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October 9–11, 2009
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Mile High University: Ultimate Staff Training for Ultimate School Success

INDUSTRY INSIDER



Bundchen



Li



Van Damme



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
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Cell: 407-473-5020
Fax: 303-379-4600

Features



Eighty-Percent of Success Is Showing Up—at the 2009 NAPMA Extreme Success Academy!

The other twenty-percent is what you do with the amazing school growth concepts you'll learn at this year's Academy. It's time to make a commitment… cowboy up…to attend the 2009 NAPMA Extreme Success Academy in San Antonio, Texas, October 9–11. Visit ExtremeSuccessAcademy.com today for more information and to register you and your staff.



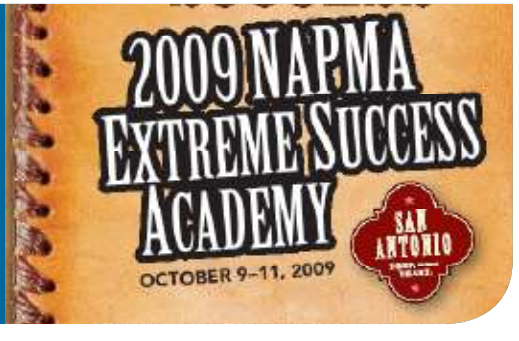
Mile High University: Ultimate Staff Training for Ultimate School Success

Learn how a "degree" from Mile High University will put you in a select group of some of the most successful school owners in the industry. The results-driven curriculum and faculty teach the proven success systems that improve retention, upgrades and student quality. Contact Master Rob Tucker for more information at RobTucker@MileHighKarate.com.



"How Our Successful School Jumped to Super-Successful with the Mile High Karate System!"

Les Connard and Tim Sullivan, Mile High Karate Regional Developers, reveal how they've increased their revenues multiple times with what they've learned throughout the years of their NAPMA membership, and especially now that they are major players in the Mile High Karate Franchise System.



2009 NAPMA Extreme Success Academy Special Section

The 2009 NAPMA Extreme Success Academy is just over the horizon, partner. Register you and all your ranch hands with the handy fax form or visit ExtremeSuccessAcademy.com. Experts from inside and outside the industry will be ridin' into San Antonio with saddlebags bulging with closely guarded methods and systems to herd more prospects to your door.

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"Tommy Lee can show you how to build a profitable school with a strong student base so that you are successful month after month." I've learned how to bring in more prospects with little cost, how to dramatically increase my chances of turning a prospect into a new student, and how to keep my students interested, motivated, and happy for a long time so that my classes can continue to grow.

Tommy Lee has programs and systems that are proven to work and apply to any martial arts style. He'll share with you his own successful teaching and business techniques so that you can apply them to your school and start increasing your success immediately. With his help, I took my school from 140 students to 475 students, and from making $25,000 a month to $70,000+ a month. I recommend Tommy Lee to anyone who is serious about wanting a successful martial arts school.

Sifu David Chang, Head Instructor
Wushu Central Martial Arts Academy, San Jose, California

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Eighty-percent of overcoming the challenges of operating a successful martial arts school business is showing up—at the 2009 NAPMA Extreme Success Academy—the other twenty-percent are the strategies, methods and techniques you'll learn at the Academy and implement at your school.

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www.MartialArtsProfessional.com

Martial Arts Education



Joe Lewis—*NAPMA Technical Consultant*
Let's Be First Together



Peyton Quinn—*NAPMA EZ Defense Expert*
Is Nothing Worth Fighting For?



Jim Graden—*Founder, UBC*
Promoting Safety in Martial Arts Fitness Classes



Keith Yates—*Instructor, University Professor*
Controversial Exercises, Part 1



Douglas Adamson—*Multiple School Owner*
How Not to Burn Bridges: An Open Letter to My Four Sons



Fariborz Azhakh—*Martial Arts Information Professional*
My Son's Story: Saved by a Student

Martial Arts Management



Brian Tracy—*Human Motivation Author, Speaker*
Zero-Based Thinking



Rick Bell—*Martial Arts Speaker, Writer, Business Specialist*
What If They Say, "I Can't Afford It." How to Handle Price Objections



Dr. Chris Dewey—*School Owner, University Professor*
Twenty Mistakes School Owners Make, Part 1

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JUNE



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AUGUST



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Lee Milteer
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Echo of Greatness
Joe Lewis
Visit **NAPMA.com/JoeLewis**

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 Tournaments Affect Martial Arts Schools?

This is your opportunity to Sound Off on a critical topic that can have positive and negative effects on different students, schools and styles. Read what some of your fellow school owners have to say, and then send your comments to *Martial Arts Professional*, where you may find your name in print!

"I believe putting focus on tournaments is counter-productive for a martial arts school. My reasons include:

1. Students are not focused on other important events in the school, such as testing, which should be the most important event.

2. A large percent of students do not want to compete. If you emphasize tournaments, then the non-competing students will feel unworthy.

3. When students lose or are victims of the politics in most tournaments, they will become unmotivated and possibly quit training.

4. By emphasizing tournaments, you are identifying martial arts in your school, as a sporting event, becoming the equivalent of soccer, football and baseball. Martial arts teaches character development and breaking through personal limits.

5. Tournament-point sparring tends to teach bad habits. A back fist on the top of the head does not constitute a winning point in real-life combat. Teaching point sparring will create a point fighter, which doesn't prepare students for real street self-defense.

"I think tournaments can be positive, but only as inter-school or inter-organization tournaments. This would decrease the level of politics and increase safety and fairness."

PABLO J. ZAMORA
MASTERY MARTIAL ARTS
MCALLEN, TEXAS

"Tournaments can have a positive effect on students, if their instructor sets the stage for understanding them ahead of time. My first experience with competition was at Jhoon Rhee's tournament in Washington, D.C. during May 1966. I fought as an Orange Belt. There was plenty of unnecessary contact and blood. Since then, as a competitor and promoter, I have seen much improvement in control due to safety gear.

"A problem at many competitions is poor enforcement of rules by referees, e.g., excessive contact or a bad attitude because the competitor belongs to one of his friend's schools."

MIKE SULLENGER
MCALLEN, TEXAS

"Our system is not compatible with general tournaments. First, our system utilizes contact at all belt levels, including light-to-medium face contact. Second, in most cases, we do not use safety gear. Our students are often disqualified, which causes disappointment, even though they realize they won their competition. Little to no physical contact is very difficult for students who consistently train the other way. "Halo points" are ridiculous for the serious, street-oriented martial artist. I myself will not jeopardize our members' safety by training them to avoid contact.

"With that said, injuries are extremely rare because of the real-life defenses that our students develop. We generally incur bruises and an occasional bloody lip. Those are minor compared to what is happening on the street these days.

"Eclectic instructors generally judge the fairest matches because they are versed in many aspects of defense. Style-specific (traditional) instructors fail, however, to accept most techniques outside their limited, locked-in knowledge. I've heard the argument that it isn't win or lose that is important, but the competition that develops character. If you believe that, then look into the eyes of a competitor who loses to a judge that understands only 'halo' techniques."

DENNIS L WISSLER
CAMBRIDGE CITY MARTIAL ARTS ACADEMY
CAMBRIDGE CITY, INDIANA

Avoid Being Lost in the Past

I am pleased to see and hear that more instructors are utilizing modern teaching methods in their schools. School owners who blindly use the methods of the past masters and instructors, without questioning the appropriateness or practicality of those methods are doomed to die out. Just like the dinosaurs, martial arts instructors must make the choice to evolve or become extinct.

If your competition is employing these harsh methods of instruction, then have no fear. They will eliminate themselves. If they are running a reputable school, then be encouraged that they will also be working to establish and communicate the benefits

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SCOTT C. HOMSCHEK
RIVER VALLEY TANG SOO DO ACADEMY
AMBRIDGE, PENNSYLVANIA

Build on your three foundation stones.

I appreciate how often *Martial Arts Professional* and NAPMA emphasizes the importance of exceptional customer service.

I am constantly amazed by the number of struggling school owners who don't grasp this very basic business concept: customer service is one of the foundation blocks to being successful now and in the future.

The second foundation stone for success is the implementation of a "life skill" program into your martial arts curriculum. Many school owners simply don't understand the importance or value such a program brings to a school.

The third foundation stone pertains to business acumen. Owners must run their martial arts schools as a real business, using tried-and-true business principles. Contrary to popular belief in the industry, the business functions of a martial arts school business are not unique.

In my opinion, these three foundation stones are the "foundation triangle." Build on these everyday, and you will experience an abundance of success.

RANDY HOLEMAN
KARATE WEST, INC.
MERCER ISLAND, WASHINGTON

The Difference Between Martial Arts and Self-Defense

Our highly competitive culture defines the resolution of almost all conflicts in terms of winning or losing. Because of this, most people see sparring and self-defense as very similar when, in fact, they aren't.

During sparring, two people voluntarily confront each other for the purpose of mutual training. Their objective is to prove who is the better fighter by scoring points against each other. Both participants have the same goals and define "winning" the same way.

During an assault, only one party is participating voluntarily. His objective is to take forcibly something of value—either physical or emotional—from his victim. The victim's objective is to prevent the attacker from taking that from her (or him). The participants have very different goals, and they define "winning" very differently.

Some would advise that women should not fight back when assaulted by a man. This advice is based on the cultural assumption that women are weaker than men and, therefore, are unable to win a fight against a male assailant. "Win," as used in the previous sentence, identifies the source of this self-defense myth, and reveals the reason why sparring and self-defense are so commonly associated.

When I teach women's self-defense seminars, the very first point I make is that a woman does not need to "out-fight" a man to defend herself. Criminals generally assault women because they expect women to be easy targets. In these cases, a woman can "win" a fight against a stronger male merely by being more trouble than she is worth. Her attacker will usually move to easier targets.

Admittedly, an assailant is sometimes highly motivated to injure his victim and won't give up easily. Even then, however, the victim still does not need to "out-fight" her attacker. The attacker must make only one mistake, and he can be stopped. A single technique delivered at the right time can make all the difference. An eye gouge, an elbow to the trachea, a palm strike to the nose—even if only partially successful can allow the victim to escape. Even though the attacker may have been a much better fighter, the victim wins!

In short, it is relatively rare that a victim must out-fight an assailant, at least, not according to sparring standards. Martial arts has its place in self-defense, but instructors must make sure their students clearly understand the differences between their art and self-defense. Otherwise, their students may be inappropriately confident in their defensive abilities, which could increase their risk of injury if they are assaulted.

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Allie Alberigo is a Martial Arts entrepreneur. In addition to his six schools, he is the founder of *TakingItToTheNextLevel.com*, a popular consultant to Member Solutions clients, the promoter of one of New York's largest tournaments, and author of numerous Martial Arts books including Martial Arts Business 101 and 21st Century Ninjutsu.



Allie Alberigo
Member Solutions Senior Consultant
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More Recognition for Chuck Norris' Career and Humanitarian Efforts

COLLEGE STATION, TEXAS—Chuck Norris was honored with the 2009 McLane Leadership in Business Award, which was presented by his friend, George H.W. Bush, 41st President of the United States.

The ceremonies took place at the George Bush Presidential Library Center at Texas A&M University.



Chuck Norris

Although known for his film and TV roles and martial arts championships, Norris was recognized for his work with at-risk children through his KICKSTART Program. It's martial arts training experience provides students with positive influences and role models.

The National Association of Professional Martial Artists (NAPMA) recently announced that Norris would be the recipient of the association's second Living Legend Award.

In his recently published memoir, *Priceless Memories*, legendary game show host Bob Barker credits Norris with introducing him to Karate, and then training him for eight years.

Bruce Lee Hong Kong Museum Project Continues to Develop

HONG KONG, CHINA—As reported in earlier issues of *Martial Arts Professional*, Bruce Lee's former home in the Kowloon Tong district of Hong Kong is to be restored as a museum, and then possibly expanded, with a theater and library.

The Hong Kong media now reports that those managing the project have called for proposals from international designers, which is another indication of the seriousness of this effort.

Yu Panglin, the owner of the two-story villa, decided to donate the property, worth $12.8 million, and then worked with the government to come to a final agreement.

Reports also state that Lee's daughter, Shannon, and others close to him, during his life, have been contacted to participate in the project.

Jackie Chan Continues to Make News

THE WORLD—Jackie Chan seems to have become a 24/7 news fixture, and more provocative and controversial with every story.

From the film side of his life, Chan stated, during a New Zealand media interview that the remake of *The Karate Kid*, in which he would portray the Mr. Miyagi-type role, will probably be renamed *The Kung Fu Kid*. A spokesman for Columbia Pictures in Hollywood stated that no final decision has been made.

Chan has also revealed information about *Big Soldier*, which is his next film project. He produced, wrote and stars in the $25 million Chinese project, which is currently in production in Beijing. *Big Soldier* is an epic of ancient China, the Warring States Period (476-221 BCE).

Chan portrays a soldier, and reportedly stated that the movie is an action picture, with black humor and a bit of romance.

Recently, Chan has thrust himself into the midst of Chinese and global politics—maybe it goes with the territory when you are one of the biggest international film stars, a billionaire and humanitarian.

Now, it appears he has offended Chinese people throughout the world when



Jackie Chan

he recently told a high-level gathering of Chinese government officials and business leaders that Chinese people were not prepared for democratic-style freedom, and probably needed authoritarian control.

