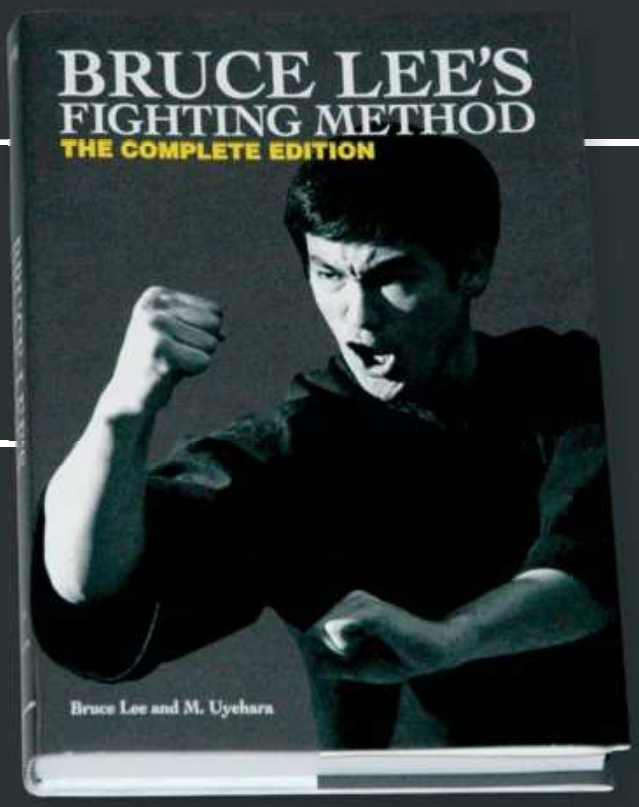
1. It should be interesting, useful and, if possible, entertaining. In the martial arts industry, this translates to writing content that educates your prospects and excites them to visit your school.
2. The content should be unique to your school. Search engines frown upon content that is repeated on more than one Web site, so, if you have written an excellent sales letter with another school owner, and you both want to use it, then customize it, so it's unique for your school. For example, change the order of some of the paragraphs, write different titles, etc.
3. In addition to useful, interesting, entertaining and unique content, search engines are more attracted to content that is updated often. You might be thinking, "Wow! This is too much work!" It can be, if you decide to do it yourself. If you love to write, then it will be a pleasure, but if you don't, then there are certain tools that can help you keep your content fresh and new. You can always hire someone to write the content, either in-house or from many of the online copywriting services (visit websiteskarate.com for more on these resources).

There are a few other strategies that will help you create and write content.

1. An FAQ (frequently asked questions) section about martial arts in general, the benefits of martial arts and your school. Write mini-articles based on the most frequently asked questions from your customers and create an individual Web page for each topic. Instead of just a listing all the questions and answers on one page, you have separate articles of each topic, each with its own key phrase to optimize. You'll increase the credibility of your Web site and school for prospective students as well as search engines. As a result, you might even attract outside links that refer to your articles, due to their scope and uniqueness.
2. Create a links page. Many Web sites have links pages, some being used to their maximum potential, while others are not. It's certainly a good idea to put numerous links of related subjects on your "Useful Links" page, but it's better to create an annotated links page, which means you write and include descriptive paragraphs of those linked sites. If you use the key phrase strategy and optimize your paragraphs wisely, then not only will you attract links to your site, but also your site will possibly appear on searches by keywords you've used to describe the links.

Use these easy methods to craft a well-developed Internet marketing campaign, as you expand your Web site to include crucial elements that will make it a more powerful tool to increase prospect traffic and enrollments.

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Terry Bryan Ph.D., 9th-Degree Black Belt

Protect your Assets with the Right Business Entity, Part 1

During his more than 30 years in martial arts competition, Terry Bryan won two world titles and more than 300 first-place wins in the Black Belt and Masters Divisions. His American Black Belt Academy grew to become an international martial arts organization. Terry now sits on the board of directors of the Colorado Association of Real Estate Investors and the United States Real Estate Investors Association, and is the founder of Warriorwiz Real Estate Investing Success System. Terry can be reached at ***MartialArts Professional.com****.*

As I wrote in my August/September column, the best way to keep what you have is not to have anything in your name. To implement that strategy, you must choose the right business entity (or entities) to limit exposure of your assets to (successful) lawsuits and separate your asset ownership. This month, I'll explain Sole Proprietorship, Corporation and "S" versus "C" Corporation.

