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APRIL 2009

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Rob Tucker: The Man to Lead You off your Plateau

First Look at

2009 NAPMA Extreme Success Academy!

NEW Advertisers Advantage Program

INDUSTRY INSIDER:

Angelina loves Bruce's films!

Slumdog Millionaire wants to be an action star!


Jolie


Patel


Chou



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- Author and Speaker
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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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Sincerely,

Jim Graden

Creator of the Ultimate Bodyshaping Courses (UBC)

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"The UBC has been a success on so many levels. As an instructor of the martial arts you may well know of the ups and downs of student enrollment. The UBC has not only kept us afloat in hard times but is a great stream of revenue. We're always sold out 4 to 5 weeks before the next class. Helping people, while making big money doing it. It doesn't get much better than that!"

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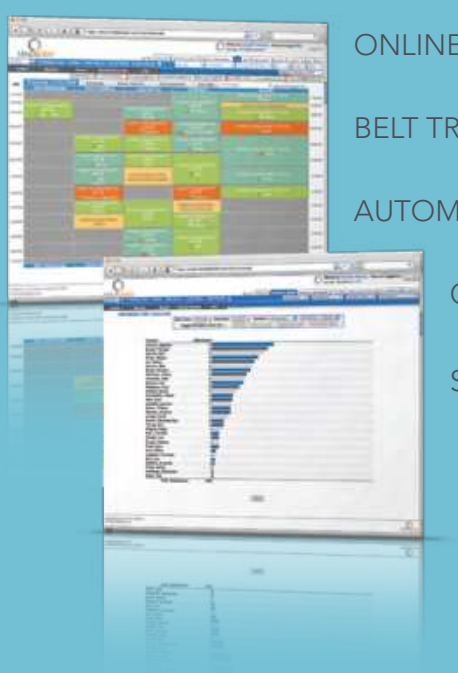
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Features



The Man to Lead You off your Plateau

Rob Tucker

Industry data show that many schools progress through an 18-month cycle, and then become stuck on a plateau of performance. They can't seem to rise any higher. Many of those same school owners are now turning to Rob Tucker, Mile High Karate Franchise Sales Director, to lead them to new records of growth, with the one business model these times require: multiple locations.



Saddle-up for the 2009 NAPMA Extreme Academy!

It's likely your school could be performing at a higher level, if you had attended the 2008 NAPMA Extreme Success Academy (and the 2009 Quantum Leap); but you'll have another opportunity to learn why the industry is buzzing about NAPMA events, when you attend the 2009 NAPMA Extreme Success Academy—tentatively scheduled for October 2–4, 2009, in San Antonio, Texas.



New Advertisers Advantage Program Creates Stronger "Entrepreneurial Marketplace."

Martial Arts Professional has created the Advertisers Advantage Program to provide its loyal advertisers with specific tools to make their advertising investments more effective. The Program also creates an ""entrepreneurial marketplace," where readers and school owners throughout the industry can find more of the products and services they need and want.



NAPMA Member Success Story

"How I Generate 120 Leads Per Week with Internal-Referral Events!"

Sascha Williams, NAPMA Peak Performers member, Mile High Karate Franchise school operator and Stephen Oliver Coaching Client, is a master of internal referral programs. He has learned to focus on one very good idea and implement it quickly and aggressively, which has resulted in outstanding growth at very little cost! That's a lesson for everyone.

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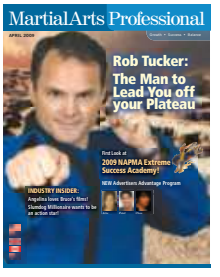

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About the Cover



Rob Tucker has positioned himself, as Mile High Karate Franchise Sales Director, to help school owners learn how to beat today's recession and become tomorrow's winners with the multi-school model. It's a model he has successfully operated, and when you read his story on page 26, you'll learn why this is also the business model for you.

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What's Online

The Psychology of Success
Brian Tracy

Fitness Kickboxing
Jim Graden

Sang's Way
Sang Koo Kang

Expand Your Thinking!
Jim Edwards

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JUNE



Inside the Mind of Jean Claude Van Damme
Jean Claude Van Damme
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No B.S. Management for your Martial Arts School
Dan Kennedy
Visit **NAPMA.com/DanKennedy**

Martial Arts Professional magazine is the premier resource for those professional martial arts school owners and operators who are serious about enhancing and/or expanding their business operations through a series of monthly visual and editorial resources, innovation, and hands-on and first-person industry experiences.

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Managing Editor/Senior Writer: Bob Sillick
Columnists & Contributors: Terry Bryan, Rob Colasanti, Tom Callos, Elsa Cordero, Jim Graden, Tom Hopkins, Dan Kennedy, Joe Lewis, Toby Milroy, Lee Milteer, Stephen Oliver, Brian Tracy and Zig Ziglar.

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"Should I discount my tuition?"

I am raising my tuition from $98 to $135 a month. I will offer three-month, six-month and nine-month programs.

Based on your experience, should I offer a discount on these types of programs, or maybe the longest program? A customer recently asked me for a discount, since she was enrolling her daughter in the nine-month program.

SENSEI CRISTIAN LOPEZ
KEN SHIN KAN KARATE-DO
GOJU RYU
WEST PALM BEACH, FLORIDA

TOBY MILROY RESPONDS:

You shouldn't have optional training programs. It should be a given term, at a given price.

Many school owners try to make "easy" sales with discounts, which ultimately is counterproductive to your long-term goals.

The real solution is being a better communicator, so you can effectively articulate to prospective members why you are worth more than the competition, and why enrolling for 12 months is in their best interest.

Anything short of this system simply puts you in the same category as baseball or soccer lessons, which is also counterproductive.

For example, all Mile High Karate schools charge $499 to enroll, and $197.97 per month on a 12-month agreement for new enrollments. No shorter-term options.

My recommendation is to work hard to articulate the benefits, and then price and term become irrelevant.

TOBY MILROY
NAPMA, COO

"What are the positives and negatives of owning my building, instead of renting?"

I'm giving serious thought to purchasing a building for my school to create a more secure future, and no longer line my landlord's pockets. What is the ratio of school owners who own their buildings to those who rent? Is it better to own a building? I'm sure it's better to own for long-term purposes, but are there any negative, short-term effects?

ROB ATALICK
NIAGARA KUNG FU ACADEMY
NIAGARA FALLS, ONTARIO, CANADA

STEPHEN OLIVER RESPONDS:

The benefits of owning your building are you lock in you "rent" permanently and you're building a retirement fund, as you pay the loan and the property increases in value. If you financially qualify to buy a building, then the current economic climate provides you with an opportunity to pay less for it, and at a lower interest rate. There are many empty commercial properties in most markets.

The challenges of owning your building are finding a quality retail location to purchase and paying for the upkeep of the property.

The bottom line is if you can pay the comparable rent, then it is almost always better to buy vs. renting.

A few caveats:

- It's probably better to buy an existing building than build one from scratch.
- Make sure it's usable for other purposes, so if you want to relocate your school, you can then rent the building.

You'll also find more information about this topic in recent issues of *Martial Arts Professional*: interviews with Chris Hurn in the June 2008 issue and Terry Bryan in the July 2008 issue. Terry also has a monthly column in which he often presents additional recommendations for buying your building. Visit **MartialArts Professional.com** to read these resources and others.

STEPHEN OLIVER, MBA
8TH DEGREE BLACK BELT
NAPMA, CEO

"What books do you recommend for martial arts school business owners to read?"

From what I have gathered, there have been several books recommended for school owners to read, such as *Think and Grow Rich* by Napoleon Hill.

What other books would you recommend?

MICHAEL MILLER
MILLER'S KENPO KARATE DOJO
BRADFORD, PENNSYLVANIA

STEPHEN OLIVER RESPONDS:

My first recommendations are the contents of and the materials available at ExtraordinaryMarketing.com and all of Dan Kennedy's books and other materials at KennedyCopy.com and KennedyMagnetic.com.

You'll find my Grass Roots Marketing at **ExtaordinaryMarketing.com**. At Dan's site, you can obtain his *The*

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Ultimate Marketing Plan, *Direct Mail A-Z* and *The Ultimate Sales Letter: Boost Your Sales With Powerful Sales Letters, Based on Madison Avenue Techniques*.

Other books I suggest are *Influence: Science and Practice* (4th Edition) by Robert B. Cialdini; *Guerrilla: Secrets for Making Big Profits from your Small Business* by Jay Conrad Levinson; *Endless Referrals: Network Your Everyday Contacts into Sales* by Bob Burg; *Tested Advertising Methods* by John Caples and Fred E. Hahn; *Leadership Secrets of Attila the Hun* by Wess Roberts; *Leadership Secrets of the Rogue Warrior* by Richard Marcinko and John Weisman; *Reframing Organizations: Artistry, Choice, and Leadership* by Lee G. Bolman and Terrence E. Deal; *Franchising for Dummies* by Michael Seid and Dave Thomas; and *How to Master the Art of Selling* by Tom Hopkins

I also recommend the following specialty-topic books: *Television Secrets for Marketing Success: How to Sell Your Product on Infomercials, Home Shopping Channels & Spot TV Commercials from the Entrepreneur Who Gave You Blublocker Sunglasses* by Joseph Sugarman and Dick Hafer, and *Guerrilla Publicity: Hundreds of Sure-Fire Tactics to Get Maximum Sales for Minimum Dollars* by Jay Conrad Levinson, et al.

STEPHEN OLIVER, MBA
8TH-DEGREE BLACK BELT
NAPMA, CEO

"Where can I find reliable market research to help me develop my first marketing plan?"

I'm a relatively new school owner and I'm trying to develop my first marketing plan. A marketing consultant is helping me, and she told me that first we need some reliable market research.

I'm interested in data that would reveal what demographics of the population are participating in martial arts, how far are they willing to travel, how much are they willing to pay, and the current trends in the industry.

This research is critical to assess the demographics of my area and define my target market and marketing strategy.

Where can I find reliable market research to help me develop my first marketing plan?

MICHAEL ERNST
HAINES KENPO KARATE
SACRAMENTO, CALIFORNIA

STEPHEN OLIVER RESPONDS:

Your marketing consultant is guiding you down a path without a sufficient knowledge base to help you develop your plan.

If you have an existing location, then you should start by asking yourself: "What do I intend to teach: hardcore self-defense, character development and family martial arts, fitness, sport, etc., and to what audience?"

You then must ask questions about your market area and its demographics: "What is the description of my local community/neighborhood: rural, urban, suburban or inner city?" "What are the traffic patterns within three to five miles of my school, as well as population data, families' income levels, the number of homeowners versus renters and education levels (i.e., high school, college, graduate school, etc.)?"

If you've just moved into the martial arts industry and are developing a school "from scratch," then you may also need to understand the macro-market trends. However, if you already have a school, then you must look at the immediate and specific market around your location, and then determine how to target that market with maximum effectiveness.

Some of those macro-market trends include:

- Children are still the vast majority of the market (i.e., 3 to 12 years old, trending towards a median age of 7 to 9 years of age).
- Most schools still radically undercharge; however, the vast majority of high grossing and highly profitable schools are in the higher tuition ranges ($150–$200 a month for new enrollments).
- Adults will typically travel farther for lessons than parents for their children.
- People who live in rural areas will drive farther than those living in denser areas (however, there's more population in cities than rural areas).
- There are very successful schools that teach adults, the "boomer market," e.g., 50+, fitness kickboxing, BJJ, MMA, etc.
- The easiest target audience is the children and family market.

STEPHEN OLIVER, MBA
8TH DEGREE BLACK BELT
NAPMA, CEO

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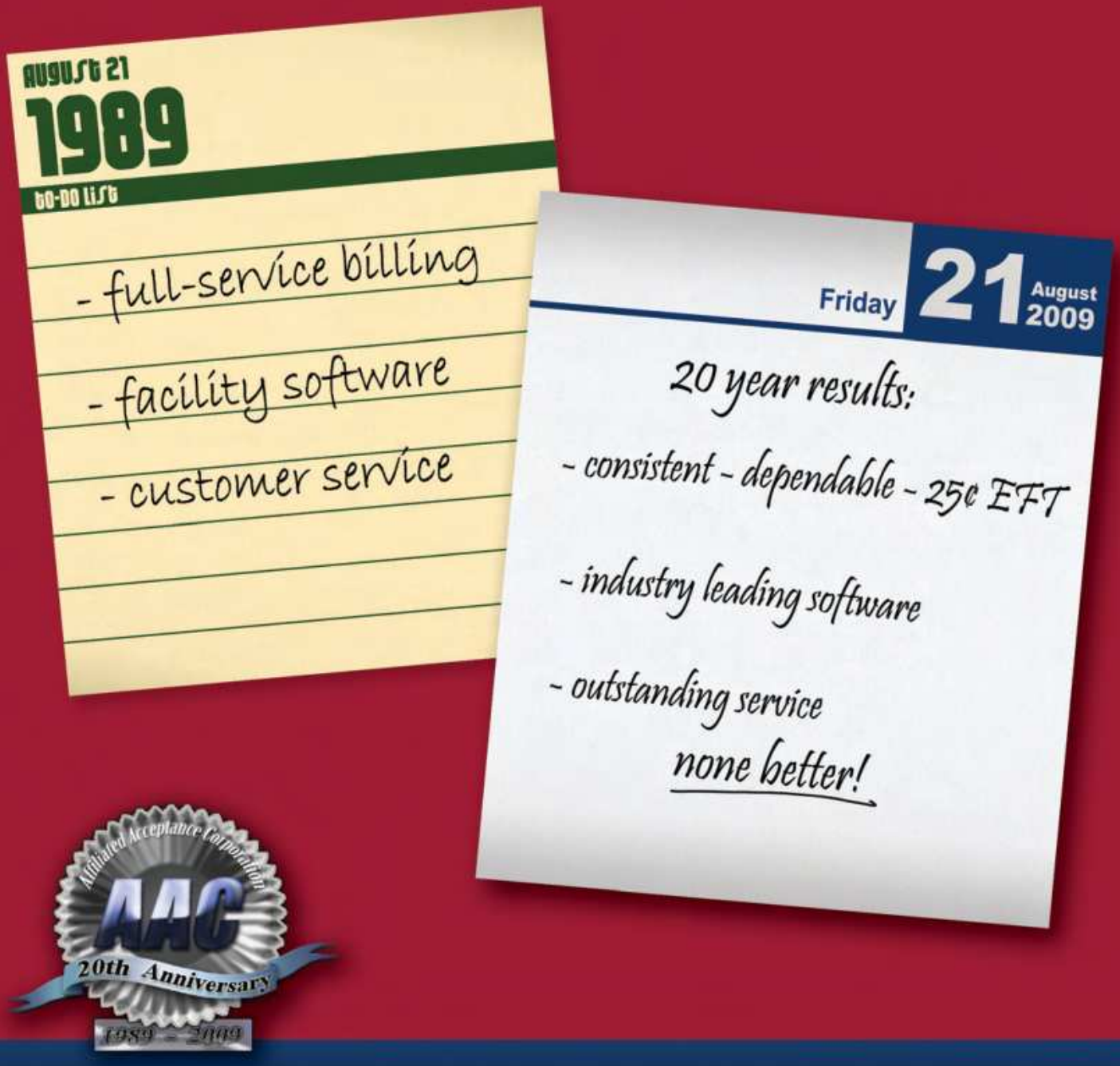
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See **MartialArtsProfessional.com** for additional letters not printed due to space limitations, and blogs by Stephen Oliver, Toby Milroy, Rob Colasanti and Tom Callos.

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Ip Man Movie Nominated for Film Award, Sequel Announced

HONG KONG, CHINA—Director Wilson Yip's recently released biographic movie about Bruce Lee's Kung fu master, *Ip Man*, has been nominated for 12 Hong Kong Film Awards.

INSIDER UPDATE!

The director also announced a sequel, which will include a portrayal of Bruce Lee. That role has been offered to Jay Chou and Aaron Kwok.



Jay Chou

The film was nominated for best picture, best director for Yip, best actor for Donnie Yen and two best supporting actor picks.

Chou is a popular Taiwanese pop singer, while Kwok is a well-known Chinese singer ("the Chinese Michael Jackson") and an award-winning Hong Kong film star.

Yip also announced that Yen would return as Ip Man in the sequel, which would center on his relationship with Lee. The second film will continue the story of the first, revealing how Ip meant the 13-year-old Lee in Hong Kong, after Ip went there to escape the Communist takeover of the mainland.

Ip Man opened with excellent box office results, and is expected to be a hit in China and throughout the world. The sequel is slated for a late-2010 release.

Angelina Jolie and Kids Are Bruce Lee and Jackie Chan Fans

NEW YORK, NEW YORK—Oscar winner Angelina Jolie recently told a celebrity magazine that she is a big fan of Bruce Lee and his movies as well as Jackie Chan, who is also a favorite of her kids.

She said that she and her six children are martial arts enthusiasts, revealing that Maddox, her 7-year-old son, has started classes.

According to the story, Jolie said, "I love martial arts. They are ideal for children because they teach them discipline and perseverance."



Angelina Jolie

Newest Jackie Chan Film Considered too Violent for China

HONG KONG—Having just been honored as China's most loved celebrity, Jackie Chan might find it a bit ironic that Derek Yee, the

INSIDER UPDATE!

director of Jackie Chan's newest movie, *Shinjuku Incident*, and the executives of Yee's company, have decided not to release the film on mainland China because of the movie's violence.

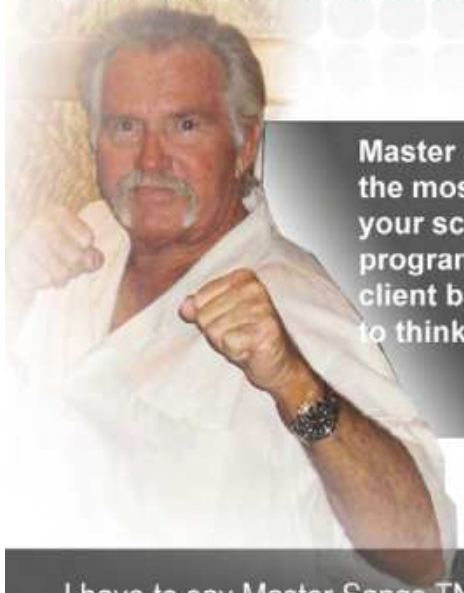
Chan, who is an investor in the $25 million Chinese-language film, agreed with Yee's decision. In the movie, Chan portrays an escaped refugee who works as a killer for the Japanese mob.

According to press reports, Yee originally intended to eliminate or "soften" the violent scenes, so the film would not be censored in China, which does not have a ratings system. After further review, he decided such a change would do harm to the integrity of the movie.

The decision could affect the financial outcome of the film, since it is more expensive than most Chinese-language films, and the Chinese mainland is a major source of moving-going revenues.

Shinjuku Incident will be released throughout Asia this spring, with no published date for an English-language release.

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"Chief Master William Clark"



I have to say Master Sangs TNT seminars have GREATLY influenced my business and I thank God that I attended my first seminar with him about 3 years ago. The private lesson market is smaller in population but larger in returns.

"Master Mike Lee"



Master Sang's TNT Private Lesson Facts

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The Green Hornet Remake May be Unraveling

HONG KONG, CHINA—Although Columbia Pictures announced in September (and Industry Insider in October) that Hong Kong comedian Stephen Chow would direct its production of *The Green Hornet*, Chow is now out as the director, which may affect whether he will also portray Kato, which Bruce Lee played in the TV series.

