Martial Arts Professional®

MAY 2009

Growth • Success • Balance

New Government Regulations Could Force you To Close your School!

Tony Robbins: A Grand Master of Giving

A Year-Long Series:

THE Four Keys TO YOUR Future

Key #2: Building Equity in your Business

Mile High Karate's ***Matt Young*** *has "cracked the code" for a flood of new students from internal and external grassroots events*

INDUSTRY INSIDER


Portman


Nolte


Yun-fat



Running a Martial Arts School is NOT Rocket Science

The business of running a profitable martial arts school is not as difficult as some billing companies would have you believe. **It doesn't take complicated computer software or expensive consulting programs.** You really only need a few things to earn a good income teaching martial arts: The ability and enthusiasm to teach good classes, the skill and confidence to enroll new students at a fair price, and a dependable tuition collection system.

The average martial arts school has less than 150 active students. If you don't have several hundred students, you don't need special school management software or expensive front counter scanners to keep track of your students. What you do need is a good martial arts billing service, like ***EasyPay,*** that understands the special needs of collecting tuition, not fitness center dues. Plus, there are **no Cancellation fees or monthly "consulting/software" charges!**

WARNING: Do not pay high billing fees for expensive, complicated software, when *EasyPay* can do everything you really need for just 4% on EFT's!

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Only One

Person 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

Please see next paage

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.

"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*.

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**.

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

Features



The Four Keys to your Future—Key #2: Building Equity in your Business

Martial Arts Professional continues its series of special reports, with the second key, Building Equity in your Business. Because you're focused on your students everyday, you may not think about the future much; but it's the actions you take today that will maximum the equity in your business when you decide to sell it, so you can retire or change careers, or an emergency arises.



Tony Robbins: A Grand Master of Giving

In this special guest profile, Tony Robbins reveals why he has become a special friend of NAPMA and many instructors and school owners. As a student of Grand Master Jhoon Rhee, Robbins' martial arts training has been integral to becoming the greatest personal development expert. Listen to a free Tony Robbins' Webinar at **NAPMA.com/TonyRobbins.**



School Owners Beware! New Government Regulations Could Force you To Close your School

Charles Dudley, NAPMA Inner Circle member, has been leading the fight to change pending Texas legislation that could force most Texas schools to close their doors. It's time to add your voice to the fight because your school could be next! Read the startling story, and then visit NAPMA.com/TexasLaw to customize and send a letter via email to Texas state officials.

The 2009 NAPMA Quantum Leap Was a Weekend of Breakthroughs! 42

Take Home a 10-Gallon Hat Full of Ideas to Grow your School! 44

This Is Not the Time to Stand Alone! 50

NAPMA Member Success Story: Matt Young 62

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What's with the martial arts business? Do you have to own a "Duncan Dojo", wear multi-colored uniforms and cut birthday cakes with swords to make ends meet? Do you have to start holding "no-holds barred" death matches to try and pay the rent?

The answer is NOT on your life.

Selling out just to make a quick buck is NEVER the answer. Fortunately there is a proven method to generate substantial income while you inject a little realism into the martial arts and cater to the largest and most overlooked market (it's virtually untapped). If you want to find out how martial arts masters and elite combat instructors are turning their passion into profit, then I suggest you log onto www.teachselfdefense.com now and request your copy of this incredible and inspirational FREE Report.

If you're ready to command up to $400 or more per hour teaching the same self defense system being taught to special forces, local and federal law enforcement as well as parents and grandparents the world over then visit www.teachselfdefense.com today. You will discover how simple it is to multiply your income through a multi-stream business model while you have pride in knowing that you are helping to make your community safer.

To discover the low-risk, inexpensive and flat out smarter way to grow and expand your business all you have to do is take the next simple step and visit www.teachselfdefense.com now to see how you will be appreciated and respected as a professional instead of a baby sitter.



"I'm making between $2,500 and $5,000 per month working and teaching only 4 to 6 hours a week!"

Clint Bodungen, Houston, TX



"Not only did I earn over $3,000 at my first seminar, I've already appeared on two TV programs here in Dubai!"

Stephen Drake, Dubai



"I've got the DEA, and every other agency chomping at the bit to learn this stuff, it's incredible!"
LtCol Darren Poesel, USMC
Camp Eggers, Afghanistan

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Columnists in Print



***Martial Arts Professional* Asks...** 66

An-Shu Stephen K. Hayes
10th-Degree Black Belt and Author



Brian Tracy 68
Human Motivation Author, Speaker



School Growth Potential 70
Toby Milroy, *NAPMA COO*
Multiply your Print Advertising Results, Quickly and Easily, without Spending Another Dime, Part 4



No B.S. Success 72
Dan S. Kennedy
The Renegade Millionaire
Why Top Performers Use Coaches—and you Need One Now!



Internet Secrets 76
Elsa Cordero, *MBA, MS Oriental Medicine*
The Major Search Engines and How to Communicate with Them



Championship Success 78
Jeff Smith, *Dir. of Instruction, Mile High Karate*
Better Staff Performance Begins with Results-Driven Goals



The Final Word 82
Stephen Oliver, *MBA, NAPMA CEO*
Ouch! The Economy Sucks, Now What?

About the Cover



Matt Young has operated the Mile High Karate South Jefferson School in Denver, Colorado for approximately five years. Learn how he is using the best business practices that are working in the most successful schools in the industry, in this month's NAPMA Member Success Story on page 52.

Columnists Online



As I See it
Rob Colasanti, *NAPMA President*
Nine Multi-Millionaires Teach You the Secrets Of Their Success



Martial Arts Education
Sang Koo Kang
Become Big by Thinking Big



The Radical Left
Tom Callos
My Uncommon Answers to Seven Common Martial Arts Industry Issues



The Science Of Fighting
Joe Lewis, *NAPMA Technical Consultant*
The Major Search Engines and How to Communicate with Them



Championship Success
Jeff Smith, *Dir. of Instruction, Mile High Karate*
Better Staff Performance Begins with Results-Driven Goals



Rotating Column
Harvey Mackay, *Internationally recognized speaker and author*
Stay Focused on the Big Picture



Your Success Coach
Lee Milteer
Time Integrity for Entrepreneurs: Mental Time Leaks, Part 2



WariorWiz
Terry Brian
Protect your Assets with the Right Business Entity, Part 3»



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Departments

Sound Off 12

Industry Insider 16

Featured in Industry Insider...


Seagal


Chan


Portman


Li

NAPMA News 22

Product & Service Gallery 52

Advertiser Index 80

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Bill Amelio
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Dan Kennedy
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JULY



Real-Deal Success
Evander Holyfield
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Growing Your Martial Arts School
Tony Robbins
Visit **NAPMA.com/TonyRobbins**

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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"How do I take funds from my C-Corp to pay for standard living expenses?"

I just finished re-reading the correct corporate structure for a martial arts school business by Evan Pantazi. When I first opened my school, I was talked into a S-Corp (although that wasn't what I wanted). I want to switch to a C-Corp because of the many advantages.

I currently take a much larger dividend per month, and pay myself very little to avoid all the payroll headaches for the S-Corp.

What would be the best way to take money from the business (as a C-Corp) for standard living expenses, e.g., mortgage, food, family expenses, etc? I have many business deductions, but have yet to calculate a way to write off living expenses, or how to take money from a C-Corp for those expenses, with the least taxes.

ERIC AASEN
AMERICAN SCHOOL OF MARTIAL ARTS
SAVAGE, MINNESOTA

TOBY MILROY RESPONDS:

You must speak with your accountant. Evan Pantazi's perspective doesn't account for some new developments in LLCs and S-Corps.

It also only represents his personal accounting position. If you do, or plan to earn more than the lowest corporate tax rate, then you'd want to choose a different operating entity.

In most cases, an S-Corp is fine. There are also many advantages of an LLC, but it depends on your unique situation (i.e., single school or multiple schools, earning more or less than $50,000 per year, etc.).

Unfortunately, many school owners are operating as sole proprietors or general partners, with no protection at all...yikes!

TOBY MILROY
4TH-DEGREE BLACK BELT
NAPMA, COO

"Could you help me with successfully integrating Ed Parker's American Kenpo with a rotating curriculum?"

I would appreciate being directed to any resources that could provide me with some examples of successful integration of Ed Parker's American Kenpo with a modular rotating curriculum.

ALFRED MAGNAN
MAGNAN MARTIAL ARTS
MIAMI, FLORIDA

STEPHEN OLIVER RESPONDS:

I've had a number of coaching clients and Mile High Karate franchisees that have implemented a rotating curriculum within a Parker system.

More recently, Sascha Williams, who is a NAPMA Peak Performers Member and one of my coaching clients, has been able to make the Parker system and a rotating curriculum work effectively together. Sascha is an 8th-Degree Black Belt Associate Master in the Ed Parker style of Kenpo.

In fact, Sascha has served the Parker organization in various official and executive roles, so he is very familiar with the Parker system and the necessary adjustments to introduce a rotating curriculum.

You might want to talk with Sascha about implementation and his experience operating a Mile High Karate franchise. His school is located in Fresno, California.

(Read the Sascha Williams Member Success Story in the April Issue of *Martial Arts Professional* Magazine for more information.)

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

"Please share any advice about introducing a NAPMA Little Ninjas Program."

I am starting a Little Ninjas preschool program at my school and I would appreciate any advice about implementing this program. My regular student contract doesn't seem adequate. Do I need a separate contract, or do you have any suggestions for modifying my current contract?

GENE VINING
BRICK CITY MARTIAL ARTS
SANFORD, NORTH CAROLINA

TOBY MILROY RESPONDS:

I'm not sure what part of your current contract isn't adequate; however, any issues regarding your contracts are best discussed with you attorney.

There are an enormous number of legal issues that will require specific legal guidance. Every state and local community have laws, statutes, ordinances, regulations, etc. that must be considered.

In short, I'd recommend you don't accept legal advise from anyone, except your attorney. He or she best

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TOBY MILROY
4TH-DEGREE BLACK BELT
NAPMA, COO

Handling the Summer Slowdown

The way to maintain constant numbers during the summer is to introduce extras into your training regime, which are a little different, but still maintain an element of your style.

For example, we have a training session on a Saturday morning as usual, but afterwards we have a barbecue. My instructor encourages students to come to the dojang for an all-day session. They bring lunch and drinks, and can use all facilities in the dojang.

MAX CULLY
NOTTINGHAM, UK

"How do I implement changes to raise my tuition and add a renewal program and contracts?

I have finally come to the realization that I need to improve the per student value of our school.

I must raise our tuition (currently $110), and add upgrades and contracts. We have no upgrade or renewal program and are strictly month-to-month.

My question is more tactical. How do we implement such changes: gradually or all at once? Should I grandfather current students at their previous tuition (which is what I did the only time I raised our rate approximately three years ago. We've been open for five and a half years), or should I raise our tuition across the board?

JAY JACK
ACADEMY OF MIXED
MARTIAL ARTS
PORTLAND, MAINE

June and July have been our biggest grossing months during several years because of our kids day camp program. The program is three hours a day, five days a week (allowing flexibility for families with travel plans).

As well as teaching basic martial arts, we do games, kids yoga and swimming. Make sure to do martial arts training that can be fun and challenging for beginners as well as your students. Many kids will register for multiple sessions and some will become new students.

RICKY JOHNSON
AUSTIN MARTIAL ARTS
ACADEMY
AUSTIN, TEXAS

STEPHEN OLIVER RESPONDS:

Implementing those changes are very simple.

First, increase your tuition for new students, immediately. (I recommend June 1st.)

If members of your staff conduct enrollment conferences, then schedule a series of role-playing sessions for them, so they can practice introducing your new tuition smoothly during those conferences.

Better yet, you should conduct the first 10 to 15 enrollment conferences, so your staff can't use the excuse that no one will pay it.

Keep in mind that the first few prospects will balk at the higher tuition, not because of them, but because you are not comfortable presenting it. You always want to look at the overall ratio of new enrollments at the higher tuition, not the reaction of the first few prospects.

I had a coaching client who doubled his rates, and then panicked when he received some resistance. Following careful analysis, he determined that it was the same percentage of resistance compared to his old rate.

Second, you must honor all contracts with your current students. You can raise their tuition rate with a big promotion. This works best at the end of the calendar year, but you can use this method at any time. Offer current students the opportunity to renew for the next year before you increase your tuition; otherwise, they will be charged the higher rate.

Another strategy with current students is to offer them a new program, such as a Black Belt Club or Leadership Team, at the higher rate and sell them on the additional value and benefits.

Whichever strategy you choose, you can accelerate payments, and still increase the monthly payments, i.e. 36-month renewal paid during 18 months.

Third, the tuition for a renewal should probably be 50% or more of the initial enrollment rate.

Fourth, you can also improve student value with a bigger down payment; more payments (i.e., change from 10 to 12 payments for the initial enrollment); accelerating tuition; and proper use of PIFs.

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

SOUND OFF TO US

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Founder & CEO
Dawn Barnes Karate Kids

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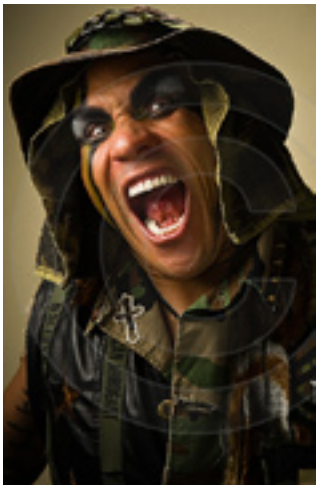
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Charles Lewis, Co-Founder of TapouT MMA Apparel, Killed in Car Crash

Charles Lewis, 45, co-founder of TapouT Apparel, was killed recently in a violent automobile accident, when his red Ferrari collided with a white Porsche. Le wis' female passenger was thrown from the car and was hospitalized in critical condition.



Charles Lewis

According to preliminary police reports, the two cars may have been racing on a straight stretch of road just before dawn.

Jeffrey David Kirby, 51, who was driving the Porsche, was later arrested, allegedly having abandoned his car on a side street, on suspicion of felony drunk driving and driving under the influence. Court records reveal that Kirby has been previously convicted of a DUI charge.

As the popularity of MMA grew, so did TapouT, becoming the apparel that many fighters wore. The company also had an exclusivity agreement with *The Ultimate Fighter*, the reality fighting series on Spike TV, which is produced by Ultimate Fighting Championship.

Lewis also appeared with his partners on the company's reality show, *TapouT*, traveling the country to find the next MMA star. They were just about to produce the third season

Martial Arts Pioneer Inducted into Hall of Fame

COSHOCTON, OHIO—Many martial arts pioneers have neither sought nor achieved the celebrity status of a Bruce Lee or Chuck Norris, but they deserve to be equally honor, just as Doug Grant, 77, was at the recent Arnold Classic in Columbus, Ohio.

Although Grant's celebrity is local, he is best known as one of the 11 martial artists that introduced Taekwondo in the United States and helped establish a martial arts festival as part of the Classic.

Grant served in the Korean War and, by happenstance, met the Korean Judo champion when he was practicing in a field. That chance meeting resulted in Grant remaining in Korea, studying Taekwondo, Judo, Jujitsu and Aikido, and often competing as the only American.

When he returned to the U.S. in 1955, he opened the first Taekwondo studio in Ohio, in Columbus. Grant has also created a number of instructional videos.

British Taekwondo Instructor Becomes First Female 6th-Degree Black Belt

BOURNE, ENGLAND, UK— Annabel Murcott, a Bourne-area Taekwondo instructor and three-time World Champion was recently promoted to 6th-Degree Black Belt, becoming the first woman so honored and the youngest in the Taekwondo Association of Great Britain (TAGB), Europe's largest martial arts organization.

Master David Oliver, chairman of the TAGB and TKD International, presented Murcott with her Belt, recognizing her more than 25 years of continuous service.

Crouching Tiger Actor to Portray Confucius

BEIJING, CHINA—Chow Yun-fat, best known to Western audiences for his starring roles in *Crouching Tiger, Hidden Dragon* and various Hong Kong action movies, is reported to have been selected to portray Confucius.



Chow Yun-fat

Ironically, the film is being produced by the China Film Group, an official agency of the government, which until recently had suppressed the memory and teachings of the ancient Chinese philosopher.

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

Hi, my name is Jim Graden:

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

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With this limited-time offer you can generate an additional $100,000 a year for just $99 a month with no start-up fees. That's a savings of over $750!

That's right! For a limited time, we are giving you this opportunity to implement this time tested proven martial arts fitness system that can add tens of thousands of dollars to your bottom line for just $99.

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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!"

Bob Anderson • Double Action Martial Arts in Fernadale, WA

The film is scheduled to be released in fall 2009, but any information about a U.S. release was not available.

Cast of *The Last Airbender* Movie Trilogy Being Finalized

LOS ANGELES—*The Hollywood Reporter* reports that the cast of *The Last Airbender*, the Paramount Pictures/Nickelodeon Movies project, which is based on the popular anime-inspired Nickelodeon TV series, is being finalized.

Aasif Mandvi, Shaun Toub, Cliff Curtis and Keong Sim have recently been selected for the $250 million feature, which stars Noah Ringer, who plays the title role, Nicola Peltz, Jackson Rathbone and *Slumdog Millionaire's* Dev Patel.

The story centers on Ringer's character, Aang, who is the only Avatar able to control the four elements, Air, Water, Earth and Fire, which are also the names of the four nations in this fantasy world. When the Fire nation starts a war against the other nations, Aang must try to restore peace.