Sole Proprietorship

A sole proprietorship is simply "you doing business." There is no filing requirement and no formal paperwork, except if you do business under a fictitious or trade name. In that case, you must usually file a "d/b/a" (doing business as) with the secretary of state of the state where you do business.

As a sole proprietor, you report your income on schedule "C" of your federal income tax return. Your liability is unlimited because you and your business are one and the same. If your business is sued, then all of your personal assets, including your home, are at risk. If your business is bankrupt, then you must file personal bankruptcy to avoid the business debts.

Corporation

A corporation is an entity that exists separate and apart from its shareholders. It requires the filing of a certificate with your secretary of state, called an "articles of incorporation." The corporation issues stock to its owners, called the "shareholders." The shareholders elect a board of directors. The board of directors, in turn, appoints officers, such as president, secretary and treasurer.

The major policy decisions of a corporation are made by the board of directors in the form of a "resolution." The officers of the company perform the day-to-day functions of the corporation. The shareholders own the corporation, but cannot directly run the corporation's business.

The major policy decisions of a corporation are made by the board of directors in the form of a "resolution." The officers of the company perform the day-to-day functions of the corporation. The shareholders own the corporation, but cannot directly run the corporation's business.

In most states, one individual can be the shareholder, director and serve as all of the officers (in a few states, the offices of president and secretary cannot be held by the same person—check your state law). A "one-man" corporation is perfectly legal, but the individual must be careful to disclose the capacity in which he is acting (president, chairman of the board, etc.).

"S" versus "C" Corporation

There are two basic types of corporations for tax purposes, "C" corporations and "S" corporations. A corporation is a "C" corporation by default; the "S" status must be elected.

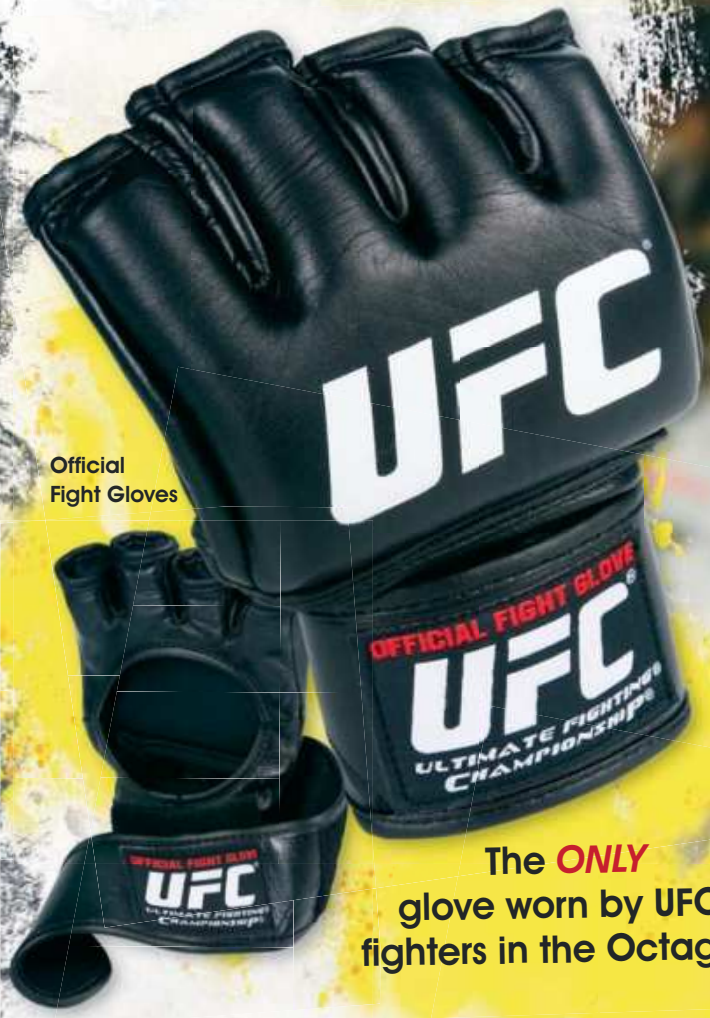
All large, publicly traded corporations (e.g., IBM) are "C" corporations. A "C" corporation files its own tax return (IRS form 1120) and pays taxes on its income. The good news is that the tax rates for regular corporations are usually lower than personal tax rates to approximately $100,000. The bad news is that when profits are distributed, they are taxed again on the shareholders' personal income tax return. This is what we commonly call "double taxation." "C" corporations can permit employees, however, to take certain "fringe benefits," such as health plans, medical reimbursements and life insurance. None of these benefits is taxable to employees, and the expense is deductible to the corporation. A "C" corporation can be a great tax savings vehicle for small, family businesses.