That remark struck many Chinese people as being unnecessary and unfounded. Writers, editors, politicians,

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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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intellectuals and the average Chinese responded with various levels of outrage, using such terms as "knave," "idiotic" and "ignorant."

Even a commentator, writing for *The People's Daily*, the Communist Party's publication, derided Chan for speaking about a condition (a lack of freedom and being cruelly controlled) that he has never experienced.

Chan will apparently pay a price for his comments. According to reports, the mayor of Taipei, Taiwan's capital, dropped Chan as an ambassador for the 2009 Summer Deaflympics in Taiwan. The Hong Kong Tourism Board said it would reconsider his role as its most high-profile spokesman.

A spokesman for Chan said the comments were taken out of context, and the record shows that Chan is a Chinese patriot.

USA TODAY Publishes First Regular MMA Coverage

MCLEAN, VIRGINIA—The popular daily newspaper, *USA TODAY*, recently announced its MMA Fighting Stances, a new online mixed martial arts community moderated at mma.usatoday.com.

The publication is also providing MMA fans with the USA TODAY/SB Nation Consensus MMA Rankings. This additional coverage of Mixed Martial Arts makes *USA TODAY* the first national newspaper to include the growing sport in its regular sports coverage.

Sergio Non moderates MMA Fighting Stances. The online service offers hard-core and casual MMA fans the most important and interesting fights, news, events, personalities, analyses and anomalies of mixed martial arts.

Jet Li Named as UN Organization Goodwill Ambassador

SICHUAN, CHINA—Jet Li, martial arts expert and international film star, was recently selected to become the Goodwill Ambassador for the United Nations World Health Organization (WHO).



Jet Li

Li, who has born in Beijing, is expected to use his worldwide celebrity to raise attention on key health issues, including global disaster relief, the well being of young people and mental health.

After experiencing the 2004 Indian Ocean tsunami, Li took a break from acting and started a charitable foundation to support international disaster relief efforts, such as the Chinese earthquakes. He also implemented programs to help young people cope with psychosocial challenges.

Li first official function for WHO was attending the April 7th launch of World Health Day in Beijing, where he shared this year's message of making hospitals safe during emergencies.

No Days Off for Supermodel Gisele Bundchen's Kung Fu Training

BOSTON, MASSACHUSETTS—In a recent interview with *Vanity Fair*, Brazilian supermodel Gisele Bundchen talked about her life with Tom Brady, quarterback of the New England Patriots, and her Kung Fu training.

Reportedly, Gisele is so crazy for Kung Fu that she trained Thanksgiving Day and New Year's Day. Tom, who is a Bruce Lee fan, has nicknamed her "Gise-Lee" because he thinks she has a macho spirit.



Gisele Bundchen

TKD Leader Announces Efforts to Unify South and North Korean Taekwondo

SEOUL, SOUTH KOREA—Choi Jung-hwa, chairman of the International Taekwon-Do Federation, said in a recent interview that he would approach the World Taekwondo Federation with a proposal to integrate the rival bodies, which have been divided for more than 36 years.

Choi said he is willing to relocate his organization's headquarters from Vancouver, Canada, where he has led the international federation since 2003, to South Korea, as a goodwill gesture.

The international federation moved to Vancouver in 1974, after Choi's father, the late Gen. Choi Hong-hi, fled South Korea in 1972, after a disagreement with then President Park Chung-hee.

Once Choi Hong-hi left South Korea, the world federation was formed in 1973, and began teaching North Korean-style Taekwondo during the 1980s. That is when the two organizations were estranged.

Choi suggests, as a first step, that a new organization be created that will

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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.



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Clint Bodungen, Houston, TX



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Stephen Drake, Dubai



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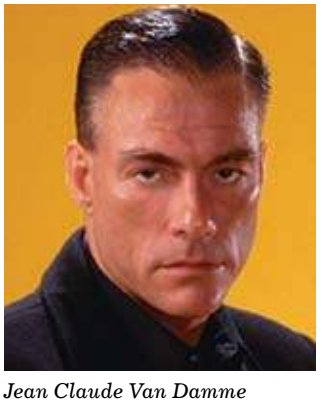
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oversee the international and world federations, as they determine how to integrate their styles, programs and missions.

Could Surreal JCVD Movie Revive Jean Claude Van Damme's Career?

HOLLYWOOD, CALIFORNIA—Jean Claude Van Damme, 48, has had a long action-movie career, some of his films were memorable and some went straight to the rental market.

Now, in a strange and surreal twist of fate, Van Damme



Jean Claude Van Damme

is playing himself in the often-comical film, *JCVD*—and receiving positive and enthusiastic reviews.

Directed by French director Mabrouk El Mechri, who admits to being a Van Damme fan, the film follows Van Damme through a series of career and personal downturns (including losing a role to Steven Seagal—Ouch!) that are almost identical to what Van Damme has experienced during his life.

The fictional part of the movie is that Van Damme becomes a hostage during a petty post office robbery. His fans and the people of the world, watching the event unfold in the media, expect Van Damme to be the hero of his movies. As a hostage, however, he is anything but a hero; in fact, the situation forces him to face his career and life failures.

According to an interview with the director, El Mechri, Van Damme saw the role as both a bold career move and a catharsis because he actually confesses his failings during a six-minute monologue in the film.

The Hollywood scuttlebutt is that this role may have the same rejuvenating effect on Van Damme's career as *The Wrestler* did for Mickey Rourke.

Ip Man Wins Best Film at 28th Hong Kong Film Awards; Sequels to Follow

HONG KONG, CHINA—Although the producers of *Ip Man*, the biopic about Bruce Lee's Kung Fu master, had already planned a sequel, *Ip Man 2*, based on the first film's commercial success, they are now prompted to plan for even another sequel, since the film just won the Best Film Award at the 28th Hong Kong Film Awards.

Another reason for a third film is that Lee won't appear until *Ip Man 3*, when he becomes a student of the master during the 1960s. Shooting is scheduled to start in August.

Donnie Yen, who portrays Yip, also received a nomination for Best Actor at the film awards.

The popularity of the first *Ip Man* film and the potential success of its sequel have prompted other productions about the Kung Fu master.

Wong Kar-wai, another award-winning Hong Kong filmmaker, is directing *The Great Master*, and a 40-episode Chinese TV series begins production in the fall.

Karate Students Subdue Man Beating Woman Outside School

ALEXANDRIA, LOUISIANA—Although they were winded after completing a Judo test at Karate Kicks martial arts school, a group of students took immediate action to subdue a man beating a woman inside a vehicle that had dangerously veered into the school's parking lot.

The students reported that the vehicle was traveling at such a high rate of speed that they thought at first it would crash through the front window of the school.

Brandon Wiley and Brian Neal, two Black Belt Karate students, pulled the man from the car and pinned him to the ground, as they waited for Alexandria police officers to arrive. Another student, who is a doctor, attended to the woman, who wasn't injured.

The local police arrested Frank E. Willis, 46. He was charged with battery.

Zebra Official MMA Ring and Cage Provider for World Championship Fighting©

MAPLE GROVE, MINNESOTA—Zebra and World Championship Fighting (WCF) announces a partnership, in which Zebra will be the exclusive Mixed Martial Arts (MMA) ring and cage provider for all WCF events.

The WCF promotes and conducts live MMA events throughout the northeast and is expanding rapidly. The company continues to attract sellout crowds to its events and recently produced its first television program, *WCF Rewind*.

A five-rope design is one of the innovations Zebra has incorporated into its ring equipment. This design makes the ring much safer for athletes and is more reliable. The ring also uses a bolt-less assembly that enables event organizers to setup the equipment, quickly and easily.

Founded in 1997, Zebra offers comprehensive training facility solutions and world-class flooring systems to the striking arts and grappling martial arts industries. **MAP**

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



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

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



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Chuck Norris Named Recipient of 2009 NAPMA Living Legend Award

Chuck Norris Named Recipient of 2009 NAPMA Living Legend Award

"For serving as one of the great symbols of America and the martial arts for more than 40 years, his unwavering support of American troops stationed throughout the world, and his commitment to at-risk children through his KICKSTART Foundation—NAPMA is proud to honor Chuck Norris with the 2009 NAPMA Living Legend Award," announced Stephen Oliver, NAPMA CEO.



Chuck Norris

To the great mass of people in the world, Chuck Norris is an action movie and TV star. Within the much smaller martial arts world, however, he is a guiding light, a celebrity, but, more importantly, a brother in the arts, since his martial arts career is very similar to the careers of many instructors throughout the industry.

Norris was the classic scrawny kid, who discovered martial arts in Asia, while in the U.S. Air Force. He developed an inner will to succeed and the self-confidence to become that success.

When he returned to the States, he began a long run of state, national and International amateur Karate titles, culminating in winning the 1968 World Professional Middleweight Karate Championship, which he held until 1974, when he retired undefeated.

Like many champions, he also had to work for a living, so he became a well-known teacher in California, which led to training a Hollywood list of stars: Steve McQueen, Bob Barker, Priscilla Presley and Donnie and Marie Osmond, among others.

Norris has also been an offshore powerboat racer, an author of a number of books and a regular columnist. He also "threw his Texas Ranger's hat in the ring," so to speak, with his strong support of Mike Huckabee's 2008 presidential bid.

It's Chuck Norris, the humanitarian, however, that is the most important symbol for martial artists because he has obviously never forgotten the giving-back principle that he was taught long ago.

Norris would quickly tell you that his greatest "giving-back" achievement is his KICKSTART Foundation that he founded with former president, George H. W. Bush. As "living legends" will, Norris saw a need and how he could fulfill it.

His effort and Foundation started as a program to teach martial arts to 150 high-risk children at M. C. Williams Middle School in Houston, Texas, as part of the school curriculum.

The program was so successful in helping these kids raise their self-esteem, instill discipline and respect, and avoid the gang lifestyle that the program is now in 30 schools with more than 4,200 young boys and girls experiencing more positive and goal-oriented lives.

It's the stuff of legends, which is why Chuck Norris is being honored with the 2009 NAPMA Living Legend Award.

Head Your Wagons to San Antone, Partners!

The trail boss just made the final decision—the 2009 NAPMA Extreme Success Academy will be circling its wagons in San Antonio, Texas, October 9–11.

If the smoke signals and Pony Express riders are correct, then a passel of hard-ridin', hard-workin' school owners will be filling the limited spots at this here shindig, so you better hurry on over to ExtremeSuccesAcademy.com and register you and your staff, immediately. You can also fax the registration form in the back section of this issue.



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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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**.

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The 2009 Extreme Success Academy won't be a bunch of whoopin' and hollerin', but the serious work of providing you with the "what's-working-today" inside secrets to defend your business from this recession—and have the systems in place to grab a bigger share of the market when the economy rebounds.

You are virtually guaranteed to have the same kind of career-changing experience that so many school owners had at the first Academy and the recent NAPMA Quantum Leap.

After all, one school owner that attended the first Academy attributes a $500,000 increase in business during the following six months to what he and his staff learned, and returned to their school to implement.

What if you could add half or a quarter of that amount to your revenues during a six-month period? Would that make it a no-brainer that you absolutely had to attend the 2009 NAPMA Extreme Success Academy? There is only one answer to those questions.

If you didn't attend the first Academy last fall, then those that did make it very clear why you cannot miss the second Academy, October 9–11, in San Antonio, Texas.

"The Extreme Success Academy provided plenty of meaty information!"

"The event was an awesome learning experience for all school owners!"

"The entire weekend was great!"

"The event was very well organized and it definitely was not a waste of our time!"

Of the entire weekend's activities, last year's attendees found the "A to Z" Blueprint Day and the Extended Staff Training Day to have been the priceless gems. That's why the 2009 Academy will once again feature these two hard-focused, No-B.S. sessions that go to the core of what it takes to run a successful, profitable school business.

"We think the 'A to Z' Blueprint Day is so important that we've set aside the entire first day before the Academy (Thursday, October 8), so school owners and their staff members are not distracted by other activities," said Toby Milroy, NAPMA COO.

The "A to Z" Blueprint Day is conducted by an outstanding faculty of successful school owners who have used the concepts, methods and techniques they'll present to cause dramatic growth in their schools. This isn't a load of theories, without track records, but proven actions that generate qualified leads from affluent families in today's market conditions.

The Extended Staff Training Day is dedicated to your staff members, who are often forgotten as the people who deliver on the promise of your marketing and your mission. During one day, your staff members will learn the tools and, more importantly, the mindset to become more than instructors, but proactive marketers of your renewal and upgrade programs.

Whatever the reason you may have hesitated about attending the first Extreme Success Academy, there is no longer a rational excuse missing the second. Register you and your staff today at **ExtremeSuccessAcademy.com**.

NAPMA Virtual Classroom Simplifies Long-Term Planning for Curriculum and Staff Training

As a long-time leader of the martial arts industry, NAPMA is once again taking the lead with the introduction of a new members-only program, the NAPMA Virtual Classroom.

Members can now visit this online resource where they'll find some of the most popular and useful NAPMA curriculum content.

Now, as a NAPMA member, you can access the monthly G.O.L.D. Leadership Team Report before it arrives in your Basic Tool Kit, so you can begin to plan your staff training sessions in advance.

Staff training is one of the most important systems in a successful martial arts school. Not just because it greatly improves student quality, rapport with students and parents and student outcomes, which all lead to better retention and more renewals and upgrades, but also a thoroughly trained staff frees you to focus on building your business from the entrepreneur's perspective.