Knowing Hollywood, this could be a typical ploy to extract more money or gain some behind-the-scenes advantage or future opportunity.

According to reports, Chow wants to work on a superhero comedy with Jack Black instead, and says that now's the best time to make such a film. Columbia Pictures isn't talking, except to state that its Green Hornet film is scheduled to be released in June 2010.

Chow is best known for his films, *Shaolin Soccer* and *Kung Fu Hustle*.

Shannon Lee Produces Television Programs to Honor her Father

PACIFIC PALISADES, CALIFORNIA—Bruce Lee may have died of an accidental overdose 36 years ago, but Shannon Lee, 39, his daughter, is making sure his legend, legacy and message are kept alive for all his fans, and presented to newer generations.

Shannon has turned to the television media to expose the world to her father's unique career and life. First, she was executive producer of *The Legend of Bruce Lee*, a 50-episode Chinese-TV series that aired during 2008.

Coming to The History Channel on April 20 is *How Bruce Lee Changed the World*, which is the first production from Shannon's company, Leeway Media.

Lee and her mother, Linda Lee Cadwell, have been busy on various projects to keep Bruce Lee at the forefront of our culture. Last year, they hosted a celebration of Bruce's life at the Seattle Art Museum, and have announced that they plan to build a Bruce Lee Action Museum in Seattle.

The Lee family has also recently secured all rights to Bruce's name and likeness, allowing them to protect his legacy and control the marketing of him as a brand.

WTF Announces Video Replay, New Competition Rules

ANKARA, TURKEY—During its recent Council meeting, The World Taekwondo Federation decided to add instant video replay, as many major sports have, to help officials review and confirm or overturn competition rulings. Video replay will first be used during the WTF World Cup Taekwondo Team Championships in July.

Federation leaders also agreed to new regulations and rules that they believe will make competitions more exciting because those revisions will encourage opponents to attack more aggressively.

True Legend Is Cung Le's Latest Film

MILPITAS, CALIFORNIA—Having appeared on the cover of *Martial Arts Professional* and on the *NAPMA Innovations DVD*, Cung Le is well known to *Martial Arts Professional* readers, NAPMA members and professionals throughout the industry.



Cung Le

Now, this international kickboxing champion is adding to his film credits by appearing in Chinese director Yuen Woo-Ping's latest film, *True Legend*. The film stars Zhao Wen-Zhou as the man who would become Beggar Su, one of the most memorable characters in martial arts film history.

Le plays a brigand chief who holds a striking resemblance to the Bull Demon King, a character in *Journey to the West*, the classic Chinese novel. Le traveled to China to film his scenes, and had to learn Chinese.

Le's other recent films include a starring spot in the still yet-to-be released *Blizhniy Boy*; the role of Marshall Law in *Tekken*, the soon-to-be released movie adaptation of the video game; and the upcoming film, *Fighting*, opposite Channing Tatum.

Member Solutions Adds Constant Contact's Business Partner Program to its Member Management Solution (MMS)

JENKINTOWN, PA—Member Solutions recently announced the release of Version 4.0 of its Member Management Solution, which includes integration with Constant Contact's Business Partner Program.

Member Solutions is excited to provide its clients with easy-to-use e-mail marketing and online survey tools to help them build strong, lasting customer relationships. Constant Contact, Inc. is a leading provider of e-mail marketing and online survey tools for small businesses of all types, and a great addition

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-Joe Galea
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Steven Pinado, Member Solutions CEO. "Constant Contact's customer communication tools give our clients another valuable addition to our suite of services. Constant Contact's ease-of-use and affordability made the Partner Program a great solution to meet our clients' marketing needs."

Veteran Bojuka Martial Artist Disarms Threatening Neighbor

FAIRBANKS, ALASKA—When Jeffrey Walker, 44, received a verbally abusive, late-night phone call from his neighbor about the noise Walker's two-year-old was making, Walker wasn't that concerned, expecting the man to complain to the manager or call the police.

Walker's concern spiked the meter, however, when his neighbor suddenly appeared at his front door, wielding a .45-caliber handgun. That was when Walker's 20 years of Bojuka training was triggered, as he grabbed the barrel of the gun and his neighbor's arm. He then quickly pummeled the man repeatedly in the head with the butt of the gun.

Walker's girlfriend called the police as he hit the man until he was lying outside the front door in a growing pool of blood. That is how police found the neighbor, Eric E. Backlund, 38, who was subsequently charged with third-degree felonious assault.

CDT Training Co-Sponsors "The Most Dangerous Man Alive" Contest

PARK RIDGE, NJ— CDT Training is joining with other professionals in the counterterrorism, personal security and special-ops field to host "The Most Dangerous Man Alive" Contest™.

Tom Patire, internationally recognized personal-protection expert and world-renowned bodyguard, will be the host/spokesperson for the worldwide The Most Dangerous Man Alive™ contest. The contest will crown its first champion in September 2009.

Contestant will match their lethal and non-lethal self-defense skills and street know-how, and be tested in the areas of armed and unarmed defensive skills.

Contestants must be at least 21 years old and in decent physical condition. They are told nothing about the competition until the actual day of the contest. All contestants are issued the same weaponry, equipment and/or tests at the event. They are not permitted to bring any weapons.

Contestants will be competing for winner-take-all prizes that include $10,000 in cash, a featured article in *Black Belt* magazine and surprise gifts. For more information and an application, call 1-877-992-9273.

Slumdog Millionaire Star, TKD Black Belt, Ready for Action Roles

MUMBAI, INDIA—That's how stardom works: one day you are a relatively unknown English teen actor and the next you are the star of the Academy Award-winning movie of the year, *Slumdog Millionaire*—which could lead to becoming the next international action movie star.



Dev Patel

18-year-old Dev Patel is wowing audiences and critics for his role as Jamal Malik, in this most improbable story about a Mumbai slum-dweller who wins the Indian equivalent of *Who Wants to be a Millionaire?*

Now, Patel is ready for action and more physical roles, where he can use the skills he has learned as a Black Belt in Taekwondo. According to Patel, who has been training for eight years, he was a huge Bruce Lee fan as a kid. Now, he has set his sights on emulating the acting chops and success of the likes of Leonardo DiCaprio and Will Smith.

John Woo's *Red Cliff* Receives 14 Hong Kong Film Nominations

Hong Kong, China…Red Cliff, directed by John Woo, leads all nominated films for the Hong Kong Film Awards with 14, including best film, best director and best actor for Tony Leung Chiu-wai's performance.

Woo has made many critically acclaimed Hong Kong films, such as A Better Tomorrow, *Hard Boiled and The Killer*, as well as English-language films: *Hard Target, Broken Arrow, Face/Off* and *Mission: Impossible 2*.

Now, he is ready to bring his newest film, *Red Cliff*, to Western audiences, which he has edited to half its original length because it is his first Chinese-language film to be released to the English-speaking world in 16 years.

Red Cliff is an $80-million epic, and is based on an ancient Chinese battle from the Three Kingdoms historical period, 220-265 A.D.

Shown in two parts throughout Asia, part one earned more than $100 million, even outdrawing the Batman sequel, *The Dark Knight*, in South Korea.

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-Lamon Kersey, Mr. Kersey's Karate School Ltd., 6th Degree Black Belt in Isshinryu Karate, CKM Level 4 Instructor



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- Steve Mansfield, Legion Fitness, Black Belt in Karate & ISSA Certified Trainer, CKM Level 3 Instructor

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-Rich Kohler, Premier Martial Arts - East Hartford, 5th Degree Black Belt, American Kenpo, CKM Level 2 Instructor



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NAPMA 2009 Extreme Success Academy: Creating Texas-Sized Growth Opportunities!

For most school owners, the opportunities to grow their schools dramatically already exist; it's just that they don't know where to find them.

That's one of the primary purposes of NAPMA's annual professional education events: to reveal the amazing opportunity that martial arts school ownership offers, and provide you with the models and methods that you can implement quickly to experience that dramatic growth.

Your next opportunity to learn those models and methods is the 2009 NAPMA Extreme Success Academy, scheduled for October 2–4, 2009, in San Antonio, Texas.

As the second Academy, you can be assured that this NAPMA event will take the "extreme" educational experience one notch higher. It will build on the outstanding inaugural Academy that sent every attendee home with what they needed to know, not only to change their schools, but also, and more importantly, their mindsets from instructor to business owner.



Although the roster of speakers and martial arts industry professionals is still being finalized, the event's special guests will be seriously focused on sharing specific recession-proof strategies and tactics.

You'll learn exactly what millionaire school owners and NAPMA Inner Circle and Peak Performers members are doing today to beat this recession senseless and develop solid and stable schools that will grow as the economy improves.

Some of the sessions at the first Extreme Success Academy were so successful and helpful that they'll be a part of the 2009 event as well. The **A to Z Blueprint Day** is a pre-conference session that explores the entire "alphabet" of how to operate today's martial arts school business at the highest level.

The Academy is also an event for your staff members—and the **Staff Training** sessions, which were extremely popular at the first Academy, will return for the second because one of the secrets of operating a highly successful school is developing a staff that can help you realize your entrepreneurial vision, with less direction and oversight.

Look for more details about the 2009 NAPMA Extreme Success Academy in future issues of *Martial Arts Professional* and at **NAPMA.com**.

Free NAPMA Recession Self-Defense Video Series Fights Economic Blues

Since it was introduced in February, NAPMA's free Recession Self-Defense Video Series has become a very popular source of the information and guidance you need to avoid economic stagnation and a feeling of losing control.

In this six-part series,



Toby Milroy, NAPMA chief operating officer, focuses your attention on the positive methods you can implement today to grow your school, instead of being overwhelmed and negatively influenced by what the media says you can't do.

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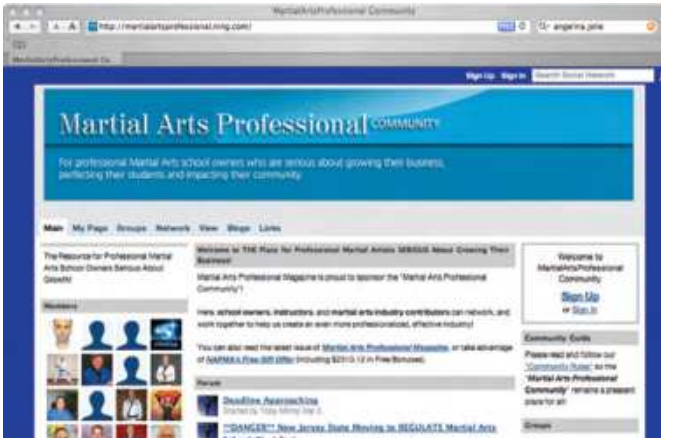
TV newscasts and visit **NAPMA.com/Recession-Self-Defense/**, where Toby explains exactly what you can do to keep the recession from your door, as you increase enrollments and upgrades and improve retention and student quality.

NAPMA's free Recession Self-Defense Video Series is an empowering experience, at a time when too many school owners are feeling powerless. You can change the direction of your school, and this is the place to start.

You can return to this series again and again to learn the steps that will successfully take you from today's uncertainty to tomorrow's big-time profitability—at **NAPMA.com/Recession-Self-Defense/.**

Your Success Begins with Networking on the New *Martial Arts Professional* Online Community

Martial Arts Professional magazine must be more than a printed publication to help you succeed during today's economic challenges—and that success begins when you join the



magazine's new online professional networking community at **MartialArtsProfessional.com**.

Martial Arts Professional has adapted the popular social networking concept to create an e-meeting place for everyone in the martial arts industry. You can share and learn what's working and not working in today's schools—and develop new relationships and strategic partnerships that make your success more likely, and more than you might have thought possible.

More than 100 of your peers have already registered; and your participation is absolutely free. You can easily create specific groups, based on school size, martial arts styles, location or any criteria. Professional networking will help you benefit from strength in numbers and the support of other school owners who are experiencing the same ups and downs as you.

Visit **MartialArtsProfessional.com** today to register as a member of the magazine's free online professional networking community.

Mile High Karate Franchise Webinar Series Reveals the Secrets to Multi-School Operations

Opening and operating multi-school locations could be the business model that will bring your school through the recession successfully, and become a thriving business on the other side.

You can learn the insiders' tips and tactics to open multiple schools during the Mile High Karate Franchise Webinar Series. Visit **MileHighRegion.com** to register.

The multiple-school business model and the Mile High Karate franchise system obviously complement each other. MHK franchise opportunities (regional developer and/or school owner)



are based on the successful systems that Stephen Oliver developed during his more than 25 years operating multiple schools in Denver.

Franchisees also benefit from Grand Master Jeff Smith's equally successful record as a multi-school owner, and other Mile High Karate professionals, such as Rob Tucker, the franchise system's sales director. You can read some of his multi-school secrets in this month's cover story, starting on page 26.

During his interview, Tucker said, "We wanted our three locations near each other for the Starbucks effect because people are apt to drive in more than one of those areas, so they are seeing our signs and receiving our marketing messages.

"If you have that kind of synergistic effect, or triangulation, then no one will be able to compete with you in those areas because they must do so much marketing that the cost is probably prohibitive.

"Our marketing is aimed at the same demographic, and, when split among three schools, our net and ROI is huge, compared to what a school owner with a single location could do to compete."

Not only were the multi-school business model and the Mile High Karate Franchise system "made for each other," but also the timing couldn't be better because the third element in this equation is the economy.

Remember, there are always growth opportunities during a downturn—and the multi-school business model may be the best, given the current economic climate. Your school deserves to benefit from a stronger competitive position that will make you one of the big winners following the recession shakeout.

The multi-school business model may also be your best opportunity to build lasting and valued equity in your business, so it is attractive to highly qualified buyers, in the event you want to sell or retire.

Planning, implementing and operating multiple schools is not as difficult as you may think. In fact, a successful multi-school operation could require less of your time, allowing you to spend more time with your family and enjoy greater financial security.

Learn all of the benefits of the multi-school business model, when you visit **MileHighRegion.com** to register for Mile High Karate Franchise Webinar Series.

NAPMA Focuses Monthly Member Kits on Four Success Goals

In an effort to help its members focus on the four success goals of any martial arts school business—enrollments, upgrades, retention and student quality—NAPMA continues to analyze and modify its monthly member kits.

Members are now discovering a number of important changes and enhancements in their monthly materials that arm them with the information, tools and techniques they need to sustain, and even grow, their businesses during the recession.

The Black Belt Report, which has long been a primary source of "how-to" information, will now concentrates its contents on lead generation, and maximizing new enrollments from those leads.

The G.O.L.D. Leadership Team Report will also provide more detailed information about how to start and grow a leadership program, which is an excellent upgrade program to market to current students, improving retention and generating more revenue.

NAPMA members are now receiving an expanded planning calendar that provides daily and weekly actions for three months in advance. The step-by-step guidance of the NAPMA Planning Calendar prompts members when to start marketing campaigns and all the subsequent steps, including the distribution of flyers, guest passes and other internal marketing materials to students and their parents, and press releases to the media.

The only way to respond to the current economic challenges is with solid information about what is working in the most successful martial arts schools today and the actions you must take to have a prosperous school. Learn more at **NAPMAFreeOffer.com**. MAP





Rob Tucker

The Man to Lead You off your Plateau

You've played by the rules and worked hard to build your school, but it seems as if the wheels are spinning fast and you're going nowhere. You may find yourself stuck on "the 18-month plateau," which is when the systems you're using to operate your school can no longer sustain your upward growth.

Your school will likely remain on that plateau, forever, unless you make dramatic changes to your school's systems—and Rob Tucker is the man to lead you off your plateau, helping you ascend towards new growth records.

Tucker, a 6th-Degree Black Belt in Taekwondo and a 3rd-Degree Black Belt in Kyokushinkai, has also been a successful multi-school owner, and now, as the Mile High Karate Franchise Sales Director, he helps franchise school owners blast through that plateau to the next level of success.

Tucker said that many of the school owners stuck on the 18-month plateau are also often plagued by paralysis by analysis and/or operating with partial systems.

"Paralysis by analysis is a stagnant state in which a school owner spends his time analyzing why his school doesn't continue to grow as it had, when he should be focused on high-speed implementation of the systems he doesn't have or much better systems," said Tucker.

"Many schools are stalled on that 18-month plateau because they operate with a hodge-podge of systems that work relatively well, but they don't really click on all cylinders."

According to Tucker, school owners may have a system to generate leads and enrollments, but no other systems. They may be operating only two or three of the five, seven or nine systems they need to maximize growth and success.

He said that some school owners also misunderstand how to operate those systems in the school environment. For example, sales is one of the required systems, but in a martial arts school, that doesn't mean being a used car salesman.

"A sales system in a martial arts school setting is more about the transference of enthusiasm on your floor," said Tucker. "That's the kind of system that will help you place your students in your ascension model in a timely fashion: when their enthusiasm is high and they're willing to refer friends and family members."

"The proper ascension model will have the tools to retain more of your students longer, but not just because of the advancing curriculum, but also because there is a social element to martial arts. Whether it's hanging out, training or ascending together to advanced training, your students should have opportunities to befriend each other outside the classroom setting, which is why you must have referral, retention and upgrade systems."

The 18-month cycle can also be viewed in a positive light. For the under-performing school owner or part-timer who wants a full-time commercial school, it means that it's possible for a new school or a mediocre-performing school to grow to a much higher level of performance in less than two years.

Tucker counsels Mile High Karate franchisees that, to rise from the plateau, they must review and revamp their systems (marketing, sales, curriculum, staff development, finance, etc.), so they have the tools to reach bigger goals. The systems they've been using could only take them so far, now they need more powerful systems for greater results.

> He planned to open the first school…quickly, build a student base and cash flow, so he could open additional schools.

The tools from Mile High Karate are designed to relive school owners of the time-consuming activities that keep them from truly reaching the pinnacle of success.

"To be a top school owner, you must implement the correct marketing system to attract and enroll more qualified prospects, a sales system to increase your average-student value, and a retention system to keep your students longer," Tucker said.

"In most cases, implementing the systems that will take you to higher levels of growth is a function of your business education, and then taking action. Proven systems are generating millions and millions of dollars in revenue for top school owners, as you read this article. You don't have to invent them."

According to Tucker, that is why there is so much paralysis by analysis. School owners are trying to understand why their systems don't work as well, and spend too much of their time tweaking and re-inventing. They would be better served by investing more time to attend educational events, becoming involve in a mastermind group and, even better, truly allowing a franchise system to work in their best interests.

"Mile High Karate franchise schools are using the systems that work, regardless of the economy, which is why the Mile High Karate franchise system is full-speed ahead, with regional developers and new schools targeted for Florida, California, Utah, New Zealand, Ireland and many other locations. They realize that this is the future of the martial arts industry and the opportunity to allow them to build their dreams today, instead of waiting years," added Tucker.

Opportunity Amidst Chaos

Considering the daily "sky-is-falling" media reports, it may be nearly impossible to believe that a confluence of events and circumstances has created an unprecedented opportunity—today, right now—to build your school into a recession-proof, lead- and revenue-generating machine, with greater longevity, and a maximum value when you're ready to retire.

Opportunities have always revealed themselves amidst economic turmoil—or any major or minor cultural upheaval or change—and it's no different today. Of course, the trick is to be able to recognize those opportunities, which is often more about your attitude or mindset and less about "being in the right place at the right time."

You are more likely to recognize and take advantage of this unprecedented opportunity when you modify your mindset and experience the mastermind effect and leadership of Rob Tucker. He sees the Big Picture, and has been successful implementing and operating what may be the one martial arts school business model that these times require: multiple locations.