> **The best way to keep what you have is not to have anything in your name.**

An "S" corporation is a "flow-through" entity. It files an informational return (IRS form 1120-S) and the profits and losses flow through to the shareholders. An "S" corporation, like a partnership, sends each of its shareholders an IRS form K-1, which states the shareholder's share of profit or loss. This profit is not normally subject to self-employment tax. Unlike a "C" corporation, the "S" corporation does not have the same "fringe

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Lee Milteer NAPMA Inner Circle and Peak Performers Success Coach

Time Integrity for Entrepreneurs: Enjoy the Time of Your Life, Part 3!

Our culture seems to make everything available seven days a week, twenty-four hours per day. People who once rested on the weekend now use that time for many activities and chores. Our lives seem to contain endless work. All of us must become conscious of the scope of damage that this stressful, materialist cycle has on our peace of mind, happiness, health, communities and our spiritual connection. Is this living in integrity with our values? Are you a human being or a human doing?

Create a retreat for a day or week from time to time to do whatever gives your soul some relaxation and recreation. If you want to avoid non-resourceful states of mind, then take time to be still and listen to your inner self. A retreat will allow you to heal from the insanely busy world and return to nature and who you really are. When you take time to listen to the inner part of your God Source (that part of you that centers you and gives your peace of mind), you will find that most of your problems will be resolved more easily and you are less likely to operate from a crisis state of mind.

I finally convinced one of my coaching clients that he didn't have to work so much to be productive. He said that when he stopped working on Sundays, his clarity, enthusiasm for life, and ability to be of service to his customers began to improve. Plus, he became a better father and husband because of increased compassion and patience. He was also able to create new ways to increase his business profits. His stress level decreased and he was sincerely a happier person who was not obsessed with small mistakes. Further, by scheduling time for family and rest, he was motivated to expand his business. He found that he was more productive because he took a break from the daily obligations of being a boss and business owner.

Before he passed away, my father told me that his biggest regret in life was that he did not spend enough time with his children. The bottom line: If you are not scheduling at least one day of rest and fun, then the world will not give it to you. You must declare independence from the constant, draining cycles of work. Take the time to connect to your inner source and KID and give yourself permission to have a life and more fun. According to the old saying, no one says on his or her deathbed, I wish I had worked more! Most people always want to spend more time with loved ones, worry less, and enjoy and appreciate the good life.

I have learned from my father's regret. I now take one day a week just for me, my family and my spiritual work. I don't look at e-mails, answer the phone or do mundane chores. I spend time with my loved ones, walk in nature, meditate, pray, write in my journal and greatly appreciate my blessings. I take this quiet time to envision my future and write goals that I want to achieve in my life. This day brings me back to a centered feeling that assists me with the demands of the modern world. I return to work feeling rested, with a sense of calmness that supports me all week long. Trust me, I need this day to let my brain rest from my many simultaneous projects. I rest from the relentless need to create ideas that drive all entrepreneurs. When your brain does not rest from your business life, you become grumpy, unhappy and difficult, and cause problems in your personal life. Please allow this column to be your wake-up call that you must schedule rest and fun during your busy life, before it's too late!

I suggest that you try an experiment for three weeks. Keep in mind that it only takes 21 days to create a habit. Choose one day of the week just for you and your family. Use this day to focus on your needs and wants. Stop thinking about work, but when you do, write the thought on a piece of paper and put it in a place where you can find it the next day, so you can give yourself permission to let that thought wait until you've returned to work. Give your brain a rest from all the demands of your business. Make sure that your family and loved ones know that they are important to you. Do something that fills your soul with the joy you deserve. There are no other rules. Create the day to suit you. Allow the kid inside you to have fun and play! Experience a FEEL GOOD sensation one day a week. Life seems to move much too fast. Please take the time to rejuvenate yourself.

THINK ABOUT YOUR FUTURE IN A DIFFERENT WAY

If you want to take the business of martial arts tuition seriously then sometimes you need to take a brand new look at how you can improve the services you deliver and the rewards you receive for your experience and knowledge. On occasions, your approach may even need turning entirely on its head but if this is the case we're here to help you every step of the way.