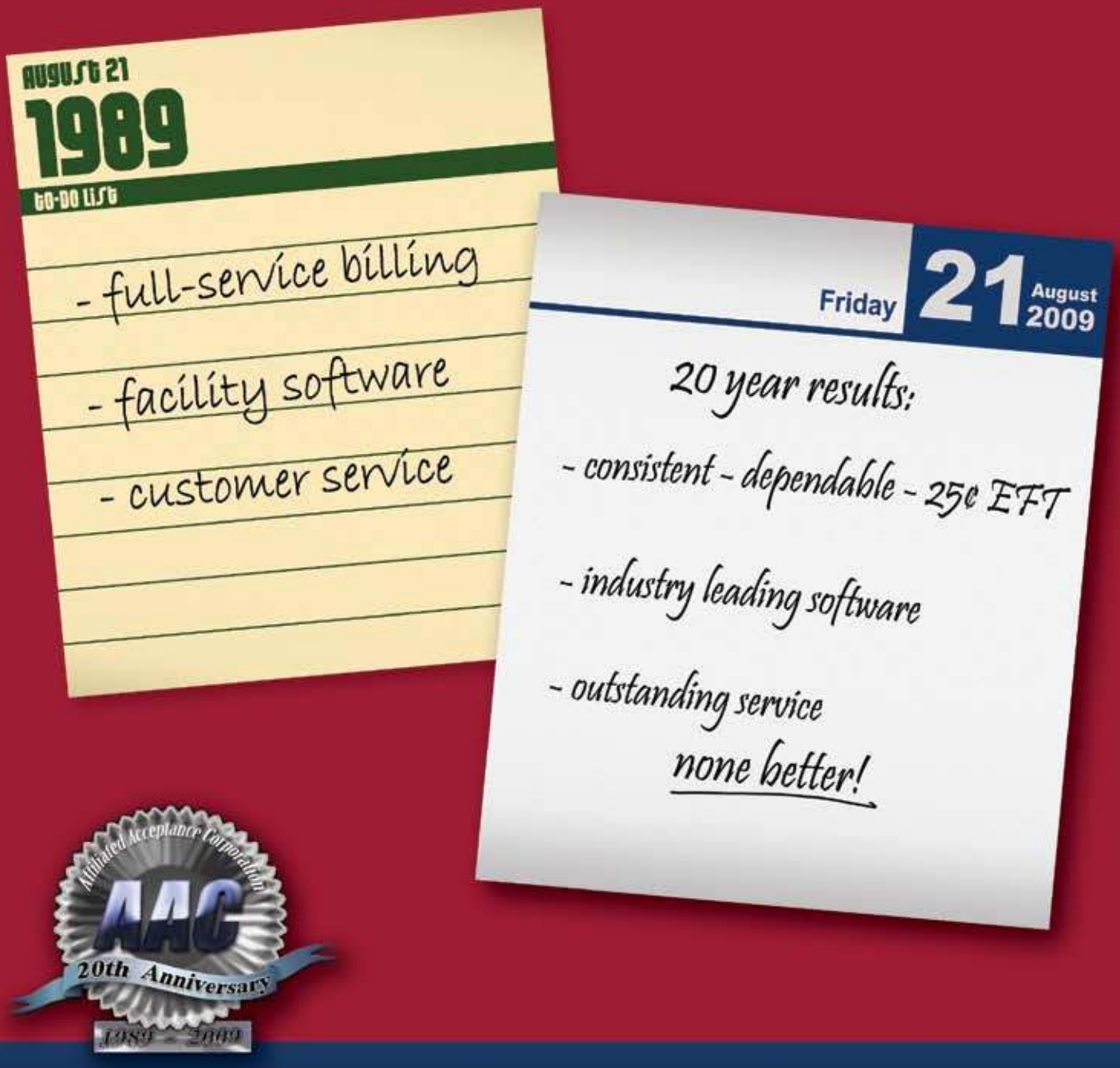
You can also download each week's Words of the Week segment, so your instructors can present excellent character development lessons.

You can also share this content with parents, as a means to build retention. You can emphasize how important that their children learn the Words' character lessons scheduled for future months.

After nearly 15 years of providing NAPMA members with video instructional content, it's safe to say that thousands of instructors have improved the learning experience of hundreds of thousands of students.

NAPMA members can now download from a comprehensive library of video training material to teach children and adults various styles and forms, esoteric techniques, exercises and activities that will maximize the number of students who will insist on returning to your classroom every week.

HOWEVER, you must be a NAPMA member to benefit from the new NAPMA Virtual Classroom—and that begins when you visit NAPMAFreeOffer.com. MAP



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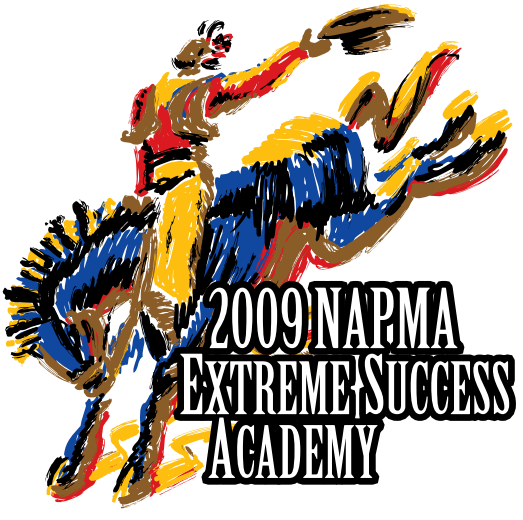
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Eighty-Percent of Success Is Showing Up!

At the 2009 NAPMA Extreme Success Academy.

The other twenty-percent is when you implement, thoroughly and correctly, what you'll learn at the 2009 NAPMA Extreme Success Academy, October 9–11, in San Antonio, Texas.

During less than a year, instructors, school owners and their staff members have been exposed to a new kind of martial arts business education experience—only available at NAPMA's two annual events: The Extreme Success Academy and the Quantum Leap.



Now that the second NAPMA Extreme Success Academy is just over the horizon, NAPMA members are eager to saddle up they and their staff members to blaze a trail to a serious business education, so don't be left behind eatin' their dust again. Make a commitment…cowboy-up…for some serious school growth at the 2009 NAPMA Extreme Success Academy.

The first Extreme Success Academy proved that there are many school owners, with schools of various sizes and styles, who have had enough of slow growth, under-trained staff and mediocre customer service. They made the commitment a year ago to take a giant step forward, and you can bet they'll be coming back again—so that means only a limited number of spaces for you and your staff!

The second Academy will be just as serious as the first—and this time, it will separate the winners from the losers. If you attend and apply the knowledge you'll learn, then you're virtually guaranteed to reach your enrollment and revenue goals, as the economy recovers.

Becoming one of those winners is so quick and easy because as soon as you register for the 2009 NAPMA Extreme Success Academy—and show up—you're already eighty-percent of the way there. Visit **ExtremeSuccessAcademy.com**.

The Success Principles Don't Change

The second Academy, like the first, will be built on two core principles: you don't have to re-invent the wheel and the highly motivational and beneficial mastermind effect.

All Academy sessions are focused on teaching you the methods, tools and techniques that the most successful school owners use everyday to beat their best enrollment and revenue records and open new schools, regardless of the recession.

Stephen Oliver, Toby Milroy, Jeff Smith and many of the Academy's special guests are the school owners with

the longest and most productive track records, and have operated school businesses throughout the many economic cycles of the last 30 years.

They've experienced more of the problems, pitfalls and perils of operating a martial arts school than you can imagine, and have fallen and stood again, to become even more successful the second or third time.

The mastermind effect provides the intangible benefits of being in the presence of school owners who have experienced the greatest success. Part of why they have been so successful is how they carry and present themselves, the underlying wisdom of their ideas and their sincere commitment to help you become equally successful. You can have that life-changing experience at the 2009 NAPMA Extreme Success Academy.

"Show Up" to "Jump Up" the Growth of Your School

An essential part of the "show-up" principle is your willingness to make the investment in your business education and the future growth of your school.

"Investment" is the right word because attending the 2009 NAPMA Extreme Success Academy should never be considered just a "cost of doing business." If you make the commitment, then what you pay to "show up" at the Academy will be returned again and again in future profits.

If you make the commitment, then what you pay to "show up" at the Academy will be returned again and again in future profits.

Stephen Oliver, NAPMA CEO, recently explained to NAPMA members why the "one-good-idea-will-more-than-pay-for-your-investment" concept is real and can be easily quantified—and the large amounts you can generate from one good idea are nothing short of amazing.

"On a lovely weekend in Denver, the NAPMA Quantum Leap main meeting room was filled with the top 'one-percenters' who traveled to Denver to gain a 'slight edge'. Many don't understand that a key difference between winners and losers is that slight edge.

"You've heard it said that one good idea pays for your attendance at and the time and effort to travel to a NAPMA event. I heard a member from the U.K. recently say that he didn't agree with that concept.

"Maybe the "one-good-idea" concept needs a little clarification. If, for example, as many school owners have, you receive one idea that adds an average of two new students to your school each month during the next 12 months. Now, assuming that those two students spend an average of only $3,000 with your school, then that one idea is worth 2 X 12 X $3,000, or $72,000.

"Now, if you spent $3,000 for registration and travel costs and staff time for a NAPMA event, then you would receive a 2,400% return on investment. Now, just imagine if it was two good ideas!

"Maybe, add two additional enrollments per month, and increase value from $3,000 to $4,000? Well, that totals $96,000 + $120,000, or $216,000 additional per year, if you were averaging 10 enrollments a month before the event. (You add two enrollments on average per month and add $1,000 additional value for the 10 enrollments a month that you were already generating.)

"Now, for your $3,000 total expense, that's a 7,200% return on investment. (Try that in an era where savings, CDs and T-bills garner less than 3%, annually!)

"Never underestimate the value of the 'slight edge' or one good idea.

"One attendee at the 2008 NAPMA Extreme Success Academy (who traveled with five people all the way from The Netherlands) explained to me that one idea I gave them at that event added $500,000 to their revenue during the six months since the event! Now, if it cost them $10,000 to attend that event, then it's still a 5,000% annual return on their investment.

"A single, GOOD idea can indeed be worth many multiples of your investment. Frankly, if you just learned enough at a live event to add five or six new students a year or improve income per student by 5–10%, then it's well worth the cost and your time."

Good Ideas Everywhere You Turn!

If this is your first NAPMA Extreme Success Academy, then be prepared for what last year's attendees discover (much too their surprise and delight)—that every speaker and every session offers so many good ideas that attendees are writing and writing until their pencils are nubs or their computers begin smokin'.

The two mini-events of the Academy that have had the most profound and beneficial effects on more school owners, staff members and their schools are the "A to Z" Blueprint Day and the Extended Staff Training Day.

NAPMA has set aside the day before the 2009 Extreme Success Academy—Thursday, October 8—for the second "A to Z" Blueprint Day. This is clearly one of the major reasons the Academy is so much different than most industry events. A full day is devoted specifically to educating you and your staff about the practical issues of school operations. No theories or distractions—just you, your staff, industry experts and successful peer owners—focused on helping you create a "blueprint" for

your school business and a path to success.

You and your staff can concentrate on the practical topics that will make you a winner:

- Creating Payment, Billing and Collections Systems.
- Scheduling and Class "Blocking."
- Program Management Strategies that Improve Long-Term Student Retention.
- Attracting New Students to Your School, Predictably and Reliably.
- Multi-School Operations Strategies.

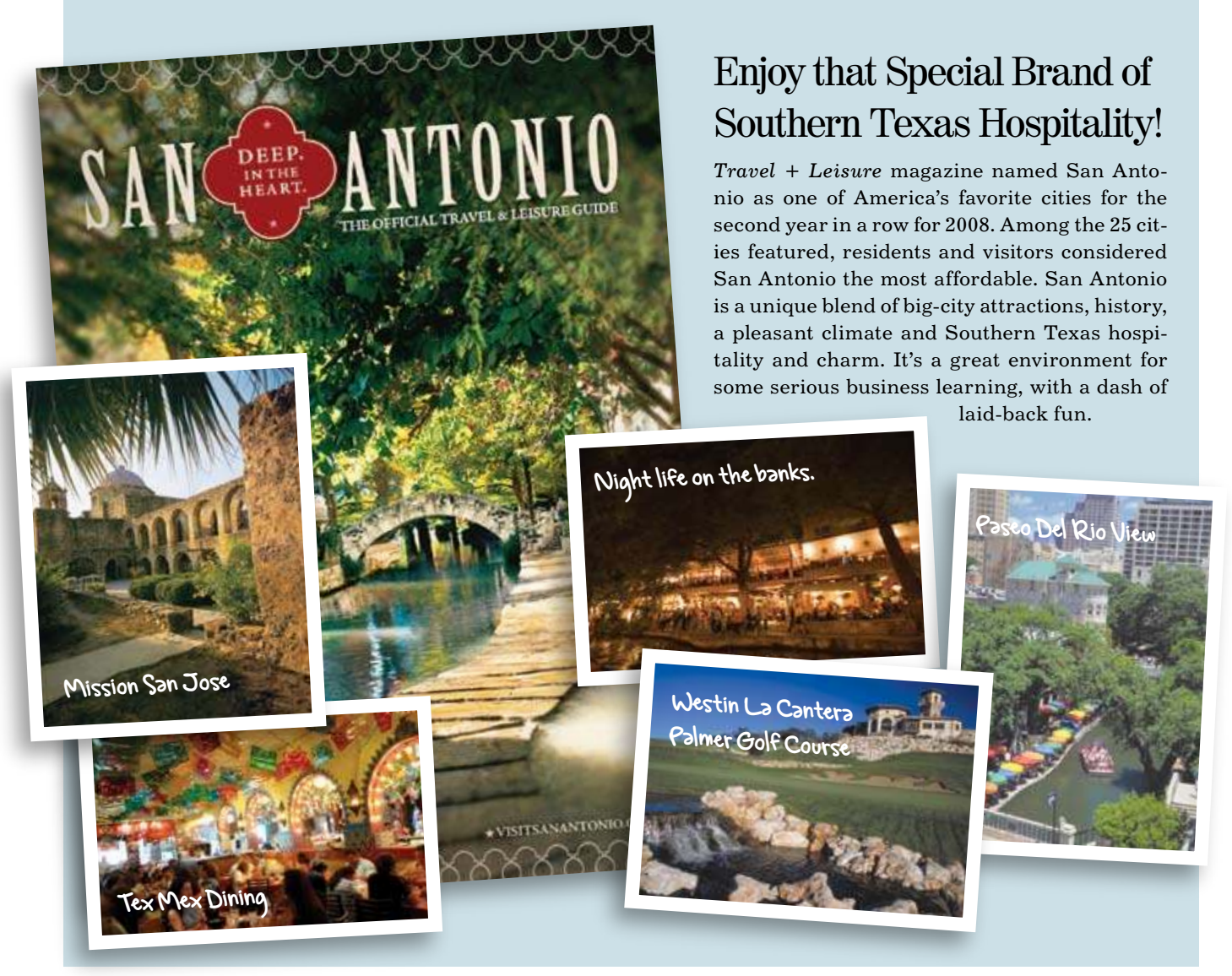
The primary purpose of the Extended Staff Training Day is to help you develop a more results-driven staff. Presenters will clear the confusion of why staff "activity" is not the same as staff "accomplishments." Once your staff learns the difference, they'll be transformed from a staff of instructors into an entrepreneurial team that is focused on results, as measured by enrollments, upgrades, retention, student quality and customer service.