Granted, the thought of operating more than one school, simultaneously, may cause a quick intake of breath and a slight rise in your heartbeat, but that's only because you don't understand how to implement and operate what could be the best recession-busting business model available today.

Rob Tucker is another of these "been there-done that" Martial Arts Professionals because he has successfully managed a three-school chain with 1,200 students—and he reached that goal in just 18 months!

His story reveals the obstacles to avoid, and will challenge your current thinking, which may be your biggest obstacle to moving toward success, rapidly.

Of course, all of the secrets and comprehensive systems that will help you leave that 18-month plateau behind and power yourself through this recession with a multi-school operation are only available to those who become Mile High Karate franchisees. Visit **MileHighFranchise.com** for more information or **MileHighWebinar.com** for a free webinar on your options and opportunities.

A Multi-School Education

Tucker and his former wife moved to Denver, Colorado in the early 90s, so she could take a job offer that she could not refuse. At the time, Tucker competed as a professional cyclist, and Colorado was a great place for cycling, but this was before Lance Armstrong had transformed the cycling world, so the $100 to $500 Tucker might earn at a race wasn't a sufficient income.

He decided to return to his martial arts roots, and started working with Stephen Oliver's operation in Denver, to learn the business side of the martial arts.

"I was trained in his program, and became a program director and an instructor; but, after two years, my wife received a promotion offer to return to the Carolinas," said Tucker.

"We moved to Charlotte; and because of the mastermind effect I had experienced with Stephen Oliver, I decided to open schools there."

"The first school was near the center of Charlotte, and, in 18 months, I grew to three locations, with a little more than 1,200 students. It was an interesting experience. I made mistakes and experienced success, for which I credit Master Oliver because of what he taught me in Colorado.

"My intention was to open multiple schools quickly because, having taught classes and operated schools, everyday, I knew that was not what I wanted to do. I wanted to pick and choose which classes I would teach because I wanted to teach them, not because I had to teach them."

Tucker developed a business plan during the three to four months before he moved back to Charlotte. He planned to open the first school as the obvious place to start, and quickly build a student base and cash flow, so he could open additional schools.

An interesting detail of his strategy was not to open one school, and then a second and third. It was open the first school, start it going, establish the staff, correctly, and then immediately open two additional locations, so he could triangulate an area: the southern part of the city of Charlotte.

"I wanted to apply what I had learned in Colorado, and that was not to build a school with massive overhead. A very good friend of mine has a 10,000-square-foot school, with probably 750–1,000 students, but he is still involved in the day-to-day operations of running that one location because he must. There is so much overhead and so many instructors that he can only focus on that one location. He can't expand," explained Tucker.

"The model I wanted to follow was to open 2,000- to 2,500-square-foot locations without huge overheads. I wanted to hire a program director and chief instructor, and then add more staff," he added.

Tucker said that he found the first location in a strip center in one of the heaviest traffic areas in Charlotte, but the costs exceeded his budget. It was worth it, however, because of the visibility and the traffic, especially as a first location. It was next to a pizza place, and on a street that was part of a five-way intersection in downtown Charlotte.

His next tactical move is a perfect example of why it's more important to implement, quickly, instead of waiting for the right conditions to take action. He decided to host a grand

A Lifelong Commitment to the Martial Arts

"I started in 1972, when I was 7 years old, training in Kyokushinkai in Winston Salem, North Carolina, with Master Darrell Wilson, who is one of the highest ranking, non-Asian practitioners of Kyokushinkai in the world. I stayed with him for quite a few years, until I moved to Milford, Connecticut," said Tucker.

"I then trained in Taekwondo, with Pat Coyle and Master Chae Rhee, who are instructors in both Milford and Bridgeport, Connecticut. I continued Taekwondo, as well as still practicing Kyokushinkai. I then diversified my training, after I graduated from college, practicing Muay Thai with Master Chai Sirisute and Sifu Kevin Seamen from Portland, New York."

"I then competed in both Thailand and the U.S. in amateur competitions and won a title as a National Middleweight Champion; and, as a matter of fact, Bill "SuperFoot" Wallace awarded me my first title belt. That was an interesting experience. Most people look at those photos and ask if he is my dad because we look alike, although I think his left foot is better than mine."

"I have also trained in Kali/Escrima with Grandmaster Bobby Taboada and Grandmaster "Cacoy" Canete, and Brazilian Jiu-Jitsu with the Machado brothers and Charles dos Anjos. I also trained in JKD under Sifu Richard Bustillo, Kuntao Silat, Guru Keith Moffett and others. I have had a big, diversified background, but I've always been involved in competition throughout the past 36 years."



Rob Tucker's diverse martial arts background includes JKD training under Sifu Richard Bustillo.



Rob Tucker and his senior instructors at one of his Charlotte, North Carolina's schools during a media promotion day.



Gene LeBell and Rob after Gene showed why he is known as the toughest man alive.

opening, while the commercial space was still being completed.

Although Tucker didn't have mats on the floor, just carpet, he started building the school base with radio and direct mail advertising to promote that first grand opening.

"We attracted 50 to 60 students in a 6- to 7-week timeframe. That was one of our biggest lessons: It didn't have to be perfect before we opened the doors and started marketing. The office wasn't finished; walls were still being erected. We had a dream, and we started taking action on that dream without delay. That is why we grew so quickly," said Tucker.

He implemented that same tactic when he opened one of his second locations. He used some vacant space in the same development four to five months before the space was ready.

"Developers and landlords are happy to negotiate that early use of the property, because when you do take possession of the prepared space, your landlord knows you are financially established," said Tucker." You already have a cash flow, so he knows you're able to pay your rent."

Another important lesson of Tucker's experience is that there doesn't have to be incremental growth in a martial arts business. From a business perspective, this is counter-intuitive of what many martial artists learn as students, which is to take small steps towards a big goal.

That is a good concept for a White Belt learning fundamentals, but, in the martial arts business, and virtually any business, there is no reason you must grow incrementally. There is no rule that states you must start with one location generating $5,000 per month, then work hard for three years to increase your revenue to $6,000 a month, and then a few more years to reach $7,000 a month, etc.

What Tucker had learned from Stephen Oliver, and what he implemented in Charlotte, was a properly structured and capitalized plan that allowed him to open three schools almost simultaneously.

That is exactly the same plan you can implement to launch yourself from the stagnant-growth plateau AND build the kind of martial arts school business—a multi-school operation—that is virtually recession-proof today, and destined to be a multi-million-dollar generator during a more stable future.

Another important lesson of Tucker's experience is that there doesn't have to be incremental growth in a martial arts business.

As Easy as One…Two…Three

Tucker's early demographic research helped him find the high-traffic areas in Charlotte with families with kids younger than 18 years of age and incomes of $75,000 a year, so they could afford his tuition rates. That data revealed 150,000 to 200,000 families within a ten-mile radius.

"We discovered that the first location, with those demographic criteria, was only three to four miles from where we wanted to locate the second school," said Tucker.

"If you find the right demographics in an area, then don't hesitate to open a school a mile or two from the original location because you will draw prospects from a different target area, but it must be from the right location as well. The density, income and demographics must fit."

With the opening of the first school, Tucker was prepared to open two more locations immediately because his earlier strategic research had already determined the sites of those additional schools.

"We wanted there to be a synergy between the locations, so our marketing and development efforts would be more effective and efficient," said Tucker. "Instead of one school being 20 miles on the north side of Charlotte, the second 20 miles on the south side and the third 20 miles on the east or west side of Charlotte, we located them within a ten-mile radius of each other to overlap the target demographic.

"As I mentioned earlier, the first school was located near downtown Charlotte. We then opened the next two schools south of downtown in an area that was very similar to the area surrounding the first school. Those additional schools were in neighborhoods that just overlapped the first school's neighborhood. Again, we started the grand opening process two to four months before those second and third schools opened."

Tucker also used the opening of those two additional schools as a referral tactic when speaking with current students and parents.

He said, "We didn't hesitate to tell students and parents that we were opening those new locations and where they were, and then asked them if they knew families in those areas that would like the same character development program for their children. We were able to start an aggressive grass roots marketing effort from the student base of the original location."

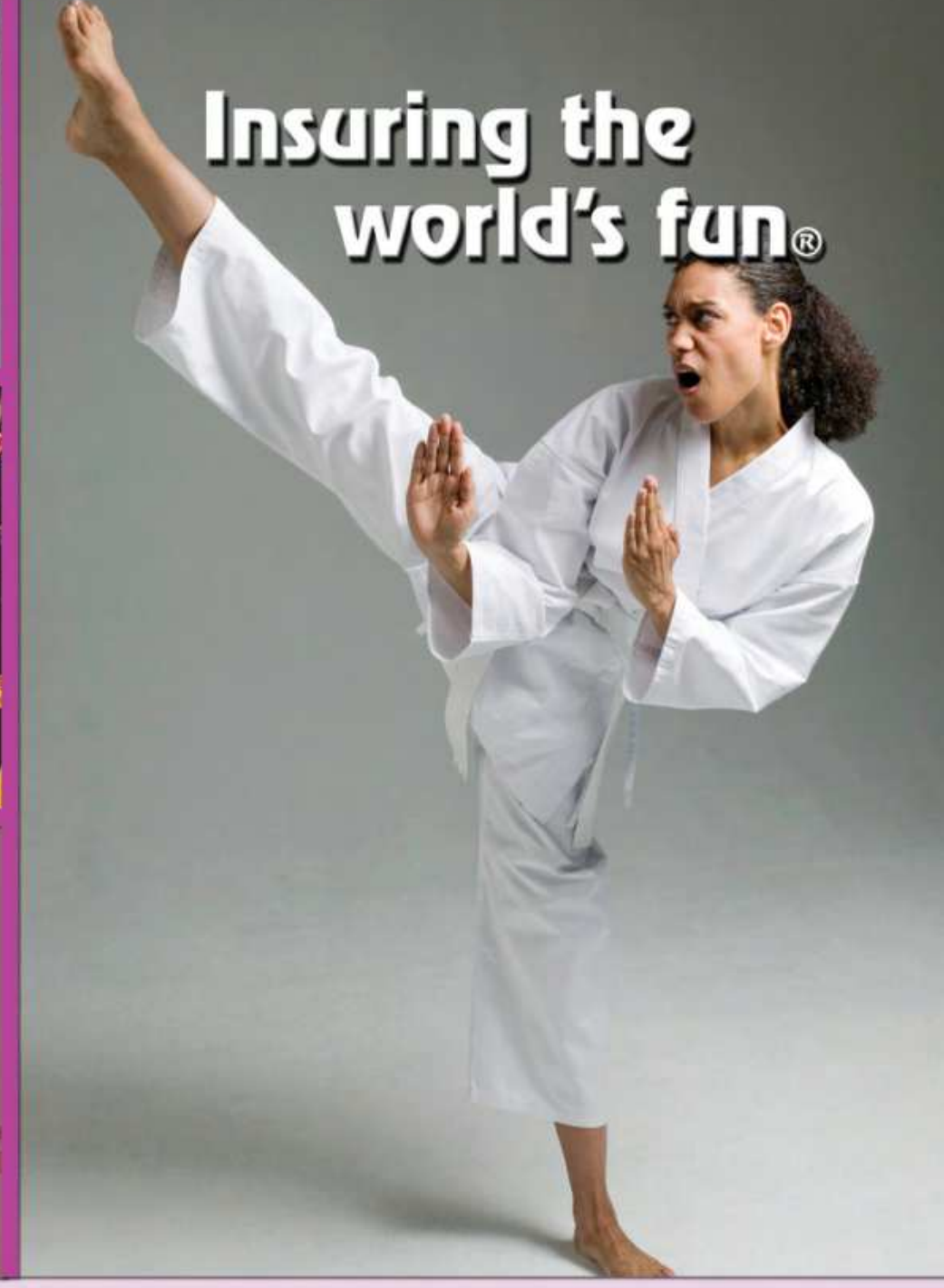
Tucker also wanted his three locations near each other to take advantage of the Starbucks effect, which means to concentrate multiple locations in a small geographic area, so your target demographic sees multiple signs and receives multiple marketing messages, as they drive through that area.

"With that kind of a synergistic effect, or triangulation, no one will be able to compete with you in those areas because they must do so much marketing that the cost is prohibitive," Tucker explained. "Our marketing was aimed at the same demographic, and the cost was split among









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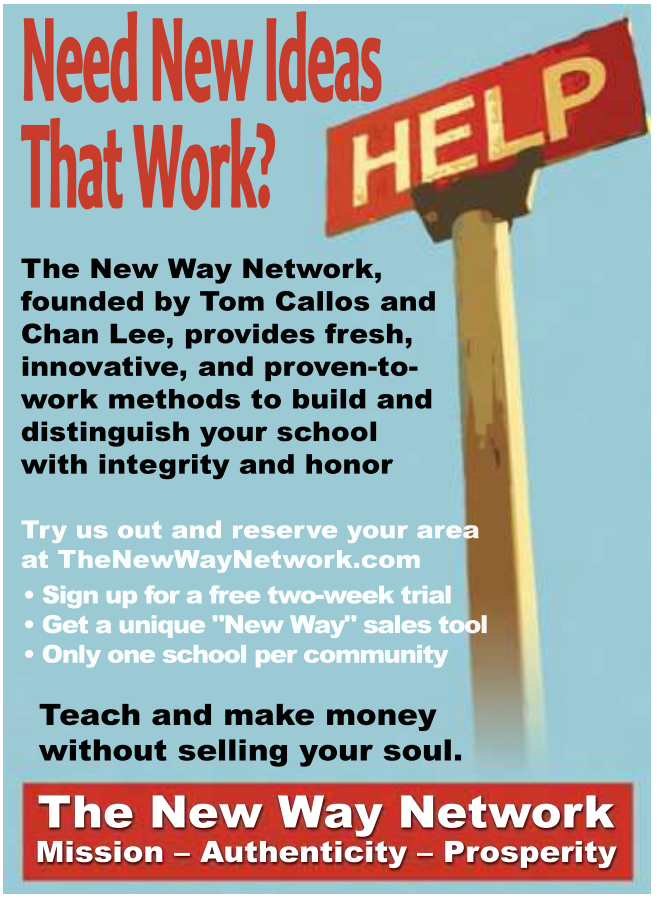
three schools, which meant our net and ROI was huge, compared to what a school owner with a single location could do to compete."

Tucker added that his demographic research required considerable resources and time. As the Mile High Karate Franchise Sales Director, however, he is able to provide franchisees with the tools and systems, so that kind of research can be accomplished quickly and at little or no cost.

"In some of our franchise areas, we locate two schools within a mile of each other, or even on the same street," Tucker said. "They are able to synergize with each other, without competing with each other. They don't cannibalize each other's student base."

NAPMA consciously tells its members that there is strength in being located near other members. The more martial arts schools in a target area, the more they penetrate the market and the more people are participating in martial arts.

Tucker added, "I think that is a very enlightening concept for many martial arts school owners. You may think the guy down the street is the competition, when, in reality, the only real competition is the guy down the street who operates a bad school, who is abusive to students, who is overly aggressive with students, or who teaches a different value set. That damages all school owners' reputations."



Multiple Tracks of Marketing to Drive a Multiple-School Business

Well-planned and targeted marketing is obviously a crucial element in the success of a multi-school operation, especially initially. Tucker needed to generate great results immediately to fill his first school, and then the other two.

"One of our big home runs was advertising on the pizza box tops of the Papa John's next door," said Tucker. "We put free-lesson, trial-introductory coupons and other offers on those box tops. Those pizzas were delivered throughout our market area, and interest grew very quickly."

Tucker said that he also became involved in the local school system before he opened his first school, and contacted community centers, 4-H Clubs and women's groups whose members were mothers from the area.

"We helped them with some of their fundraisers, hosting kick-a-thons that provided us with great exposure both from the women's groups and local radio stations," Tucker added. "We distributed press releases to the media about our involvement, which also generated interest from the community."

Using low-cost publicity to promote his schools was another technique that Tucker learned while working with Stephen Oliver.

Tucker learned how to develop relationships with local reporters and editors, and write and distribute press releases to them. He was ready to create a community-involvement program—park clean-ups, charity events, anti-abduction and anti-bullying classes—then take advantage of those opportunities with maximum public relations.

"I think I created a list of 250-260 media outlets in the area. We also contacted clubs and organizations with publications or newsletters, and sent them a press release at least once a week," Tucker said. "Eventually, they become so aware of what we were doing at our school that they started calling us and asking how they could become involved in our community activities."

"They started referring us to other groups that might welcome our involvement. Once the media becomes aware of your school, reporters and editors will call you with questions about bullying, anti-abduction or self-defense, since they start to perceive you as the expert. We have a unique opportunity to become the trusted advisors in our communities, and the press is brilliant at helping you reach that status."

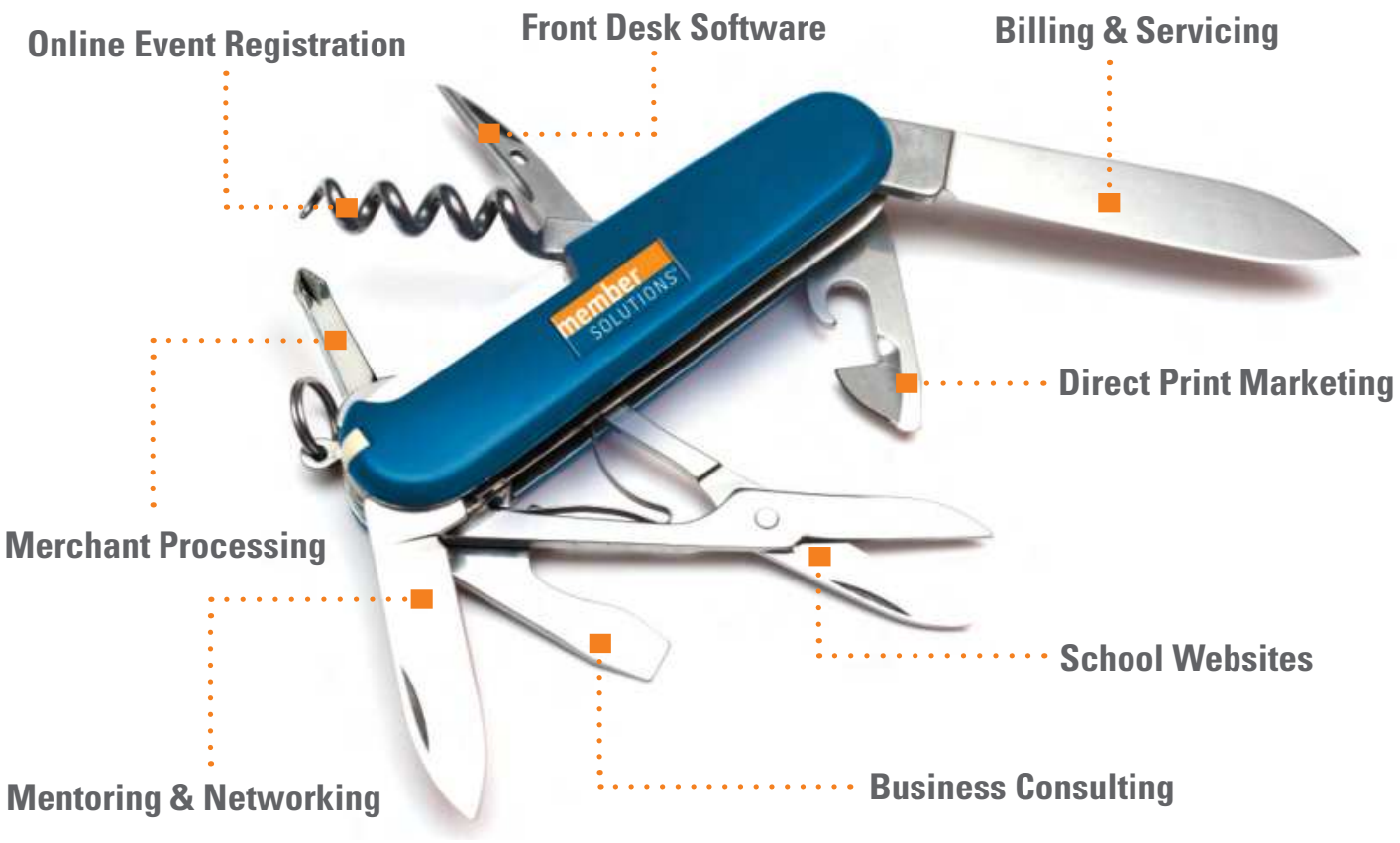
Tucker also initiated a birthday-party program and referral programs to attract students' friends and family members, doubling the 50 students he had already enrolled, within a couple of weeks of opening the school.