To be directed by M. Night Shyamalan, the planned trilogy will rely heavily on martial arts choreography, and is being shot in Greenland and Vietnam.

Rumors Persist about Disney Kung-Fu Movie, Based on Snow White

HOLLYWOOD, CALIFORNIA—Various Hollywood sources continue to prime the rumor mill about Natalie Portman and Jet Li starring in *Snow and the Seven*. This Disney production reportedly updates the *Snow White and the Seven Dwarves* story as a martial arts epic.

The latest press stories state that Francis Lawrence will direct (he also directed *Constantine* and *I Am Legend*) and Yuen Woon-Ping would choreograph the martial arts. Woon-Ping was the fight choreographer for *The Matrix* and *Kill Bill* movies.

Sources also stated that, in this adaptation, Snow White is now a 19th-century British girl, living in Hong Kong, who is trained by seven Shaolin monks to conquer an evil force.

Ford Agrees to Exclusive Sponsorship of Latino MMA TV Series

LOS ANGELES—The Ford Motor Company has entered into agreement to be the exclusive automotive sponsor of Bellator Fighting Championships, a new 12-episode Mixed Martial Arts TV series, which premiered April 4th on ESPN Deportes, and airs every Saturday evening.

This is Ford's first involvement in the MMA market, and the first nationally televised mixed martial arts league focused on the growing U.S. Latino market. According to Nielsen, the ratings of Hispanic-American viewers of MMA TV programming are very strong.

The comprehensive agreement includes a SportsCenter segment and access to information and news about the championship series online and from mobile devices.

Nick Nolte to Star In MMA Film

PITTSBURGH, PENNSYLVANIA—According to *Variety*, Nick Nolte is currently filming



Nick Nolte

Warrior, a mixed martial arts film, in this western Pennsylvania city.

Nolte portrays a steel mill worker, who is an ex-Vietnam vet boxer. His many years of alcoholism destroyed his family. Now that he is sober, Nolte's character resumes a relationship with his youngest son, played by Tom Hardy.

Nolte trains Hardy to compete in an MMA tournament, where he inevitably finds himself competing against his older brother, played by actor Joel Edgerton.

Steven Seagal Reveals his Art-Lover Persona with New Art Gallery

DALLAS, TEXAS—Known as the ultimate wrong guy to cross, Steven Seagal has starred in movies that are filled with destruction and mayhem, but off the set, he has an unparalleled passion for the arts.

The latest proof of that passion is his new partnership with Luxor Style Galleries in Dallas to unveil a new and exclusive collection of Russian art.

According to reports from the art world, the Luxor Style Galleries is known to be a strong advocate of living Russian artists, and hosted a grand opening in March, where a number of them appeared with their paintings.

Seagal is involved in many other projects that makes him much more than one-dimensional: his cultural center in Japan, a flourishing music career and his work with Save A Million Lives, an AIDS project in Africa.

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FREE Conference Call 1 **May 4th 2009 • 1:00 - 1:40 pm EST**

Summer Camp's: Tommy will share with you how to pack your summer camps with New and Current Students by using Target Marketing. Let Tommy teach you the simple strategies that he uses to not only fill up camps, but to pre-frame for referrals, renewals, upgrades and even improve your retention by hosting themed summer camps.

FREE Conference Call 2 **May 5th 2009 • 1:00 - 1:40 pm EST**

Retention Tools that will skyrocket your student count. The method that Tommy teaches in this session will be a systematic approach to getting old students back as well as keeping current students coming to your school.
This tool is also used for renewals and upgrades.

FREE Conference Call 3 **May 6th 2009 • 1:00 - 1:40 pm EST**

How to get Free Advertising and Massive Leads with little to no effort.
Okay, I lied, it will take some effort but not a lot. But it will be for FREE.
Enroll today and find out how....

If you don't attend, don't complain that you had a bad summer. Tommy Lee is offering these 3 Conference Calls for "FREE". If you know Tommy Lee you won't want to miss it. If you haven't heard Tommy speak at MAIA or NAPMA in the last 12 years, than this is your chance to see why EVERYONE RAVES about his Seminars and Coaching.



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Martial Arts Students Stakeout Catches Glass Company Scammer

SACRAMENTO, CALIFORNIA—Andrew Krogh, 47, owner of AA Glass and Mirror, thought he had the perfect scam: breaking the windows of commercial businesses with a slingshot and ball bearings from his white van, and then returning the next day to offer to replace the windows for hundreds of dollars.

He didn't count on the competitive nature and persistence of martial arts students, however. Eight students joined Jack Noble, a fellow student and deputy sheriff, in a nightly stakeout of their martial arts school because its windows had been broken repeatedly during a number of months.

Surveillance cameras, installed by the owner of the building where Werneck Jiu Jitsu is located, had recorded a white van several nights when nearby windows were broken.

When the students and Deputy Noble saw a very similar white van make a U-turn in front of the school, during the third night of their stakeout, the deputy sheriff stopped and arrested Krogh, who had the slingshot and ball bearings in his possession.

According to court records, Krogh was charged with six counts of felony vandalism.

Zebra Introduces New, Lightweight, Portable Home-Training Mats

MAPLE GROVE, MINNESOTA—Zebra has just released its new Home Mat, specifically designed for exercise, workouts or martial arts practice in your residence. The Home Mat is durable, comfortable, and an affordable way to create a fitness training area wherever you need one.



The Home Mat has a larger workout surface than other fitness mats and yet it rolls up easily for quick storage. The Home Mat is light enough for kids to set up and store.

The Home Mat is available in black or blue, comes in two sizes and has a tatami-style textured surface, which is very easy to clean.

The Home Mats are priced at $229 or $458, and Zebra includes free shipping within the continental U.S. You can save an additional 5% by ordering online at zebramats.com/homemat.

Zebra has also created a special private-label-series Home Mat for the American Taekwondo Association (ATA) and Pedro Sauer affiliate schools. The Pedro Sauer Jiu Jitsu Association or ATA World Martial Arts logos are printed on these mats.

The Zebra Home Mat is an excellent choice for home training applications, but is not recommended for commercial use.

Jackie Chan Jumps Into Global Political Controversies

HONG KONG, CHINA—When you are already one of the biggest movie stars in the world, a reported billionaire and a well known philanthropist, one of the few worlds left to conquer is global politics and international relations.

Jackie Chan has done just that, as recent new stories report that he is both defending and fighting the Chinese government.

As a defender, Chan has demanded the return of two bronze sculptures that were recently sold at a Christie's auction in Paris. An English nobleman took the sculptures from the Old Summer Palace in Beijing in 1860, when British and French soldiers conquered the city.

Chan expressed his outrage during a recent visit to Paris, when he described the French government's willingness to allow the sale to proceed as disgraceful. Those representing the sale countered that the bronzes could be returned, but only when the Chinese government supports human rights.

The two sculptures are two of 12 that were taken from the Palace. China has already bought five of the 12 pieces during the years, but is concerned that if it bought the remainder, then it is legitimizing the original theft.

Chan has his own art controversy with the Chinese government. He has been requesting the government for more than a decade to provide him with a site to exhibit his collection of seven antique houses, one of which is 480 years old.

He has let it be known that he may move the collection to Singapore; its government responded to his inquiry within a week. Chan added, however, that he would rather find a permanent location in China.

The Self Defense Company Launches Train-At-Home Program

The Self Defense Company, a global organization of civilian, military and law enforcement instructors and advisors, announces the launch of its Self-Defense Training System, a 12-step modular program that features detailed instruction, practice drills and 24-hour support.

For your free trial visit theselfdefenseco.com. MAP

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



"Since Legion began offering Commando Krav Maga training in January of this year, membership growth has been tremendous, with Legion now training well over 50 trainees in CKM and still growing. A large percentage of Legion members opt to train in both Elite Combat Fitness and Commando Krav Maga, which is an added financial benefit to our club."
- 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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Attendees Reveal their Amazing Breakthroughs at the 2009 NAPMA Quantum Leap

Virtually every school owner and staff member that attend NAPMA business-education events experience an "a-ha" moment, or a breakthrough in thinking that leads to the implementation of new ideas and dramatic school growth.

Those that attended the recent 2009 NAPMA Quantum Leap were similarly amazed when they discovered the one idea that clicked in their heads, and the first action they would take when they return to their schools.

"My staff and I discovered several practical ideas that we can easily implement."

Thank you for hosting what I consider a very successful Quantum Leap conference.

The sessions were well organized and ran on time, the speakers were interesting and informative, and Stephen Oliver's personal contributions as a presenter were plentiful, practical and thought provoking.

My staff and I discovered several practical ideas that we can easily implement; plus, the event inspired us to return home and reflect on the "big picture" of how we want to continue to improve our school and the quality of our students' training during the coming months and years.

We look forward to the next event!

ERIC SBARGE
NAPMA INNER CIRCLE MEMBER

"I can't wait to go home and start working full-time."

My first two hours were just amazing. I could have immediately returned to my school with what I had learned, and experience a big jump in my revenues.

My a-ha moment occurred before the event, after I had received a consistent series of Quantum Leap postcards. I concluded that if NAPMA knew how to promote the event correctly, then I should learn that process to market my school.

I was impressed with Stephen Oliver's overall presence. He was very confident and it was obvious he knew the ins and outs of school ownership and the secrets to success.

You'd be foolish to stay home. It's a must for instructors and school owners that want to build their schools from part-time to full-time, or full-time to multiple schools. I'm a part-time school owner; and I can't wait to go home and start working full-time.

MATT EDGINGTON
BOISE, IDAHO

"The information was helpful and will improve my bottom line."

The NAPMA Quantum Leap was an excellent seminar because it was a great opportunity to learn new ideas. The information was helpful and will improve my bottom line.

Keep up the great work and continue to provide great materials to help our industry.

SENSEI
SHAWN HARVEY
NAPMA MAXIMUM IMPACT MEMBER

"The Quantum Leap was a home run!"

I love this event! During just three days, I was able to deepen my understanding of marketing, and sales, specific to the martial arts. I learned what I needed to know to restructure my programs and pricing (to make more sense and more money) and inspire/energize my staff to reach to new levels in all areas of the business.

The Quantum Leap was a home run!

MICHAEL FERREIRA
100 PERCENT MARTIAL ARTS
GLASTONBURY, CONNECTICUT

"Coming to this event elevates me!"

I've been coming to NAPMA events for quite a while and I would not miss any of them. There's always something new and exciting. What I appreciate about the 2009 NAPMA Quantum Leap is that it was very focused, and I was surrounded by some of the top studio owners in the country.

These are the professionals that know what they're doing, and are eager to share what's worked for them, especially with the current state of the economy.

Coming to this event elevates me. I wouldn't miss it for the world. It's a fantastic event with the highest caliber of speakers.

SASCHA WILLIAMS
NAPMA PEAK PERFORMERS MEMBER

"The cool thing is that it was a very open atmosphere."

My experience was very positive. I am very excited to implement many of the ideas because my primary focus is to retain more students. The cool thing is that it was a very open atmosphere. You're not talking to competitors, but fellow industry leaders that want the industry to grow, not just their schools.

Toby Milroy was the speaker that impacted me the most. I have six or seven pages of notes just from his presentation. I encourage

The Economy is Suffering, and Martial Arts Schools may be in for Trouble if They're Paying High Billing Fees, then Waiting Weeks to be Paid by Their Billing Company.

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Rick Bell Knows This Industry:

- Veteran Instructor
- Magazine Columnist
- Author and Speaker
- Former President of a Top Billing Company
- Developer of the "No Intro Enrollment Tour"

Experts say we are in the worst recession in decades, and it seems everyone is feeling the strain. It you plan to survive as a Martial Arts instructor in this volatile economy, you need to stop paying outrageous monthly fees for billing and school management software you don't need, and fire your billing company if they are "holding" your collected tuition for longer than 5 days.

There is no good reason to pay hundreds of dollars per month to a billing company, and then have to wait weeks for them to send you your tuition check. If this is happening, you are being taken advantage of.

Every school needs an easy to use, afforable billing system that collects tuition and pays out quickly, and that's what **SideKick Billing's online program** does. **There is No Software to Buy and Nothing to install**. With **SideKick**, everything is **Online, Easy, and Affordable**.

Go to www.**SideKickBilling.com** to find out how easy it is to save money and get paid in 5 days or less! While you're there, get a shocking **FREE report** on **Billing Company** Rip-Offs!

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other school owners because there are so many resources at NAPMA events. There are many bright people here with cutting-edge ideas.

AARON CAZARES
COLORADO SPRINGS, COLORADO

Mark Graden Added to 2009 NAPMA Extreme Success Academy Speaker Roster

Details of the 2009 Extreme Success Academy were still being finalized at press time, but NAPMA has announced that Mark Graden, NAPMA director of martial arts curriculum, has been added to the speaker roster.



Mark Graden

Graden has had a long and distinguished career as a martial arts professional. Joe Lewis promoted him to 6th-Degree Black Belt in 2007, and Mark is a 4th-Degree in American Taekwondo under his brother, John.

Graden has won numerous national WAKO championships starting in 1989, and has competed in the world championships, eventually winning the WAKO Pro Championship during 2006 in Rhode Island.

The board of directors of Joe Lewis Fighting Systems also named him as its Pound-for-Pound Fighter of the Year for 2005 and 2006.

Graden has been with NAPMA, since 1994, and developed two of its most popular member programs: the *Sounds of Success* audio CD and the *NAPMA Innovations DVD*. Having been a TV/video producer/director/editor since 1985, he was the perfect choice for creating martial arts business- and classroom-related content, and has been doing so every month for 15 years.

Graden will be bringing his vast experience and expertise creating martial arts video to the stage of the Extreme Success Academy, where he will present a comprehensive seminar about the "dos and don'ts" of creating videos for your martial arts school.

Look for an in-depth profile of Mark Graden in the June issue of *Martial Arts Professional*, and more details about the 2009 NAPMA Extreme Success Academy, tentatively scheduled for October 2–4, in San Antonio, Texas.. Check NAPMA.com during the next weeks for registration information.

Take Advantage of Free Resources and Member-School-Growth Programs

Martial Arts Professional provides access to many free resources and school-growth programs for you, its readers, and NAPMA members that will you help you weather the current economic climate.

NAPMA COO Toby Milroy's six-part Recession Self-Defense Video Series is a powerful program of all the information and guidance you need to focus your attention on the positive methods you can implement today to grow your school—at **NAPMA.com/Recession-Self-Defense/**.

In this month's issue, you can read the special profile of Anthony Robbins, considered the greatest personal development coach of all time. You can then learn even more about this "master of giving" and friend of NAPMA and the martial arts industry when you visit the free Webinar at **NAPMA.com/TonyRobbins**.

The multi-school business model is a growing trend in the industry and the smart response to this economy. It may also be the best method to build equity in your school business, which is explored in detail in this month's cover story. Learn about why this business model complements the Mile High Karate franchise system so well at the free Webinar. Visit **MileHighRegion.com** to register.

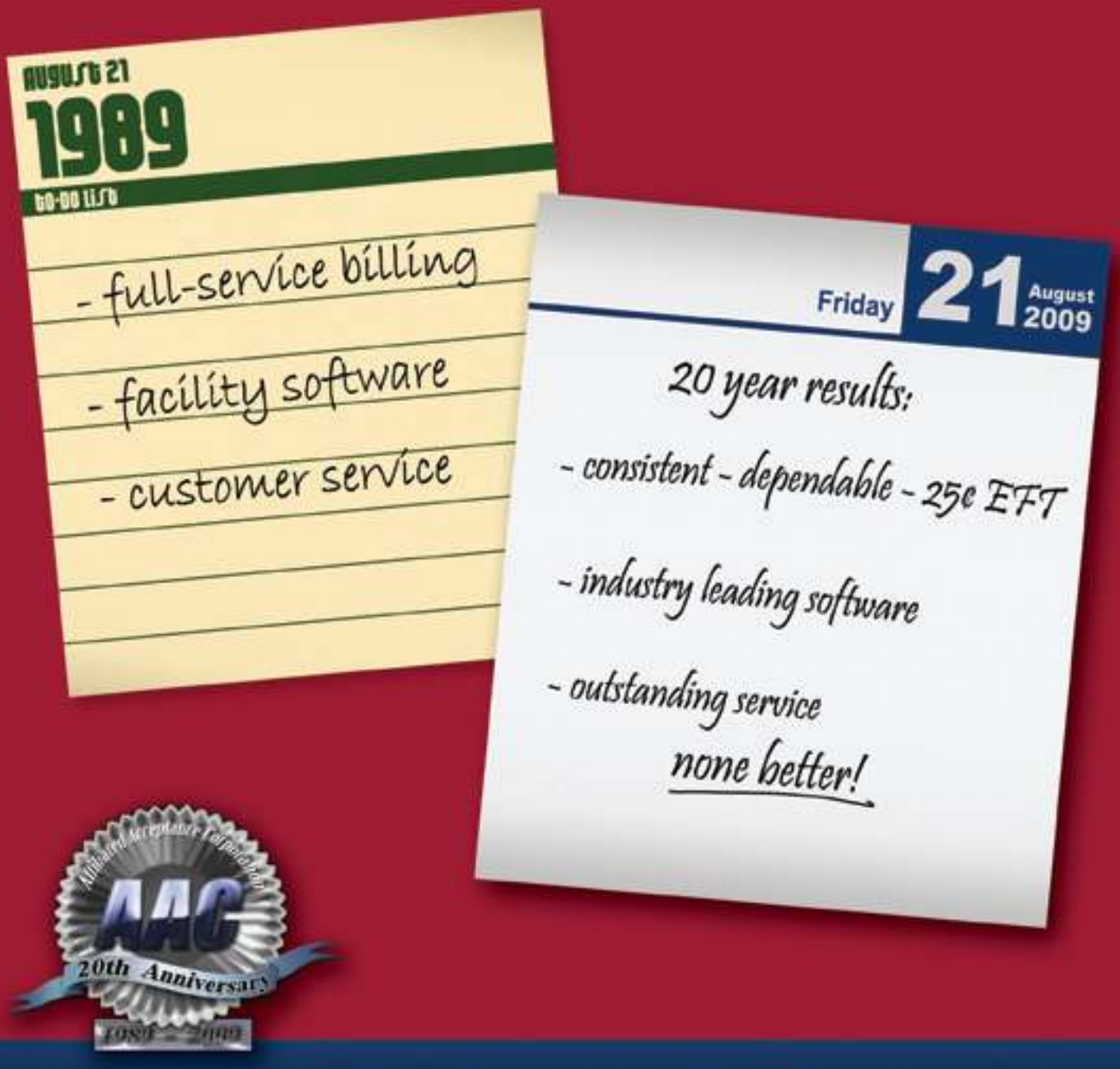
Martial Arts Professional magazine's new online professional networking community continues to grow, as *Martial Arts Professional* readers and NAPMA member discover why this is a highly beneficial resource during struggling times. Visit **MartialArtsProfessional.com** to register—and find strength in numbers!