Sessions topics include…

- How to Transform Information Calls into Paying Students.
- Attracting More Prospects with the First Three Minutes of an Info Call.
- Developing Person-to-Person Relationships to Motivate and Retain More Students.
- "Selling" Renewals and Upgrades Without "Selling."
- Accountability and Entrepreneurial Thinking for Staff Members.

Consider the "A to Z" Blueprint Day and Extended Staff Training Day as rewards—and opportunities—for your staff members to acquire the knowledge and confidence to return to work recharged and ready to add more value to your programs.

There are even more opportunities to find the one (or



Enjoy that Special Brand of Southern Texas Hospitality!

Travel + Leisure magazine named San Antonio as one of America's favorite cities for the second year in a row for 2008. Among the 25 cities featured, residents and visitors considered San Antonio the most affordable. San Antonio is a unique blend of big-city attractions, history, a pleasant climate and Southern Texas hospitality and charm. It's a great environment for some serious business learning, with a dash of laid-back fun.

more) good idea you can implement almost immediately that will attract more prospects to "show up" for intro lessons and enrollment conferences.

Speakers

Although the speaker roster was being finalized at press time, NAPMA can promise that you'll experience a broad range of experts from inside and outside the industry; very successful, millionaire-dollar school owners; and martial arts celebrities and legends.

These are the professionals who thrive during any economic conditions because they know how to find success, growth and profits while others are floundering.

Extreme Success Academy speakers won't waste your time with the antiquated, slow, ineffective and unrealistic marketing strategies that only worked in 1985, when students were flooding into schools, without much effort.

The Underground

The real insider secret of the 2009 Extreme Success Academy is the NAPMA Underground, which is where you connect directly with NAPMA Inner Circle members. After approximately 18 months working together as a group (and during this recession), they know what works today, in these conditions, in a cross-section of school sizes, locations and teaching styles.

Roundtables and Networking

Attendees of last year's Extreme Success Academy discovered that what they liked the most were the formal and informal learning opportunities. The 2009 Academy will once again feature panel discussions with industry leaders and peer school owners. You can meet with the groundbreakers of the martial arts education industry and learn how to ramp up the effectiveness of your teaching—and the secrets of becoming a martial art millionaire.

Gather informally with other NAPMA members and school owners to share ideas, do a little sparring, exchange techniques and bond with new friends and colleagues. Meet your peers and make contacts and friendships that can last a lifetime and support you through business ups and downs.

NAPMA Resources Showcase

The newest equipment, software packages and other great products are important parts of the mix to help your school grow and prosper—and you'll find them at the NAPMA Resources Showcase. This "success" mall of the greatest manufacturers and suppliers will be located within a few feet of most sessions, making it easy for you to talk with representatives and experts who have the products, programs and ideas to help you maximize your profits and boost student success. For more information, visit **ExtremeSuccessAcademy.com**.

Why You Must Come to the 2009 NAPMA Extreme Success Academy

"The Extreme Success Academy provided plenty of meaty information!"

"The Extreme Success Academy provided plenty of meaty information that I can immediately implement to improve my school.

"The insights of speakers and experts from inside and outside the industry provided invaluable information that I would not otherwise know."

SENSEI TIM ROSANELLI, MAXIMUM IMPACT KARATE, DUBLIN, PENNSYLVANIA

"The event was an awesome learning experience for all school owners!"

"As a vendor at the 2008 Extreme Success Academy, I was grateful for the opportunity to speak to the entire group of attendees. The event was an awesome learning experience for all school owners. Last but not least, it was fabulous to be up close and personal with the martial arts greats!"

ROSALIND JUKO, SENDOUTCARDS

"The entire weekend was great!"

"The entire weekend was great. In general, martial arts schools in Europe are way behind in their business education and implementation compared to what I learned at the Extreme Success Academy.

"The first action I expect to take is to start perfecting and implementing upgrade systems and developing a better-performing staff."

SERGIO IADAROLA, IWKA, AMSTERDAM, HOLLAND

"The event was very well organized and it definitely was not a waste of our time!"

"We had a wonderful experience at the 2008 NAPMA Extreme Success Academy, as both a vendor and school owner.

"The event was very well organized and it definitely was not a waste of our time. Most of the good information has been presented after five or six hours at many other events; the rest of it is entertainment.

"NAPMA's event was rock solid great information, for 13 to 14 hours a day. We came here to interact and network with all the great people in our industry—it was well worth the investment."

STAN LEE, STAN LEE'S UNITED MARTIAL ARTS ORMOND BEACH, FLORIDA

Recognizing Our Industry's Legends and Lifetime Achievers!

A major highlight of the 2009 Extreme Success Academy will be the announcement of Chuck Norris* as this year's NAPMA Living Legend Award recipient, and, _____, the 2009 Lifetime Achievement Award winner.

Yes, the Lifetime Achievement Award winner must remain a mystery for now, but he (or she) is sure to be a martial arts professional and outstanding business leader, who has reached the pinnacle of success. At press time, NAPMA was finalizing arrangements with its choice. Please check future issues of *Martial Arts Professional*, member packages and **NAPMA.com** for the name of the recipient.

To most people, Chuck Norris is known as the action movie star (recalling his numerous feature films) or television star, for his long-running CBS television series, *Walker, Texas Ranger.*

Prior to that, however, Chuck was a martial arts star, winning many championships, including six-time, undefeated World Professional Middleweight Karate Champion. Chuck was also a renowned teacher of the martial arts, training Steve McQueen, Bob Barker, Priscilla Presley and Donnie and Marie Osmond, among others.

> Chuck…thinks his most rewarding accomplishment was the creation of his Kick-Start Foundation.

From 1964 to 1968, Chuck won many state, national and International amateur Karate titles. In 1968, Chuck fought and won the World Professional Middleweight Karate championships by defeating the world's top fighters. He held that title until 1974, when he retired undefeated.

In 1968, Chuck was inducted into the Black Belt Hall of Fame as Fighter of the Year. In 1975, he was inducted as Instructor of the Year and in 1977, Chuck received the Man of the Year honor.

Chuck is also founder and President of United Fighting Arts Federation with more than 2,300 Black Belts, worldwide.

In 1997, Chuck achieved another milestone in his life, when he was awarded an 8th-Degree Black Belt Grand Master in the Taekwondo system. He is the first person from the Western Hemisphere to be so honored during the 4,500 years of Tae Kwon Do tradition.



Chuck Norris, 2009 NAPMA Living Legend Award Honoree

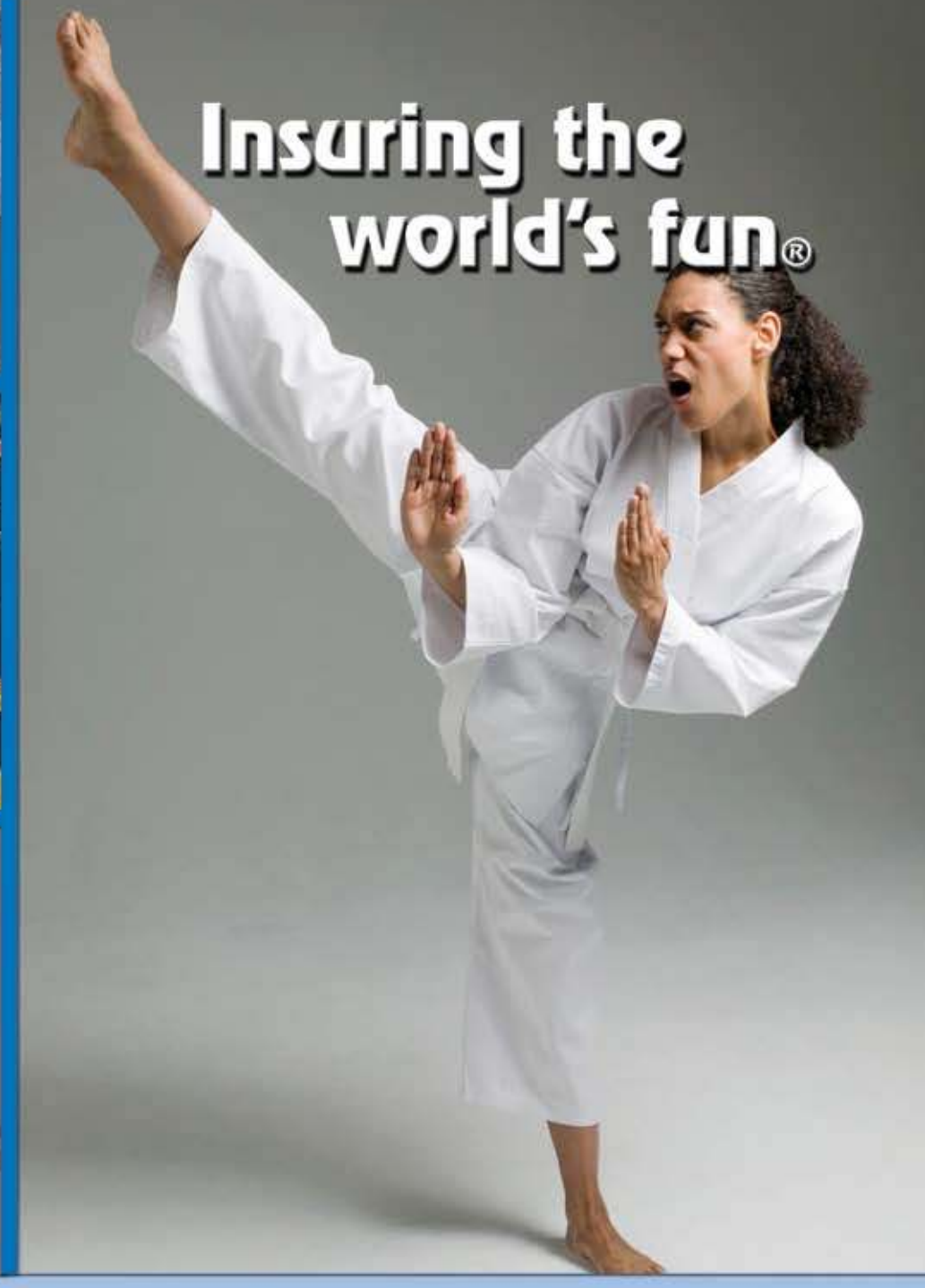


2009 NAPMA Lifetime Achievement Award Recipient to be announced.









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Past Winners of the NAPMA Lifetime Achievement Award

This prestigious award is granted to those individuals who demonstrate their unwavering commitment to the ideals and values of the martial arts, and who have contributed greatly to its popularity and influence. Listed below are the previous winners.



1996—GRAND MASTER JOE LEWIS is a 10th-Degree Black Belt, a former Kickboxing World Champion and, for 17 years, won more titles, set more records and instituted more innovations than anyone in sport Karate. In 1983, he was named the "Greatest Karate Fighter of All Time."



1999—GRAND MASTER JHOON RHEE is a world-renowned 10th-Degree Black Belt, and the only recipient of NAPMA's two prestigious awards for professional and personal excellence. He was honored at the 2008 Extreme Success Academy with the first NAPMA Living Legend Award.

Grand Master Rhee is known as the Father of American Taekwondo and, with more than 130 affiliated Taekwondo studios around the world, he is a leading pioneer in martial arts instruction.



2000—SENSEI FUMIO DEMURA is the President and Chief Instructor of Shito Ryu Genbu Kai International, and a multi-disciple martial arts master. With a distinguished career in film and television, Sensei Demura consulted on the *Karate Kid* films and trained Bruce Lee in martial arts weaponry.