Hiring the Right Staff for a Multi-School Business

When Tucker arrived in Charlotte to open his schools, he had to find staff members for the three locati ons,

Continued on page 75

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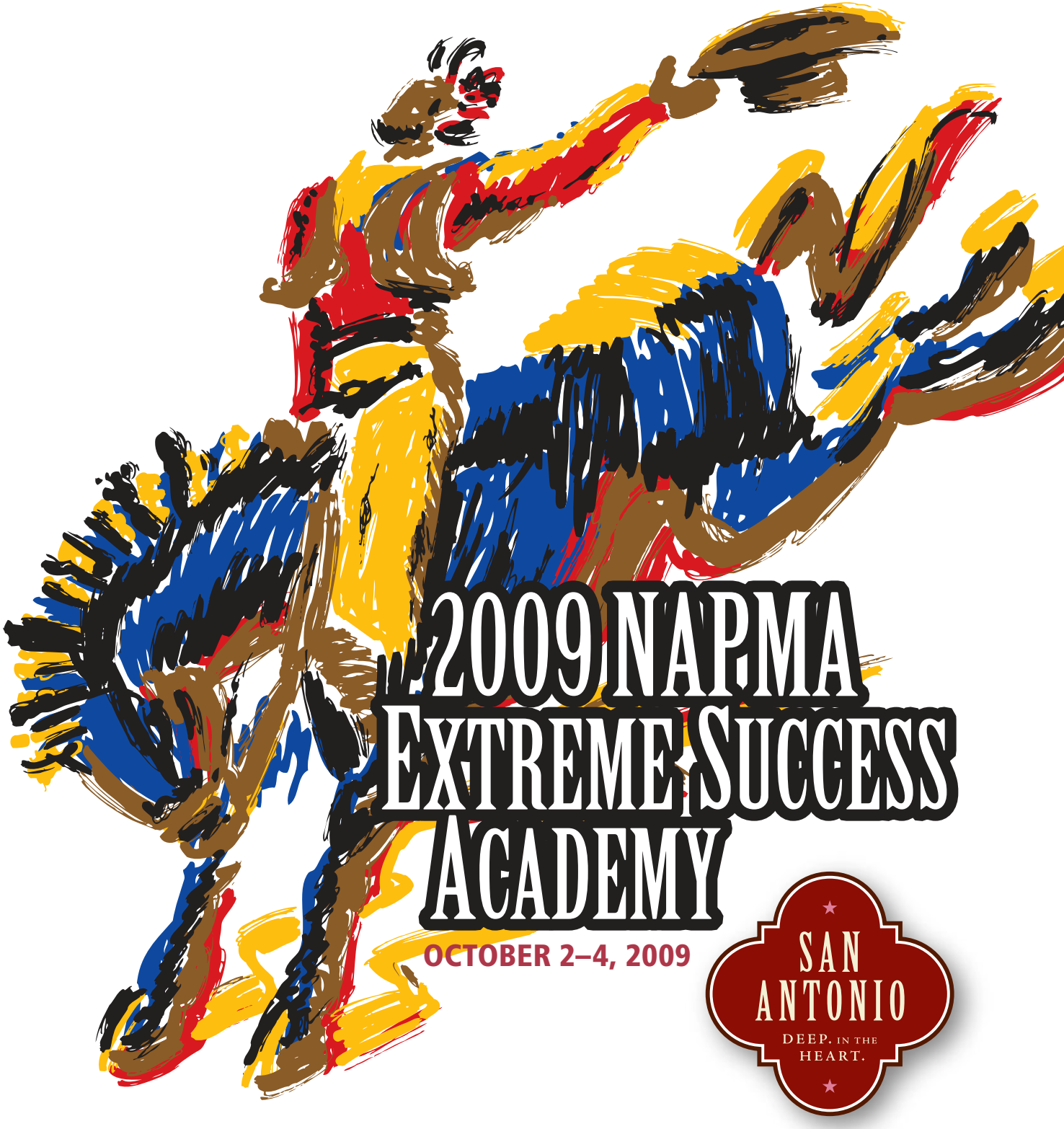
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It's the Biggest Roundup of School-Growth Ideas in These Here Parts!

Saddle-up for the 2009 NAPMA Extreme Academy!

When we say the 2008 NAPMA Extreme Success Academy was a rousing success, it's not NAPMA's success we're celebrating, but the amazing success that so many of the school owners who attended have experienced since then—despite the recession!

As you read this issue of *Martial Arts Professional*, many of those same success-focused school owners are about to travel to Denver, Colorado for the 2009 NAPMA Quantum Leap. They're hungry for more of the insiders' secrets they learned at last year's Extreme Success Academy—and they'll get their fill at Quantum Leap.

You may have missed NAPMA's first Extreme Success Academy and Quantum Leap, the industry's newest and most business-oriented conferences, but the 2009 version of the NAPMA Extreme Success Academy is just over the horizon, and it's time to saddle-up and head for San Antone, partner!

Tentatively scheduled for October 2–4, the 2009 NAPMA Extreme Success Academy will be a roundup of prime school-growth ideas as big as Texas. You'll also enjoy that great San Antonio hospitality and the unique mix of southern Texas history and culture.

The symbolism of meeting near the Alamo shouldn't go unnoticed, either. Together, we must man the barricades to fight this negative economy with powerful recession self-defense techniques, and that will be the focus of the 2009 NAPMA Extreme Success Academy. You are virtually guaranteed to return to your school armed with the school-building models and methods that you can implement quickly, and that lead to success.

The 2009 Extreme Success Academy will also remain true to the conference's purpose: to bring you the strategies and systems that are working for the most successful school owners today. A number of those successful school owners will also be in attendance to tell you, in their own words, how they're using those systems to generate more leads, close more new enrollments, renew students at much higher tuition rates, retain more students longer and make giant strides in student quality.

Watch for early registration information in the pages of *Martial Arts Professional* and at **NAPMA.com**.

The Promise of Better Things to Come

When it came to planning the 2009 Extreme Success Academy, NAPMA followed the same lessons it teaches its members and *Martial Arts Professional* readers: Don't over-analyze, and implement new ideas and systems quickly. Then, make adjustments and modifications based on students' (attendees') experiences.

That's what NAPMA has done to make the 2009 version of the Academy even more extremely serious about success. We didn't change what worked well for attendees, but we did modify other parts of the Academy, and fixed what didn't work, so your learning experience will be even more positive, focused and motivational.

The "A to Z" Blueprint Day, held on the day before

the Academy, was such a winner with attendees that it will return for the 2009 event, tentatively scheduled for Thursday, October 1. This will be an entire day devoted to the dissection and study of every detail of a martial arts school's operations.

Within a few hours, you'll gain a much deeper understanding of what makes a school tick strong and steady. This is the nuts-and-bolts information that will help you generate new students; teach more effective classes; improve your student retention, payments and collections; and plan and schedule a curriculum that will motivate your students to return every week for more great training.

The Extended Staff Training Day was an extremely powerful educational track at the first Extreme Success Academy because it threw schools' staff members into the deep end of the pool. That day's activities helped them to recognize their responsibility to maximize their potential as professionals, and become a positive force to improve customer service at their schools.

For many struggling schools (and yours may be one of them), the challenge is often less about marketing and curriculum, and more about having a staff with the tools to make the learning experience in your school the best it can be. The Extended Staff Training Day will transform your staff from "workers" to "professional partners," ready and eager to take your school to the top.

A Posse of Recession Wranglers

The roster of speakers and martial arts legends and celebrities was still being finalized at press time, but you can count on NAPMA to deputize a powerful posse of top school owners and experts from inside and outside the industry to help you defend your school from this "Wild-West" recession.

These will be the industry and business professionals who have experienced the ups and downs of the marketplace for decades—and will focus your attention on action, instead of cowering in fear.

Led by NAPMA CEO Stephen Oliver, who learned how to survive and thrive during the recession of the early 1990s, the speakers at the 2009 NAPMA Extreme Success Academy will include master school owners and instructors, such as Grand Master Jeff Smith; NAPMA leaders, such as Toby Milroy, COO, Rob Tucker, sales manager, and Mark Graden, director of martial arts curriculum; and NAPMA Inner Circle and Peak Performers members, who will share their many success stories that you've read in *Martial Arts Professional*.

The contribution of NAPMA Inner Circle and Peak Performers members will be even greater this year because they've had the experience of more than a year as groups working together to discover—and prove—what works best in their schools. That may be the most important information you'll learn at the Extreme Success Academy because its real-world ideas and methods that are making Inner Circle and Peak Performers members some of the fastest growing schools in the industry.

More Emphasis on Multi-School Operations

One of the smartest strategies to combat a stagnant economy is to move quickly toward a multi-school model, so the 2009 Extreme Success Academy will expose you to more of the successful multi-school operators' secrets.

The implementation of proven school systems and economies of scale can make it much easier than you think to open two, three or four additional schools rather quickly, generating exponential growth in leads, enrollments, revenues and profits.

Overlay a multi-school strategy with a franchise model, such as Mile High Karate's, and the process becomes even easier and quicker, resulting in a strong commercial business capable of withstanding any economic turmoil, as it

Join the Celebration of our Legends



The 2009 Extreme Success Academy will be the occasion to honor our legends with the presentation of the 2009 NAPMA Lifetime Achievement Award and the second NAPMA Living Legend Award.

In September, Grand Master Jeff Smith, a 9th-Degree Black Belt and seven-time World Light Heavyweight Karate Champion, received the 2008 NAPMA Lifetime Achievement Award.

It was fitting that Grand Master Jhoon Rhee was the recipient of the first NAPMA Living Legend Award, since both Stephen Oliver and Jeff Smith were students of Grand Master Rhee and learned from him much of what they know, which has led them to becoming two of the most successful professionals in the industry.

This year's honorees are still a closely guarded secret, but read Martial Arts Professional and check the NAPMA Web site during the coming months to learn which legends we'll be celebrating at the 2009 Extreme Success Academy.



To find out more, email to seminar@drtaichi.com

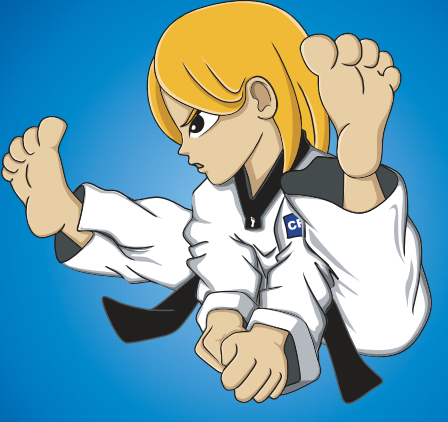
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Attendees Talk About the Benefits of the 2008 NAPMA Extreme Success Academy

"Learning not to reinvent the wheel was probably the biggest lesson."

What I took away from this weekend was invaluable information and positive reinforcement. It was a big reminder of what I should be implementing and why. The truth is that the highly successful school owners here have already determined what to do to grow any school. Being with these successful school owners is another great benefit of the Academy. I just need to follow their lead, implement it and give it 100% of my effort.

Drew Duffy
Bushido Academy, CO

"Our first action will be to raise our prices…"

I think the most important idea we learned is to network and meet with school owners whose schools are similar to ours, or maybe just a little bigger. Our first action will be to raise our prices, so we can be more competitive and compensate ourselves for what we teach and how we change lives.

Heather Potter
Charlottesville, AL

"The 2008 NAPMA Extreme Success Academy was awesome!"

The 2008 NAPMA Extreme Success Academy was awesome! it was very appropriate timing for me, especially the wealth accumulation information, because I'm in the process of buying my own building. That hit home. I joined the Peak Performers group, and I think that what it has to offer will be very helpful for my school and career development.

Jan Lappin
Middleburg Martial Arts, Middleburg, FL

"I'm very happy I came and I'll be back."

I had a great experience. This was my fifth or sixth NAPMA conference, and it was dramatically different than any other. At first, I thought the Extreme Success Academy would be just fluff. The advertising for the conference led me to believe it would be the Stephen Oliver show, but I came with an open mind, knowing NAPMA's excellent track record. As I listened to more seminars, I learned so much that I'm a bit overwhelmed; but to be a better business, I should do what I learned this weekend. I'm very happy I came and I'll be back.

Kurt Miller
Kim's Black Belt Academy
Bechtelsville, PA

"I gathered a huge load of information that I know will help my school's profit grow…"

This was my first NAPMA conference. I gathered a huge load of information that I know will help my school's profit grow by at least 50% during the next six months. I've been in business for approximately five years. I went full time this year, and we are generating as much as $18,000 in monthly revenues, with the use of NAPMA materials.

Shawn Harvey
Bermuda Small Circle Jujitsu Academy
Pembroke, Bermuda

drives your success to unimaginable heights.

Roundtables, Networking and More Opportunities to Grow Personally and Professionally

The 2009 Extreme Success Academy will feature many of the same smaller roundtable sessions as at the 2008 event. Attend panel discussions and learn from industry leaders and peer school owners. Meet the groundbreakers of the martial arts education industry and learn how to improve the effectiveness of your teaching.

Attendees of the 2008 Academy found the opportunities to network with other participants very helpful and informative. They were able to share ideas, do a little sparring, exchange techniques, and bond with new friends and colleagues. You can also mix and meet at the various special receptions planned for the 2009 Academy.

Take a break from the learning and growing to workout with other participants at the instantly popular Drill-O-Rama led by Mark Graden, NAPMA director of martial arts curriculum. He'll invite a cross-section of instructors and stylists to share some moves and techniques, many of which you can introduce on your mat. You may also have the opportunity to face-off with legends, such as Jeff Smith and Joe Lewis.

Make your Plans Early!

NAPMA is happy that the first Extreme Success Academy was such a successful experience for so many school owners, but that means the limited slots will be grabbed even quicker, which also means you should make your plans today.

Early registration for you and your staff will save big bucks, and once the venue has been finalized in San Antonio, there will be a block of rooms specially-priced for attendees. Future issues of *Martial Arts Professional* and **ExtremeSuccessAcademy.com** will have all the details. MAP

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Lessons to Learn, Challenges to Overcome, Successes to Achieve with An-Shu Stephen K. Hayes

Stephen K. Hayes is a 10th-Degree Black Belt of ju-dan and founded the martial art of To-Shin Do. Thirty years after beginning formal training, he is known as An-shu, founder-director of the Kasumi-An. An-shu Hayes is the author of 19 books about the martial arts.

He is one of a select few that has risen to the pinnacle of martial arts business success, creating a near perfect balance of martial arts tradition and wealth-generating opportunities for themselves and subsequent generations of instructors and school owners.

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Jeff Smith
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It wouldn't be a stretch of the imagination to think of the pages of *Martial Arts Professional* as a complete "entrepreneurial marketplace." Readers are presented with the information and opportunities to change their mindsets from a hobbyist or part-timer to a martial arts school business owner—and, as they learn how to transform their schools into highly profitable commercial enterprises, they discover they need more of the products and services offered by *Martial Arts Professional* advertisers.

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That's just the kind of entrepreneurial synergy and energy that will empower all of us to take advantage of the current economic climate. It's the strength of our partnership—publication, advertisers and readers/consumers—that will result in our businesses thriving, and being the big winners as the economy recovers.

In that spirit of partnership, *Martial Arts Professional* is announcing the **Advertisers Advantage Program**. Advertisers will have more opportunities to communicate their messages and share their expertise with readers, in more of a professional-community setting.

All advertisers are invited to participate in the first four offerings of the program.

Product and Service Gallery

This issue (April) of *Martial Arts Professional* includes the second Product and Service Gallery (See page 42). This is an opportunity for select advertisers to spotlight a new, seasonal or popular product or service in an editorial style.

Advertorials

Martial Arts Professional welcomes editorial content from its advertisers, based on their areas of competency. The content should provide intrinsic value for readers, e.g., competition safety, injury prevention, personal security, business efficiencies, etc. These advertorials will be published in the magazine on a space-available basis, and added to the magazine's Web site (**MartialArtsProfessional.com**) with live links to advertisers' sites/sales pages. (See the RingStar advertorial in the October/November 2008 issue as an example.)

Martial Arts Professional Online Networking Community

The *Martial Arts Professional* Online Networking Community is an opportunity for advertisers, readers and all martial arts instructors and school owners to establish closer, professional relationships. Those professionals in the martial arts industry who communicate and share with and support each other will defy the economic odds, and be stronger after the recession.

Selected advertisers will be invited to create professional networking groups, and deliver periodic messages to the entire community. Visit **MartialArtsProfessional.com** for more information and future access to the new online community.

Advertisers Marketing Education

Martial Arts Professional will conduct teleconferences and provide other educational resources, so advertisers can use the publication's drawing power more effectively. Advertisers will learn the latest marketing breakthroughs and cutting-edge techniques, so they can improve the responsiveness of their ads. Look for future announcements, details and schedules in the magazine and at **MartialArtsProfessional.com**.

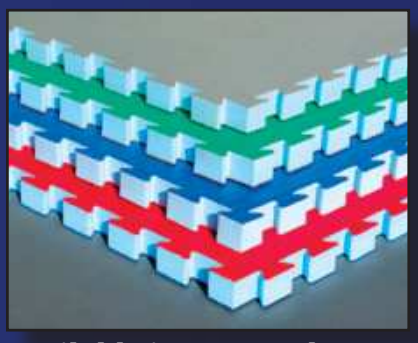
That's just the beginning, however, because *Martial Arts Professional* is developing even more new tools for the Advertisers Advantage Program that will tremendously benefit the publication's qualified advertisers—and at no additional charge. MAP

Please contact Rob Colasanti, advertising director, at robcolasanti@NAPMA.com for qualifying information and submission details for the Product & Service Gallery and advertorial and online professional networking opportunities.

MMAMATS.COM

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Available in many colors!



No skin abrasion

We also offer crash mats!



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- No Burn Tatami Surface
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MMAMATS.COM is a Greatmats.com Brand

Call 877-822-6622 for a quote or visit our site: **www.greatmats.com**

Only A Select Few Will Qualify for Today's Ultimate Martial Arts Business Opportunity—And You'll Discover If That Includes You, When You Register for a Special Private Webinar.

ONLY ONE PERSON may have the opportunity to be in business with us, on an exclusive basis, ...operating multiple schools...profiting from multiple income streams...and partnering with us to develop your area...