As a NAPMA member, there are even more resources that will power your school this recession. You can learn about all the monthly member packages and other member-only benefits at **NAPMA/FreeOffer.com**.

Members have discovered that the NAPMA Online Print Marketing Store is a convenient and constantly growing source of high-quality marketing materials—from back-to-school to bully prevention to seasonal—in postcard, door hanger, ad card, bookmark and statement stuffer designs.

You can "profit from the power of the plastic" with the NAPMA Merchant Account Value Bundle. You don't have to be a NAPMA member to save 15% or more on credit card processing, with this full-feature program that includes a free analysis and terminal—Visit **NAPMA.com/ValuePack**.

Look for an in-depth profile of Mark Graden in the June issue of *Martial Arts Professional*, and more details about the 2009 NAPMA Extreme Success Academy, tentatively scheduled for October 2–4. Check **NAPMA.com** during the next weeks for registration information. MAP



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To evolve with a changing martial arts industry…

To embrace a future of student excellence, stable growth and financial security…

This month's issue of *Martial Arts Professional* features the second of "The Four Keys to your Future."

During each quarter of the year, *Martial Arts Professional* will focus on one of the four key concepts that will guide you toward a future of amazing growth in enrollments, retention, renewals and student quality.

Key #2 is Building Equity in your Business. Someday, you will want to sell your martial arts school business. The primary focus of your day-to-day tasks should be to increase your school's value, so when you do sell it, it will be easy to sell and you'll maximize your return.

Think of each Key as your means to open another door to your future. It's a progression of steps—from developing an end goal for your career/business—to building value in your business—to implementing systemization and economies-of-scale methods. All of those keys can transform your school into a highly desirable, marketable business asset that will dramatically boost your personal wealth when you sell it.

For many years, and now as the publisher of *Martial Arts Professional*, Stephen Oliver has brought a sharper clarity to what the future of the martial arts industry will be, and what current instructors and school owners and those who will open schools must do to be a part of that future.

He has repeatedly stated that you are faced with a fundamental decision: to hold fast to the school model of the past or join those who are already benefiting from the new model, and create a thriving martial arts business for yourself.

Although there will always be room for hobbyists and volunteer and part-time instructors (and they should be congratulated for what they do), cultural and economic forces are coming to a head. Industry leaders and more and more school owners are finally realizing that a martial arts school is an outstanding business opportunity—one that has been largely unnoticed for decades. This has led to the development of a serious business model that is increasingly becoming the norm.

The pioneers of the new era are those school owners who have already made the transition from part-time and/or mediocre-performing schools to high-grossing businesses. The much higher student quality they've achieved (as well as skyrocketing revenues) proves that the "selling out" concept is also old history. Many traditionalists have been able to develop synergistic business models that accommodate both the traditions of their arts and the highest goals of business.

As the martial arts industry transitions to this new era, there are no real impediments to move from where you are today to where you want to be—except, frankly, those in your head. This series will help you clear your head, change your mindset and focus your energies on your future, where the success you've always deserved is waiting for you.



Ascend To Excellence

Key #2: Building Equity in Your Business

Like most of today's instructors and school owners, you probably experienced excellence for the first time, as you ascended through the belt ranks, when you were a student.

That ascension continued because, as a Black Belt, you were recognized as an excellent student leader. You were given the opportunity to progress from assistant to instructor to maybe chief or master instructor.

As you experienced excellence as an instructor, you began to think about opening a school and owning a business. When you made that decision, you probably found a retail/commercial location, where you started to teach a new generation of students to ascend toward their excellent outcomes.

Undoubtedly, you faced many challenges, during your progress from beginning student to school owner. Your first big challenge as a school owner, however, was probably the sudden realization one day that the skills you need to run a successful business are very different than the skills you had acquired to be an excellent student and instructor.

Many new, small-business owners experience that same realization: the dance professional that opens a dance studio; the architect who is more focused on the creative process, then the business practices to acquire clients; and the physician who has spent years learning medical skills, but knows very little about operating a practice.

As a martial artist, you have an advantage over virtually all those other small-business owners: You've spent

years learning focus and discipline and how to apply those traits; so you already have the character skills that will make it easier for you to master the skills to operate a successful business.

Of course, this presents your next challenge: Will you choose to learn the required business skills? Some instructors and school owners choose not to acquire those skills, and remain hobbyists, or part-timers, or operating full-time schools with mediocre performance, unstable finances and/or stagnant growth.

Whether you choose or not choose to learn business skills, it is highly likely that you (and most martial arts school owners) didn't start your business with an exit strategy in place. In other words, you started a business, without having thought about how you would end it.

Instead, you're thinking about how to serve your students better, helping them pursue what they love to do as a hobby or, eventually, as a career—and you should be applauded for that. This is the unique opportunity that your martial arts school business offers you and your students.

Think of how many people in the world toil at jobs they hate, or for which they have no passion, just to survive and provide for their families; while you love to train, teach and impact your students and community. All that remains is to master the skills of operating your school as a successful business, which allows you to teach and impact more students, and experience a fulfilling career and life.

Even when you choose to learn business skills and put them into practice, there is still a new challenge, and that is what's next? That's the question most martial arts school owners fail to ask themselves, until far too late into the game.

What's next is your final ascension toward excellence and the ultimate goal of any entrepreneur and business owner: financial freedom.

Choosing Financial Freedom

To be financially free means that you have enough money, so you don't worry about it continually, as most people do. It is not money that lies at the root of evil: it is the lack of money.

More than 80% of the population is preoccupied with money problems, which makes sense, considering that by age 65, 97% of the population is either dead or dead broke. The only way to become part of the three-percent that are financially independent is to focus on building equity in your business now.

Many health and relationship problems are caused by stress and worry about money. Divorces often start as arguments over money. This is not a happy, healthy way to live, or conducive to ascending toward excellence.

The reality is that we live in a society that requires financial focus. It is an exercise in self-delusion to operate as though money is not important. That is often the perspective of those with mediocre-performing schools because they must find an altruistic justification for their lack of success.

One of your main goals in life must be to achieve your financial independence, without procrastination or trusting to luck. You, therefore, owe it to yourself to develop your business skills, so you can earn enough money and not worry about it.

That begins with defining your financial future clearly, making a plan to realize it, and then finding and implementing good systems to operate your business and build maximum equity.

For years, *Martial Arts Professional* and NAPMA have been encouraging you to learn and take the steps that can lead to a school business of much greater value than the average—and your financial freedom.

One of your main goals in life must be to achieve your financial independence, without procrastination or trusting to luck.

- Changing your mindset from instructor to entrepreneur.
- Investing more of your time and money in your business education.
- Making sure that most of your high-value tasks are focused on enrollments, upgrades, retention and student quality.
- Developing and offering an upgrade program to boost your revenues.
- Systematizing your total school operation: marketing, sales, curriculum, customer service, finance, etc.
- Implementing a staff-training program that prepares your staff to operate those systems independently, so you can focus on other methods to build equity in your business.

When you take the steps above, you'll start operating your business and structuring your life perhaps a little differently. You'll then be able to expand your business, start a new career or retire because you've created a business with real value; a business that can return to you some of the resources, time and energy you've invested in it.

The High-Value Tasks that Build Equity

One of the secrets of building maximum equity in your business was mentioned above; and that is using more, and eventually most, of your time to focus exclusively on high-value tasks.

Part of that mindset change from instructor to entrepreneur is assigning everyday tasks to others (with the proper

training): answering the telephone, cleaning the school, bookkeeping, running business and personal errands, etc.

As you free more of your time from those mundane chores, apply that time to the following high-value tasks; and when you do, you're likely to discover others that will lead directly to a more high-value school.

1. Know Your Customers

You may know your students and their family members by name or face, but the more you know about their genuine needs, problems and aspirations, the more likely your program will provide the exact solutions. You must clearly understand how your product improves the quality of your individual students' lives, and then be able to articulate it when talking with them.

2. Develop a Unique Selling Proposition

A Unique Selling Proposition (USP) is an important concept that many marketing experts, such as Jay Abraham, have been explaining to *Martial Arts Professional* readers and NAPMA members for years. It simply means that you can describe (in one sentence or phrase) the benefits of your business that makes it unique, different and superior to any competitor.

3. Develop a Complete Business Plan

If you don't already have a business plan, you should develop one; and, since you are the only person who can create the contents, it's a great use of your high-value time. If you have a business plan, then it might be a good idea to review and revise it. Keep in mind, however, that what actually occurs as you operate your business is likely to be different than what you expected or predicted in your plan.

> Don't be confused about the real purpose of your business. It's not to make a profit, but to create and keep students.

Although many business plans are put in a drawer and seldom see light again, it suddenly becomes your most important business document when you go to a bank to borrow money because the banker will want a copy. If you don't have a business plan (or it's outdated), then you'll reveal yourself as an incompetent manager—the number-one reason for business failure. No business plan equals no credibility, making it virtually impossible to obtain the support you need to build your business.

Another value of a business plan is that it serves as an entrepreneurial exercise. As you determine all of the details of your plan, you are being forced to think through all the present and future issues that are critical to the successful operation of your business.

4. Maximize Your Marketing

Marketing is one of those important systems to implement at your school—and most school owners market their schools in some manner. As you turn your focus to high-value tasks, marketing should be high on your list. It's just as important to realize that marketing is also a high-value task of everyone at your school. All of your staff members must think about selling and satisfying customers throughout every day.

5. Become a Successful Salesman

It's likely that you try to avoid the salesman's role, just as many school owners do, but successful sales in the martial arts school environment has nothing to do with the used-car-salesman stereotype. In fact, as often mentioned in the pages of *Martial Arts Professional* and NAPMA members' monthly packages, the secret of successful martial arts selling is that most of it occurs on the floor, not in a back room.

You already possess one key component of becoming an excellent martial arts "salesman." No one is more excited about what you do and how it can benefit people in your community. You like your product so much that you can't wait to tell others about it.

You become a complete salesman, however, when you combine that enthusiasm with sales knowledge and training.

6. Serve Your Customers

You can know your students and you can train your students, but you must also serve them. Your concern for them must be your top priority. Again, this is another high-value task that everyone at your school must devote a substantial amount of their time. It's not too extreme to say that you should develop an obsession with customer service.

Think of yourself as the personal representative or agent of your students, thinking about them day and night. When you promote this attitude of devotion to customer wants and needs with your staff, then more of your students will want to continue their training and more of the public will want to join them.

7. Financial Freedom Starts with Financial Care

Finance is another of those important systems that every school must have to build equity; after all, in the final analysis, equity is a dollar amount.

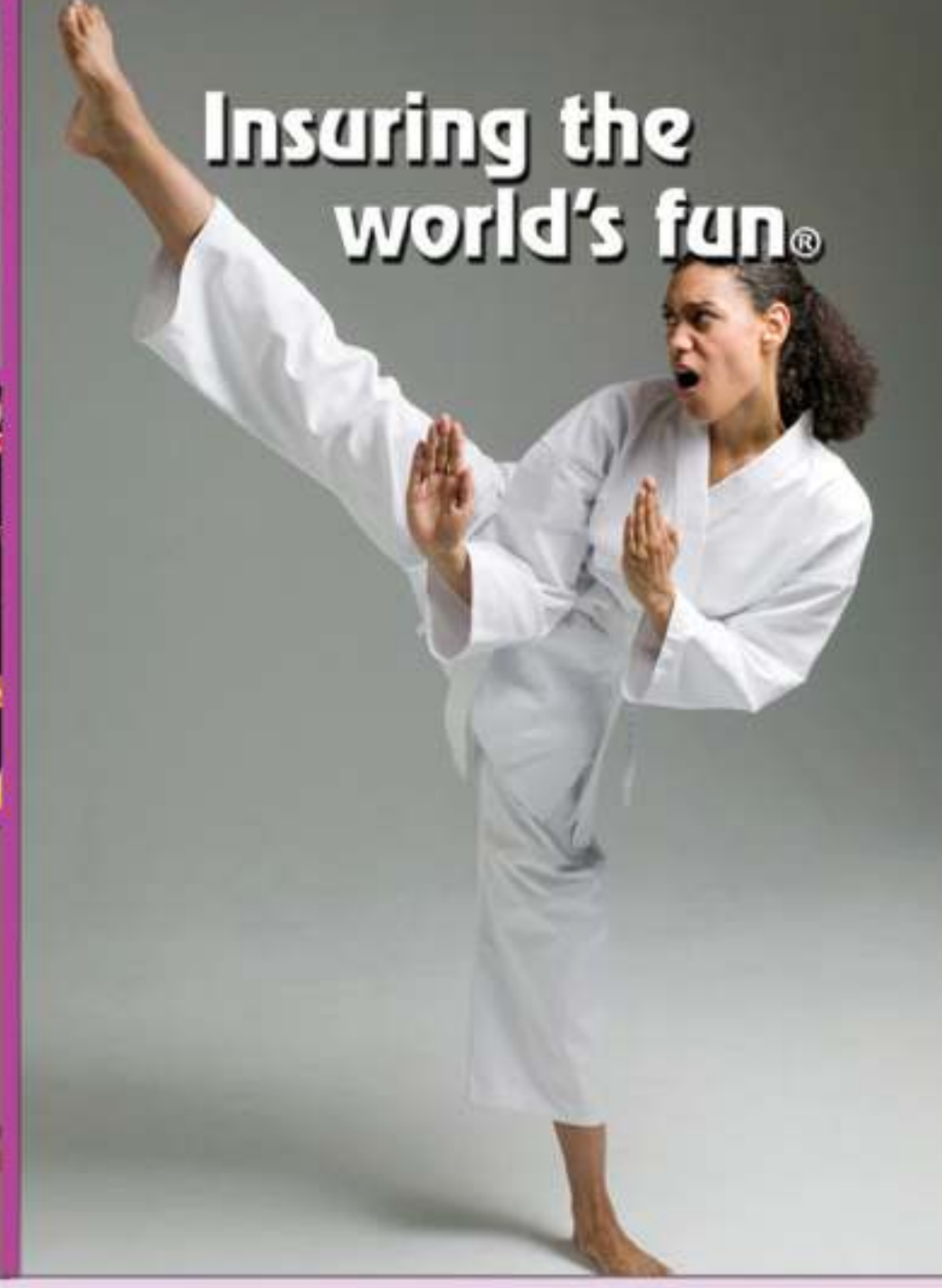
The basic rule for entrepreneurial success is to spend money only to earn money; and money can only be categorized as either revenue or expense. Remember, if it's not revenue, it's an expense!

Your best strategy is to implement a financial system for your school with tight controls and good budgeting. Adopt the financial attitude of the largest global companies,









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which tend to be very careful with their expenditures, and develop methods to cut costs, while maintaining the same level of quality.

Another secret to financial freedom is to protect your cash and cash flow, which is especially important for the small business owner. Make sure your finance system is organized, so you can easily monitor the flow of revenues and expenditures every day.

As you begin to build equity and accumulate wealth, follow the examples of some of the richest individuals. Instead of flaunting their wealth, they understand the value of being frugal: eating lunch where their employees do, driving their own cars (and not typically an expensive one), etc.

The frugality of CEOs often reshapes the attitudes of their employees, so those businesses are perennially profitable, and build and maintain lasting value.

Common Business Valuation Mistakes

"The Reality of Small Business Value," an article in the February issue of *Martial Arts Professional,* provided some insight on the sometime murky methods that are used to determine the value, or selling price, of a small business.



By building real equity in your business, however, its value will be clearly evident to would-be buyers and business appraisers. If your business' value is less clear, then appraisers will be forced to apply those pseudo-scientific methods, which could easily result in less return to you.

Avoid the following common business valuation mistakes, while you improve your knowledge of the process, so you know your high-value tasks are building profitability and equity. Generally speaking, as your knowledge base increases, so does the likelihood you'll receive a higher price for your business in the future.

If you wait until the future to have your business valued, then you might overlook critical business and estate planning issues.

Mistake #1: "I don't have to value my business until I'm ready to sell it."

You shouldn't wait until you are ready to close or sell your business to understand how a potential buyer will determine its value and what it could be worth.

After all, you expect to use the cash realized from the sale to open a new business, retire, or fund a child or grandchild's college education, etc. You want to know today, as well as 10, 20 or 30 years from now, that the equity in your business will provide you with the financial freedom to choose any future you wish.