2001—MASTER ED PARKER, SR. (1931–1990) was an American martial artist, promoter, teacher and author. He is credited with opening the first commercial karate school in the western United States in 1954. He trained many Hollywood stuntmen and acting greats, including Elvis Presley.



2002—MASTER ERNIE REYES, SR. is a performer, author and coach to champions. He is known as the Master of Creative Karate and one of the greatest martial artists of the 20th century. Master Reyes is a consultant to the film and television industry, working with stars, such as Wesley Snipes.



2006—TONY ROBBINS is one of the greatest self-help authors and inspirational gurus of our time. A Black Belt Taekwondo martial artist, he is considered an expert in the field of the psychology of business leadership and personal motivation.



2008—GRAND MASTER JEFF SMITH is a 9th-Degree Black Belt and the first PKA World Light-HeavyweightKickboxing Champion. During the early 1980s, he was owner/founder of the very successful chain of World Champion Jeff Smith Karate schools in the Washington, D.C. area. He is now Mile High Karate director of instruction.



YES, THE LIFETIME ACHIEVEMENT AWARD WINNER MUST REMAIN A MYSTERY FOR NOW, but he (or she) is sure to be a martial arts professional and outstanding business leader, who has reached the pinnacle of success. At press time, NAPMA was finalizing arrangements with its choice. Please check future issues of *Martial Arts Professional*, member packages and NAPMA.com for the name of the recipient.

Chuck's intense drive and determination extended beyond his martial arts and acting career. He became an offshore powerboat racer, reaching speeds of 140 miles per hour. In 1991, Chuck, with his team and sponsor Popeye Chicken™, won the World Off-Shore Powerboat Championships. He then set a new world record by racing a 38-foot Scarab boat 605 miles across the Great Lakes, from Chicago to Detroit, in 12 hours and 8 minutes.

In 1988, Chuck wrote his autobiography, *The Secret of Inner Strength*, for Little Brown Publishing, which became a New York Times Bestseller. His second book, *The Secret Power Within: Zen Solutions to Real Problems*, was published a few years later.

When asked how he would like to be remembered, Chuck's said as a humanitarian. He thinks his most rewarding accomplishment was the creation of his Kick-Start Foundation. With the help of President George W. H. Bush, Chuck implemented a program to teach martial arts to 150 high-risk children at M. C. Williams Middle School in Houston, Texas, as part of the school curriculum.

The program was so successful in helping these kids raise their self-esteem, instill discipline and respect, and avoid the gang lifestyle that the program is now in 30 schools with more than 4,200 young boys and girls experiencing more positive and goal-oriented lives.

For his representation of the best of America, martial arts and his faith—and his unwavering support for American troops serving throughout the world—NAPMA is proud to honor Chuck Norris with the 2009 NAPMA Living Legends Award.

* C*huck Norris is not yet confirmed to appear at the Extreme Success Academy.* MAP

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

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

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

Joe Lewis
NAPMA Technical Advisor and
Regular Contributor

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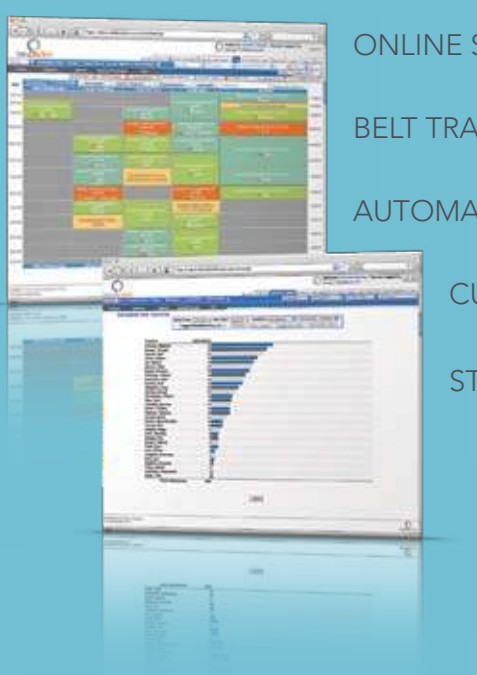
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Audrey Thifault, Controller
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Ultimate Staff Training for Ultimate School Success

Mile High University…Free to Franchisees, Priceless to Staff Members

By Rob Tucker, Mile High Karate Franchise Sales Director

A select group of smart martial arts entrepreneurs are breaking through their old barriers to success. As new Mile High Karate franchisees, one of the first insider secrets they learned is that they would never be able to expand and reach new business goals if they didn't develop the highest quality staffs to support their entrepreneurial visions.

This is the lesson that Stephen Oliver has been learning and refining, since he opened his first school, almost 26 years ago. The best-business and best-training practices he has discovered and created, and proven to work for him and many of the most successful school owners in the industry, are now an unprecedented learning experience—Mile High University.

During the years, Mile High University has produced some of the most successful school instructors, program directors and owners in the industry—both for Stephen Oliver's schools in the Colorado region and schools around the world.

The latest iteration of the University is open to all Mile High franchisees and their staffs at no cost. Attendees advance through a number of educational levels, much like a traditional university, with a pre-requisite course, Level I, Level II and beyond. The Level I course is six days of intensive training for an average of 10 hours each day!

"I returned from Mile High University with a clear, concise business plan and so much more."

"The word 'University' brings to mind years of study with likeminded students that become associates and friends, an interaction of ideas, and a transformation of knowledge into understanding in a particular field.

"Mile High University was that for me, except for the years of study. Because I have been operating my Hapkido school since 1991, with moderate success, I have already accomplished the years of study. In truth, I learned more during one week than all the years on my own.

"I discovered rather quickly that I had been 'majoring in the minors' and missing the forest for the trees, so to speak. Every school owner that attends Mile High University will discover that Grand Master Stephen Oliver's business systems have been developed for more than 25 years, and honed to perfection.

"Seeing is believing: Grand Master Oliver, Grand Master Jeff Smith, Master Rob Tucker and the entire Mile High training team spent the week teaching, demonstrating, modeling, role-playing and involving each participant in all aspects of running a successful studio.

"By far, the best part of the training was observing these business masters perform the simplest tasks, such as answering the phone, returning phone calls, setting appointments, developing leads and upgrading students with their business systems, without objections and with the finesse that only specific training will produce.

"I discovered that operating a martial arts school is the same as learning the martial arts. You need a set curriculum, an instructor to demonstrate the techniques and a standard to measure students' progress. The student/school owner must practice and apply his or her training to master

the skills, which include follow-up and ongoing training.

"I left the University with a clear business plan and the tools required to proceed to the next level in 120 days. My program manager enrolled 12 new students during a 12-day period, and, in less than a month, built a lead system that is generating three new students a day, without paid advertising.

"I returned from Mile High University with a clear, concise business plan and so much more. As a franchisee, I receive three hours of follow-up training a week to help solidify my business plan and keep my school on track. It is nothing short of amazing, and the best thing I've ever done in my nearly 20 years of owning a school."

MASTER LES CONNARD, 7TH-DEGREE BLACK BELT,
MILE HIGH KARATE AND HAPKIDO,
MONROVIA, CALIFORNIA

Regardless of how long you have studied martial arts, running a successful and profitable school is a completely different ball game. No doubt, you opened a school to do what you love doing, and make a living at it.

The challenge is that there is so much more to operating a school like a business than just opening the doors and expecting people to walk through it. You may be an extremely proficient martial artist, but that is neither a guarantee nor provides you with the skills you need to run a business. This is what Michael Gerber terms an "entrepreneurial seizure."

Mile High University will help you face and overcome that challenge, with the right kind of training for your staff and you to grow and operate a successful martial arts school business.

Mile High University trains your staff in the proven systems of a successful school, so you no longer must be responsible for 100% of their training. The results-driven curriculum and faculty provide your staff with a fresh perspective on the success systems that improve retention, upgrades and student quality.

Your staff becomes refocused and revitalized, and renews their commitment to you and their students, which causes a dramatic advancement in staff performance.

"…Systems already in place to make it easy to enroll new students…"

"My biggest aha moment at Mile High University was accepting the fact that Mile High Karate had all of these systems already in place that would make it easier for me to enroll and upgrade more new students.

"With all of these systems in place, I think it would be possible to run my business from a laptop at the beach. My second aha moment was realizing the enormous gap between how we've been doing business and how Mile High Karate does it."

MASTER BOBBY LAWRENCE, MILE HIGH KARATE, UTAH

Mile High University teaches school owners, instructors and program directors the proven, systemized approach to running a martial arts school. This is one of the major benefits of this unique learning experience.

This kind of training is also the "slight edge" you need to take a huge leap from your current stagnant growth position to a future of unimagined enrollments, upgrades and revenues.

The University's carefully developed and structured curriculum reveals all the system-implementation shortcuts, so you, your staff—and your students—can quickly benefit from the proven Mile High Karate Franchise systems. Don't waste your time re-inventing the wheel that is already driving so many schools to greater success.

"Now, I have access to schools that are "living" the experience today!"

"My primary takeaway from Mile High University was the wealth of information available now, at my fingertips.

"Examples are the marketing materials and letters on a resource CD. All I have to do is point, click and add my specific information once. I was done within minutes versus trying to author and edit these materials myself.

"I held a birthday party at my studio. During the morning of the party, I went to the resource CD and printed the registration and parental waiver document, plus the giveaway coloring for the partygoers—three minutes from start to finish!

"Additional aha moments included seeing first hand the physical application of the martial art classes I was teaching and comparing them to the Mile High Karate system. I could see an easy-to-incorporate set of curriculum and supporting materials from both the physical and character development perspectives.

"Other benefits of attending Mile High University are that you don't have to reinvent the wheel; you can offer a more well-rounded educational experience for the family; the support system is already in place, so you don't have to build it from scratch; and you have access to schools that are "living" the experience today...different styles and perspectives, but all driving for similar success...building successful students and, in turn, a successful business!"

MASTER ROBERT GUILBEAULT,
MILE HIGH KARATE, BELLEVUE, WASHINGTON

The purpose of Mile High University is to provide training in phone skills, enrollments, renewals, retention, curriculum and classroom instruction. Role-playing is a critical component of the University's training program. That technique is taken one step further, which is unique to Mile High University, as attendees are able to put what they've learned during the day into real, practical application during the evening hours at Mile High Karate locations in the Denver area. Participants are

able to observe how a successful school operates, and receive real-time, hands-on skills training in those schools.

"Mile High University is different than any martial arts event I've ever attended."

"Traveling from home for the purpose of furthering my education, career and business is always extremely valuable.

"However, 'Mile High U' is different than any martial arts event I've ever attended. It's not a bunch of competing messages and different speakers and companies selling their newest, hot products, leaving me wondering if they work. I don't have to hope for 'that one great idea that will make you x dollars, pay for the trip and much more!' (They all say that, don't they?)

The Mile High professionals "get it." They understand that if a school wants more income, then it needs to offer a better product. The school owner then needs to let the market know about that product. Period.

"We learned sales, marketing, retention and management systems, but we also learned that constantly exceeding customers' expectations is the glue that holds all that together. This is the 'system of systems', with everything from making beginner classes simpler, yet challenging to Black Belt being more difficult to achieve (contrary to what many believe is necessary to be successful) to becoming a 'true counselor' to my students, throughout the process.

"It's a long, hard week: practicing, teaching, role-playing and training on the mat. It's not the usual 'sit-on-your-butt-the-whole-time' training.

"For me, the first day and last day tied it all together. The first day was like a session with your high school guidance counselor: setting attainable goals, their timeframe and the actions to reach them. During the next four days, we learned the tools to use. The last day was making the commitment to act: setting deadlines to accomplish our goals.

"Another great value, often overlooked, is connecting with a new set of peers, who are all trying to do the exact same thing as you are, who have no reason to 'hide the lollies' as my new friend Grant might say. We're on the same team now. No other setting offers that level of trust. We don't worry that what we share will be used by our competition. I am so glad my local competition can't go to this training!"

DOUG MOONEY, MILE HIGH KARATE,
DUNKIRK, MARYLAND

"A very educational experience, and I look forward to the next."

"Mile High University provides a grand opportunity to learn from some of the finest minds in professional martial arts. They share the entire spectrum of knowledge, including the basics of running a profitable school and the secret techniques of maximizing the total value of each student, while creating world-class leaders and athletes.

"I think the prerequisite process was done nicely, as I, and all the attendees, had to have the approval of Grand Master Jeff Smith and Master Rob Tucker to make sure that we were prepared to handle all the knowledge Grand Master Stephen Oliver and his team would provide.

"The average day was limited to ten hours; however, that time was well scheduled and spent. The majority of the morning took place in a classroom setting with instructors, such as Matt Young, Jeff Smith, Ranulfo Gonzalez, Stephen Oliver and myself. The evening hours were spent at a Mile High Karate school. This was an opportunity to use the skills we learned during the morning in an open school, with students and parents entering and leaving, and classes in session.

"I have spent the last twenty-six years with Grand Master Stephen Oliver. As the head of the University, he made sure that everyone had a game plan as well as action steps by the end of each day. Grand Master Jeff Smith taught us why you should know your numbers and how to track them. That was just one of the many lectures that left a lasting impression on me.

"If you want to learn about showing up for work and making the most of your school, while you create great quality students, then you should listen to Stephen Oliver. From day one, he set the rules. If you were one minute late to the first lecture, then you bought coffee for every attendee. No chance of missing classes either.