In fact, currently there are 118 very qualified individuals who have inquired about this ultimate business opportunity that is **only available in 57 territories**...so the sooner you participate in the special Webinar, the less likely you'll be shut out forever.

If you're interested in the one martial arts business model that is virtually recession-proof and builds lasting and amazing levels of equity, then you must read this letter and respond immediately—or risk being locked out permanently because others have acted more decisively.

This is your complimentary invitation to join me, Jeff Smith and the other Mile High Karate Regional Developers...for a private, online Webinar to learn more about whether our regional develop program is a good fit for you.

Once you're ready to take the next step, register for the special Webinar at **www.MileHighRegion.com**.

In cities around the world, Mile High Karate Regional Developers are ramping up their regions in partnership with Mile High Karate...conducting training sessions for new franchise school owners and their staff members and Black Belts...and meeting with local martial arts school owners to introduce them to our Mile High Karate franchise business, which is literally a "close" to become partners with me, Jeff Smith and other regional developers.

If YOU are looking for a truly UNIQUE opportunity to earn a significant living, running Multiple Martial Arts Schools... with possibly thousands of students, hundreds of Black Belts, and 10, 15, even 25 or more schools under your direction.

➜ **IF YOU** would enjoy and take pride in earning significant income, helping Martial Arts School owners and their staffs in your area discover how to earn truly significant incomes, teaching more students for higher prices, while providing much higher value...

➜ **IF YOU** would like a business that you can literally manage from your cell-phone or laptop, from the beach (or the mountains, as I do), without having to be at a school until 9 or 10 p.m. every night and weekends...

➜ **IF YOU** would like a business that can promote you as a martial arts celebrity, and help you become a STAR in our industry....

➜ **IF YOU** would like to be in a position to own many commercial real estate properties, with the mortgages being paid by the Martial Arts Schools you are helping to grow...

➜ **IF YOU** understand the wisdom of building a business with automatically renewing income that's stable and on-going...

➜ **IF YOU** would truly like to build a business with EQUITY—that's valuable and very sellable, when you decide to retire or move to other future opportunities...

➜ **IF YOU** recognize the value of an association with me, Jeff Smith, NAPMA and our staffs and regional developers...

...THEN this ultimate business opportunity is for you!

Right now, **there may be NO Regional Developer in your area, creating an opening in your hometown community**. This may be just the right opportunity for you, and the most important letter you've ever read from us.

REGISTER ONLINE AT MILEHIGHREGION.COM

NOTE: We only accept and appoint ONE individual in each geographic franchise area. If you want to be that one individual in your local area, then it is important you respond immediately. (Obviously, we DO accept the first qualified entrepreneur in each area, so waiting can mean being permanently locked out, as has already happened to quite a few Martial Arts School Owners.)

"What is a Mile-High-Karate Regional Developer?"

A Region Developer (also known as "Master Franchise") is an individual (or organization) that acquires the exclusive rights to a geographic area (typically a city, such as Seattle, Portland and Boston, and those cities surrounding areas).

Regional Developers work in partnership with us (Mile High Karate) to develop martial arts school in their areas.

Only One School Owner Will Be

"Who Should Be Interested in this Ultimate Opportunity (And Who Should Not)?"

If you are happy running one school and working six days (evenings) a week, then becoming a Mile High Karate Regional Developer may not be for you (however, an individual Mile High Karate franchise may be for you).

HOWEVER...

➜ **IF YOU** are looking for "What's next in your career..."
➜ **IF YOU** would like to develop an income stream that doesn't depend upon you for day-to-day marketing, sales and teaching...
➜ **IF YOU** would like to develop a business that truly builds equity—that's very valuable and desirable, in case you want to retire, are unable to work, or just want to move on to other endeavors...
➜ **IF YOU** would like to develop a business with residual income that will keep paying you as you work from your laptop on the beach...

...THEN this ultimate business opportunity is for you!

REGISTER ONLINE AT MILEHIGHREGION.COM

"How's This Different from Opening Multiple Schools?"

Well, becoming a Master Franchise (or Mile High Karate Regional Developer) offers all the benefits, without the risks and headaches.

You'll manage and direct multiple schools, with potentially thousands of students and hundreds of Black Belts...BUT...

1. **You DON'T** use your money to open the schools...
2. **You DON'T** hire a bunch of employees to run the schools...
3. **You DON'T** risk the downside if the location doesn't make money...

All of the schools underneath you (other than those you decide to own) will be run by independent owner/operators, who hire and supervise employees, take the risks and make the investments to open their schools.

"How Do I make Money as a Regional Developer?"

As a regional developer, **you profit from multiple streams of income.***

1. **Initial Franchise Fees.** Range from $22,500 (for early conversions) to $39,900. As a regional developer, you receive half of all initial franchise fees.

   For example:
   10 schools @ $22,500 each = $112,500
   30 schools @ $39,900 each = $597,000

2. **Royalties.** Each school pays a small, nine-percent royalty fee each month to be a part of the system, and you keep that fee; so you make 4.0% to 4.5% of the gross from each school under you.

   For example:
   10 schools @ $30,000 a month each = $12,000+ per month
   30 schools @ $40,000 a month each = $48,000+ per month

3. **Exciting, New Programs:** "Building Successful Kids" and "Mile High Success Skills"

   All students in our franchise schools are registered, upon enrollment, to participate in this program. Regional Developers receive **$10 per month PER FAMILY** for this program (and individual schools receive $10 per family). This is an exciting tool for success skills, upgrade preparation, reactivation and referrals, which also earn you additional income for each student enrolled.

   For example:
   10 schools with 100 families each = $10,000 per month
   30 schools with 250 families each = $75,000 per month

"How Does a Regional Developer Develop Schools?"

There are three primary methods that we'll use together to develop schools in your area.

1. **Conversions**—Converting existing martial arts schools to the Mile High Karate system. Once you've created a list of schools in your city or region, we'll show you how to convert a portion of them that would love to join with us to build better businesses and share an incredibly strong support system. We'll help you through every step of the conversion process.
2. **Internal Development**—Many schools lose staff members because there is no advancement system for them, but we've made sure that such a system is an important component of every Mile High Karate franchise. There are many family members of students who would never consider becoming an employee of your school (because of the pay or position), but they would love the opportunity to own a school, and work with you and an international support team.
3. **Franchise Broker Networks**—We work with hundreds (nearly 1,000) Franchise Brokers throughout North America. The Franchising business model has never been stronger because of powerful demographic trends. Once you establish a presence in your area, many new school owners will likely come from these sources.

But Wait, There's More!!!

You'll also earn two **BONUS INCOMES** automatically, as the Regional Developer in your area.

Add Jet Fuel To Your Existing School(s)!

Would you like to know the SECRET that many of us in the "business" of teaching school owners have known for years?

Here's the Secret!!!

The secret is...the teacher always learns more than the student. This is true...Just by receiving our training and certification, conducting regional training meetings and Masterminding with other owner/operators and their staffs in your area, your skills as a school owner will leap to a much higher level, *beyond your wildest imagination*.

Chosen...

You Might Wonder Why We Developed This Program...

Reason #1: BECAUSE WE CAN. We have created a solid and comprehensive collection of new-member and new-school-conversion tools, support systems and training methods to successfully support Regional Developers. Our Franchise structure naturally lends itself to local community presence. Plus, we have the resources and infrastructure to properly support Regional Developers.

Reason #2: BECAUSE OUR SCHOOLS WORK BEST WITH REGIONAL AND LOCAL SUPPPORT. Both Jeff Smith and I have run multiple schools for more than 25 years. We've found the *synergy* that occurs with many schools in one area...a synergy that is invaluable.

Reason #3: BECAUSE WE ARE ABLE TO CREATE SUCH A TERRIFIC OPPORTUNITY. This is a TERRIFIC business for the right person who is committed to training and developing School Owners, staff members and Black Belts. Simply put, this opportunity and our franchise system allows us to "share the wealth," and put you into this business in a sensible way.

Reason #4: TO BE OF GREATER SERVICE TO OUR SCHOOL OWNERS AND THEIR STAFFS AND STUDENTS. Having trained Regional Developers across the U.S. improves all school owners' results and the quality of service we can provide students.

Reason #5: FOR "SELFISH" BUSINESS AND PERSONAL REASONS. With Regional Developers, we have "boots on the ground" to acquire new schools and new students that we could not have otherwise.

Back to reason #3, the one that really matters to you: The opportunity to own a local "clone" of our very successful, magnificently systemized business will be available to fewer than 60 smart entrepreneurs in North America—and for only one of them in your community.

How Can you Become the ONE (and Only) Official Mile High Karate Regional Developer in your Area?

First, at this point, all you must decide is: MAYBE—until you have an opportunity to see our complete "show 'n tell" presentation, including the numbers. We'll send you all the works on DVD, if you qualify.

We are interested in quality, capable, self-motivated, entrepreneurial martial artists committed and involved (not your money). To learn all the details and whether this is ultimate opportunity is right for you, please attend our special Webinar by registering at **www.MileHighRegion.com**.

Beware: There's Enormous Risk in Waiting!

This invitation to join us HAS been sent to every Martial Arts School owner in your area. We will accept the first qualified school owner that's a good fit for our system. If you wait and delay your decision, then one of the other school owners in your area will grab this exclusive opportunity—and you will be locked out. **Probably forever**.

What Should you Do Next?

Attend our Webinar by registering at MileHighRegion.com. If you're not accepted, then you'll receive a polite decline or notice of the option to be added to the waiting list, if another school owner from your area has beaten you to the punch.

Dedicated to helping you grow in the martial arts business,

Stephen Oliver

Stephen Oliver, MBA
8th-Degree Black Belt
CEO, National Association of Professional Martial Artists (NAPMA)
CEO/Founder, Mile High Karate



P.S. Obviously, you will have questions. Just about all of them will be answered when you watch the Webinar. Your remaining questions can be answered with a follow-up call with Rob Tucker.

REGISTER ONLINE AT MILEHIGHREGION.COM

MILE HIGH KARATE®

*Specifics in the franchise agreement to be discussed prior to making a decision. Not intended to be an "earnings claim," specifics spelled out in Franchise Disclosure Documents, and results vary by individual.

"What do I do NEXT?"

Watch the webinar online at MileHighRegion.com

Then, contact Rob Tucker to schedule a time to RSVP for your Discovery Day.



Rob Tucker
6th-Degree Black Belt, Master Instructor, Director of Franchise Development and Sales
RobTucker@MileHighKarate.com
Cell: 407-473-5020
Fax: 303-379-4600

There will be only one fortunate school owner per area. Learn more about this unique opportunity before time runes out!
www.MileHighRegion.com

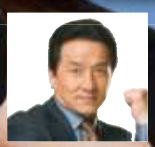
Take a Free Test Drive and Drive Away with $2,310.12 Worth of Martial Arts School Fast-Growth Tools!

AND...

Receive this PRICELESS Explosive School-Growth Guide and DVD

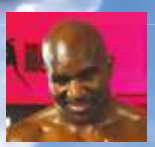


Also Includes "insider's access" to success secrets from these experts...and MORE!


Chan

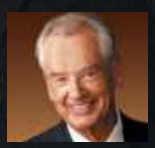

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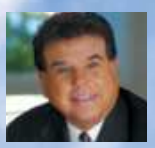

Holyfield


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.

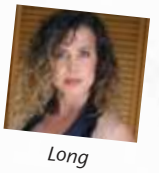
NAPMA promotes systemized approaches instead of random acts of sales...breakthrough strategies that neuter the competition, allowing you to sell at premium tuition rates higher than your competitors, successfully...and our liberating philosophy and practical advice for exceptional Martial Arts School 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.


Van Damme


Chan

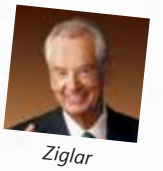

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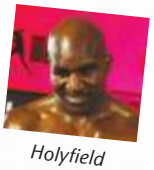

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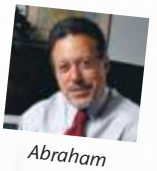

Hayes

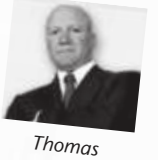

Ziglar


Holyfield


Ferriss


Kennedy


Abraham


Thomas


Blanks


Hopkins


Tracy


LeBell


Amelio


Robbins


Milteer


Holmes


Urquidez

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

- 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.



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

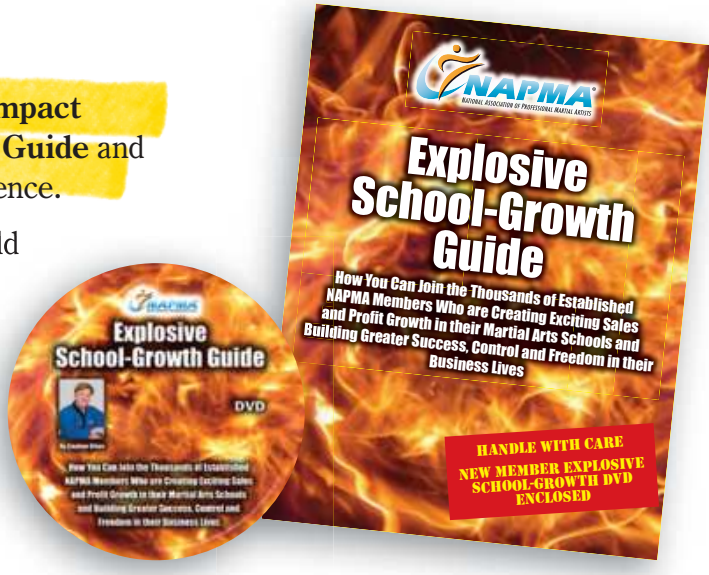
I started with 60 students, teaching for the Stratford Recreation Dept. Since then, I started two more programs at the town of Orange and the Valley YMCA in Ansonia. I now have my own business teaching full-time and have 180 quality students!

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

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.

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.

ever imagined! Thanks NAPMA for 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



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Interview by Toby Milroy, NAPMA COO

Having been born in Germany and moved to Texas at 17, Sascha Williams considers himself half-German and half-Texan. If there was any apprehension about his new home, then it quickly disappeared when he started his martial arts training; in fact, his attraction to becoming an instructor began with almost the first class.

"I knew that I wanted to teach, almost as soon as I started my first couple of classes," said Williams. "I was an assistant instructor by the time I was an Orange Belt or Purple Belt; I always enjoyed it.

"If I had the opportunity, then, I wanted to spend my life teaching martial arts, so even before I earned my 1st-Degree Black Belt with Mr. Parker, I had already opened my first school, with a partner. I then decided to go solo, when I received my Black Belt in the mid-80s."

Williams trained with Ed Parker Kenpo for approximately 30 years, establishing a relationship with Mr. Parker that led Williams to focus completely on his style.

"I was fortunate to work with him until his untimely death in 1991; he was only 59 years old," Williams said. "I also worked with many other Black Belts, such as Tom Kelly, Bob White, Larry Tatum, Jeff Speakman, John Sepulveda and Jeff Hancock; they're all great Kenpo Black Belts, first-generation Black Belts. I consider myself very lucky to have been in that group."

Having been a direct student of Mr. Parker's, Williams was also invited to teach Kenpo internationally, in Sweden, Spain, Greece, Portugal, Netherlands, Germany and other countries. He is also a published author, with four martial arts books in the market.

Today, Williams has become a master not just of the martial arts, but also, you might say, a master of internal referral programs, with student interaction, birthday parties and similar events. During this interview, he presents some strong nuts-and-bolts concepts and great action steps you can implement at your school.

Toby Milroy: Let me start with a series of questions that are all inter-related. You've been operating schools since the 1980s. What led to that transition from a hobbyist to a business owner? How did you learn the school operator's

Sascha Williams

Sascha Williams is an 8th-Degree Black Belt Associate Master in the Ed Parker style of Kenpo as well as a Mile High Karate Franchise school and Stephen Oliver Coaching Client. He also served the Parker organization as the officials director for the IKC international tournament, a regional director for the International Kenpo Karate Association, and started and operated its business conference. He operates Mile High Karate-Fresno, formerly Williams Kenpo Karate, with his wife, Renee, in Fresno, California.

mindset? When was it that you decided that you wanted to run a serious business?

Sascha Williams: At first, I was not well versed in what it would take to run a successful martial arts studio, so I made many of the common mistakes that many school owners are still making to this day. I probably treated my studio and its program more as a hobby. I was so focused on the pursuit of the art itself and producing excellent students that I did not spend enough time initially making sure that I had the business knowledge.



Sascha and Renee Williams.

In addition, there was not much information about the business of operating a martial arts school available in the early to mid-80s. The industry, as we know it today, did not exist, in terms of the support that so many school owners receive from NAPMA. I had to learn by trial and error at first, slowly acquiring an education from books and materials from Zig Ziglar and similar authors and speakers. I then decided to stop working a job on the side and focus only on the martial arts. I was close enough, financially, that I thought I could make it work, so I took the leap. Of course, there was still plenty of trial and error and lessons learned the hard way.

The larger transition occurred during the mid-90s, when Century hosted an event in San Francisco that I attended. It was a great event, and NAPMA had its first booth. I became a member immediately. I was especially impressed with NAPMA's marketing campaign artwork because I certainly was not able to produce it myself. They were very professional looking, and were the primary benefit of my membership.

I then started to read more of the reports and other materials, which helped to develop my Black Belt Club, and give talks at local academic schools, even though those ideas took a while to penetrate my thick brain. I was exposed to some materials and ideas that didn't have value for me until I saw another school owner implement and benefit from them.

I continued to acquire knowledge as NAPMA grew; and its growth also made me aware that there were many more studios in a situation similar to mine and, in a way, that gave me strength because I didn't feel so alone anymore.

Toby Milroy: I think your experience is extremely important for our readers because your growth and subsequent success was directly related to how involved you were in NAPMA.

Members can receive their packages every month, open them and let them sit on their desks, or they can share the *NAPMA Innovations DVD* content with their staff members; listen to the *Sounds of Success CD* in their cars; and assign staff members to read the various Black Belt Reports, extract the value and share it during staff meetings.

It's a matter of surrounding yourself with other school owners who are growing, and can help you not go it alone. Peter Drucker says you'll become the average of the sum of the five people with whom you spend the most time; and, in your case, as a NAPMA Peak Performers member, you're spending time with other successful schools owners. There may be distance between you, but you are spending time with the same information, and that's useful.

You did what any school owner who wants to make the paradigm shift from being a part-time hobbyist to a full-time school owner, and a successful one at that. You decided to surround yourself with your peers who will push, pull and drag you toward success, and also share best practices and what's working in the industry. What always excites me about talking with someone like you, Sascha, is that what we are discussing isn't theory, but ideas that are actually working.

The activities that are working are those that create leads, and from which you can build relationships. For example, you've had some amazing success at driving traffic with birthday party marketing. Your numbers are amazing! You told me you have



From left to right: Daniel Perez, Ricky Flores, Renee Williams, Sascha Williams, Jordan Murphy, Randy Perez, and Jennifer Perez



Williams' Mile High Karate-Fresno school decorated for a birthday party.

four to five birthday parties each week, and each of them generates 20 or 30 new prospects, which means you have 120 prospects a week!

That kind of performance would solve the problems of most average schools, indefinitely. We also want to discuss how to build strong relationships with those leads, so a maximum number will enroll as students.

Let's start at the beginning, however. How did the birthday party concept become a huge lead generator for you? How did it start and evolve into the success it is today?

Sascha Williams: I started promoting birthday parties simply because I heard that other school owners were doing it. My first birthday party was probably two years ago; and I made so many mistakes that I almost discontinued the program. I discovered that I needed a larger base of potential customers than I could draw from the 100 to 150 students at my school; and I made it too complicated.