If you wait until the future to have your business valued, then you might overlook critical business and estate planning issues. For example, you and the buyer of your business obviously expect it to continue its success, but the new owner's future is less certain if there hasn't been a regular valuation of the business. There are also various tax implications if the "value history" of a business is not well documented.

Mistake #2: "I know the selling-price range of businesses in my industry, so I don't need a formal appraisal."

You may think you know the market, but extensive research suggests that there is plenty of variation in every industry. Plus, appraisers and brokers don't apply one common rule, other than trying to determine the median value within an industry.

The value of your business is more likely to be above or below that median; the trick is to know its position on the scale. An auto parts industry study revealed that a parts business, with an annual revenue of $100,000, could be valued as low as $98,000 or as much as $830,000, or anywhere within that range.

Only an appraisal that incorporates academically validated methods with industry-specific valuation factors can pinpoint the value of your business within the range

Continued on page 48

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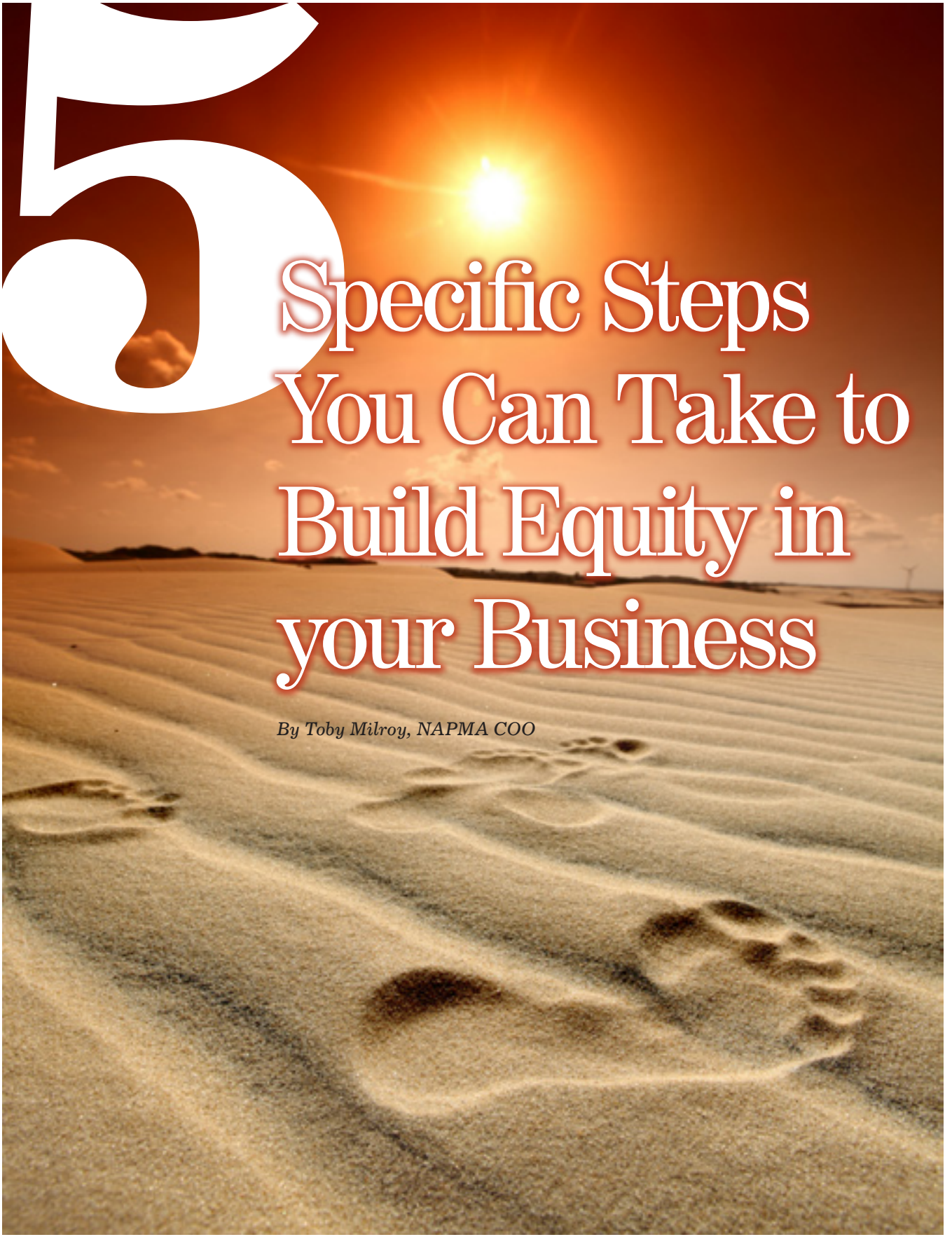
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5 Specific Steps You Can Take to Build Equity in your Business

By Toby Milroy, NAPMA COO

Building equity is a very misunderstood and mostly ignored topic in the martial arts industry, which is why NAPMA is taking the lead with this *Martial Arts Professional* special report. It both explains the concept and helps you think about building a business that has some value beyond you and your career, as a martial arts instructor.

Before proceeding further, let's define two important terms. The value of your school is the total amount someone will pay for it; equity is the market value of a property compared to the claims held against it.

The recent residential real estate collapse has taught everyone that there is no intrinsic value in virtually any tangible or intangible property.

Many people who bought homes during the last few years are now faced with owing more than those homes are worth. This only proves that the value of a property is not based on a formula or intrinsic criteria. Instead, it's based on what two people (the seller and buyer) agree the property is worth at any given time.

Having said that and understanding that real value is a moving target, or a virtually indefinable number, there are actions that you can take that will definitely and dramatically increase what a perspective buyer or appraiser thinks your business is worth.

Action #1: Be more profitable.

The bottom line of your profit and loss statement (monthly and annually) is the first data that any potential buyer or business evaluator will want to scrutinize closely.

Profitability can be increased with tighter controls of your expenses, but ultimately profitability is a function of business expansion. When you focus your high-value tasks on enrollments, upgrades, retention and student quality, then you are already applying the only three methods to expand your business.

- Increase the number of customers (enrollments).
- Increase the frequency of purchase (retention and upgrades).
- Increase customer service (retention and student quality).

Action #2: Stabilize your revenue stream.

Many small businesses must rely on just a few major customers to maintain their revenue streams; however, if those business owners lose just one customer, then their revenues are severely affected.

Martial arts school owners have an advantage over those businesses because most schools have 100 or more customers, each of which are making a small contribution to the revenue stream. You must still be vigilant about your retention rate, and minimize the fluctuations that could adversely affect your revenues.

Action #3: Train your staff to operate your school systems.

A potential buyer of your business won't necessarily be another martial artist. He or she could be an entrepreneur who wants to own the business simply because it is highly profitable, and not because he thinks he must be present to supervise most everyday activities.

If your staff is already well trained to run your school systems and produces exceptional results, and can do so without much supervision from you, then it becomes much more valuable to a buyer, including another martial arts professional.

Action #4: Own your school's building.

This has been a major discussion point with NAPMA's Inner Circle and Peak Performer members; in fact, all NAPMA members have been presented with detailed information about how to buy their schools' buildings as well as additional commercial real estate.

Obviously, your school business has more value to many buyers if real property (real estate) is part of the deal. Now, there are two potential sources of revenue for the buyer. A real estate component also provides a buyer with more options—he can move the school and put a different business in the property that will be more profitable there or rent it to another business at a higher rate; he can use the real property as collateral to expand, etc.

Action #5: Be an active, industry-affiliated business.

A buyer is likely to recognize more value in your business when you are a member of an industry association, such as NAPMA. He or she will perceive the continuous support that you have been receiving from NAPMA to improve the core functions of your business and its profitability as adding value to your business.

Affiliation can also add value at another level. A buyer is likely to show more interest in your business compared to others when you are part of a national organization, franchise or chain that provides regular and very robust management and staff training, marketing support, etc.

In general, a typical, non-affiliated small business would probably be valued at one to three times annual revenues. Affiliated businesses or franchise units can be much more valuable at three to seven times earnings.

Obviously, being part of a national organization with multiple units that helps you penetrate the market more deeply and in a more robust way gives a buyer a tremendous amount of confidence because he or she is not faced with a trial-and-error period. The newly owned business can be just as profitable as yours has been, right from the beginning.

Add these five actions to your high-value tasks and your business will be more valuable, and maintain that value, so you can sell it for a maximum amount, even if you must liquidate it quickly. MAP

Tony Robbins:

A Grand Master of Giving

Anthony Robbins is considered the greatest personal development expert of all time, and is estimated to have impacted the lives of 50 million people.

Although the many instructors and school owners, whose lives have been changed by Robbins' success message, are a very small portion of those millions, he has become a special friend and supporter of NAPMA and the martial arts industry.

Robbins' unique relationship with our industry begins with the fact he is a Black Belt, and has incorporated many of the lessons he learned as a student into the message he shares with the world.

Another part of that relationship is that you are one of very few people who can claim to be teaching the same important lessons to children that Robbins is teaching world leaders, corporate executives and global entrepreneurs.

One of those lessons is the giving-back principle. His non-profit Anthony Robbins Foundation provides assistance to inner-city youth, senior citizens and the homeless, and feeds more than two million people in 56 countries every year through its international holiday Basket Brigade.

Many martial arts schools have adopted the holiday Basket Brigade concept, as one of their schools' major giving-back programs, and NAPMA has provided its members with materials to host Basket Brigades in their communities.

The Basket Brigade experience has taught many children, as martial arts students, the same valuable giving-back lesson that Robbins learned at their age, which then resulted in his worldwide efforts to feed millions.

For his support of the martial arts industry and untiring efforts to share the principles of Black Belt excellence with the world, Robbins was honored with the 2003 NAPMA Lifetime Achievement Award.

The Martial Arts Influence

Robbins readily admits that he was originally interested in Aikido, but the privilege of working with Grand Master Jhoon Rhee made it easy to change to Taekwondo.

Robbins, said, "I loved the beauty of Aikido and the concept of aligning with your opponent, and not necessarily having to harm him to change his perspective, but Grand Master Rhee said, 'Taekwondo is an art I think you would love, Tony, and I'm willing to work with you. I think you could earn your Black Belt in a very short period of time.'

"Grand Master Rhee and I became very close friends and traveled together. I trained every day and learned from one of the best teachers ever. Frankly, it was one of the greatest gifts of my life. I am grateful to serve so many people in the martial arts community because martial arts taught me discipline.

"I did achieve my Black Belt, but I also learned to enjoy myself, rather than just experience the discipline of ac-



Tony Robbins and his wife, Sage, lend a hand during the annual International Holiday Basket Brigade, sponsored by the non-profit Anthony Robbins Foundation, which feeds more than two million people in 56 countries.

complishing a goal. I approach my life differently today, as a result of that lesson," Robbins added.

The many lessons of martial arts affected Robbins so powerfully that he has incorporated board breaking, breathing methods and other techniques into his seminars.

Robbins said, "I think they are fundamental tools for life as well as for martial arts. I want to present to my audiences the specific tools and techniques they can use to take control of their mental and emotional focus."

Robbins added that, during some events, he teaches board breaking to the attendees, as a metaphor for breaking through their limitations and fears. Many of them have become martial arts students as a result of their board breaking experience at his seminars.

> "I am grateful to serve so many people in the martial arts community because martial arts taught me discipline."

At the Birth of an Idea

Although Robbins was unable to attend the 2003 NAPMA World Conference to receive his Lifetime Achievement Award, he did provide those gathered to honor him with a video message.

As he said during his opening remarks, "Instead of trying to give you a fancy set of tools, let me provide you with some straight talk about what kills people's success. This simple idea has helped me whenever I faced challenges.

"The secret to life is learning how to transform the challenges of life into opportunities. Don't wait until a challenge is on you, but anticipate it. When you're prepared for your opponent's best move, then it's no longer a challenge, but an opportunity.

"The simple idea that has helped me, and can help you find opportunities in challenges are the five keys to wealth and happiness," said Robbins. "Where and when that idea first planted itself in my mind is an interesting story."

According to Robbins, the birth of the five keys to wealth and happiness occurred during an incident in Boston, Massachusetts, where, at the age of 24, he was conducting a three-day seminar, early in his career.

"At the end of the three days, I felt so happy and fulfilled. It was a phenomenal seminar, people loved it and lives were transformed," said Robbins. "I remember being grateful to God that, at 24, I knew the mission of my life and that I was able to serve the way I really wanted to serve."

"The last night of the seminar went until midnight, so

I decided to take a walk, after everyone had left, because I was too wired to go to bed. Of course, there are very few people in Copley Square in downtown Boston just after midnight on a Monday morning.

"In the distance, I saw a man moving toward me, swerving from the gutter to the sidewalk and back to the gutter. As he walked closer, it was obvious that he was drunk. He had a paper bag wrapped around a bottle, his legs were unsteady and, as he drew near, I could smell him.

"I seemed to know intuitively that he would ask me for money, so it was no surprise when he asked for a quarter," explained Robbins. "I looked at him and thought, do I really want to reward this behavior?' but who am I to judge?"

"I decided to teach him a lesson, thinking that maybe I'll give him what he wants. I said, 'Is a quarter all you want?' He said, "Yeah, just one quarter, that's all I need, just one little quarter would change my whole life.'

"He was so emotional about it that I reached into my pocket for my money clip. Let me explain that one of my great teachers has been Jim Rohn, a longtime personal development coach and speaker. He taught me to carry at least two $100 bills in my billfold, so when I saw those first, I would feel more abundant, especially early in my career.

"I made sure the drunk saw those $100 bills, as I looked for a quarter in my pocket. When I handed him the quarter, I paused just for a second, looked at him and said, 'Life will pay whatever price you ask of it.'

"He took the quarter, and then looked at my pocket, my hand, the quarter in his hand, and then looked at me and said, 'You're weird.' As he stumbled past me, and walked away, I thought, what's the difference between him and me? How come he's 60, 65 years old, drunk and stumbling in the street, while, at the age of 24, I understand my mission in life and I am living my purpose?

"At first, I thought, well, I'm just a great person. I give so much, so I've been rewarded. I then realized that was BS. The difference in our lives was what I had just said to him, life will pay whatever price you ask of it, but you must ask intelligently.

"Asking intelligently doesn't mean bitch and you will receive; instead, you must ask with action. You must put yourself in a place where you're focused and you know exactly what you want, but first you must give to others.

"You don't ask, expecting to receive, you give first. You must be totally clear. I believe clarity is power. The clearer you are about what it is you want, the faster you'll achieve it. You must then be willing to act massively to reach your ink about that drunk, trying to understand what would make a person, who had opportunities at some point in his life, fail to take action on those opportunities, and live as he does.

"I decided it wasn't a lack of skill, but a lack of emotional mastery. I

Continued on page 48

Five Keys to Wealth and Happiness

Anthony Robbins' Five Keys to Wealth and Happiness

The first key to wealth and happiness is to master frustration. As a martial artist, you know that if you can frustrate an opponent, then you own him. You must be willing to make frustration your friend. You must understand it's your partner and the secret is to convert frustration into fascination.

The second key is to master rejection and failure, which you will experience if you expect to accomplish any goal of worth. Not only must you risk rejection to succeed, but also once you do, you risk even more. You must learn to turn rejection into rewards because every time you are rejected you're closer to your goals. Every time you fail to achieve, you learn something valuable.

The third key is to master financial pressure, which is constant and never disappears. If you manage financial pressure, then it can be an advantage. The greatest method to sidestep the financial pressure roadblock is gratitude. Gratitude is what makes you wealthy. If you're experiencing financial pressure, then stop and write a list of all that makes you grateful.

The fourth key is to master complacency; in fact, destroy it. The secret to overcome that complacency is to have a vision that inspires you to know your purpose. Thankfully, you picked an industry in which you must constantly contribute because you're rewarded in direct proportion to the amount of value you add to your students' lives.

The fifth key is the most important of all: make sure you always give much more than you expect to receive. If you become the kind of person that can accomplish this, then you'll never be disappointed because you'll always find that it comes back tenfold. Plus, you feel alive when we're giving because life is not just about you.

School Owners Beware!

New Government Regulations Could Force you To Close your School

The battle lines have been drawn in Texas—and the fight is likely to come to your state and your front door—so now's the time to act.

In fact, Charles Dudley, NAPMA Inner Circle Member and owner of Kung Jung Mu Sul in San Antonio, Texas, has been leading the fight against the Texas legislature and various state regulatory bodies, since 2000. As the battle intensifies, he is devoting 80 hours a week to save the industry in Texas.

It's time all NAPMA members and school owners throughout the industry rally around Master Dudley and his many local supporters, and tell Texas state legislators and administrators to support Texas State House Bill 1393…because your state and your school could be next!

NAPMA has created a special Web page, so you can quickly and easily customize and send a letter via email to Texas state officials. Visit **NAPMA.com/TexasLaw** for more information.

"I'd like to think that state legislators, in general, mean well, and don't want to interfere in the lives and businesses of their constituencies any more than necessary. Sometimes, however, they incorrectly lump various industries together, which may share some common components. Those legislators require more understanding of those industries, including martial arts, before they can write fair and equitable legislation," said Dudley.

"I believe the core issue is allowing parents to be free to choose the activities in which they want their children to participate," he added.

Some legislators and state officials could cause (presumably) unintended and dire consequences for martial arts schools in Texas if current pending legislation is passed, which would define martial arts schools as daycare facilities.