"Talk with any Mile High Karate team member and they will tell you that to be successful as a member of the Mile High Karate team, you must attend class, be current with all the lectures, take action and follow the Mile High Karate systems and processes.

"We also attended courses in billing, payroll and taxations. Another positive experience for me was five days of classroom and physical training that were neither style- nor system-specific. It was a very educational experience, and I look forward to the next."

MASTER FRANK BROWN, 5TH-DEGREE BLACK BELT,
MILE HIGH UNIVERSITY TRAINER AND
MILE HIGH KARATE HEAD INSTRUCTOR,
WESTMINSTER, COLORADO

All Mile High Karate training and courses are available free to any Mile High Karate staff member. It is the ultimate skills training for success in the martial arts industry. For more information about Mile High University, please contact Master Rob Tucker at RobTucker@MileHighKarate.com. MAP



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

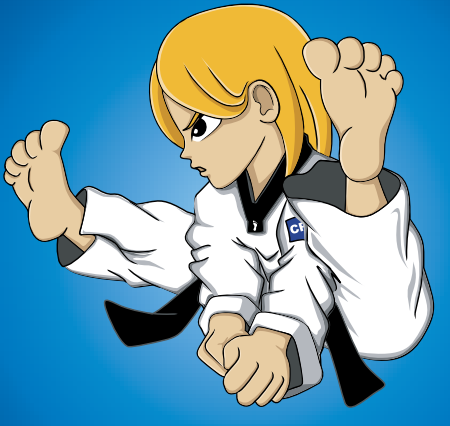
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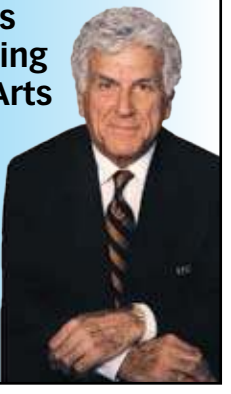


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I Want To Help You DOMINATE The Martial Arts Market In Your Area





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**.

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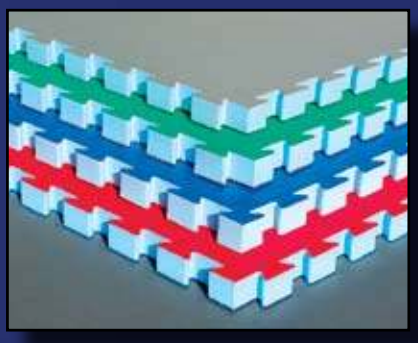
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"How Our Successful School Jumped to Super-Successful with the Mile High Karate System!"

Interview by Toby Milroy, NAPMA COO

Toby Milroy: Les Connard and Tim Sullivan are Mile High Karate Franchise Regional Developers. They represent the martial arts school owners, who have been operating successful schools, as NAPMA members, but then decided that they wanted to grow even more, and squeeze every ounce of opportunity from their internal operating systems.

Les, please tell us about your school.

Les Connard: I opened my school in 1991, and I was doing fairly well, until 9/11, when my school's growth slowed and started to collapse. I then met a NAPMA member, who told me he had doubled his enrollment during the same time that mine was tanking. He suggested that I join NAPMA and implement its Little Ninjas Program.

Tim and I decided to add the pre-school program to our school, although we had no experience teaching three- to four-year-olds, but the Little Ninjas manual certainly helped. That is how we re-invented our school and discovered that we could do a magnificent job working with young children.

The information that I continued to receive from NAPMA helped to build my school; and it rapidly turned it around. We then ascended through NAPMA, recently becoming Inner Circle members. I increased my monthly revenue from $6,000 to $24,000, during approximately three years. Being the entrepreneurs that we are, Tim and I wanted to reach for even greater success, so we jumped at the opportunity to become Mile High Karate Regional Developers.

Toby Milroy: Tim, tell us more about your martial arts background.

Tim Sullivan: I actually started boxing at 11, which led to fighting Silver Gloves, and then Golden Gloves. At 14, I started in Kempo Karate with Master Reyes in northern California, not Master Ernie Reyes, but another Master Reyes near Sacramento. I then studied a little Tae Kwon Do, and, in 1991, I started training with Master Connard.

Toby Milroy: Together, you have more than 30 years of experience in martial arts school operations. You're also an excellent example of a concept that is often misunderstood; and that is schools functioning at a high level can't be successful at that level, in most cases, without high quality instructors, students, intentions and systems.

There's a misconception among under-performing schools that they must make a choice between financial success and student quality, when, in fact, all of the systems and mentoring Mile High Karate provides its franchisees is just the opposite.

Les Connard and Tim Sullivan

Les Connard and Tim Sullivan operate Mile High Karate Hapkido Academy in Monrovia, California. Master Connard is a 7th-Degree Black Belt in Hapkido. Tim Sullivan has many years of training in Kempo Karate, Taekwondo, and then Hapkido, training with Master Connard since 1991.

Mile High Karate doesn't teach franchisees how to move into an area, cash out a group of students and then move to the next area.

Franchisees are interested in becoming well-established 30-, 40- or 50-year school/business owners, creating an opportunity to have a huge and positive impact on the lives of generations of people throughout their communities.

Les, what were some of the big ideas that you took home from your Inner Circle group experience and implemented at your school?

Les Connard: When we joined the Inner Circle group, our gross revenues were approximately $300,000 a year, but many of the other members were generating more than $1,000,000, annually.

I was concerned that I wouldn't have anything to contribute, since my school was much smaller than the other members'. I didn't want to be a weight around their necks. I didn't want my Inner Circle membership to be perceived as simply an opportunity to grab ideas from them, and not share anything in return.



Les Connard, executive producer, far right, with Adam Boster and Ken Chamitoff, from left. They are pictured on the set of their upcoming movie, The Red Canvas.

I quickly learned that our situations were very similar, but the difference was that Eric Sbarge and Jason Yi (NAPMA Inner Circle members) had school-operations systems in place. I asked them to send me various content about their systems, and offered them what I had learned about teaching preschoolers with the NAPMA Little Ninjas Program.

I had finished my teaching credentials and fulfilled various California state requirements that helped with selling, so I shared that with the group. I was able to bring my Little Ninjas experience to the group, which was recognized as a program that would work in their schools.

Tim, explain our "do-one-more-thing" thinking that was prompted by our Inner Circle experience.

Tim Sullivan: When we went to the NAPMA Inner Circle meetings, we were surrounded by all these great martial artists, with highly productive schools. We decided that we would leave every Inner Circle meetings with "one more thing" and implement it correctly, and we would jump to their level.

The amount of information we received at every meeting was just amazing. All of it was good, but there was always one nugget that we could take home.

That interaction was just fantastic because it helped us rebound from difficult times. Now, we can keep our doors open and have as much impact on our students and community as possible.

We all love our art, but we also want to change the world in a small way, or maybe a large way, and have a positive influence on our students and community. Our Inner Circle experience has given us the opportunity and knowledge to work toward that goal, which has led to becoming Mile High Karate Regional Developers.

Toby Milroy: Les, what was the first big nuts-and-bolts idea you learned at Inner Circle meetings that you implemented, immediately, and that is currently working very well at your school?

Les Connard: During the first meeting, I asked the other members about the tuition they were charging. I learned that Eric Sbarge had the highest at $179, so I decided I would increase mine from $149 to $179, as soon as I returned to my school.

When I did increase my tuition, I experienced the mental struggle of many school owners: I know my training is worth $149, but I'm not sure if it's worth $179. I also started charging an enrollment fee, which was new for my school.

Being a member of the NAPMA Inner Circle group gave me the opportunity to call Eric, and I told him I was struggling with the price increase. He was eager to help, and gave me various tips and hints, and even shared some of his enrollment conference scripts.

Tom Hould, who runs Red Dragon Martial Arts up the street from me, was the person who told me about NAPMA, and urged me to join. He explained that we weren't in competition with each other, which is a concept I've also learned from NAPMA.

Tom told me that if he could help me build a good, solid school in the community, then we could both do great business and continue to impact lives. "I want you to stay in business." He had acquired the mindset that it was



Les Connard and Tim Sullivan (in the background) demonstrate a technique for two students.



Les Connard closely observes two students' techniques.

more beneficial to share ideas and draw strength from each other.

I didn't realize it at the time, but I was experiencing my first mastermind effect with Tom, which I've experienced many times at Inner Circle meetings. Now, I'm sharpening my sword with very sharp blades. The other members are very sharp; and they could be sharper than me, but not five times sharper. Now, whenever I attend a meeting, I check with Eric to learn what he is doing, and I duplicate those successful ideas at my school.

Toby Milroy: Tim, what was the big breakthrough idea, the implementation strategy that you learned during the last 12 months?

Tim Sullivan: I agree with what Les said. Being members of the Inner Circle group has eliminated that isolated, going-it-alone feeling. Now, we're able to call the other members and discuss our initial experience with the new ideas we've learned and implemented.

When those new strategies are still not driving enough prospects through the doors or we're having trouble with closing those prospects, Eric and the other members will provide us with the little tweaks or hints that they've learned to jump the numbers dramatically.

It's the opportunity to bounce ideas off some of the best and most productive martial arts school owners in the country, and to share what we're doing. It's the synergy of a big think tank; being able to sit with these successful school owners and find solutions together: you're doing this, I'm doing this, and if I do this and you do this, then we could make those ideas work at an even higher level.

We were able to pick and choose the best ideas that worked for us, and tweak our systems that weren't operating at full capacity and efficiency to work better.

Les Connard: To expand on what Tim said, one of those tweaks was when I increased our tuition. By raising my price last year, I had fewer students, but a larger gross. As the economy turned a little bit, we were able to do better this year than the year before with fewer students.

My second comment is that our confidence grew, as the other members of the group shared ideas and encouraged us, and then we could build upon that. That's why the tuition increase was such a gold nugget. Not only was I charging more, but also I was encouraged to continue to charge more.

Toby Milroy: Now, I want to ask both of you to share the story of your latest entrepreneurial venture. You're both amazing entrepreneurs, which is probably why you're a couple of my favorite human beings on the planet. I'm always asking myself what's next; and what's next for

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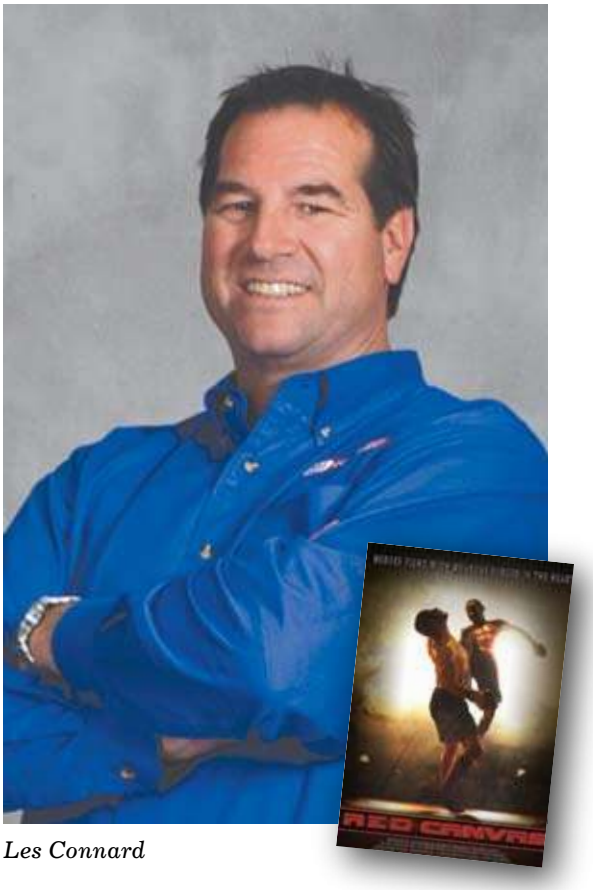
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Tim Sullivan



Les Connard

you is the release of a major feature film, *The Red Canvas*, in 500 to 1,000 theaters.

Les Connard: My production partners, Ken Chamitoff and Adam Boster own Photo Kicks, a company with which many school owners are familiar, since they are hired by many schools to film and photograph students.

Ken wrote the script for *The Red Canvas*, in response to the many schools that were having difficulty enrolling teenagers, and losing teen students. The concept was that young men are looking for mentors and martial arts is able to fill that void. Ken and Adam co-directed the film, and are proud to contribute to changing lives through the martial arts.

The movie stars Ernie Reyes, Sr. and Ernie Reyes, Jr., as a father and son team. In fact, it's the first time all five of Ernie Reyes, Sr.'s children have appeared in a movie together with their father.

The son uses his martial arts training incorrectly, breaking a man's legs for which the son receives a five-year prison sentence. This breaks the relationship between father and son, which is what many teenagers and fathers are experiencing, so it's a great theme. Martial arts becomes the healing salve for their relationship.

Most of us know that the direction many male teens and young adults follow is exactly the opposite of where they should be headed. At that age, many young males lose their parents' guidance and there is no one to steer those young men through the maze.

I have a 19-year-old son, and Tim is trying to catch his head right now because my son stopped taking my advice. Sometimes, it takes another voice beside yours. Now, we have him focused on earning his degree in music.

That is why Ken wrote the film: to turn the heads of teens and young adult males to a more positive direction. The film uses an MMA theme to attract their attention and communicate that message.

The film also stars a number of well-known actors, such as Maria Conchita Alonso, John Savage and George Takei, of *Star Trek* fame. We're also pleased to have many world champion fighters in the film, including Frank Shamrock, Gray Maynard and Dan the Beast Severen. Frank Shamrock certainly understood the concept, since he is mentoring young men at his school. **MAP**



Reyes, Sr.