I tried to attract students as their birthdays were approaching, to catch them ahead of the date, so they would schedule their birthday parties with us. The positive change came when I scheduled one birthday party every three or four months, and included a blurb about the parties in whatever ad or direct mail piece I was using in my regular marketing program. That blurb directed people to my extremely simple, extremely basic one-page Web site, with the domain name, fresnobirthdayparties.com.

Once I tied all these methods together, I began to notice that those to whom I was directing my regular advertising were starting to visit the birthday party Web site. The site has a form, so interested parties can opt-in by providing their email addresses, so they can receive additional information.

It's been extremely easy to convert those interested respondents into booked parties. Our incentive is a regular $299 party for only $125. Of course, we also state the parties are limited. The parties are only held at one location and typically on the weekend, so we can add some urgency to our message.

We don't limit how many children can come to a birthday party. We do screen those interested, so we know they understand that the purpose of the party is more than a celebration. We want them to be interested in our philosophy, and that we'll teach some of the positive aspects of martial arts: respect, discipline and focus. The response has been phenomenal. I estimate that 30–40% of the birthday parties we book are from our students, which means the other 60–70% are from people we don't know.

Toby Milroy: Sascha, let me review some of your important points, and emphasize them for our readers; these are points they should add to their marketing plans. Not only do these points relate directly to the type of referral-generating activity to use, but also having a marketing mindset.

The first point is that you're not only generating leads from your student body, but also your cold ads. You created space in your newspaper ads, direct mail pieces and other marketing materials, so you can include a birthday party message. The technique is communicating the right message to the right market with the right media.

You went to the market with a different message. The lesson for school owners is that if they observe a decline in the pulling power of a media that they know works, then it's time to change the message. Communicate a different benefit; provide a different service, such as your birthday party program.

Sascha Williams: Stop trying to be everything to

Learn more about the NAPMA Peak Performers and how members, such as Sascha Williams, can help you achieve greater success with your students. NAPMA.com/InnerCircle



A birthday party in progress.

everyone. I focus my message on parents through my ad in *Parents* Magazine. I'm the only school in this area in that publication, so I don't have any competition.

Toby Milroy: Returning to your important points, the second is that you created a very simple Web site with predominately a birthday party message and only a brief reference to martial arts; although that message is important because, as you said, you want them to understand what will occur during the party and your school's mission.

The third important point is your Web site may be simple, but it is also a sales mechanism with an opt-in feature. Your birthday party Web page would be virtually worthless, if it didn't collect data from visitors.

Sascha Williams: Let me add that what changed my mindset about the correct use of a Web site is when I learned that most of the public doesn't search the Web for local karate classes. People do use the Internet to find more information when it's convenient for them. The public is more likely to visit your Web site when they are directed to it from your ads and other marketing materials, or maybe heard about it word-of-mouth. Once they visit your Web site, they are more likely to respond to emails, too. If you are the one school in town that uses the Internet effectively, then you are the one school that is reaching the prospect audience through that medium. **MAP**

There's more!

Read the complete interview with Sascha Williams at MartialArtsProfessional.com



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Martial Arts Professional Asks...

AN-SHU STEPHEN HAYES 10TH-DEGREE BLACK BELT AND AUTHOR

What suggestions for success could you share with school owners who want to find a balance between tradition and the modern world of business?

First, I would say that we can offer the best of both worlds. For students who enjoy being part of an ancient lineage, we can offer the reassuring feel of legitimate tradition. Other students are attracted by our cutting-edge self-defense and aerobic conditioning programs. For them, tradition doesn't matter nearly as much as knowing that you care about them and want them to succeed.

Let me also share my five suggestions for modern success, three this month and the last two next month.

1. Don't "dumb down" your material.

Yes, I was taught by a gruff guy who barked commands and did not respect questioning attitudes, but that was in Japan a generation ago. I teach in America today; and I want my students to relate to their martial arts school in a way that will inspire them to stay long enough to benefits thoroughly from their training. There are libraries of documented educational science available today, which did not exist in ancient China, Korea and Japan. Take advantage of what is known about learning, and incorporate those concepts into your program.

Yes, I still teach the historical use of the spear against samurai armor. That is one part of the historical tradition of my school. That material is taught to senior Black Belt instructors, however, who are skilled fighters, have been through all the practical lessons and are now ready to explore the arcane roots of our martial art heritage. Newer students need



material relevant to their world first.

2. Focus on the purpose of your tradition.

The tradition behind my martial art is providing a way to be safe, happy and healthy in a sometimes-crazy world. The primary threat to safety, health and happiness in ancient feudal Japan was armored riders from over the mountain, who came to kill, steal and take control of other people and lands.

What is the primary threat to health and happiness in America today? How can I translate what worked in ancient Japan into a form that will work in modern Western society?

3. Identify the real needs of people in your community.

Allow the appropriate parts of your tradition to serve those needs. You don't have to talk everyone into training for commando operations, professional pit fighting or life as a Zen priest.

Are you honestly addressing the kinds of assaults likely to happen in contemporary America with your self-defense training? Are you effectively preparing them for the emotional and cognitive jolts that will happen when they face actual aggression, and experience a rush of those natural survival chemicals?

If they want training to increase confidence, focus and personal discipline, can you give them a program to accomplish those goals? Sure, martial arts improves those mental capacities, but very specifically how will you provide your students with that character development?

How about you? In what direction are your answers pushing you? **MAP**

STEPHEN K. HAYES



Stephen K. Hayes is a 10th-Degree Black Belt of ju-dan, and founded the martial art of To-Shin Do in 1997. Thirty years after beginning formal training in the martial arts, he is known as An-shu, founder-director of the Kasumi-An. An-shu Hayes is the author of 19 books about the martial arts.

TELECONFERENCE

Listen to the Free Stephen Hayes Teleconference: Lessons to Learn, Challenges to Overcome, Successes to Achieve



As a special guest at the 2008 NAPMA Extreme Success Academy, Stephen Hayes helped attendees focus on self-actualization or self-realization, especially as a guide for the younger instructors and school owners, so they could learn how to increase their perceived value in the minds of their students and families. Visit NAPMA.com/StephenHayes for more information.



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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THE INTERNATIONAL KID-JITSU® ASSOCIATION

BRIAN TRACY KARATE BLACK BELT AND HUMAN POTENTIAL EXPERT

What are some of the reasons so many people fail to achieve their goals?

If people knew that all their hopes, dreams and plans are dependent on their ability and willingness to set goals, and realized how important goals are to a happy, successful life, then far more people would have goals today.

One reason people don't set goals is, simply, they're not serious. They're talkers instead of doers. Although they want to be more successful, and improve their lives, they're not willing to make the necessary effort. They don't have the "fire in the belly" to make their lives bigger, better or more exciting. They want to be better martial artists—they talk about being better martial artists—but they don't put in the hours of training. They don't put their thoughts into action.

Your true values and beliefs are expressed in your behavior. One person who takes action is worth ten brilliant talkers who do nothing. I receive countless phone calls, letters and proposals from all kinds of people with all kinds of ideas, yet the only ones who impress me are those who actually do something. Don't tell people what you will do. Show them. Be serious!

The second reason people don't set goals is because they've not yet accepted responsibility for their lives. I used to think that goals were the starting point of success, until I realized that the first step toward goal setting is being fully responsible for your lives and everything that happens to you. The irresponsible person is the person who's still waiting for real life to begin.



The third reason people don't set goals is their deep-seated feelings of guilt and unworthiness. A person in a low mental and emotional state is not the kind of person who confidently and optimistically sets goals. A person who was raised in a negative environment may develop the attitudes of "What's the use?" and "I'm not good enough." They are hardly capable of serious goal setting.

The fourth reason people don't set goals is that they don't realize the importance of goals. If you're raised in a household in which your parents didn't have goals and the setting and achieving of goals wasn't a regular topic of family discussion, then you can reach adulthood without even understanding the concept of goals.

If you move in a social circle of people without clearly defined goals, then you'll probably assume that goals aren't a particularly important part of life. Since 80 percent of the people in your life are going nowhere, if you're not careful, then you'll drift with that crowd and go nowhere as well.

The fifth reason people don't set goals is that they don't know how. You can earn a university degree and never once receive an hour's worth of instruction on goal setting. Goal setting is more important to your long-term happiness than any other subject that you could ever learn.

Look for five more reasons why people don't set goals next month. **MAP**

> "The irresponsible person is the person who's still waiting for real life to begin."

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As a columnist for *Martial Arts Professional* for more than 10 years, Brian Tracy has shared a great wealth of knowledge with readers, NAPMA members and Martial Arts Professionals throughout the industry. His free NAPMA teleconference is filled with ideas and concepts that will help you shape your thinking and develop skills for success. Visit **NAPMA.com/Brian Tracy** for more information.

BRIAN TRACY



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.

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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.

TERRY BRYAN PH.D., 9TH-DEGREE BLACK BELT

Face your Fears and Clear the Road to Success

After almost 40 years as a martial arts instructor, Olympic coach, business leader and success coach, I've come to realize that I am in the overcoming-fear business. Those who face their fears, acquire specialized knowledge, and then take action, are more likely to be successful.

Recent issues of *Martial Arts Professional* presented Lee Milteer's two-part interview with Dr. Gene Landrum. I encourage you to read one of his books, *Paranoia and Power: The Fear and Fame of Entrepreneur Icons*. This is a very powerful study of the huge obstacles many famous entertainment icons had to overcome to become successful and famous. You may not think of entertainers as entrepreneurs, but they are self-employed, and certainly must manage and control their careers.

In his book, Dr. Landrum reveals the negative baggage that we all bear, and how it interferes with our ability to function effectively and recognize future possibilities. These inner fears can motivate or inhibit your success, but every successful entrepreneur had (and has) many fears to overcome. In fact, most of the biggest entertainment or business icons use their insecurities to motivate them to new levels of success.

FEAR is the acronym, False Evidence Appearing Real, and how true that is. Most of people's fears never occur, and to worry about them is crazy, and produces unneeded anxiety. As a martial artist, you understand better than most that you must experience your fears, and not try to avoid them. Give yourself permission to move through your fears with courage.

Eleanor Roosevelt observed, "You gain strength, courage and confidence by every experience in which you must stop and look fear in the face. You must do the thing you think you cannot do." Mark Twain put it this way, "Courage is resistance to fear, mastery of fear—not absence of fear."

> "Most of people's fears never occur, and to worry about them is crazy, and produces unneeded anxiety."

The fear of failure, success and the unknown seem to stop so many people from achieving their goals, when, if they learned to face their fears and take action, then they would experience success. The following excerpt from Dr. Gene Landrum's *Paranoia and Power* book demonstrates how fear is a catalyst to live in a penthouse or the poorhouse.

"Steven Spielberg's early childhood anxieties became adult worries, and then evolved into fantasies to be explored. Steven Spielberg is a living example that fear can motivate and inspire as well as debilitate. By attacking our greatest fears, they become diffused.

Jaws was an incredible success, due to such a fantasy. How? It was based on Steven's deathly fear of the water. For him, the oceans housed creepy monsters from the deep. That's where the great white sharks hung around to eat their adversaries.

Jaws was Steven's first epic success. In it, he would attack his greatest fears and use them to scare and entertain. It turned out that his *Jaws* movie wasn't like the book at all. Steven saw the terror of the unknown as crucial to the story and infused it through epic scenes with the great white shark that would become the movie's hero.

In many respects, what Spielberg did was what Anne Rice had done in her first mega-hit, *Interview with a Vampire*. Rice said, "I think all my writing has been part of a battle with my fears. When I write, I explore my worst fears, and then take my protagonist into awful situations that terrified me."

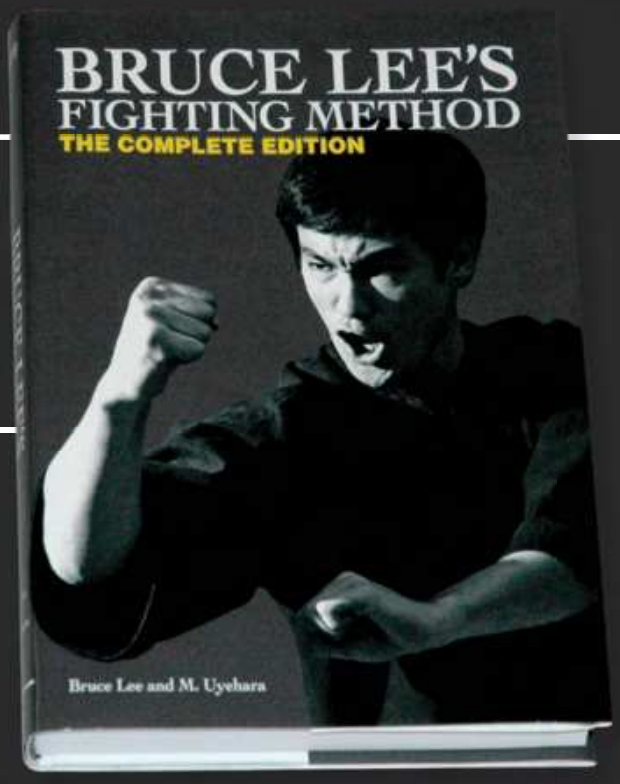
What great white sharks are circling that stops you from entering the water, and achieving all that you desire in life? **MAP**

TERRY BRYAN



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. Terry now sits on the boards of various real estate investment groups, and is the founder of Warriorwiz Real Estate Investing Success System. Terry can be reached at **MartialArts Professional.com**.

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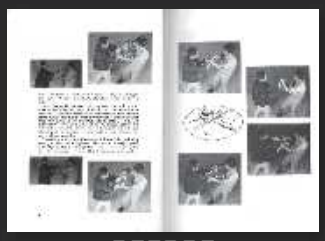
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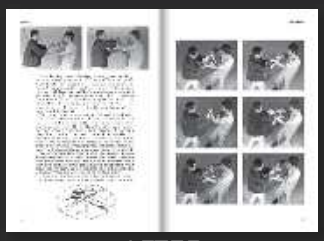
Bruce Lee's Fighting Method: The Complete Edition brings the iconic four-volume *Fighting Method* series together into one definitive book.

Intended as an instructional document to complement Lee's foundational *Tao of Jeet Kune Do*, this restored and enhanced edition of *Fighting Method* breathes new life into hallowed pages with digitally remastered photography and a painstakingly refurbished interior design for improved instructional clarity.

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BEFORE


AFTER


BEFORE


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TOBY MILROY NAPMA COO

Multiply your Print Advertising Results, without Spending Another Dime!

Part 3: The "Anatomy" of an Ad: The Headline, part 1

There are three fundamental components of any print advertising: Headline, body copy and an offer. Too many schools' ads either contain none of these components or just one or two.

Print media advertising includes newspapers, magazines, advertisers and various types of direct mail.

Writing a good headline is a skill you can learn, once you understand the purpose of a headline. Your headline should emulate the copy of an infomercial or the ads you see in daily newspapers, not the latest ad for a major brand, such as Ford, Taco Bell, Coke, etc.

One of the basic secrets of the headline (or almost any advertising copy) is to write it from the prospective of your target audience. The contents of a headline should be relevant to the prospect, not you or your friends. If your target audience is the mothers of nine-year-olds, then it must resonate with women approximately 30 to 40 years of age.

In general, your prospects have no interest in your martial arts résumé (style, lineage, trophies, etc.). Don Swartz says, "No one cares how much you know, until they know how much you care!"

The primary purpose of a headline is to attract the attention of prospective customers, so they're compelled to read more of your print advertising piece, and learn the important points you are trying to communicate.

To communicate successfully with your target audience, a headline must achieve three goals.

"One of the basic secrets of the headline (or almost any advertising copy) is to write it from the prospective of your target audience."

1. It should answer a question or solve a problem for prospects.

For example, a headline for a health supplement might be, "Dear Men 25 to 35: Did you know the leading cause of heart disease is high cholesterol? [Product name] reduces cholesterol by 79% in 30 days guaranteed or your money back."

2. Promise a benefit.

If you're a "fitness-focused" school, then you could write a headline with any number of benefits, each a bit deeper in terms of how they connect with your target audience. Those benefits could include: losing weight; fitting into clothes better; living a longer, higher quality life; and improving relationships and self-esteem.

3. Create curiosity or interest.

Write a headline that dramatically grabs your prospects' attention; that makes their minds stop abruptly from reading or scanning your print advertising piece. It's almost like a mild electric shock.

I'll be honest; I don't think this third goal is as important as the other two. It's overused in too much of today's print advertising, and is usual not appropriate for the kinds of direct marketing headlines you should be writing.

You can learn much about headline writing by reading the tabloids or general interest magazines at the supermarket checkout.

No doubt, you've seen the headlines: "Horrendous murder in…" or "Tragic Death in…" or Stock Market Plummets…" The sensationalism of newspaper headlines is, of course, not on accident. It's extremely important that editors grab your attention in five seconds, and motivate you to buy their publications.

I suggest you review all of your printing advertising pieces of last year to determine which match these concepts and which could have been written better, and then write new headlines for the second group as an exercise to make you a better headline writer. **MAP**

Once you become a member at NAPMAFreeOffer.com, visit the NAPMA Online Print Marketing Store for free downloadable advertising materials.

TOBY MILROY



Toby Milroy is a 4th-Degree Black Belt, former school owner, Mile High Karate Regional Director and NAPMA's Chief Operating Officer. He can be contacted through **NAPMAFreeOffer.com** or **MileHighFranchise.com**.



Rodrigo "Minotauro" Nogueira first person to ever hold the heavyweight title in both Pride FC and the UFC. Considered by many to be the greatest MMA fighter of all time."

Recession Proof Your Academy!!!
Deeply Buried In Your Academy Is A Major Hidden Profit Center That Could Easily Triple Your Profits – Make More Money Than When Times Were Good!!!



"My billing company called me to see what I was doing that increased my profits so quickly in the middle of a major recession. The NNTA has a formula that could "recession proof" your… Tae Kwon Do… Karate… or other martial arts academy and easily triple your profits in just a few weeks. Try their risk free program and get ready to be amazed!"
- B.V. 6th Degree

Dear Martial Artist and Businessman,

Right now, this very moment there is a hidden profit center in your academy that could easily triple your academy's profits in as quickly as 30 days! Don't believe me? Keep reading…

As you are aware we are in a major recession. Like most businesses you have probably had your sales/enrollment drop. There are hundreds of martial arts academies nationwide closing. Making money and adding new students is not as easy as it used to be.

I can "*recession proof*" your academy and you could make more money than you probably ever made before, even when times were good!

But that's not all, I'm also going to…

Insulate and protect you from a new breed of competitor that could arrive at your door step real soon!

That hidden profit center is MMA !!!

Yes MMA! You read correctly!

Hi my name is Rodrigo "Minotauro" Nogueira. After receiving many requests from all over the world I am starting the **Nogueira National Training Association** (NNTA).

The purpose of the NNTA is to help Tae Kwon Do… Karate… or other Martial Arts academies implement a world class… state-of-the-art… MMA program using their own staff as instructors!

The addition of MMA has resulted in the explosion of profits to many academy owners even during these tough economic times.