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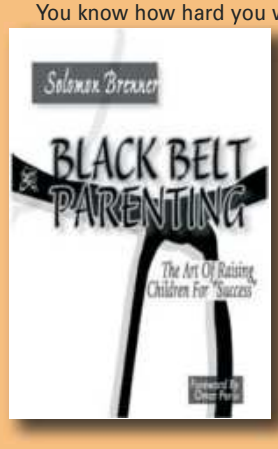
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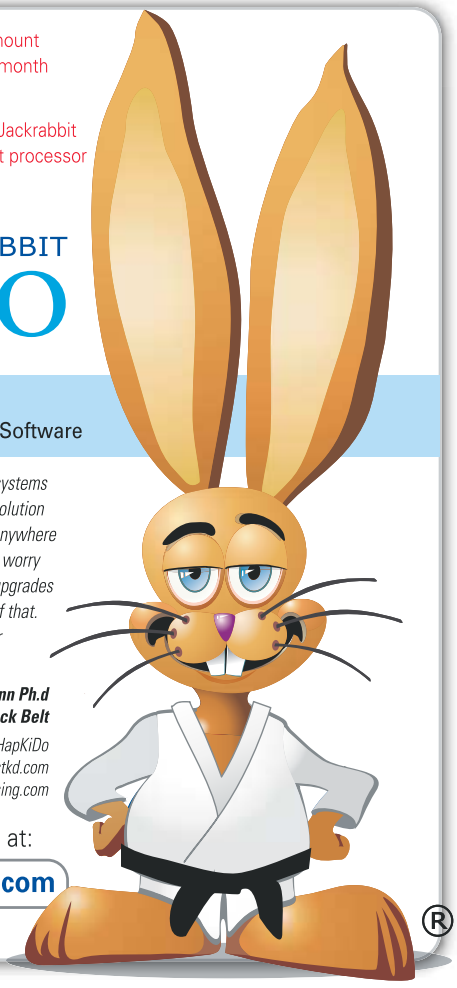
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By Stephen Oliver MBA

Listen and Learn from a Living Legend: Jhoon Rhee, Part 2

In the July and August NAPMA Resources Kits, all NAPMA members received parts 1 and 2 of an interview by Rob Colasanti with my instructor Jhoon Rhee. Jeff Smith and I have been associated with Jhoon Rhee for 45 and coming up on 40 years, respectively.

If you are not a NAPMA member, then you can receive this complete interview, the transcript and a bundle of other great interviews with martial arts legends and masters and business gurus at **napmafreeoffer.com.**

This month's column includes the four additional lessons you'll learn when you listen to the Jhoon Rhee interview.

Lesson 4: *Having the resources to produce incredibly high quality students.* At the same time that Grand Master Rhee's school had a huge percentage of the world ranked kick-boxers on staff and the current and future World Forms Champions (John Chung and then Charlie Lee), other Washington, D.D. areas schools called Jhoon Rhee a "Belt Factory." In reality, Jhoon Rhee's schools had a very high (for the era) graduation rate to Black Belt. The Black Belts were rigorously screened. Not only were children required to have physical mastery, but also good grades and behavior. The quality of the students across seven, nine and then 12 schools was incredibly high. *Far from "Selling Out," the Jhoon Rhee schools produced many of today's industry leaders.* That would have been impossible unless two full-time instructors per location were able to make good livings (in the 1970's) by running a martial arts school. (I was making a $30,000 base plus commissions, equaling approximately 10% of the gross, while a full-time student at Georgetown University in 1980.)

Lesson 5: *Jhoon Rhee relentlessly sought experts* to help him grow his business. In the pre-NAPMA days, he sought publicity experts (hiring a full-time PR guy *and* Sugar Ray Leonard's publicist). He pulled Nick Cokinos from the dance industry and relentlessly looked for experts in sales, marketing, teaching, management and even franchising to help him grow his organization.