Reyes, Jr.



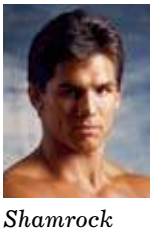
Alonso



Savage



Takei



Shamrock



Severen

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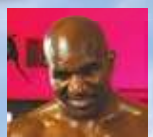


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Chan


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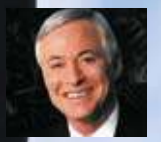

Van Damme


Holyfield

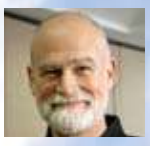

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Master Drago's Karate
Reading PA

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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

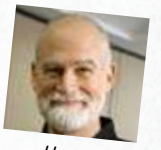

Chan


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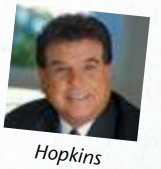

Ferriss


Kennedy


Abraham


Thomas


Blanks


Hopkins


Tracy


LeBell


Amelio


Robbins


Milteer


Holmes


Urquidez

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

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

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

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

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

Just some of what you'll receive:

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

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

The NAPMA Basic Tool Kit includes:

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



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

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

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

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

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

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

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

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

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

Mark Myers
Myers Family Karate Center
Hammond, Louisiana

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

Maximum Impact Business-Building Kit includes:

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

AND…

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



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

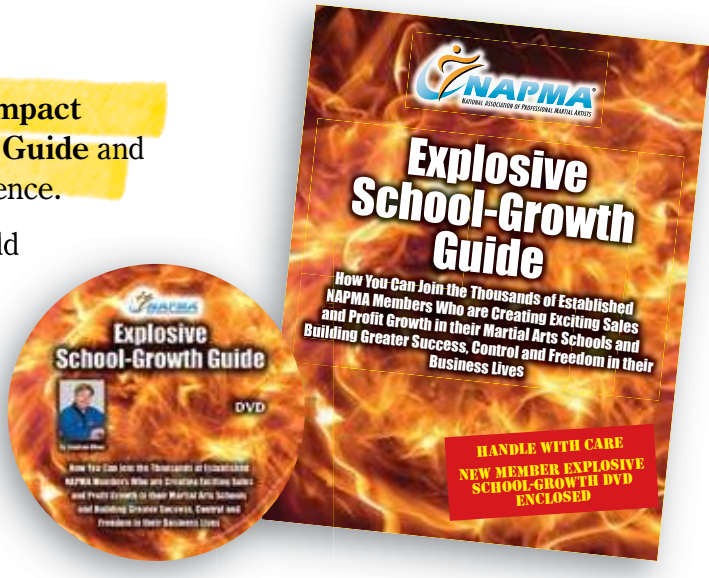
I started with 60 students, teaching for the Stratford Recreation Dept. Since then, I started two more programs at the town of Orange and the Valley YMCA in Ansonia. I now have my own business teaching full-time and have 180 quality students!

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

FINALLY…

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

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



EVERYTHING listed above is FREE...

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

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

Dedicated To Dramatically Growing Your School,



Stephen Oliver

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

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

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

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

ever imagined! Thanks NAPMA for helping me become a professional martial arts instructor."

Chris Sansonetti
Superior Karate
Ansonia, CT

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

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

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

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

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

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

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

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

Ken Klotz
Klotz Institute of Karate
Bowie, Maryland



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.**

Name _____

Company/School _____

Address _____

City _____ State _____ Country _____ Postal Code

Phone _____ Fax _____

Email _____

Billing Address (if different from above)

Name _____

Address _____

City _____ State _____ Country _____ Postal Code

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

Credit Card Information:

Name on Card _____

Card Number _____

Expiration Date _____ Card Security Code _____

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

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

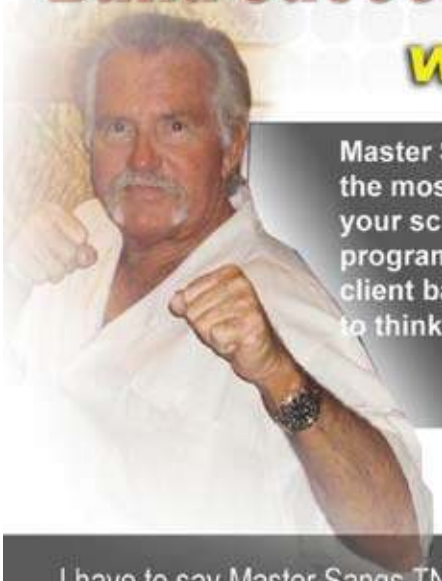
Signature _____

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

FAX sheet to: U.S. & Canada, 1-727-683-9581
International: 001-800-795-0583
Australia 61-29-4750-098; U.K. 44-800-471-5096

Build Success with Master Sang's TNT

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 = $16,500.00 1 yr.
10 Private Students = $165,000.00 1 yr.
50 Private Students = $825,000.00 1 yr.
??? = you do the math!

Schedule your seminar with the Ultimate Success Coach TODAY!

Master Mike Lee
Long Island, New York
Master Consultant
516.496.9600

Huyen Nguyen
Cooper City, Florida
TNT Consultant
610.533.8741

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

How can instructors learn to balance ancient tradition and modern conditions?

In this third part of my answer to this question, I want to start by asking if yours its an ancient tradition, when did it "freeze" into its final form? When did your tradition stop growing, researching and incorporating innovation?

If you are practicing with Eda era (late 1600s through mid 1800s) swords, then your system is an upgraded version of the techniques of the Sengoku Warring States period (1500s), during which a completely different style of sword was used.

If you claim to practice the original tradition of Japanese sword, as applied in the Sengoku era, then your system is an upgraded version of the Muromachi era (1300s into the 1500s), with its distinct style of swords and techniques.

How do you decide just how traditional you want to be? If yours is an ancient tradition, how would the founder do things if he or she were to start today? What was the founder's motivating purpose to create what eventually became your tradition?

If it was self-protection, then what were the prevailing types of attack that he or she had to address? Do you think that those same attacks are in use today? If the point was health cultivation, then do you believe that they knew more or different information about health then as compared to today?

If the point was spiritual or character development, then what were the cultural conditions that the founder wanted your martial practice to counter? Do those same conditions



apply to your culture today?

When I returned to America and began to teach seminars and workshops during the early 1980s, I completely reversed the specifics of my teacher's message. In Japan, my teacher, Masaaki Hatsumi, is quite an iconoclast, as martial arts grand masters go. He always emphasized to our small (in those days) training group that the martial arts should bring the best from everyone.

I always enjoyed my teacher's deliberate reversal of what looked to me like too much sanctimonious and pretentious posturing on the part of so many Japanese grand masters. My teacher always had fun, and that annoyed some of the other well-known grand master figures in Japan.

To Japanese students, he used to exhort, "Play!" This was a call to loosen their perspectives and be more creative in their training. Of course, this was a generation ago in Japan, during the days when the Japanese people were tireless workers, putting in six days a week of labor from pre-dawn to late at night.

There was too much self-sacrifice, too much distance from family-raising responsibilities and much too much alcoholism. Hatsumi-Sensei wanted his students to become more attuned to the human side of life. Too much hard work and not enough play was driving the Japanese people over the edge.

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
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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

How can you help instructors and school owners develop the mindset to target and close high-status prospects?

Martial arts school owners, instructors and program directors often have mental blocks when it comes to sales. Low self-esteem and feelings of inferiority, leading to the fear of rejection, make some of them tense and uneasy about conducting enrollment conferences with prospects that school owners feel are "better" than they are, socially or economically.

It's easy not to feel "good enough," when you are trying to close an enrollment or upgrade with a family that is obviously very affluent.

An older salesman was telling me recently about several people with whom he had attended school that were now senior executives in major corporations. He was proud of his friendships with these people, which he had maintained for many the years.

I then asked him how many of them were his customers. As you can imagine, the answer was none. His particular type of fear was holding him back from approaching them, even though he knew they were buying large quantities of the service he sold from other companies.

Many salespeople are afraid to sell to their friends and associates for fear that they will disapprove of them, or be critical of their career choices. Sometimes, school owners and instructors don't see themselves as salespeople, especially when they confuse "sales" in a martial arts school with the stereotype of a used car salesman. A negative attitude about the sales process in your school leads to negative responses and outcomes from your prospects.



The most common type of fear is associated with sitting with strangers, people that you don't know and you don't know how they will respond to what your school offers. This generalized fear of rejection is the greatest destroyer of a positive attitude about sales in the martial arts school environment. It is the fear that a prospect will say, "No, I'm not interested."

Some of your very best customers will be people who respond negatively to your first approach. This is to be expected. The average American (and people throughout the world) is bombarded by hundreds of commercial messages every day. Television, radio, newspapers, magazines, mail, email and telephones are used constantly to solicit products and services.

Prospects' initial reactions, because of message overload, will almost invariably be discouraging. They are busy, if not overwhelmed, with their activities and the demands on their time. Your job is to be calm, patient and persistent, and to realize that nothing that a prospect says to you can affect you in any way because it's not personal.

Here are two methods you can use immediately to put these ideas into action.

First, prepare thoroughly for every call. Do your homework. This will give you greater confidence when meeting with a prospective student and his parents who could provide you with a big increase in revenues.

Second, remember that no one is better than you are. They may have a higher paying job and live in a much bigger house. Be proud of yourself and the benefits of training at your school.

Then, take your positive sales attitude into your next enrollment conference and close more enrollments.

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.

You Can Be a Karate Star!

Media coverage guaranteed — or you pay nothing!

Karate Stars, Inc. by Master Karen Eden

Whether you want local media coverage for your school or national media coverage for yourself, you only pay for the coverage that you actually get! Call 720-394-8408 or e-mail Master Eden at sabomnim@toast.net

"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 5: The Anatomy of an Ad: Body Copy

What Is your Sales Story?

Many of the marketing pieces of martial arts school owners start with egocentric descriptions of their businesses and credentials, instead of the information that prospective students and their families need to solve their problems. This is a common copywriting error that is often discussed during NAPMA Peak Performers and Inner Circle meetings.

It's an all-too-common mistake for a school owner, with a very professional résumé, to list those credentials, as the major message of ads and other marketing materials. The average consumer doesn't understand those descriptions of your career advancement, and they don't answer the question of what you can do to solve their problems.

The size and beauty of your school and its state-of-the-art equipment are also unimportant in your marketing. It may become more meaningful when prospects visit your school, but, even then, it doesn't mean much.

> "Write and design ads that address your customers' wants, needs, desires and pains, not yours."

"What's In It For Me?"

Represented by the acronym, W.I.I.F.M is the question prospects ask themselves when reading your ad, flyer or Web site. "Is this worth my time to read and, once I read it, is it worth my time to investigate further, to call the school for these benefits?"

This is a distinction that is much more important than any technical components of creating an ad. Always, write and design ads that address your customers' wants, needs desires and pains, not yours.

To connect with your prospects and demonstrate that you are in business to solve their problems, you want all of your marketing messages, especially the first paragraph, to be benefit statements.

For example, an attorney graduated from prestigious Yale University, could write ad copy that focuses on the fact he is a Yale law school graduate (egocentric), or why that fact is a benefit to prospective clients.

"You can be assured that your case is in the very best hands because this firm hires attorneys that are board-certified and graduated from the top law schools, such as Yale University."

To write benefits-driven copy, you must know your prime prospects. Too many small business owners often ignore the research necessary to know their prospects thoroughly.

You must learn to think like your prospects. Your body copy should "speak" to them directly, and describe all the reasons that they will benefit from being students at your school. Make a list of all the benefits a student should expect to acquire from training with you. Each of those benefits will become the major themes of your ads, flyers, sales letters, postcards, Web site and all other marketing piece.

You can then expand those messages to describe how students and their families' lives will change or improve, as a student at your school. As you craft your marketing messages, you'll know you are off the track, when you start writing about you… rather than them!

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®.

SEE TOBY MILROY AT THE EXTREME SUCCESS ACADEMY

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**.

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.

For a complete, no-obligation information package and invitation to our next "Discovery Day," call or register online today.

MILE HIGH KARATE®

Since 1983
www.MileHighFranchise.com
1-800-559-9431

The Plain Truth about Panic

Unless you've been living in a cave, you've certainly observed, as I have, too much panic spreading too quickly and easily through the media, our culture and the populace, as these tough times continue.

The recession may have affected virtually every industry or profession, and the global economy, but panic is not the reaction of the smart entrepreneur—if he has grown deep roots.

Without deep roots, the tree topples in the storm. What are "deep roots" for the martial arts entrepreneur?

First, he has long ago developed systems of selling and conducting business that have proven to be reliable and profitable; so the entrepreneur is already very confident about his business skills and the long-term strength of his business—regardless of the historic economic cycles of boom and bust.

Because of his confidence and strong business systems, he is very persistent and focused on continuing to make those systems work and build profits, even when many others are panicking.

If he is spending marketing dollars to attract customers and spending his valuable time conducting intro lessons and enrollment conferences, retaining some students (and losing too many others) without comprehensive, proven systems, and with random, erratic and even impulsive acts and unplanned and disorganized effort, then his business is sitting on shallow roots, and it only takes one stiff breeze to bring it to the ground.