- Mixed Martial Arts can be the ultimate add on profit center to your existing Tae Kwon Do… Karate… or other Martial Arts academy. With the **Nogueira National Training Association** (NNTA) you keep the entire monthly fee paid by your students since your in-house instructors do all the teaching under my direction. There are no "outsiders" involved. You are in complete control at all times. *Please see my website for complete details*.
- With my Associate Mixed Martial Arts program you could easily "*up sell*" up to 70% of your existing students without spending an extra nickel in advertising and triple your bottom line in as quickly as 30 days! MMA is very popular and parents love seeing their children doing the same techniques they see the pros doing on television and Pay Per View.
- You will also pick up new students that are interested in Mixed Martial Arts after seeing MMA fights on television. These new MMA students can be eventually "*up sold*" to your regular Tae Kwon Do… Karate… or other Martial Arts programs!

I realize like many of your brethren in the traditional Martial Arts you may not have been that excited about MMA. In fact many traditional Martial Arts Academies considered MMA a long term threat to their business.

The truth is they're 100% correct!

Don't be fooled. MMA academies are at their infancy but growing quickly.

By implementing an MMA program you not only skyrocket your profits for your academy but there is also an additional big bonus…

If you have the NNTA Associate Program implemented in your academy, other traditional Martial Art academies and MMA schools should stay far away because they can't beat your program!

You already offer everything a student could want – the student has no reason to leave. The competition will find "greener pastures" elsewhere.

Even though MMA can be a hidden gold mine to your academy there are a few pitfalls you need to be aware of if you try implementing a MMA program on your own!

I guarantee you could avoid all of them with my NNTA Program. *Go to my website and you will see them all listed and how my program avoids them*.

The Nogueira National Training Association (NNTA) could create the same profit and excitement for your academy as it has done for others that were on the verge of failure!

The NNTA has performed miracles for other Tae Kwon Do… Karate… or other martial arts academies and you should not be any different! My Association could financially turbo charge your academy and make you into a successful MMA veteran almost overnight! *Go to my website and see 22 reasons why*.

Some Of The Benefits Of The Nogueira National Training Association Include:

- Be the exclusive **Nogueira National Training Association Member** in your area!
- Up to 100 days of MMA training at our world class 16,000 sq ft facility in Miami Florida (10 minutes from South Beach)!
- Learn marketing and recruiting methods that can help fill your academy or club extra fast with new MMA students!
- Monthly seminars and private classes at your academy... our academy... or via the Internet... teaching the latest up-to-date... business... training... and fighting techniques!
- Optional fighter management with an override to the referring academy or teacher!
- Belt promotions, certifications and instructors' certificates!
- Wholesale prices on MMA supplies!
- National exposure and credibility!
- Telephone conference business coaching!
- National Tournaments!

Thank you for reading this invitation.
Rodrigo "Minotauro"

For Additional Information And A Membership Application To This Unique But Limited Time Opportunity Please Call 305 284 8858 Dept. NAP
Mon – Fri 9 To 5 EST or Visit Our Website:
www.NogueiraWinningTeam.com

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Why People Fail: The Real Road Less Traveled

"Stick-to-itiveness" is a strength of character, a philosophical position, a consciously valued and directed behavior, a habit. In any business category, fewer than five-percent of the owners create extraordinary incomes, wealth, security and independence; ninety-five percent flounder, frustrated for life.

If you spent 25 years chronicling the behavioral differences between the mediocre majority and high-achieving minority as I have, the most striking distinction you would find is that winners stick to their goals; losers give up easily and flit about randomly. Losers waste the years of their lives looking for the unicorn of modern fantasy, the easy button. Winners find winning strategies and stick to applying them.

> "…winners stick to their goals; losers give up easily and flit about randomly."

Sylvester Stallone was rejected as an actor by every Hollywood studio. The script he wrote for *Rocky* was also summarily rejected by all studios, but one—and it agreed to buy the script for a flat fee. Stallone, broke at the time, refused to sell the script unless he could star in the movie and receive customary compensation. He made the rounds again and again. He persisted until a studio decided to acquiesce to his demands.

There must be thousands of better actors and thousands of better scriptwriters who were working as waiters then, and are still working as waiters now. The difference is not talent. In my 30 years of business experience, I've found talent to be the most overrated of all attributes, less likely to lead to success than most.

By comparison, staying stuck like super-glue to an objective; acquiring the needed know-how at any cost; ignoring others' criticism; refusing to take no for a permanent answer; fighting, scrapping, studying and figuring one more piece, and then one more piece are the behaviors behind the true stories of the rich and famous.

Sadly, most people don't stick at much of anything. Their grade on life's report card is "Incomplete." Their homes display purchased books that have never been read. These people have piles of how-to courses that have never been opened and projects started, but never finished. Their business files and nooks and crannies are filled with worthy ideas stillborn in procrastination and strangled in disorganization. They, themselves, display poor discipline; they are not intellectually curious, and remain uninformed and in poor physical shape. It should not be surprising to martial artists that the rewards for good intentions are small. The rewards for unfulfilled talent are just as small.

The reasons people don't stick to their goals long enough to succeed are many and varied. Some are psychological, revealed in a book I recommend, *The New Psycho-Cybernetics*, which I co-authored with Dr. Maxwell Maltz. It and, the prior, original edition have sold more than 30 million copies worldwide.

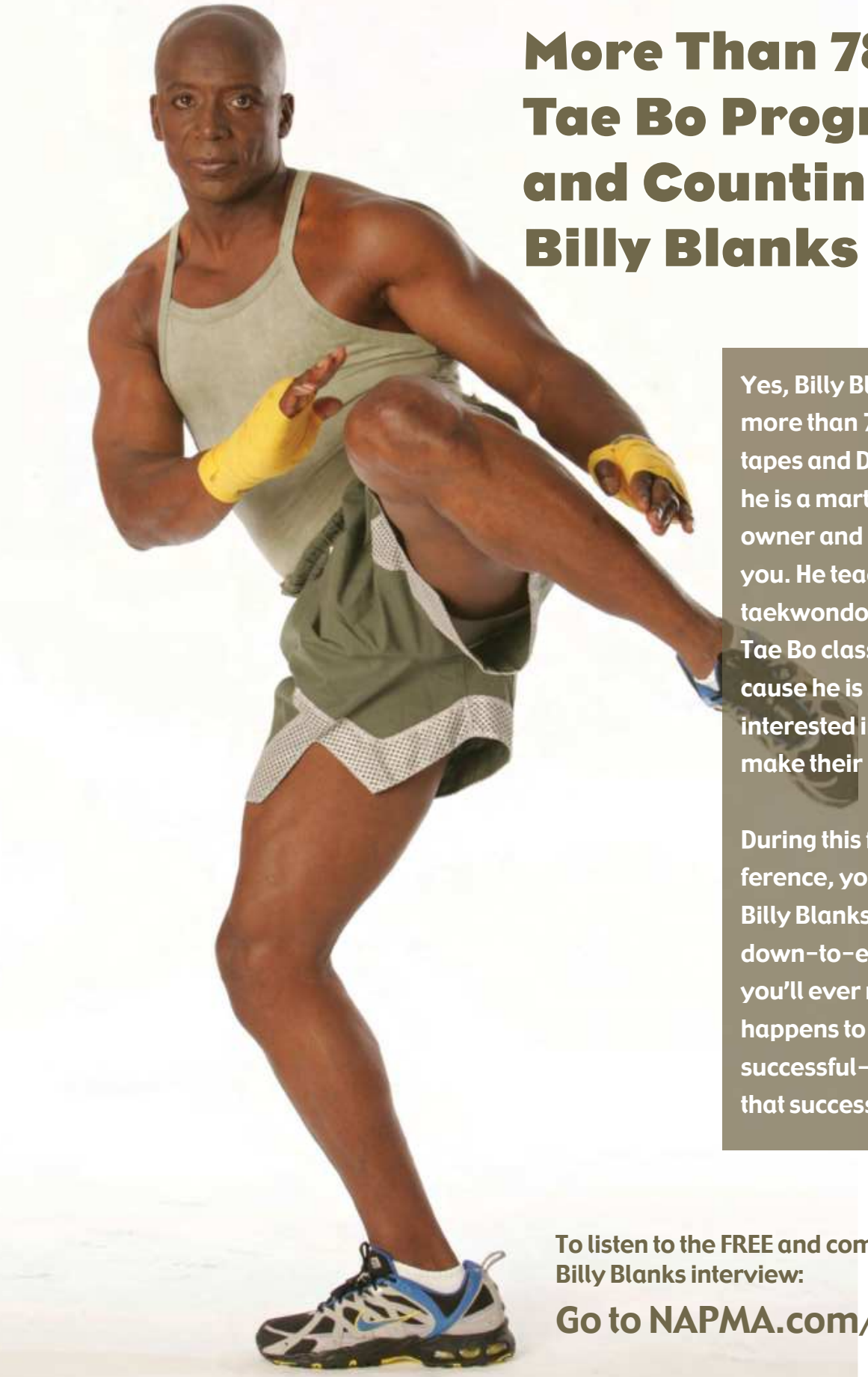
Some of the reasons are circumstantial; people permit themselves and their time to be ruled by others' priorities and events as they occur. The antidotes for this behavior can be found in my *No B.S. Time Management For Entrepreneurs* and *No B.S. Guide To Ruthless Management of People And Profits* books. Other reasons are sinful, like sloth. Too many people lust for rewards without personal responsibility.

Whatever the reasons for the losers' lack of stick-to-itiveness, the winners refuse to be deterred or distracted from their objectives and aggressive pursuit of them. Successful pursuit and achievement of exceptional objectives usually involves two key elements: first, sticking to a course of study, acquisition of information and learning relevant methodology even if, at first, it seems uncomfortable, foreign or difficult; and second, sticking to self-imposed requirements for implementation of what is learned. **MAP**

DAN KENNEDY



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**.



More Than 78 Million Tae Bo Programs and Counting, with Billy Blanks

Yes, Billy Blanks has sold more than 78 million Tae Bo tapes and DVDs. Despite that, he is a martial arts school owner and instructor just like you. He teaches traditional taekwondo classes as well as Tae Bo classes all week—because he is still passionately interested in helping people make their lives better.

During this free teleconference, you'll learn why Billy Blanks is one of the most down-to-earth, regular guys you'll ever meet—who just happens to be enormously successful—but never flaunts that success.

To listen to the FREE and complete Billy Blanks interview:

Go to NAPMA.com/BillyBlanks

Forget the Fear

Focus on your Future!



With Toby Milroy
NAPMA COO

You can grow your school today and accelerate into a prosperous future with the Free NAPMA Recession Self-Defense Video Series—and receive a free Gift!

The trends are clear…you can either be a part of the group of school owners who are closing their doors because they were unwilling to change their mindset—OR you can choose to be among those who will continue to grow, and prepare to be the winners when the recession has ended. In his exclusive—and FREE—NAPMA Recession Self-Defense Video Series, Toby Milroy, NAPMA chief operating officer, leads you away from fear-based inaction and towards the proactive mindset that is necessary to make your school business recession-proof.

Visit **napma.com/Recession-Self-Defense/** for this seriously focused presentation, and receive a free gift. Toby will reveal a number of positive and practical ideas that you can quickly implement…if you're committed…that will help you target that portion of the student market generally unaffected by the economic conditions.

It would be a mistake to think that you can't thrive in this economy…because many NAPMA Inner Circle and Peak Performers members set new enrollment and revenue records for the fourth quarter of 2008!

That's right…the FREE NAPMA Recession Self-Defense Video Series could help you out-perform (by percentage) most of the biggest banks in the world, all the major car companies and many other giant corporations who have recently made the wrong choices…which is the real difference between success and failure.

The FREE NAPMA Recession Self-Defense Video Series is an opportunity that very few small-business owners receive in this economy—to make wiser choices—to focus your time on those parts of your school business where you can make more of a difference than many overpaid CEOs.

Listen to the leaders at napma.com/Recession-Self-Defense/ and claim your free gift that will also boost your school-growth efforts.

NAPMA.com/Recession-Self-Defense/



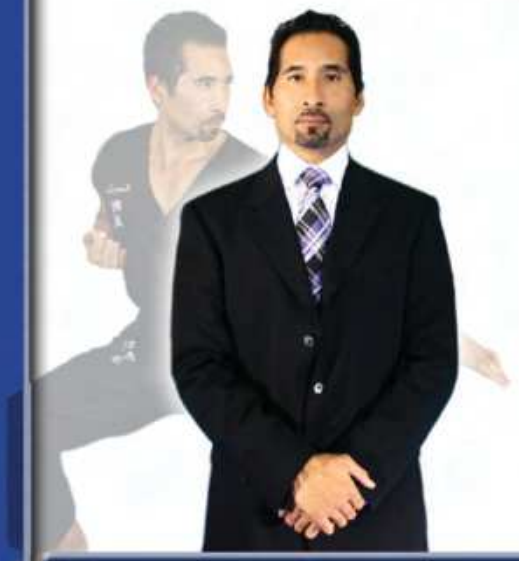
BUILD SUCCESS

MARTIAL ARTS SYSTEM
MASTER SANG'S
TNT
BUILDING PERSONAL SUCCESS

SUCCESS ALL THE WAY WITH MASTER SANG'S TNT
There is no SLOW MONTH!!!

You don't need 500 students to make $50,000

**** If you think any of these, then you need to call me immediately so I can reveal the simple secrets of TNT!***



BE PART OF MASTER SANG'S TNT SEMINARS AND YOU WILL RECEIVE

*Professional Consulting Service - Certification Information
*Marketing secrets to make your program explode in as little as 14 days
*Special discount on upcoming TNT seminars and products

✓ *For the first time I am showing the formula to produce $50,000.00 a month at your school!*
* if this formula is followed correctly anyone can make $50,000.00

TNT step 1	$16,500.00
TNT step 2	$16,560.00
TNT step 3	$8,000.00
TNT step 4	$1,495.00
TNT step 5	$1,225.00
TNT step 6	$2,800.00
TNT step 7	$2,800.00
TNT step 8	$8,700.00
TNT step 9	**20** new students a month.
Total Money Earned	*$58,080.00*

You don't need to think about how to do it.
I show you the steps and you follow them to success!

2008 TNT Seminars! Aug., Sept., Oct., Nov., Dec.!

Master Sang encourages all interested in doubling their income and not their expenses to call and register. We are selecting a limited number of qualified Instructors and schools to maintain the quality and exclusivity of this program. Call today for further information about TNT Seminars, and including qualifying criteria and prices.

1-727-540-0500 • napma.com/tnt

ELSA CORDERO MBA, MS ORIENTAL MEDICINE

Search Engine Optimization Strategies that Impact Your Bottom Line, Part 2

From the search engine's point of view, the rules of Search Engine Optimization and Internet marketing can change from day to day. In my last column, I questioned whether optimizing your Web site was worth your precious time. I think it is because my columns explain the basic principles of a solid, content-rich Web site that will appeal to your customers and search engines, regardless of the current rules.

This month's column presents additional SEO strategies that will remain important, despite future changes.

Sitemap: HTML and Google XML are the two types of sitemaps. The first links from your main page, and includes links to all the other pages. The second lists all your pages, which are assigned an order of importance for the search engines.

Inbound and Outbound Links: Inbound linking has become the newest method to obtain a higher rank with search engines, although keyword density is still important. To be honest, inbound linking is not a new concept, but lately it has gained more importance with search engines.

Some services on the Internet will try to sell you thousands of links, but these are not the type of links you want on your Web site. Instead, develop your link popularity one link at a time. Start with searches of your top terms and take note of the sites in your search results. Make a list of the non-competitive sites, and then contact them to determine if they will swap links with you. Try to spend 10 minutes a day on this inbound linking strategy.

Don't take outbound links for granted. Link to pages that relate to your subject matter, but do not directly compete with your Web site, and request reciprocal links.

> "Some services on the Internet will try to sell you thousands of links, but these are not the type of links you want on your Web site."

Directories: Once your Web site is live, it is critical to submit it to the human-powered directories, such as Yahoo, LookSmart™ and the Open Directory. You'll guarantee more traffic to your site, since these directories receive many visitors or "power" other sites with plenty of visitors. Listing with directories will also help the "spider-based" search engines locate your site and rank it better.

Blog: A blog is a Web site written in a diary format, with regular entries (or posts) by the blog author. A blog is important, aside from the opportunity to write the benefits of martial arts and your school, because search engines like them for the following reasons:

Blogs are updated often and search engines love new content on existing Web sites. Search engines will spider your Web site more often.

Trackbacks are created when you link to someone's post. A link back to yours is automatically generated. Search engines will consider this valid if you link to blog posts with the same topic as your blog.

Before you write your first post, you must choose blogging software. Don't use the hosted version, such as Movable Type and TypePad or the version of WordPress it hosts in its domains. Install the blogging software on your Web server, so you have complete control.

Ultimately, develop your blog as you would your Web site. Choose a powerful title that includes important keywords, and use those keywords in your content; and, above all, make sure you blog offers useful information for your readers.

Finally, remember, search engine optimization is an ongoing process. If your Web site is not indexed immediately, then reevaluate and persevere. Use analytic software you can understand to track changes in your ranking. If this is too "techy" for you, then hire an expert; it's worth it! **MAP**

ELSA CORDERO



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 co-owning three 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**.

quickly, because he didn't want to teach all of the classes. He immediately visited all of the martial arts schools in the area to find instructors that fit the profile of his schools. He also visited various parts of the country to offer staff positions to instructors that had impressed him when they had worked together in the past.

Tucker said, "I also conducted personality profiles, which is a strategy I recommend because you can hire the wrong people, who aren't willing to work within your system. You don't want to hire the first person that walks in the door, just to alleviate your busy schedule. That's a mistake that too many school owners make. I implemented a three-month process that included a comprehensive training program."

The second part of his hiring strategy was to include opportunities for his staff members' continued professional growth, which was often lacking at the schools where they had been working. He wanted to offer the incentive of becoming the managers or chief instructors of the new schools.

"I told them they would be able to earn much more money. If I can make $150,000 to $200,000 a year at three locations, as opposed to sitting in one location struggling, becoming frustrated and burned out, and pay them a tremendous amount of money, then they will have a vested interest in the growth of my schools," Tucker explained.

Tucker believes it is important to share your vision with your staff members, so they are motivated by it, and are seriously interested in helping you achieve it.

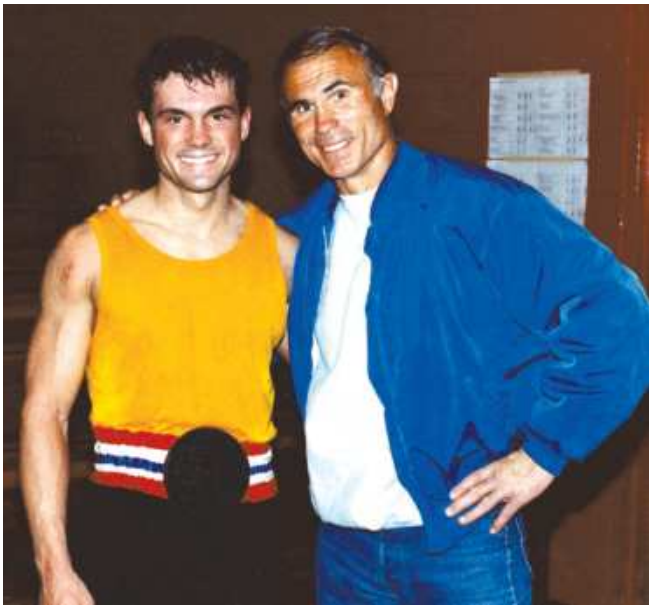
"Being the dream coach is a responsibility that is greatly misunderstood and under-utilized in martial arts schools, especially the operator of even one location. You are responsible for your employees, just as you are responsible for your students," Tucker said.