According to one piece of legislation, 'Daycare center means a child-care facility that provides care at a location other than the residence of the director, owner, or operator of the child-care facility for seven or more children younger than 14 years of age for less than 24 hours a day, but at least two hours a day, three or more days a week.'

Another pending bill reads, 'After-school program means a child-care facility that provides care before and after the customary school day and during school holidays, for at least two hours a day, three days a week to children who attend pre-kindergarten through grade six.'

"Many martial arts students spend about that much time in class," said Dudley. "If we become licensed day-care facilities, then we can no longer practice martial arts because state law doesn't allow weapons or sparring activities in a daycare; and that's just one example of why this legislation would close our doors."

According to Dudley, this clearly indicates that state legislators and those charged with enforcing Texas daycare regulations simply don't understand the martial arts industry and how, in their zeal to protect the

public and demonstrate their leadership, they are destroying an industry that provides many benefits for citizens of the state.

Fighting on Multiple Fronts

The fight would be much easier if it was just a matter of educating legislators to understand and have more respect for the martial arts industry; but Dudley says he and his supporters must also fight the money interests, such as the Texas Licensed Child Care Association (TLCCA), and seemingly unsympathetic state agencies, such as the Department of Family Protective Services (DFPS).

"The DFPS is legally required to enforce daycare facilities rules that don't apply to martial arts schools," said Dudley. "In fact, the department is planning to force all youth sports programs to be designated as daycares, so it could regulate those activities, as well.

"The DFPS agents don't understand martial arts, so it's difficult for them to do their jobs. While this legislation is currently pending, however, they have been told to cease and desist forcing martial arts school owners to submit to the daycare regulations.

"We've had to be vigilant in our constant fight against the DFPS' tactics, which have included threats, injunctions, closed schools, etc; but we've fought them a number of ways, including court cases. To stop those tactics, we've had to turn to a legislative solution," added Dudley.

"The DFPS is legally required to enforce daycare facilities rules that don't apply to martial arts schools."

Dudley claims that the DFPS has been applying the current daycare regulations, according to its interpretation of the law, and has also been writing rules outside those laws, all in an effort to target martial arts schools.

"The DFPS complicated the situation even further by providing some exceptions to the rules they've been applying to entice/force martial arts schools into becoming licensed daycare facilities," said Dudley.

"During July 2008, the State Attorney General ruled, because of court cases I have been arguing for years, that the DFPS doesn't have the statutory authority to exempt its rules and that it has been writing rules that are not backed by statue. This has created a real mess. Now, there are martial arts schools throughout Texas committing crimes, as a result."

"The TLCCA's objective is very obvious, since it's listed on its Web site," said Dudley. "It wants the current legislation to be passed, so skills-training and summer camp facilities can be controlled by those new statues. With fewer skills-training operations, such as independent martial arts schools, more kids would be forced to find that training at TLCCA-member facilities."

Dudley has also discovered that many daycare centers have added martial arts classes, and promoting that training as the equivalent of a martial arts school, which are the only facilities with the skilled and experienced staff to provide students with comprehensive training, and for the long-term.

"The new legislation even affects summer camps. The current rules, again, not backed by statue, make it impossible to obtain a license to operate a martial arts summer camp," said Dudley. "I operated a camp program every summer for years, until 2005, when I could not obtain a license.

"I'm not against responsible regulations; I just want proper government oversight for martial arts schools that still protects children, and allows us to run our businesses as we see fit."

That's why support of House Bill 1393 is so important because its language treats martial arts schools correctly and fairly. You can show your support by visiting NAPMA.com/TexasLaw and sending a letter to Texas state legislators and administrators.

Press Time Update

Breaking News!

As this issue of *Martial Arts Professional* goes to press, Charles Dudley reports that the Texas legislative process is moving forward quickly. He has been able to persuade key legislators and the Governor of Texas to support the various bills and their amendments that are adversely affecting the martial arts industry.

"SB 68 is expected to go to the floor of the Senate tomorrow (early April) to be debated, and then a vote is to be called. I have issued a letter to all the senators that the martial arts industry in Texas now supports SB 68 with the amended changes," said Dudley.

"The House hearing on HB 1393 is also tomorrow. It will be changed slightly, but probably will be stuck in committee. We totally support this bill. The end result should be a total exemption for all skill-based programs, which includes martial arts schools."

The Olympic Gymnastics Angle

Dudley wants the martial arts industry to know that gymnastics academies, dance studios, cheerleader programs, and even youth hockey leagues, have joined him in this effort to save everyone's business.

Gymnastics is a very popular activity for children in Texas; and a great part of that popularity can be attributed to the fact that Texas produces more Olympic athletes than any other state in the U.S.

Since gymnastics students train for as much as 30 to 40 hours per week, those programs would also be negatively affected by this legislation and the scrutiny of the DFPS.

"Gymnastics students are injured as part of their training, and we want to make sure those children are adequately protected," said Dudley. "On the other hand, during the recent Senate hearing, testimony revealed that 12 children died in licensed childcare facilities in the state of Texas during 2008, but we couldn't find any deaths in gymnastics, or martial arts."

"I want to thank Diane Callison, the Texas chairman of USA Gymnastics. We would have never made so much progress without her help," added Dudley.

The Path to a Positive Outcome

Dudley said Senate Bill 68 (the bad bill) and House Bill 1393 are now grinding slowly through the legislative machinery. It will be passed back and forth from the House to Senate for changes, amendments and a final agreement on the language. In the meantime, martial arts schools and other skills-based programs for children are in limbo.

"First, we're waiting for the Senate to schedule a second public hearing; 30 people that I gathered have already testified at the first hearing. We'll be asking various famous athletics and martial artists to testify on our behalf. For instance, Mary Lou Retton, 1984 Olympics gymnastics champion, has already committed her support," said Dudley.

"I could have never taken on this fight without the support of my wife, Sandi, and my school's staff. Dan Gonzalez, another San Antonio martial arts school owner, has been indispensable since the beginning, and Danny Pasemore, the president of the Texas Martial Arts Hall of Fame, has also helped to move this process forward.

"Although the new rules in the legislation we are fighting won't take effect until September 2010, we can't relax for a moment. That's why those of us fighting on the front lines of this battle are happy to know that NAPMA, its members and the entire industry have the means to show their support through the special NAPMA Web site," Dudley added. MAP

Legislative Update:

New Jersey Bill Still Poses Threat to Martial Arts Industry

Martial Arts Professional reported on the Fitness Professionals Licensing Act (New Jersey Senate Bill 2164) in the December 2008/January 2009 issue. Senator Paul A. Sarlo introduced the bill during October 2008, requiring all "fitness professionals" (as defined by the bill) to be licensed.

To qualify for said license, fitness professionals (which include martial arts instructors) would have to:

- Complete 300 in-person classroom hours.
- Serve a 50-hour unpaid internship under a licensed professional.
- Be of good moral character.
- Have a high school education or the equivalent.
- Pass an examination.
- Possess an associate or bachelor's degree in physical education, exercise science, exercise physiology or adult fitness.

According to the New Jersey State Legislature Web site and various news reports, there has been one hearing on the bill, but it is currently with the Senate Commerce Committee, and is projected to be amended there, and reintroduced during the spring.

That means there is still time for you to show your support for this fight, as well, which you can do at NAPMA.com/LegislativeAlert. Add your name to the pre-written letter and then send it directly to the New Jersey legislators sponsoring and considering this bill.

Martial Arts Professional and NAPMA agree with Master Dudley that the martial arts industry wants reasonable legislation to protect children from injury, child abductors and predators, and unscrupulous business practices.

Each of the industries that provide skills-training and other activities for children must also be protected from legislators and government regulators, who try to legislate those industries with little or no knowledge about how they operate and the many benefits they provide.

You are encouraged to visit NAPMA.com/TexasLaw to lend your voice to this fight and also enlist the support of your friends and fellow school owners.

2009 NAPMA Quantum Leap Fast Look

See What You Missed!

The 2009 NAPMA Quantum Leap was a weekend of breakthroughs!

You could be implementing your big school-growth breakthroughs, right now, if you had attended the 2009 NAPMA Quantum Leap.

Leadership was the key theme of the weekend, as represented by Stephen Oliver, NAPMA CEO, and Dr. Larry Donnithorne, one of the Quantum Leap special guest speakers.

Through his leadership of NAPMA, Martial Arts Professional and his Mile High Karate Schools and Franchise Program, Master Oliver is helping more instructors and school owners change their mindsets to that of an entrepreneur—and many attendees expressed their thanks for opening their eyes.

"Stephen Oliver is the most knowledgeable and successful martial arts school operator. He personally taught a number of sessions, which, alone, were worth my investment in the weekend."

MIKE PAC
PACE INSTITUTE OF KARATE

"I believe Stephen Oliver was sincerely trying to give everyone information that we could take home to establish sustainable and profitable businesses, quickly."

ED GÜEREÑA
MR. G'S OJAI VALLEY KENPO KARATE





Left: 2009 NAPMA Quantum Leap Fast Look.Right: Dr. Larry Donnithorne shared the West Point formula for developing a very powerful leadership development program.

"It was great to meet with so many people who are considered captains of the industry and gain so many valuable ideas that will help my continued growth and development."

MOSES LEVINESS
ELITE MARTIAL ARTS

"It was a great experience. I must join NAPMA and acquire more of its member materials to improve my school and staff's performance."

JOE DUPAQUIER
MANDEVILLE KARATE TRAINING CENTER

"Teaching Character, Leadership and Excellence to your Students and Staff" was the title of Dr. Donnithorne's outstanding seminar on the principles of leadership and sound ethics. It has been presented to hundreds of audiences, and is based on his West Point education and his many years there as a teacher.

"One of the weekend's biggest influences was Dr. Larry Donnithorne. He provided a great framework for developing our Leadership Program, which now has a solid direction. Thank you, Dr. Donnithorne!"

JEFF BURROUGHS
LIBERTY KARATE

"Dr. Larry Donnithorne was incredible. He helped me understand what leadership meant. It was very inspirational."

AARON DELAGARZA



Lorenzo Trujillo, Assistant Dean, University of Colorado Law School, provided important insights



Most attendees filled many pages with important notes and new ideas to implement at their schools.



Ron Ipach, president of the Cinron Marketing Group, explained how his auto repair group is implementing its new, customized newsletter system.



Toby Milroy, NAPMA COO, presented a "how-to" marketing seminar.

"I would definitely recommend coming to the next NAPMA event!"



Terry Bryan, Ph.D. and 9th-Degree Black Belt, revealed the inside secrets of generating passive income from real estate ownership.



Quantum Leap attendees also had the opportunity to share martial arts techniques during workout sessions.

Take Home a 10-Gallon Hat Full of Ideas to Grow your School!

Head your Wagons toward the 2009 NAPMA Extreme Academy!

The 2009 NAPMA Extreme Success Academy will be a Texas-sized event, featuring more great speakers and experts from inside and outside the industry—and enough ideas, information and implementation strategies to grow your school into the biggest spread in your hometown, pardner!

A smart group of school owners and their staff members just attended the 2009 NAPMA Quantum Leap event in Denver, Colorado, where they experienced some extraordinary breakthroughs to improve their enrollments, renewals, retention and student quality.

"I really enjoyed NAPMA Quantum Leap. I've been in the martial arts for more than 40 years, and owned my own school for more than 20 of those years, but I learned many new ideas that I can take back to increase my enrollments and my gross," said Mike Pace, owner of Pace Institute of Karate.

"Thanks to Stephen Oliver, Toby Milroy and everyone at NAPMA for hosting one awesome event this past weekend. The information we obtained is absolutely priceless. I am totally ecstatic about being involved with NAPMA and knowing both of you. You have inspired me to take my school to the next level and shown me the tools I need to do so," said Jeff Burroughs of Liberty's Karate in Hamilton, Ontario, Canada.

These same experiences are waiting for you at the 2009 NAPMA Extreme Success Academy, where the speakers and the entire event will focus on recession-proofing your school. Better yet, you'll learn what you need to know to be one of the big winners when the economy takes an upturn.

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.

More Extremely Serious About Success

The "A to Z" Blueprint Day, held on the day before the 2008 Extreme Success Academy, was such a winner with attendees that it will return for the 2009 event. 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 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

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Jeff Smith
9th-Degree Black Belt

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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 and Mark Graden, director of martial arts curriculum; Rob Tucker, Mile High Karate Franchise sales director; 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 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, 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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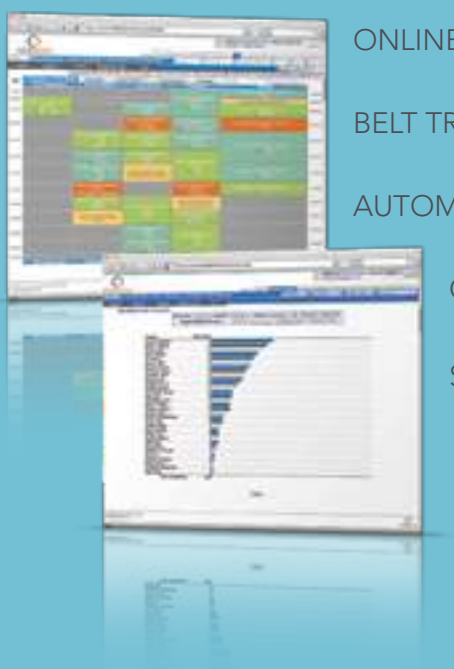
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ASCEND TO EXCELLENCE, *continued from page 32*

of selling prices in the martial arts industry.

Mistake #3: "I know another school that recently sold for three times its revenues. Mine is certainly worth that much!"

Even a sale of only six months ago may have no bearing on the value of your business in the minds of today's buyers. Even if the other school's size, revenues, net profits, etc. were relatively equal to yours, a change in interest rates alone, during those six months, could create a substantial difference in the selling values of the two schools.

The value of your business depends on three factors: 1) how much cash it generates today; 2) expected growth in cash in the foreseeable future; and 3) the return that a buyer requires on his or her investment in your business.

Mistake #4: "My business loses money, so it can't be worth much."

This can be a misleading self-appraisal, especially if you don't understand the nuances of finance, taxes, etc.

Owners of small, private businesses, have much more latitude as to how revenue or cash generated by the business is categorized, so a business losing money could still be valuable to a buyer.

The $80,000 that a business owner may pay himself as an annual salary is a real business expense because that is what someone would have to be paid to do the owner's job. If that same business owner also pays himself a bonus of $150,000, then it comes from the cash generated by the business and cash (all of it) determines the value of a business.

As the martial arts industry continues to evolve, it's clearly evident that excellence comes in two forms: The traditional excellence of teaching and student service, so each student is able to ascend to his or her level of excellence; and excellence in business practices, so you can provide more people with a life-changing martial arts experience and you and your family with future financial freedom.

Ultimately, building equity is more than owning a valuable school business or accumulating wealth, it is creating a unique environment for change, success and excellence for everyone in your life. MAP

Total School Systemization, the third of "The Four Keys to your Future," will be the theme of the next major article in this series, scheduled for the August 2009 issue of Martial Arts Professional. Excellence—There may be no better word to describe the essence, the core, of being a Black Belt.



ROBBINS, *continued from page 38*

believe emotional or spiritual fitness is very powerful. Although I don't tell people what to believe religiously, I do tell them that there is a spirit beyond our bodies, and every great martial artist knows it.

"Many of you may remember being beat or injured in the middle of a competition, but that spirit inside you animated your body and brought you to life. That's when you're able to tap into your emotional fitness.

"I believe success in martial arts, business, helping your students, relationships and all of life is 80% psychological and 20% mechanics. The greatest martial artists are brilliant spiritually, which is why they're able to use all of their physical and mental skills so much better than the average person," said Robbins.

Just as you serve the role of mentor for your students, guiding them toward success in life, you can find a mentor in Anthony Robbins. His personal development and success concepts will help you discover the entrepreneur in you, so you can build a school with the capacity to affect the lives of many more people in your community.

Visit NAPMA.com/TonyRobbins to hear the complete interview and Tony Robbins' special message for you and instructors and school owners throughout the industry. MAP

Now, you can listen to a free Webinar presentation of Anthony Robbins' exclusive* Martial Arts Professional *interview, "Leadership from the Inside Out," in which he presents a number of his most important success ideas. Visit NAPMA.com/TonyRobbins today!



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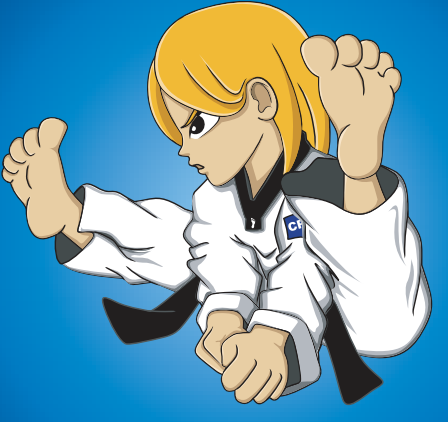
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This Is Not the Time to Stand Alone!

Join the growing *Martial Arts Professional* Online Community

The recession is a ravenous beast, just waiting to find small business owners, such as you, who have decided to fight the beast alone, and with outdated business strategies and tactics.

There isn't even a strong defensive position you can take to keep the hungry beast from your door. The best strategy is to go on the offense with other school owners who aren't waiting to be taken next.

That's why *Martial Arts Professional* developed a special online community, based on popular social networking sites, such as Facebook®, MySpace®, etc.—and you can join ours for free when you visit MartialArtsProfessional.com.