Lesson 6: *Relentless Promotions.* As a staff member of Jhoon Rhee's organization (and a full-time college student), I was annoyed by the constant parade of promotions: A huge demo at the 4th of July celebration on the Washington Mall each year; classes taught to the FBI; presentations at elementary schools, high schools and colleges; and a parade of classes taught to everyone from local police officers to Congressmen. Jhoon Rhee was relentless in finding ways to introduce the public to Tae Kwon Do (and specifically to "Jhoon Rhee Karate"). It was a total, never-ending quest to fill the schools and, therefore, improve the gross and staff salaries and "spin-off" resources for other purposes. He discusses Muhammad Ali as being a very good promoter—and Jhoon Rhee learned from him and many others how to promote himself. By the way, Grand Master Rhee was able to convince Muhammad Ali to mention his name in front of 50 million TV viewers and join him in front of millions of fans during their tour of Korea.

Lesson 7: *Goals Orientation.* Jeff Smith and I were talking with Grand Master Rhee during a recent late night (12 midnight his time!). He reminded me, "When you were 10 years old, you told me you would go to Denver and open Jhoon Rhee Karate schools." *It's interesting that he remembers and was impressed.* Truth is that when I was 10, I said I wanted to open Jhoon Rhee schools. I was about 18 when the idea of doing it in Denver bubbled to the surface. However, the fact that he remembers shows how rarely we set serious goals and follow through. *To be successful, you first must make a decision; you can call it setting a target or being goal oriented. You must decide that there will be no excuses and you will make it happen.*

What should you take from the interview with Jhoon Rhee? At the least, you should know that it's *okay to make money and grow your school.* You should also know that commercialism does not imply "selling out" and that the more resources you have the better you can make your students. *Next, you need to spare no expense in associating with a quality mastermind team and in developing knowledge (and hiring experts) to shorten your own learning curve.* Finally, you need to be tireless in promoting your school and make sure that you have *the tools and resources to do that effectively.*

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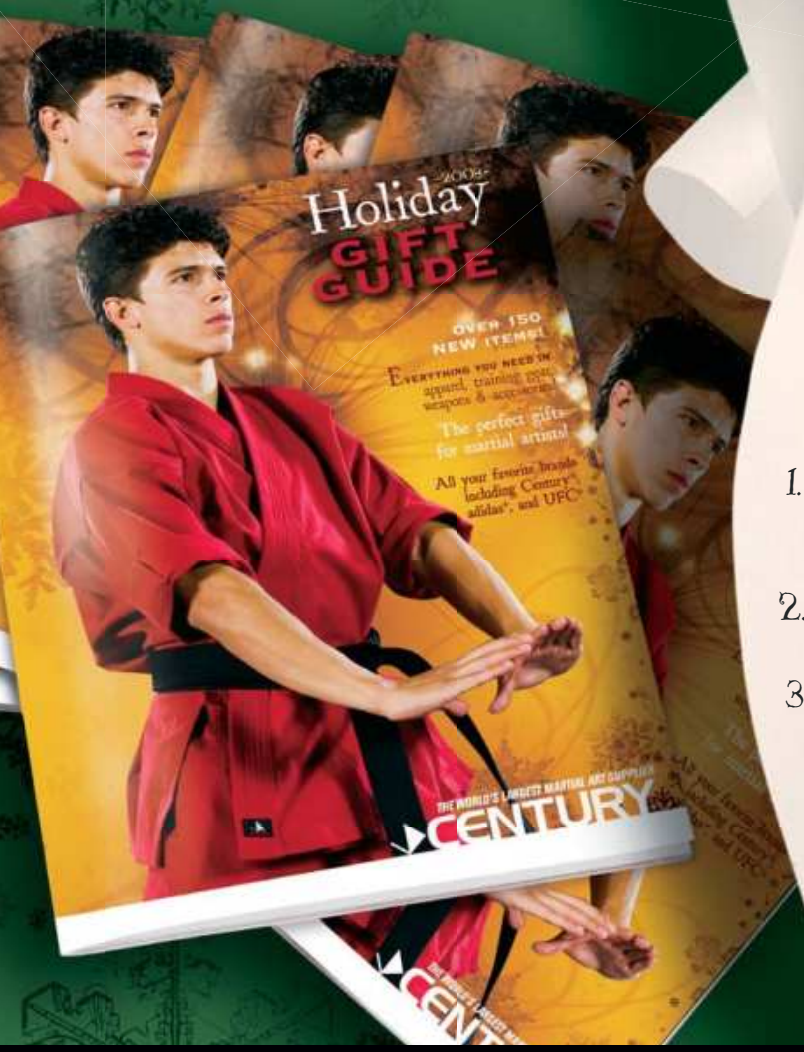
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