Tucker said that, in the final analysis, the first step—before you select locations for multiple schools, begin your marketing and hire staff members—is your willingness to make a dramatic change in your mindset.

"Your mindset has changed when you start thinking strategically like a businessperson, instead of a martial arts instructor teaching classes," Tucker said. "You can't be the chief, cook and bottle washer anymore; you've assumed an executive role, as a leader, with a vision."

"You are now in charge of that vision and the systems to make it real. You can now create the kind of business that can run without you, and without interruptions when staff changes occur. You can leave for three days or three weeks, and while you're gone, your business doesn't lie dormant, but continues to expand.

"With all of the technology tools available today to track, analyze and share data, you can easily know your numbers, and manage by statistics. You watch your P&Ls and your balance sheets, and make sure that you have weekly, and even daily statistics that are being loaded into a centralized system. You want to be able to access that data if you are on vacation or at a business conference, for example, so you can act, if you notice decreasing numbers a number of days in a row."



Bill "Superfoot" Wallace presents Rob Tucker with the 1990 National Middleweight Championship Belt.

"You know your mindset has changed when you have the right systems in place and, of course, the right talent to run those systems," Tucker concluded.

Today, Rob Tucker's vision is to lead school owners, such as you and others stuck on the 18-month plateau (or just plain stuck) through that change of mindset, so you can take advantage of this unique historical moment in the industry.

The multi-school business model is the best strategy to overcome the current economic challenges, but what makes it a brilliant entrepreneurial move is that it's not just a survival strategy; it puts you in a winning position when the economy rebounds.

You will have a stronger business and a well trained, committed and focused staff operating multiple schools, with excellent student quality and outstanding reputations throughout your community.

As consumers begin to loosen the purse strings in 18 to 24 months, you'll be prepared to serve them at a level that they can't find anywhere in the area, boosting your profitability to an equally very high level.

"That's why I eagerly jumped at the opportunity to work with Stephen Oliver again," said Tucker. "I know our franchise system fits this moment perfectly because strength and action is what sees you through a recession, not stagnation and indecision. I have the experience and track record to help any school owner quickly implement the multi-school model, and it all starts with a visit to MileHighFranchise.com." **MAP**

LEE MILTEER NAPMA INNER CIRCLE AND PEAK PERFORMERS SUCCESS COACH

Redefine your Future, Part 2

Abundance is a mindset, not an external condition that controls your destiny. There are no limits to what you can create because you have access to unlimited resources.

More millionaires were created during the Great Depression than at any other time because of the infamous "poor economy." Those who believed in themselves were willing to take calculated risks. They took advantage of low prices, cheap labor and available government funding.

> "A few people always succeed during recessions because most others run scared and easily sell out for less."

They made tremendous amounts of money because they looked for opportunities, and were prosperity-conscious. They took charge of their destinies with their thoughts and actions! A few people always succeed during recessions because most others run scared and easily sell out for less.

The focus on negative news has affected the perceptions of what is possible. We are being brainwashed by warped news not to trust our instincts. I want to continue to provide you with clear plans and intentions, so you can create the future you want, which is why this month's column focuses on new goals.

Oliver Wendell Holmes said, "The greatest thing in this world is not so much where we are, but in what direction we are moving." You are totally responsible for choosing your destination in life because it will become your experience. Every time you make a choice, you set in motion the power of your mind. Consider each of your thoughts to be a seed planted for your future. You must also be aware of negative choices because they use the same mental principles as your positive choices.

Your first homework assignment is to stop paying so much attention to the constant gloom-and-doom talk. Instead, ask yourself honestly: what do I really want from life? What are you willing to do to achieve those goals? Start to read inspiring materials that will help you realize your potential. Start to write your goals, desires and dreams!

I recently saw the movie, *The Bucket List*, with Jack Nicholson and Morgan Freeman. I recommend it for its important message. Two men meet in the hospital and they have only a few months to live. They make a kick-the-bucket list of what they would like to do before they die. I highly recommend that you create a similar list of what you want to experience before you depart this earth.

Charles Garfield, author of *Peak Performers: The New Heroes of American Business*, has done extensive research on top performers in a variety of fields and found that the one characteristic they all share is a sense of mission: "Whether focusing on family, developing talents or getting to the top of a particular field, peak performers refine their capacity to clearly see what they want. Their mission provides the 'why' that inspires every 'how'."

I'll explain the importance of your mission statement next month. Real success begins with identifying what you want, and then planning how to obtain it, with current resources. The average person never takes the time or energy to create a well-defined plan, and then is confused why he is adrift in a sea of confusion. That average person may be creative, intelligent and talented, but he never has the opportunity to use those gifts, or reap the rewards.

It's critical that you take the time and effort to develop your personal and business mission statements. Your mission statements provide you with the important foundation necessary to achieve your personal and business goals.

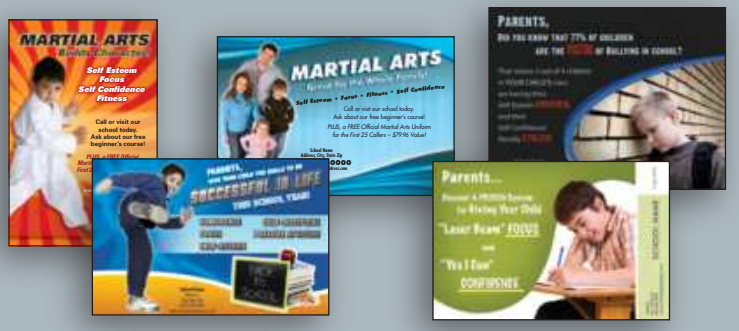
By utilizing your life energy to plan carefully, you will focus that energy on what is truly important. That will vastly improve your odds of success as a human and an entrepreneur. **MAP**

LEE MILTEER



Lee Milteer is a well-known success coach, professional speaker, author and developer of the highly acclaimed Millionaire Smarts concept. She is also the success coach for members of NAPMA's Inner Circle and Peak Performers Groups and a frequent NAPMA speaker. She can be reached at **NAPMA.com/InnerCircle**.

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A Message to you from former world champion Jeff Smith about Mile High Karate.

I'VE BEEN ASKED BY MANY OF MY FRIENDS and associates why I'd join up with Stephen Oliver and his Mile High Karate organization rather than grow my "World Champion Jeff Smith Schools." Why is it, after over 37 years operating chains of schools — first with Jhoon Rhee and then on my own — is it that I'm now jumping on the Mile High Karate bandwagon?

The answer is rather simple, but first let me share with you a few facts.

Stephen Oliver was a student of mine and of the Jhoon Rhee institute beginning in 1969. That's 38 years ago. I remember meeting him and teaching him personally first when he was a blue belt. From the time we met I recognized his intelligence and drive. He was (and is) really an excellent martial artist. He was by far the most flexible student and then instructor we had. He had vertical kicks and a quest for fighting that only comes with growing up in the "blood and guts" era of Oklahoma and Texas. At my request he moved from Tulsa to Washington, D.C. to be a Head Instructor then Branch Manager at Jhoon Rhee Institute while also earning an honor's degree at Georgetown University.

It's interesting that in the Martial Arts Industry he's mostly known for his knowledge of marketing, sales and business when in fact one of the most impressive elements of his organization is the depth of martial arts experience and skill. He's developed a truly unparalleled system for developing high quality Black Belts with excellent leadership skills.

Over the years he and I have remained close and I've often attended his Black Belt tests, Intramural Tournaments, and the Mile High Karate Classic National Event. I'm been continually amazed at the strength of his organization and the depth of his business knowledge and skill. When we began discussing working together I came to believe several things.

First, no one, absolutely no one can match Stephen Oliver when it comes to effective marketing, advertising, and sales process development for a martial arts school. It's not just my opinion. The top business minds in our industry all look to him for guidance when it comes to how to fill up a school.

Second, no one is even close to him when it comes to developing a structure and a team to develop a huge organization. He's created the first true national and international legal franchise structure and has all of the experts in place to make this grow exponentially.

Third, although he's put together a tremendous curriculum and promoted 1,000's of quality Black Belts we compliment each other in a very powerful way. My role being to continue to strengthen the Mile High Karate instructor training and

Making the decision to join Mile High Karate will be the best financial decision you can make.



For more information about Mile High Karate: www.MileHighFranchise.com

Some of the absolutely best martial artists in the world are joining our team to work with you, your Black Belts, and your students.







TOP Grand Master Joe Corley presenting 9th Degree certification to Grand Master Jeff Smith.

CENTER *Left to right:* Chuck Norris, Senator and former Senate Majority Leader Bob Dole, Eric Norris and Jeff Smith.

BOTTOM *Left to right:* Isias Duenas, Bill Wallace, Jeff Smith and Joe Lewis.

RIGHT: Grand Master Jeff Smith teaches at Breckenridge location.

curriculum systems to always have the best quality students anywhere. We're continually developing better and better systems to improve quality, enhance our own martial arts training, and to continue to improve the student graduation rate to Black Belt.

Fourth, I sincerely believe that he's created the best career opportunity for martial arts school operators that exists currently in our industry. The support available and the potential to really develop a business with great value and big cash flows in tremendously exciting. I'm hoping to be instrumental in developing many wealthy martial artists.

I know that you as martial artists are concerned about "compromising" your art or about teaching "watered down" martial arts to your students. I can assure you that Mile High Karate teaches as high a quality martial arts curriculum that you'll ever see. As I now work with the Mile High Karate instructors I'm confident that it's getting even better. We have a curriculum that combines the best of many styles and a robust testing process all the way through the advanced levels of Black Belt.

To give one example, I had a friend of mine, a former New York City Police Commissioner, join me at a recent Mile High Karate Black Belt testing. Now, he's been in the NYC rough-and-tumble martial arts scene, taught in the military, and even trained with the Korean demonstration team in Seoul. He was literally stunned by the intensity and quality of the Black Belt testing. He said, "from what I've seen, Mile High Karate has some of the most aggressive training, most aggressive testing, and most aggressive teaching in the arts that I've ever seen … and, I've seen it all."

Clearly, making the decision that I made, to join Mile High Karate, will be the best financial decision you can make to develop your career in Martial Arts. However, something else you should consider is the value of the martial arts training that you'll receive by becoming a part of our team. I'm bringing 40-plus years of experience in the ring and on the floor teaching to your training, and an ever growing circle of some of the absolutely best martial artists in the world are joining our team to work with you, your Black Belts and your students.

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To get ALL the information, fill out the Request Form located at www.MileHighFranchise.com and return it by fax to me at 1-800-795-0583 or call 1-800-559-9431. I'll send you a much more detailed 16-page report explaining everything, as well as a Mile High Karate New Student Orientation Package, and a DVD about our franchise structure. Then you can decide if taking the next step makes sense.

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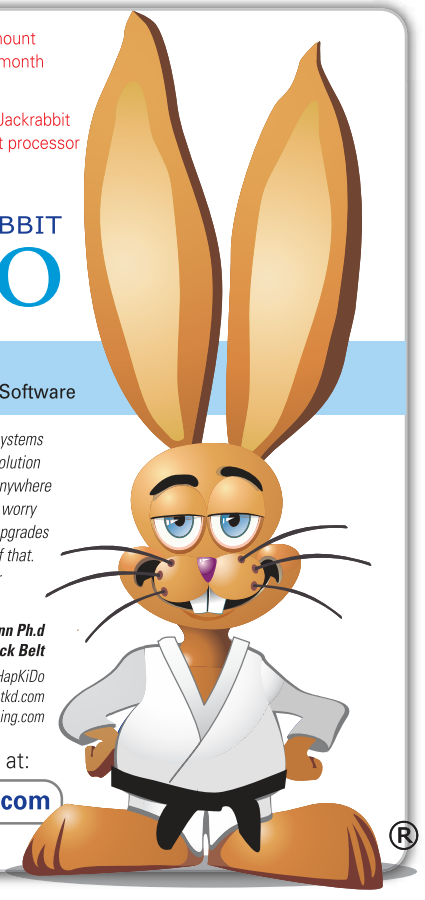
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"I encourage anybody to be part of a structure, like NAPMA."



"What I always liked about NAPMA is the networking. If I'm an instructor in South Dakota and I'm having a bad month, then I can call another member in Orange County, California. I can learn some ideas from a successful school."

"I encourage anybody to be part of a structure, like NAPMA, because you can only go as far in martial arts as your support. You also need to be nourished and encouraged, just like in a family."

Joe Lewis
NAPMA Technical Advisor and
Regular Contributor

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STEPHEN OLIVER MBA, NAPMA CEO

Expand your Thinking!

A common problem for many school owners is "majoring in minors," to quote Zig Ziglar or someone similar. I've spoken with many friends who regularly network with billionaires rather than millionaires. My friends' feedback on those individuals is that they have an incredibly expansive belief in what's possible, and an ability to avoid being bogged down in low-value activities.

I see our industry being hamstrung constantly by school owners who become bogged down in irrelevancy, and fail to focus on the big picture.

Back in 1983, when I opened five schools in 18 months and grew to 1,500 active students and a $1,000,000+ operation, there may have been a number of factors that contributed to my ability to accomplish that success. However, I'm convinced that the most important factor was that I believed that it could be done and I could do it.

Don't get me wrong. My business plan was essential. The thousands of hours studying all aspects of our industry were indispensable. The mentorship of Jhoon Rhee, Jeff Smith, Nick Cokinos, Ned Muffley and others was priceless. However, all of this would have been for nothing without me personally believing that I was capable of accomplishing my goal.

I'm sure the biggest factor of what made that belief possible was having The Jhoon Rhee Institute as my model for what I wanted to accomplish. Jhoon Rhee recently said at the NAPMA Extreme Success Academy, "Steve accomplished in 18 months what it took me 20 years to accomplish; I wasn't jealous at all."

Well, that may be true from one perspective, but, on the other hand, if he had not invested those 20 years, then I may never have believed it possible. Without his 20 years building a multi-million dollar organization, I wouldn't have had that model for success. Did it take me 18 months or Jhoon Rhee and I together 21½ years?

> "Unfortunately, most in our industry (hopefully not you) excuse their failures rather than asking for help, and joining with a winning system."

From my perspective, the answer is obvious. The 21½ years is conservative. It doesn't include the years that Nick Cokinos spent with Arthur Murray and the Linkletter-Totten Dance Studio to develop systems that translated to martial arts schools. It also doesn't include Chuck Norris and others, who developed systems borrowed and modeled by Jhoon Rhee and our staff.

Another factor to my early success may have been youthful cockiness and insatiable greed (as depicted by some of my detractors—especially in Colorado in the 80s and 90s). In reality, my vision was more about training thousands of students and having a deep impact on their lives than any direct personal financial motivation. The youthful cockiness that many perceived then (or now, without the "youthfulness") came from a realization that most in our industry (and in ALL industries) have not a clue as to what it takes to run their businesses as businesses, nor much interest in modeling success rather than complaining about others' success.

Unfortunately, most in our industry (hopefully not you) excuse their failures rather than asking for help, and joining with a winning system. They create crazy names for people who are doing what they should be doing to protect their egos and self-esteem. They call successful schools "McDojos" or "Belt Factories," and then complain about "storefront dojos."

Maybe it's because they haven't had my experience. I might have thought as they do, coming from the "blood-and-guts" era in Oklahoma and Texas. Luckily for me, I traveled to D.C. and regularly had my ass kicked by fighters much more accomplished than me. They were also making tremendous livings teaching others the skills that they already possessed. **MAP**

STEPHEN OLIVER



Stephen Oliver, MBA and 8th-Degree Black Belt, is the developer of the monthly NAPMA Maximum Impact Program, the director of one of the industry's leading coaching programs for school owners and the founder of Mile High Karate. You can contact Stephen through **MileHighKarate.com** or **MartialArts-Mastermind.com**.

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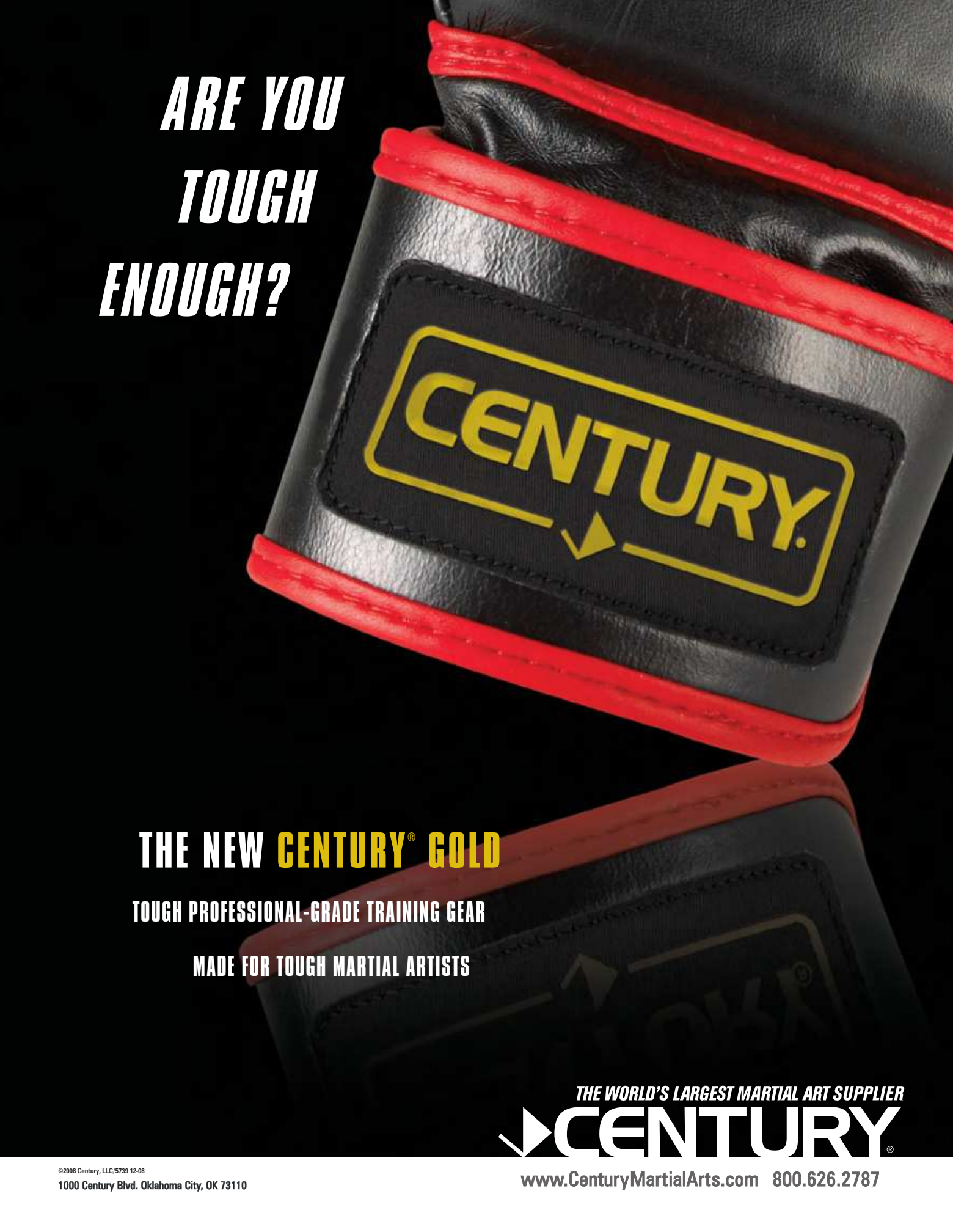
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