The *Martial Arts Professional* online community is where serious martial arts business owners share the best ideas and practices that are working in schools today around the globe. You can easily create specific groups, based on school size, martial arts styles, location or any criteria.

You can remain totally independent, but no longer isolated, when you tap into the thinking of hundreds of other school owners who have no interest in becoming passive prey to this recession.

It's likely that many members of the *Martial Arts Professional* online community will have experienced the same daily crises and big-picture, business building challenges that are slowing your rate of growth.

One question and one answer is all that could be standing between your current mediocre performance and new levels of success that you may have always thought were beyond your reach.

You'll also receive help and support directly from many NAPMA staff members who participate on the site, including Stephen Oliver and Toby Milroy.

You can also network with Stephen Oliver, NAPMA CEO; Toby Milroy, NAPMA COO; Jeff Smith, director of instruction for Mile High Karate; and Rob Tucker, Mile High Karate Franchise sales director on Facebook, where *Martial Arts Professional* magazine also has a page.

> The Martial Arts Professional online community is where serious martial arts business owners share the best ideas and practices.

Join Stephen Oliver on Facebook at facebook.com/people/Stephen-Oliver/1417762561; on Twitter at http://twitter.com/StephenCOliver; and on MySpace at http://www.myspace.com/stephencoliver. **MAP**

Join the Martial Arts Professional online community today at MartialArtsProfessional.com.

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You Don't Need a Black Belt: The Alternative to Martial Arts

The Self Defense Company (SDC), a global organization of defensive-tactic instructors and advisors, has been providing self-defense training since 1998. CEO Damian Ross said, "Many instructors have expanded their market reach dramatically by adding SDC programs. Our programs have been successful because they prepare any student in just 90 days."

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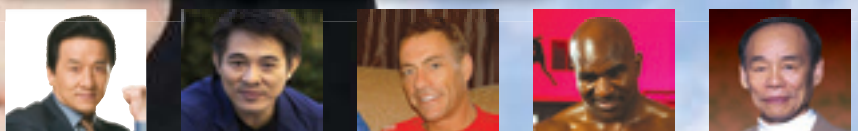
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Please be patient, read a few pages and let me tell you about NAPMA and the value we can bring to your life; and then decide whether you want to explore further—absolutely FREE.

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



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Rhee



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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.

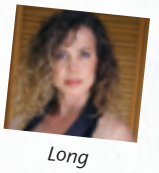
NAPMA promotes systemized approaches instead of random acts of sales...breakthrough strategies that neuter the competition, allowing you to sell at premium tuition rates higher than your competitors, successfully...and our liberating philosophy and practical advice for exceptional Martial Arts School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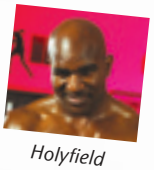

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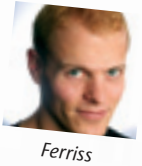

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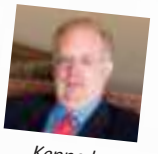

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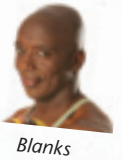

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We happen to admire, respect and, yes, care for the great American Martial Arts School owner! In this day and age, when presidential candidates and media talking-heads are openly attacking and demonizing business, it seems to me someone must step forth 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.

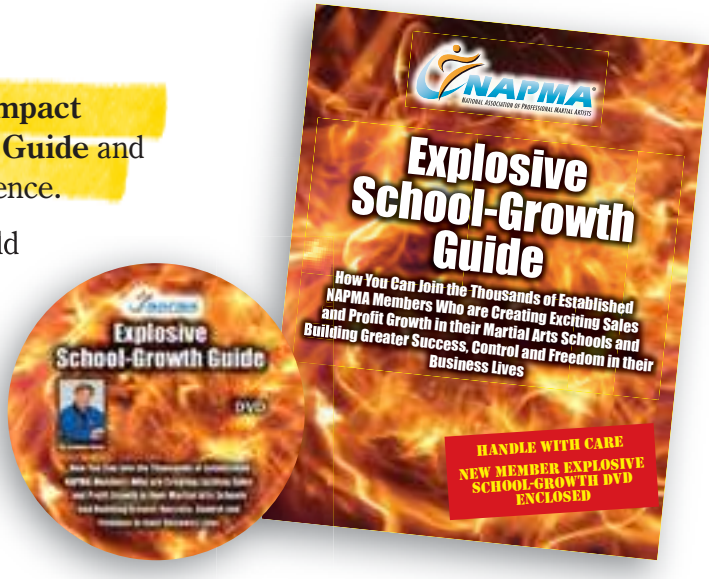
I started with 60 students, teaching for the Stratford Recreation Dept. Since then, I started two more programs at the town of Orange and the Valley YMCA in Ansonia. I now have my own business teaching full-time and have 180 quality students!

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



FILL IN AND FAX THIS FORM NOW!

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

CUT PAGE OUT ALONG LINE AND FAX

PRIORITY FAX ORDER FORM

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

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

Credit Card Information:

Name on Card _____

Card Number _____

Expiration Date _____ Card Security Code _____

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

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

Signature _____

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

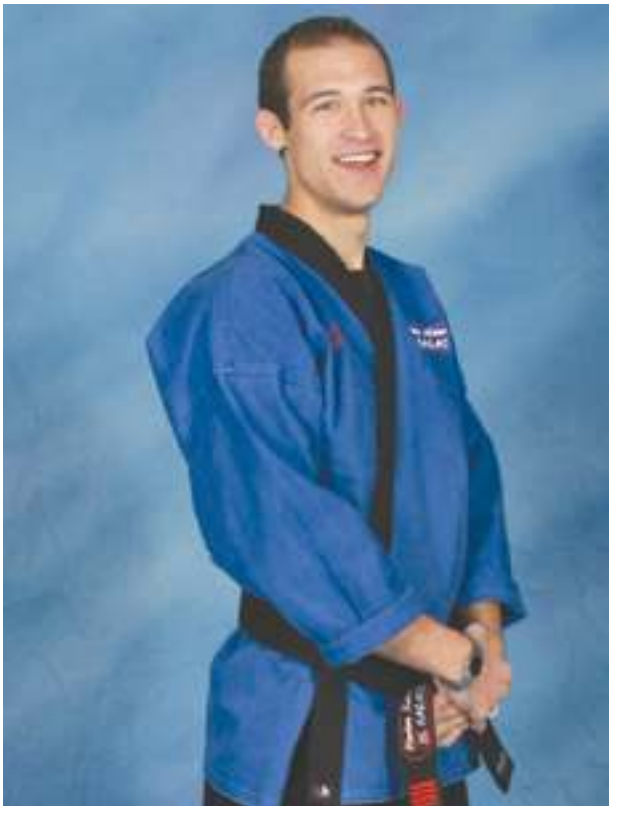
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International: 001-800-795-0583
Australia 61-29-4750-098; U.K. 44-800-471-5096

event to generate referrals from your students. Talk with them from the floor; tell them that the greatest gift that they can give their instructor is referrals.

During every class, let your students know that their friends are always welcomed, and make sure your students have plenty of guest, or VIP, passes. Tell them if they bring a friend this week, they, as students, will receive ABC gift and his or her friend will receive XYZ gift.

We've learned through trial-and-error at Mile High Karate that you must start to ask for referrals during any successful enrollment conference. You want your students to think that providing you with referrals is a regular part of being a student at your school.

During our enrollment conferences, we ask for two referrals. We ask prospects for the names of their two best friends and tell them that we'll give them a call, send them a letter, stating that they have won a free month of classes because their friend enrolled at our school.



Matt Young is a Fourth-Degree Black Belt and operates the Mile High Karate South Jefferson School in Colorado.Denver,

Even if those referrals don't become students immediately, you'll have their contact information in your database, so you can invite them to future internal events.

As I mentioned above, an email campaign should be one of the methods you use to promote your internal events. One of the tips I've learned is to send your emails only once a week at first, and then as the event draws closer, send your emails daily.

Major holidays and seasons are also great opportunities and themes around which to create and host internal referral events. These include the December holiday season as well as minor observances, such as St. Patrick's Day, Earth Day, etc.

It really isn't that difficult to create an event for every month of the year: Promote fitness and host a Kids' Night-In New Year's Eve Party during January; target parents during Mother's and Father's Days; explain how your school's character lessons complement academics during Back-to-School; and have many summer events, such as a goal-setting clinic, child safety seminar, etc.

Children are, of course, very focused on the fun of these celebrations, especially since their academic schools also observe these holidays and seasons. We hosted an event during the summer that was as simple as a summer party, but we chose an Hawaiian theme, decorating the school and creating fun activities based on that theme that we knew would attract students and their friends.

The one secret I learned is that your internal events will be more effective if you plan them carefully and thoroughly. I suggest that you plan as much as two months in advance of the date, especially for major events. Start, however, with an annual calendar and list the obvious events you can host, tied to various holidays and seasons. As I said, you should be able to fill your annual calendar rather easily.

I've also discovered that you'll maximize the number of referrals you can generate when you schedule one major event every month and a number of smaller, complementary activities.

For example, we recently held our big Black Belt test and matched it with goal-setting clinics for all the testing students, who were also asked to bring friends, so they can learn how to set goals.

The primary purpose of your external grassroots marketing efforts is to increase enrollments. To do that, you must participate in community activities and make your school and its message very visible; you must go where your audience gathers.

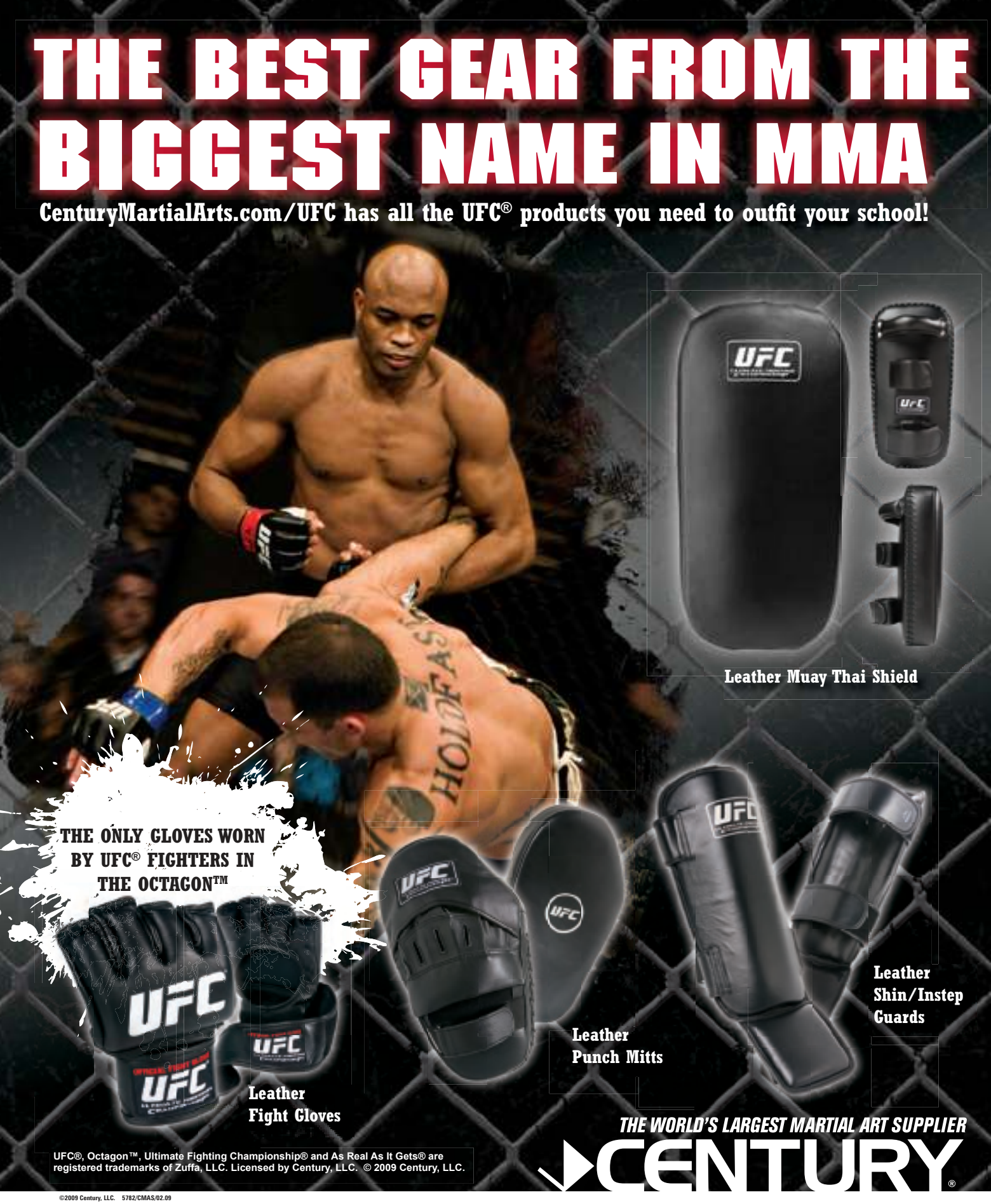
An external grassroots marketing promotion can be as easy as establishing a relationship with the ice cream shop or dry cleaners down the street. Ask them to distribute your flyer to their customers and you agree to give those businesses' flyers/coupons to your customers.

Community fairs and other gatherings are probably the most efficient and effective because there are likely to be hundreds, if not thousands, of the families that are your perfect prospects, and your involvement will cost little or nothing.

During summer 2008, my school, in conjunction with

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More Than 10 Amazing Ideas to Maximize the Results of Internal and External Referral-Generating Events

Interview by Toby Milroy, NAPMA COO

Toby Milroy: The four fundamental drivers of any martial arts school are enrollments, renewals, retention and student quality. During this discussion, Matt and I will focus on the first driver, enrollments, to help you generate many new students. Matt has had considerable experience attracting new students with a virtually no-cost marketing program that includes community involvement activities, referrals, and holiday and seasonal grassroots promotions.

Matt Young: That is very accurate. During the past four years, we've grown our school with nothing but internal marketing activities.

Toby Milroy: Matt, let's start with a few words about grassroots marketing and how that can impact the average martial arts school.

Matt Young: There are two primary grassroots marketing approaches: Internal grassroots marketing generates referrals and external grassroots marketing generates leads or prospects.

Those internal, or referral, marketing efforts include events, such as a ninja night, birthday parties, buddy day, etc. External grassroots marketing occur outside the school at such events as community fairs, martial arts movie openings (*Kung Fu Panda*), etc.

Matt Young

Matt Young is a Fourth-Degree Black Belt and has operated the Mile High Karate South Jefferson School in Denver, Colorado for approximately five years; and he's been a member of the Mile High Karate family for more than 16 years. His school has more than 200 students, and generates outstanding gross revenues.

The basic strategy of internal grassroots marketing events is for your current students to invite friends to attend the event with them. Many NAPMA members are probably familiar with the steps:

1. Select an evening for your event. We like Friday evening or Saturday because you can then follow up on Monday with the referrals you gather. I suggest that members refer to the two-part DVD presentation in the October and November Maximum Impact Packages, where they can learn more about the details of a follow-up plan to maximize the number of prospects from internal events that become students.

2. Promote the event heavily during your classes. Send emails, put the event details in the student section of your Web site and/or your school newsletters, etc.

3. Our ninja night typically includes games, some sword lessons, bouncing around an inflatable castle, pizza and prizes. Any student that brings a buddy receives a free gift.

Buddy referral events can be effective with all levels of students: basic, intermediate and advanced. They all like to ask friends to join them at class.

Of course, your internal grassroots marketing should be constant and proactive. You don't need a special



Matt Young, far right, joins with the leaders and legends at the Mile High Karate Black Belt Retreat in Breckenridge, Colorado. From left: Joe Lewis, former Heavyweight Champion; Jeff Smith, former Light Heavyweight Champion and Mile High Karate director of instruction; Stephen Oliver, Mile High Karate CEO; and Bill Wallace, former Middleweight Champion.

the Mile High Karate school in Lakewood, participated in the local Summerfest Festival that attracted 2,000 to 3,000 people. During the two days of the event, my school generated more than 100 leads.

Toby Milroy: Matt, you just provided readers with many different tips and insider's secrets that will help them improve their enrollments.

One of the most important was creating a referral culture for your students from the first day they enroll.

One word of caution: If you don't already use such a referral system, then you must be very careful how you create it. Offering a premium was one of the methods you recommended that would help current students to think of referrals in a more positive light, and be willing to participate in those events.

Matt Young: Yes, we find that prizes can generate much excitement about events, but they don't have to be major or expensive prizes.

For example, we ask each student to inflate a balloon and place a piece of paper in it with a prize written on it. The prizes are typically small and inexpensive: hard target, free ice cream cone, etc. During the event, the student and his or her friend are allowed to pop a balloon with a cool Karate sword.

The last time we announced that event, every kid in almost every class wanted to pop a balloon. We told them they could, if they brought a friend. That was one of the biggest referral events we've ever had, but so simple.

Another good method is gift bags or prize bags, with inexpensive toys, gift certificates, etc. You can give your students a ticket for every friend they bring to the school. You then have a drawing at the end of the month.

Another method that always seems to cause much excitement among our students is the opportunity to throw a pie at me, when they bring a friend to an event. After talking about that during two or three weeks of classes, we attracted 60 to 70 buddies.

Toby Milroy: We did that with water balloons during the summer time, which brings great fun to the classroom environment.

Matt Young: Whenever you can tie the games of a referral event to the instructor, you will probably raise the excitement level among your students. We've used a dunk tank during the summer.

Your prizes can be as simple as a T-shirt or even cash prizes. We put dollar bills on a string and hung it from the ceiling. Students could pull off a dollar bill whenever they brought a friend. We've also used gift cards: Bring in 20 friends during a month and you receive a $10 Visa® credit card. The kids love that. We've also hosted pizza parties and lunch with your instructor, when you bring a specific number of friends.

You can also offer big prizes for a two-month referral promotion. The student that brings in the most referrals receives a new bike, trampoline, skateboard, scooter, video game console, iPod, an mp3 player, or whatever the newest, hot item that all the kids want.

Toby Milroy: I did a promotion, and the big prize was a 40-inch plasma TV. The kids really liked it because they could visualize themselves playing video games on that





Matt Young serves as a "human punching bag" for Joe Lewis at the Mile High Karate World Champion's reunion. Learn more at MileHighFranchise.com.

big screen, and the parents were attracted to it because they would like to have the TV in the living room. It's better to stimulate both parts of the market, if possible.

Matt, let's move our discussion to a broader perspective, to how a school owner exactly plans and executes internal and/or external grassroots marketing events. Why don't you start with a six-week perspective, and then move toward the event date.

Matt Young: My first tip is what I mentioned earlier, and that is planning an annual calendar, with one big event per month. My second tip is to start to promote events no earlier than four weeks before an event date. Typically, if you start sooner, then parents will have too many announcements and information from you, making it more difficult for them to focus on your important referral event.

First, we consciously mention the next monthly event when we distribute the school calendar to our students at the beginning of the month.

At four and three weeks out, we announce the event right before we bow out during every class. We focus on the activity or activities at the event that our students will think is real fun, such as throwing a ball at a dunk tank with me sitting on it. We want to tie the need to bring a friend to an activity in which students will want to participate.

At four and three weeks out, we announce the event right before we bow out at the end of every class. We focus on the activity or activities at the event that our students will think is real fun, such as throwing a ball at a dunk tank with me sitting on it. We want to tie the need to bring a friend to an activity in which students will want to participate.

Two weeks out we're still talking about the event on the floor, but now we are spending 5 to 6 minutes to create excitement and enthusiasm.

One week before the event, your emails are sent daily, and you call the students that you've missed previously, if you have the staff. Of course, we continue to promote the event heavily during all classes.

During the last four days, we'll check with individual students to make sure they are still coming, and with the number of friends they said they would. During classes, we are emphasizing the cool prize(s) they can win, if they bring friends. **MAP**

There's more!

Read the complete interview with Matt Young at MartialArtsProfessional.com



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?

Last month, I shared my first three suggestions for modern success; this month I want to explore the last two.

4. Prepare to be strong in the face of criticism.

Less-visionary people will condemn you for not "doing it the way we always did." You will be seen as a threat to those who are comfortable with all the old limitations. Some people actually like those limitations because so few students are willing to put up with them. "Venerable old-timers" often develop an elitist attitude, and use the limitations to exclude others.

The allure of a non-commercial, traditionalist school is what I call the "looking-for-Mr.-Miyagi" syndrome. Wouldn't it be wonderful to discover an Okinawan Karate grand master living in the basement under your apartment, and he agreed to teach only you?

Even if you were a little cocky, lazy or outright disrespectful to him, he'd still be there waiting to give you your next Karate lesson whenever you wanted it?

Unfortunately, I think that there are many martial artists and instructors who, deep in their hearts, are "looking for Mr. Miyagi." They can't let go of what they call tradition, even when it isn't tradition. What they are looking for is an escape from an uneventful life. They want to be able to think of themselves as being "special," or somehow different from or "above and beyond" the average person.

When you decide to operate a more effective and successful school,



be prepared for criticism from all angles, but don't let it be a barrier to your goals. I guarantee that you will lose a few old friends, but vastly increase your circle of new friends.

5. Join with other progressive thinkers who have real-world experience.

Maybe your old grand master is set in his ways. Study with him, pay your annual dues, give him plenty of compliments and show him respect.

Work with a different group of people, or "consultants," however, to continue to upgrade what your school is offering your community. Train with your old grand master for yourself, but offer your students the training that gives them the benefits they want from the martial arts.

Offer a "realistic, introductory self-defense program" as a tribute to your old grandmaster. Your students can experience the best of your tradition. Explain that your program will help them advance to the point where they can appreciate your grand master's higher teaching level.

You can also thank your old grand master for all he has given you, but then find a new set of mentors who can teach you what you need to know to operate a successful martial arts school.

After all, the best way to honor your grand master may be to build a business stable and strong enough to change the lives of many more people than a traditional school. **MAP**

Join Stephen Hayes online. Visit MartialArtsProfessional.com for direct links to these pages.



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

Over 350 Instructors Certified Since 2007.

Next Certification Program Dates:

May 16-17, 2009
August 15-16, 2009
October 24-25, 2009

For more details, visit us at www.kid-jitsu.net or call us at 904.242.9343

Kid-Jitsu®
a Gracie Jiu-Jitsu Program for Children

Building the New Generation!

The Kid-Jitsu® Instructor Certification Program was designed by Royce Gracie Black Belt Charles dos Anjos and Carlos Gracie, Jr. Black Belt Larry Shealy, M.B.A., for you, the martial arts business owner and instructor. With Kid-Jitsu® Certification, you can effectively implement a children's Gracie Jiu-Jitsu program into your current curriculum!

Kid-Jitsu® will allow you to:

1. Learn to teach Gracie Jiu-Jitsu in a Traditional Martial Arts setting
2. Promote your students through a 10-belt children's Gracie Jiu-Jitsu curriculum
3. Add an effective ground fighting program no matter what style you now teach
4. Market your school as a total self-defense school
5. Add a new stream of revenue by upgrading current students to Gracie Jiu-Jitsu
6. Increase proshop sales with licensed Kid-Jitsu® products such as student manuals and instructional DVDs

Ask us about our BJJ Program for Adults: Team Wolfpack

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?

Let me add two more reasons why people don't set goals to the five I presented last month.

The sixth reason is the fear of rejection or criticism. Since childhood, others in your life may have challenged your hopes and dreams. Your parents may have tried to protect you from the potential disappointment of not achieving your goals. Siblings and friends might have ridiculed your lofty goals, simply because they couldn't imagine those goals for themselves. These influences could have negatively affected your self-confidence and ability to set goals.

Children aren't dumb. They soon learn to be agreeable with these influences. Children who are constantly criticized or discouraged don't dream of and work toward new goals. That's the beginning of the lifelong process of playing it safe, selling oneself short and accepting underachievement as inevitable and unavoidable.

The solution to this fear of criticism is simple: Keep your goals confidential. All effective goal setters finally learn to keep their goals to themselves. No one can criticize you if he or she doesn't know your goals.

There are two exceptions. The first are the people, such as your spouse or boss, whose help you will need to achieve your goals. You can also share your goals with other goal-oriented people; people who will encourage you. You should also encourage those who share their goals with you. Encouraging others motivates you, as well.



The seventh and most predominant reason people don't set goals is the fear of failure, which is the greatest obstacle to success in adult life. It's what keeps people in their comfort zones. The fear of failure is expressed in the "I can't" attitude. It's learned in early childhood, and is the result of parents' destructive criticism and punishment of their children's choices.

Unfortunately, most people don't understand the role of failure in achieving success. The simple rule is that failing is a prerequisite for success. The greatest successes in human history have also been the greatest failures.

In the same year that Babe Ruth became the home run king of baseball, he also struck out more than any other player. Thomas Edison was the most successful inventor of the modern age, but he had to fail at 11,000 experiments before he invented the first electric light bulb.

Success is a numbers game. There's a direct relationship between your attempts and your probability of ultimately succeeding. Even if you were the worst student in your martial arts school, if you kept practicing your kicks and katas, then you'd eventually earn a Black Belt.

You can face temporary failure if you seek, within each setback, its valuable lesson. Approach every difficulty as if it were meant to be a lesson that you must learn to move forward. Keep looking for the good. It's the lessons learned from failure that will make your ultimate successes possible.

If you've had a school in the past that failed, then move forward, learn from those mistakes and make your current school a big success. **MAP**

Join Brian Tracy online. Visit MartialArtsProfessional.com for direct links to these pages.

TELECONFERENCE

Listen to the Free Brian Tracy Teleconference: Success Principles for the Martial Arts Executive

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

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

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



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

TOBY MILROY NAPMA COO

Multiply your Print Advertising Results, without Spending Another Dime!

Part 4: The Anatomy of an Ad: The Headline, part 2

In this month's column, I present the two headline strategies that will serve most martial arts schools well. A third strategy is to create curiosity or interest, but, as I mentioned in a previous column, these types of headlines are typically written to advertise major brands, such as Coca-Cola®, McDonald's® and other companies with multi-million dollar advertising budgets.

> "The formula headline is easy to customize for your school's ads…because you just have to fill in the blanks with your benefits."

Headline Strategy #1: Solve a problem

Example: Parents, did you know that more than 4.4 million children, ages 4 to 17, have been diagnosed with ADD? Discover a proven formula to give your child laser-beam focus and concentration!

This headline speaks to parents who may be concerned about their children's focus.

Example: Feeling bloated after the holidays? Watch 15 pounds melt from your body while having a BLAST and learning to defend yourself!

This headline clearly identifies the target audience, and the exact problem I can solve.

Headline Strategy #2: Promise a benefit

Example: I can give your child unshakable self-esteem, laser-beam focus, and make-you-proud courtesy, beginning with the first FREE session…GUARANTEED!

This headline promises three benefits, including a guaranteed result.

Your Headline-Writing Homework Assignment

I encourage you to visit your local bookstore with an extensive newsstand of various magazines, newspapers and tabloids. Many of the ads in these publications use formula headlines, which have proven to grab readers' attention because they solve a problem or promise a benefit.

An example of the formula headline can be found in any of the many health and fitness magazines.

Examples: *10 Reasons you Become Sick, The 10 Steps to a Thinner Waist, 3 Secrets to Washboard Abs or 5 Simple Solutions to Eliminate Skin Blemishes.*

The formula headline is easy to customize for your school's ads and marketing materials because you just fill in the blanks with your benefits. ____ *Reasons you* _____ *or* _____ *Reasons your children* _____.

Credibility Is in the Number

Another piece of magic that makes formula headlines work very well is quantifying your solution or promised benefit. For example, by including the number "6" in the headline, "6 Secrets to Increase your Stamina," you've psychologically added credibility and a certain sense of legitimacy to your message because you've quantified it.

This can cause a subconscious conversation in prospects' minds: "The headlines states that there are six secrets. I can quickly and easily check that there are six secrets, and know that the advertiser is being honest with me." Or: "Wow, I didn't know there were six methods that could help me increase my stamina."

Just keep in mind that the primary purpose of the headline is to compel prospective customers to read the first line of your ad's body copy. The purpose of the first line of your ad's body copy is to convince your prospects to read the second line, etc. MAP

Join Toby Milroy online. Visit MartialArtsProfessional.com for direct links to these pages.

Join Toby Milroy and the new Martial Arts Professional online professional community at MartialArtsProfessional.com. Toby also has a page on Facebook®.

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 Top Performers Use Coaches—and you Need One Now!

Having personally participated in many top-level coaching groups and having helped develop coaching programs in more than 100 different industries, I have an excellent understanding of why you need one or several coaches, especially now.

I find that most entrepreneurs share all six of the following needs.

#1: Being Accountable: On many occasions, as a speaker, I have shared programs with legendary athletes, such as Joe Montana, Troy Aikman, Olympian Mary Lou Retton and George Foreman.

They all agreed that were it not for being held accountable by teammates and coaches, they would never have reached the levels of success they did. As an entrepreneur, you're your own boss, so you also need a coach to guide you and hold you accountable. Accountability automatically improves performance and results.

#2: Being Questioned and Challenged: The more successful you are, the less likely those around you will challenge your ideas and decisions; you'll become surrounded with "yes men." An outside coach, with no axe to grind, can be both objective and frank. He can ask the provocative questions that force you to defend your ideas. If you can, that's valuable. If you can't, that's valuable too.

#3: Being Heard: Many entrepreneurs have no one to discuss their businesses or personal matters. I often find that a client will talk his way to a terrific answer, solution or plan of action, if I'll just listen. Having a coach with life and business experience relevant to yours is extremely beneficial.

#4: Being Recognized for your Achievements" Everyone needs recognition, but to whom can the entrepreneur brag? Most likely, neither his employees nor family members will praise him for generating a 14 to 1 ROI with a direct-mail postcard that took him days to create.

A knowledgeable coach or, better yet, a mastermind group, is the appreciative audience that will understand your accomplishments, and is able and willing to celebrate your achievements because they are secure in their successes.

> "Ultimately, all motivation is self-motivation, but a coach or a mastermind group will definitely contribute to your motivation and success."

#5: Being Accepted: Many successful entrepreneurs suffer silent frustration and loneliness because, like many of my clients and me, they are renegades. Thinking and feeling different than almost everyone in your daily life is not all that pleasant. That's why being part of a coaching/mastermind group with like-minded renegades is so invigorating. One of the core human needs is to be accepted for who you are, without the need of a mask or cautious editing of expressed thought.

#6: Being Motivated: Surely top pro athletes don't need motivation; but, in fact, they do need a great deal of motivation, other than money, to do all the behind-the-scenes hard work required for peak performance on the field. In almost every locker room after every game, grown men who are paid millions to play their games are awarded game balls. Ultimately, all motivation is self-motivation, but a coach or a mastermind group will definitely contribute to your motivation and success.

What Exactly Is Business/Life Coaching?

Most of the industry-specific coaches and mastermind groups offer different levels of advice for different entrepreneurs and business owners. One of the most common options is a group teleconference similar to the one NAPMA Maximum Impact members participate in every month.

Another level is mastermind group meetings, such as the NAPMA Peak Performers and Inner Circle groups. You can also choose one-on-one coaching, which NAPMA also offers from Stephen Oliver, Jeff Smith and others. **MAP**

Join Dan Kennedy online. Visit MartialArtsProfessional.com for direct links to these pages.

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**.

Turn $499 Into $50,000 in 90 Minutes!

Is your 401K getting that kind of Return on Investment??
Everything you need to run a 90-minute leadership seminar that will allow you to enroll At least 10 new students into your Leadership Program.— Guaranteed!

Even if you mess the whole thing up you could still easily enroll at least 10 new students into your leadership program!!

What would 10 new Leadership Team members be worth to you??
What would that add to your school's gross income each month?
How would that help your school's student retention?

The Level 10 Leadership Seminar Program includes:

- Complete step-by-step instructions on how to conduct all aspects of the seminar for a *hugely* successful event.
- Customizable Poster (11 x 17 and 13 x 19 formats) as well as sign up sheet for seminar
- Application for students to complete for acceptance into your leadership program
- 4-Minute Motivational DVD guaranteed to increase response by at least 10%
- Motivational Story to tell during seminar that will get leave your parents *eager* to enroll their child in your program
- Complete done-for-you marketing and e-mail campaign to promote the event

2 Easy payments of $249.50	The best investment you'll make in your school all year or you pay nothing! **100% Money-Back-Satisfaction Guarantee:** If you aren't able to at get at LEAST a 20 times return on investment with this program, simply return it for a prompt 100% refund– I'll even pay to have it shipped back to me! *Anyone ever offer you a guarantee like this on ANY product for your school??*

Order today and receive my special bonus "The 17 Steps to creating and implementing a successful leadership program in your school"

Worth the price of this program ALONE!

Am I nuts OR am I just THAT sure of this program??

Also, Call and ask about having me come to your school to personally conduct this seminar and train your staff in the program!

WWW.MyLeadershipinaBox.com

Or call my 24-hour toll-free hotline to hear a short 3-minute recorded message
1-800-550-6152

Why on earth would you even want to consider joining with Mile High Karate for your school, your students and yourself?

The key reasons why business owners in any business join a franchise rather than go it alone are: robust and complete systems, an opportunity to create real equity and therefore wealth from their business, and the incredible power that comes with organization.

Why would you?

For your particular situation the reasons are clear:

✔ **First:** Be a Martial Artist. We eliminate your need to be a "marketing expert," "sales trainer," "accountant," and "curriculum and education expert." You get to be a Martial Artist-Teacher, and we overlay all of the other systems for you.

✔ **Second:** Cut 10 to 20 years OFF of your LEARNING curve. That's time that if you do it yourself you'll never get back. Overnight, you'll turn on "Plug and Play" systems without having to develop them. Immediately implement proven processes and methods that make your school operate more efficiently and profitably.

✔ **Third:** Affiliate and work together with other "Winners," all working to develop a powerful national (and international) brand and school system. There's incredible power in lots of smart and success-oriented owners working together.

✔ **Fourth:** Plug your students into a huge national support system that helps them grow and enhance their character development, success skills, focus and achievement. You don't have to be the expert in all things since they will plug into web sites, webinars, and teleconferences.

✔ **Fifth:** Immediately start using unparalled sales and marketing materials. You'll have immediate access to our series of infomercials for upgrades, our infomercial for enrollment, and sophisticated AUTOMATIC sales processes to develop and support your students.

Reasons why some schools think they shouldn't consider Mile High Karate, maybe you are one of them:

It's not for me because: I'm a Shotokan, BJJ, Goju, Kenpo or _____ (fill in the blank for yourself) stylist.

Did you know that … It's NOT about changing your style, changing the root of what you teach your students, or abandoning your lineage or your first love?

It is about creating an INCREDIBLY strong "character development" program for kids and families, and overlaying effective marketing, sales, business and accounting systems over your existing curriculum and style. It's about having access to great teaching support if you need it, but it's not about changing what or who you are as a Martial Artist.

It's not for me: because I'm a member of _____ (fill in the blank for yourself; i.e. WTF, ITF or any other martial arts style association.)

Did you know that … It's not abandoning your current association or Master Instructor. It's about honoring that association by overlaying more effective business practices and student support to help your income SKYROCKET!

It's not for me because: Well, it says Mile High Karate and I'm BJJ, Kung Fu, Tae Kwon Do or _____ (fill in the blank for yourself) school.

Did you know that … It's really about Martial Arts instruction in a high-trust, clean-cut and professional environment. It's about creating a SCHOOL that teaches character, confidence, focus, and discipline to all ages.

You could just as easily think of it as:

Mile High Martial Arts
Mile High Kung FU
Mile High BJJ
Mile High Tae Kwon Do

It's not for me because: I don't want to "lose my name."

Did you know that … You don't have to? Really, think about it as "co-branding" — you're always the key person, the master instructor, of your career. You are the focal point for your students and your community. Mile High brings national clout, and you retain your local credibility.

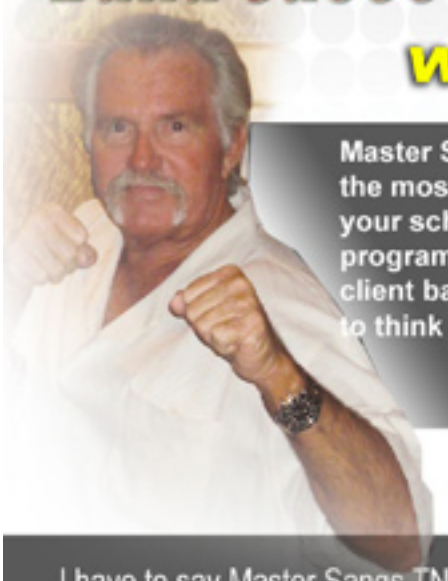
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www.sangstnt.com



Master Sang's TNT program may be the ultimate upgrade program and the most powerful way for you to dramatically change the profitability in your school. More powerfull than Black Belt, Master Club and Leadership programs while tapping into the often elusive and wealthiest part of your client base, one on one with Master Sang may give you a whole new way to think about your marketing and your upgrade program.

"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

1 Private Lesson = 13 of your students
1 Private Student = $13,500.00 1 yr.
10 Private Students = $135,000.00 1 yr.
50 Private Students = $825,000.00 1 yr.
??? = you do the math!

Saturday, May 16th
Long Island, New York
Master Mike Lee
Master Consultant
516.496.9600

Saturday, May 30th
Cooper City, FL
Huyen Nguyen
TNT Consultant
610.533.8741

ELSA CORDERO MBA, MS ORIENTAL MEDICINE

The Major Search Engines and How to Communicate with Them

If you've been reading my column, and applying the techniques I've presented, then your Web site's placement on search engines should have improved.

To learn about these techniques, please read my previous columns in the April 2008 through the April 2009 *Martial Arts Professional*. You can find them online at **MartialArtsProfessional.com**.

In this month's column, I present information about the major search engines, and their similarities and differences, since some tweaking is required to make your site appealing to all of them.

The fundamental concepts I have shared with you (search-engine-friendly sites, keyword importance and link building) apply to all the major search engines, namely Google®, Yahoo®, Windows Live®® and Ask® (which have 95% of the market).

Google is the major player, providing its search results as well as results for AOL®, EarthLink®® and AT&T®. Google utilizes spiders (also known as robots, bots and crawlers) to index any part of your Web site that is not password-protected (Yes, password-protected directories, such as your members' area will not be indexed).

Google spiders like to find Web sites on their own, so submitting your page (via its free page submission at google.com/addurl.html) is not necessary, but it doesn't hurt. You can attract Google's attention by having a good source of incoming links (at this point, this is the most important factor) and contents that are relevant and updated often.

If you've applied all the basic strategies that I've presented to go live with your Web site, and it's still not indexed after a couple of months, don't become discouraged, it has probably been "sandboxed." Google's sandbox effect prevents a new Web site from ranking highly for the first 6 to 12 months after going live.

> "You can attract Google's attention by having a good source of incoming links and contents that are relevant and updated often."

This is meant to discourage newcomers that have an aggressive SEO strategy from being ranked higher than older Web sites. The sandbox effect does not apply to all Web sites, however, and has a tendency to affect new Web sites differently, which makes it obvious that other elements are also at play; so, as I said, don't be discouraged, and continue to add those inbound links.

Yahoo also likes to find your site to index it, so submission is not necessary, unless…your site is new and it does not have strong inbound links from other well-ranked Yahoo sites. If this is the case, then submit it to siteexplorer.search.yahoo.com/submit.

Yahoo is also similar to Google, in that incoming links are the most important factor in search placement. Yahoo does use Meta tags, which ideally should be fewer than 244 characters that will, in turn, be used in the search description.

Windows Live (formerly known as MSN) also likes to find your Web site, but you can also submit it to http://search.msn.com/docs/submit.aspx. Windows Live also places major importance on inbound links, but keyword placement on the top part of the page as well as in the title and headers also play huge roles.

Ask is doing its best to gain greater market share by holding six-percent of the organic (free) search market. To optimize for Ask, follow all the basic principles I've presented.

I still have many Web site and Internet marketing tips to share with you, so please read my future columns. Remember, follow your fundamental principles and continue to add incoming links and you'll have assured success on the Internet! **MAP**

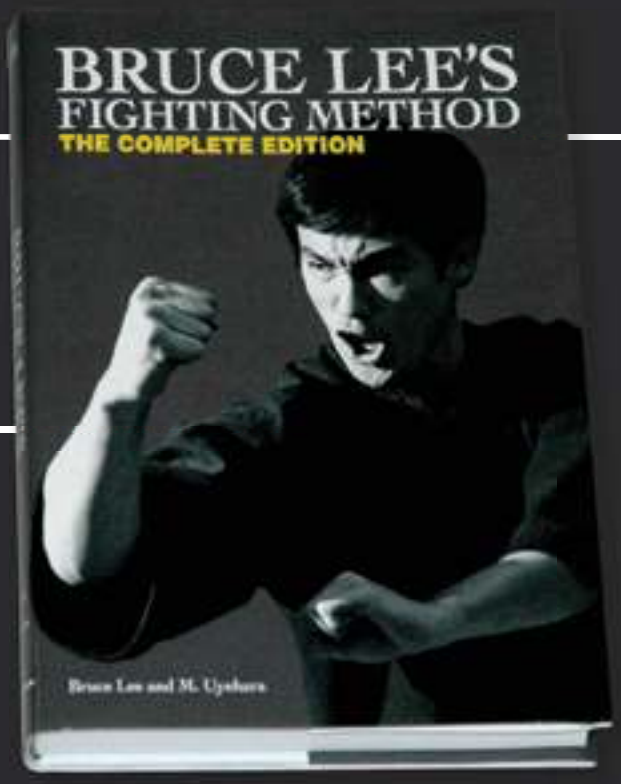
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ELSA CORDERO



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 **Martial ArtsProfessional.com**.

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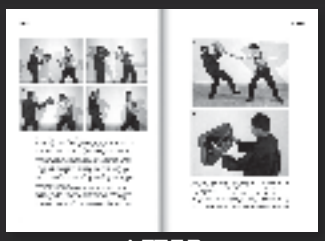
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JEFF SMITH
DIRECTOR OF INSTRUCTION FOR
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Better Staff Performance Begins with Results-Driven Goals

During my 40 years in the martial arts, I've learned that there are several important keys to improve the quality of staff development and motivate instructors to work and excel at the highest level.

My learning experience started with Grand Master Jhoon Rhee and his organization, where I work my way from instructor to senior vice president. I directed most of the activities, including marketing, advertising and training the instructors and managers.

I discovered that the most important staff-training key is to make sure they are being held accountable. Setting goals is the skill they need to accept responsibility for their actions.

> "Ultimately, statistics are the measure of whether your staff members are accomplishing their goals."

Once you help them determine their goals, you must follow up consistently to make sure they are accomplishing their goals.

You can't expect them to set their goals and reach them on their own, so you, as the trainer, must also provide them with a statistical system into which they can record their results.

Ultimately, statistics are the measure of whether your staff members are accomplishing their goals. Your responsibility is to provide them with the means, and make sure they are using the system.

Although there isn't enough space in my column to explain the statistical system you should have for your school and staff members, the statistics you should record generally relate to every step in the enrollment stream (plus special programs, teams, retail sales and other business activities that your staff manages, and that generates statistics).

Your enrollment stream starts with your marketing and its costs, prospects' phone calls, appointments, intros, renewals, retention and student quality.

You want to quantify and analyze (and so do your staff members) how many prospects' phone calls your staff answered, how many appointments they set, how many prospects honored their appointments, how many intros your program director closed (for what services and for how much), etc.

You can't expect to develop high quality instructors and general staff members without such a detailed statistical system; and you can't expect them to agree to be accountable for their work, unless it's results-driven.

Although statistical analysis is open to interpretation, the numbers don't lie; they are completely objective. If the program director's goal is to close 10 new enrollments a week and, during the last 30 days he closed 25, then he is 15 short, and shouldn't expect a raise or a bonus. (Chances are he didn't receive a large commission check, either.)

During my many years training hundreds of instructors and school staff members, I discovered that they almost always overestimate their effectiveness, results and impact on the growth of their schools.

At some point during a training session, I would ask the instructors to rank themselves. I asked who considered himself or herself a great, good, average or poor instructor. Everyone would raise their hands no matter how poorly they were doing; they thought they were all good instructors.

I explained and convinced them that the only way you can rank yourself a good or great instructor is strictly according to your statistics. I asked, "How many of the students you enrolled last year are still active, paying students? Of those that enrolled in your basic program, how many have you upgraded to a higher-level program?"

Those are the statistics you must record and review with your staff regularly, if you expect to improve their performance and have a positive attitude about being accountable. **MAP**

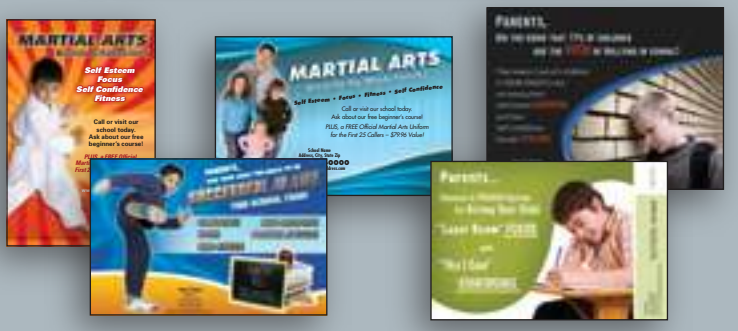
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JEFF SMITH



Grand Master Jeff Smith is a 9th-Degree Black Belt and the first PKA World Light-Heavyweight Kickboxing Champion. He was the winner's of NAPMA's 2008 Life-Time Achievement award. Jeff Smith is Director of Instruction for Mile High Karate as it expands internationally. Learn more about his current activities at MileHighFranchise.com.

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Advertiser Index

Affiliated Acceptance Corporation 25
Black and Blue Productions, Inc. 81
Black Belt Books 77
Capitol Processing International. 49
Century Martial Arts (Gold Product Line) 11
Century Martial Arts (UFC). 61
Century Martial Arts (Team Uniforms) . . Back Cover
Commando Krav Maga 21
Defensive Services International, Inc. 13
Dr. Tai Chi / David-Dorian Ross 49
Easy Pay Automated Billing. . . . . Inside Front Cover
Jackrabbit Dojo. 81
James Theros' Leadership Program 73
K&K Insurance 31
Karate Stars, Inc. 67
International Kid-Jitsu Association 66
iGoFigure. 9
Markel Insurance Company. 66
Martial Arts Group 33
Martial Arts Success / Tommy Lee. 19
Martial Arts Marketing Network. 81
Master Sang's TNT 75
Member Solutions 15
Mile High Karate 3–5
MindBody Universal Business Management 47
Nogueira Winning Team. 71
Ringstar 45
Self-Defense Company 7, 32
SidekicksBilling.com 23
Sports & Fitness Insurance Corp. 66
Ultimate Body Shaping. 17
The Company Corporation. 79
Zebra Mats. 83

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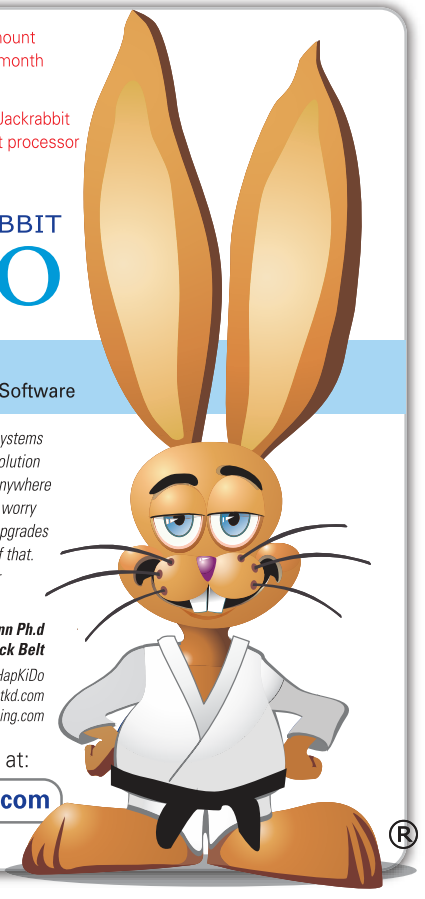
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I Want To Help You DOMINATE The Martial Arts Market In Your Area





My name is Allen Oelschlaeger and I am not a martial artist or school owner. However, I *am* a former corporate executive with an MBA from Wharton and a marketing professor at the University of Wisconsin.

For the past 8 years, my focus has been on **using technology to help local businesses DOMINATE their markets**. In 2002, I began applying my expertise to the martial arts industry. Since then, I have:

- Worked with Chan Lee, a school owner in Milwaukee, WI, to explode his revenues 236% in 4 years, as his business grew from 2 to 5 schools.
- Formed the *Martial Arts Marketing Network* with Chan in 2006 to help other schools grow using our marketing technology and expertise.
- Founded *The New Way Network*, in partnership with Tom Callos and Chan Lee, in 2008 to increase our value to the martial arts industry.

Tom, Chan and I now have a single goal: To help our members **DOMINATE the martial arts market in their community**, using our proprietary technology and marketing expertise.

Just one of our technologies generated 1024 leads for 30 of our members during the first 3 months of 2009 -- with absolutely NO work on their part

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Membership in *The New Way Network* is area-exclusive, so we only allow one member school per community. To find out if your area is still available, please visit **www.DominateYourArea.com** or call **888-893-8952**.

STEPHEN OLIVER MBA, NAPMA CEO

Ouch! The Economy Sucks, Now What?

I hear from hundreds of school owners from around the world. I also "troll" the various martial arts instructors' discussion boards, and am active on the *Martial Arts Professional* magazine community (at MartialArtsProfessional.com) as well as Facebook®, Twitter® and My Space®, among others.

What I'm hearing and reading is validation of what I've been saying for almost a year.

2009 is definitely a year when "The rich get richer, the poor suffer, and then fade away!" School owners who never knew all that much about running their businesses are screaming at the top of their lungs for help.

> "School owners, who are learning and growing, are doing great, setting all-time records."

On the flip side, school owners, who are learning and growing, are doing great, setting all-time records. Others are holding strong and improving their student value, quality and retention, even as the external market is in turmoil.

Honestly, no matter how bleak the media portrays the market or how badly the horrible mix of a Democratic majority in the Senate, House and the Presidency screws up the economic environment, there will also be those who educate themselves, learn how to market their schools and provide overwhelming student service.

The 80/20 rule applies to any group of people, which means 20% of school owners achieve 80% of the results. The reason is that, frankly, those in the top 20% are willing to invest in themselves first. They attend seminars, read books and buy comprehensive programs that help them improve the quality of their service and the effectiveness of their business processes.

They then invest huge amounts of time and money training their staffs. They take them to the NAPMA Quantum Leap and Extreme Success Academy. They take them on "best-practices" field trips (top-performing martial arts schools as well as behind-the-scenes tours of Disney® or other excellent organizations). Next, they implement.

It's easy to identify the top performers. Watch the guy who grabs his Blackberry™ (or, in my case, an iPhone™), during the Extreme Success Academy, and communicates marching orders to the staff members that remain at the school to implement new ideas before the school owner returns.

Success in this market requires several actions that I've beaten to death, but merit reiteration.

- Become better at what you do.
- Invest in the education of your staff and you.
- Spend more time, effort and money to market your school. Increase your marketing budget and spend more time to learn how to attract new students.
- Invest huge amounts of time and energy to make sure that every student and parent are thrilled with your school. Work hard to keep every student and generate a higher percentage of new students.

What must you not do?

Don't panic, and don't whine to everyone who will listen to your problems. Here's a quick reality check about the economy: The real U.S. gross domestic product—the output of goods and services produced by labor and property—decreased at an annual rate of 6.2 percent during the fourth quarter of 2008.

That might mean that if you behaved exactly as you had in the past, then your gross might have dropped 5-10%. If you doubled your marketing efforts and made noticeable improvements in your service, then guess what might happen? While those around you fall, you'll improve dramatically and increase your market share. **MAP**

Join Stephen Oliver online. Visit MartialArtsProfessional.com for direct links to these pages.



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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