The second set of deep roots is a support network that includes continuous acquisition of legitimately useful, how-to information; coaching from other entrepreneurs that have been tested by tough times and proven successful; and encouragement and motivation from like-minded, optimistic, forward-thinking businesspeople. Absent this, with no counter-balance to the relentlessly and excessively negative voices of media and peers, the shallow-rooted entrepreneur will bend, and then break, and early, not late.

> "The second set of deep roots is a support network that includes continuous acquisition of legitimately useful, how-to information."

The third run of roots is a productive and profitable personal philosophy, sharpened with reading and listening, study of successful achievers, and association with the confident and capable, so the business owner is conditioned to be opportunistic, and to search for and exploit the opportunities always concealed by adversity. If he is not improving his personal philosophy daily, then he is weakening from the inside out—the strong roots rot, become hollow and can't support his business structure.

When Bilbo Baggins in *The Hobbit* said, "I do not like adventures because they make me late for dinner," he expressed a profound personal philosophy governing thoughts, actions and outcomes.

When a business owner simply states, "I don't have time to process all that information; I have my business to run," he unwittingly reveals a profound personal philosophy as well.

You must investigate your personal philosophy, and evaluate how helpful or unhelpful it is likely to be in weathering storms, navigating rough seas and unearthing the hidden treasure in your business and your niche.

A productive and profitable personal success philosophy; a sound, organized system; and a trustworthy support network are assets that do not develop by accident, luck or randomness.

Successful people work very deliberately at developing these assets. They seek to connect with the most helpful people, resources and associations to develop them—and once connected, never risk becoming disconnected. They strategically assemble these assets in keeping with their goals, strengths and weaknesses. Key word: strategically.

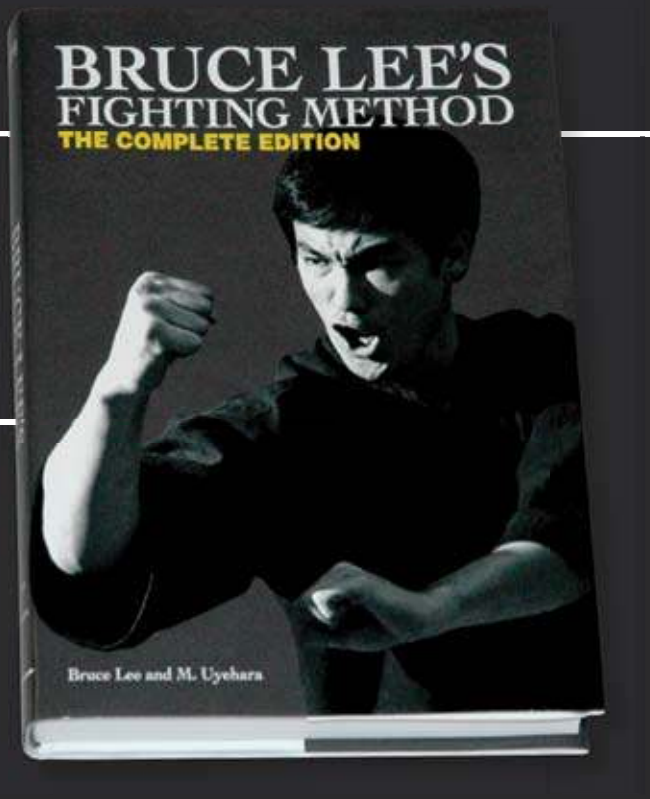
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DAN KENNEDY



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**.

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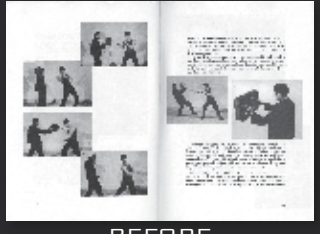
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ELSA CORDERO MBA, MS ORIENTAL MEDICINE

Can you Deliver your Message in Seven Seconds?

In past articles, I've explained the process of fine-tuning your school's marketing Web site (or page) to become a high-volume, lead-generating machine. You have dutifully done the following:

1. Designed your site or page to be appealing, and reflect the professionalism of your school and the industry.

2. Determined the most important key phrases that will cause search engines to list your school at or near the top of prospects' Web searches.

3. You (or your webmaster) have implemented basic, on-site optimization techniques.

4. You have written a killer message that drives prospects to call your school for appointments.

5. Your marketing message includes a compelling offer that prompts prospects to give you their contact information.

Or did you?

This is a good time to stop and re-evaluate how well your message is maximizing the number of prospects your Web site generates. Clear your mind of any pre-conceived ideas you have about your Web site's design and content. Look at your site with the minds of your prospects, as if you've never seen the "masterpiece" you've been creating. Then, ask yourself this question, "Does my Web site deliver its message during the first seven seconds?"

Visitors to your Web site will typically ask two questions first: "Where have I landed?" and "Does this Web site's contents solve my problems?

If you can't answer these questions in seven seconds, then you've just lost a customer. Answer these questions within seven seconds, and you have more time to present your case and acquire a new student! Now, your prospect can ask the third and most important question, "Why should I take action?"

> "Seven short seconds—that's all the time you have to convert a prospect into a customer on your Web site."

When crafting your landing page, make sure any prospect can answer all three questions in fewer than seven seconds. Keep in mind that when someone lands on your Web site, he or she is typically looking for information and/or a product or service to solve a problem or challenge—and quickly. Your site's message must convince them that you have the solution they need.

"Where have I landed?"

Your logo, tag line, page title, headline and first paragraph should answer this question. A companion question may be "Is this a reputable company?" Present visitors with a professionally designed and written Web site, and you'll easily answer this question to their satisfaction.

Site appearance is very important. You wouldn't wear a T-shirt and jeans to a job interview. Not because there is anything wrong with that attire, it's just not appropriate for the occasion. For the same reason, you need a professional looking Web site that matches the important, life changing, service you provide.

"Does this Web site solve my problems?"

This question can be easily answered if you have a clear understanding of your customers. Make sure you speak to their needs and "pain." Remember, customers want to know "WIIFT" or "What's In It For Them?"

"Why should I take action?"

It is crucial that you have a strong call-to-action, with a compelling message and an offer deadline that are supported by excellent content and addresses why prospects should choose your business and not your competitors'.

Seven short seconds—that's all the time you have to convert a prospect into a customer on your Web site.

Join Elsa Cordero online. Visit MartialArtsProfessional.com for direct links to these pages.

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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JEFF SMITH
DIRECTOR OF INSTRUCTION FOR
MILE HIGH KARATE

Creating Champion Students—Early Lessons in Value vs. Tuition

When I was teaching at Texas A&I University, during the early 60s, the University's Taekwondo Club was a Jhoon Rhee satellite school. As a Brown Belt, I was the highest-ranking student, so I had to assume the leadership of the Club.

The Club had 30 students when I took over, so my first action was to market the Club's services. I put signs throughout the university announcing a big demonstration in the student union ballroom. I organized a demo team with some of the students. We prepared some board breaking, sparring, one-step sparring and self-defense techniques to make our big demonstration as dramatic as possible.

The University's Taekwondo Club only charged $20 a semester, which also included a uniform. When I became the manager of the Club, I immediately increased the tuition to $50 per semester, and charged for uniforms and belt tests, which made the total cost approximately $100 a semester.

Of course, as you might expect, the Club members thought I was crazy. They thought everyone would drop from the program. I told them that I expected to attract 100 new students because the Club would now provide a better class schedule (available everyday, not just twice a week).

The demonstration attracted a big turnout, and we enrolled 100 students for that semester at the new price.

That was my first experience operating a school or martial arts program; and, since I was a business major, I was able to utilize some of the concepts that I learned during classes.

When I came to Washington, D.C. in 1970, Jhoon Rhee was still operating his old school system that didn't charge students for additional training, once they earned their Black Belts.

> "That was my first realization that prospective students don't object to the price, they only object to the value of training."

I said, "Master Rhee, I want to charge those students because we'll start not just a Black Belt Club, but also a Master Club, which will be for students that want to continue to train after Black Belt."

He responded, "No one will pay for it because they don't participate now, and it's free."

I said, "It's a Catch-22; it's free, so it has no value in the students' minds, and no instructor is assigned to teach them. The Black Belts have been lumped together with the advanced belts."

I told him we should create a special class for them, and charge $2,000 for the Master Club, as a 2nd-Degree Black Belt program.

Master Rhee said, "You introduce that idea at the school where you are teaching, and if it works, then we'll introduce it at my other schools."

That was my first realization that prospective students don't object to the price, they only object to the value of training.

You can grow your school, not because you're charging a higher tuition, but because your students are able to perceive the high value and benefits of your program, which is why they are willing to pay that higher tuition.

Believe me, if they couldn't perceive the value of training at your school, then they wouldn't be doing it. When you want to raise your tuition, you better focus on raising your standards of instruction and the quality of your curriculum. You must also be sure you have an attractive facility, with the best equipment and instructors available.

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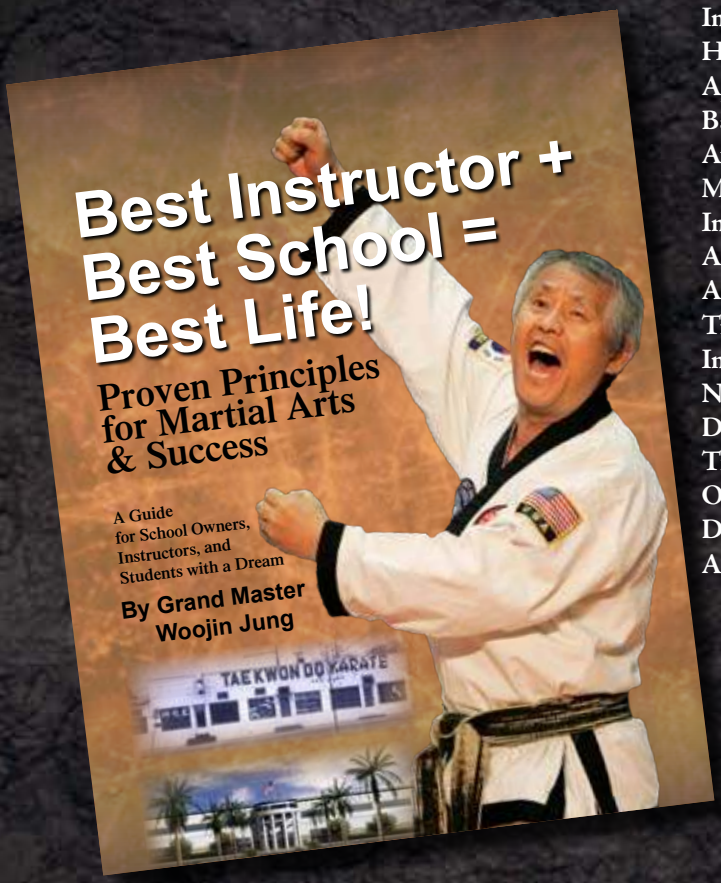
JEFF SMITH



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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ROB TUCKER
MILE HIGH KARATE FRANCHISE SALES DIRECTOR

Opposites Attract...Right? Wrong!

Have you ever felt that you weren't in sync with a prospect during an enrollment conference? The prospect may not have been listening to what you were saying or were uncomfortable with the whole process.

Although "opposites attract" may apply to the science of magnets, it doesn't apply to most human interactions. The reason why you enjoy spending time with your spouse, partner and friends is because of what you have in common.

> "This modeling method can be one of the easiest and best opportunities to start building rapport with prospects and their parents."

It's the same when you find yourself in a sales situation. People like people who are like them! It's one of the easiest concepts of the sales system to master, but it's also one of the most overlooked.

The process of recognizing similarities in your prospects and using that knowledge to help you close more enrollments is called "modeling" or "mirroring." School owners, instructors and program directors seem to have forgotten this useful method.

Modeling begins when you recognize a characteristic or characteristics of the prospect (and/or his parents). Watch their feet, arm movements and gestures, how fast or slow they speak and how long they hold your gaze.

If the person is sitting with his or her arms folded, then you may chose to "mirror" that position, and fold your arms too. If a prospect speaks quickly or slowing, then you may increase or decrease your speaking speed to match him.

This modeling method can be one of the easiest and best opportunities to start building rapport with prospects and their parents. This technique is not typically noticeable, unless someone really knows you and is paying attention to what you are doing.

You can also model or mirror a group of people, which will often be the case, since most enrollment conferences include at least one child and one parent.

For example, you are conducting an enrollment conference with a family that includes a child and his or her mother and father. Mom is sitting with her legs crossed and is constantly darting her eyes to her child. Dad is sitting with his arms folded and talks very quickly. Their child sits very straight and quiet and listens carefully because you've done a good job during the intro lesson!

Once you notice these various characteristics, you may choose to fold your legs and arms, hold the dad's gaze longer than the mom's and speak with the same cadence as dad.

During a period of a few minutes, you may try to hold the mother's gaze a little longer, unfold your arms or slow your speech a bit. What will likely happen is that Mom will hold your gaze longer, and Dad may slow his speech pattern to match yours, and unfold his arms.

When you see them conforming to your gestures and patterns, you know you are in sync with them. You'll also notice that the rest of the enrollment conference will be extremely smooth, with fewer objections to overcome, which will likely result in a new student!

Mastering this technique does take some time and practice. I highly recommend that you gather your staff a few times before your next enrollment (or upgrade) conference and practice the modeling concept at least 10 times. When you practice and master this concept, you'll be able to develop better rapport and relationships with all types of people—and that leads to a growing income.

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SEE ROB TUCKER AT THE EXTREME SUCCESS ACADEMY

ROB TUCKER



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

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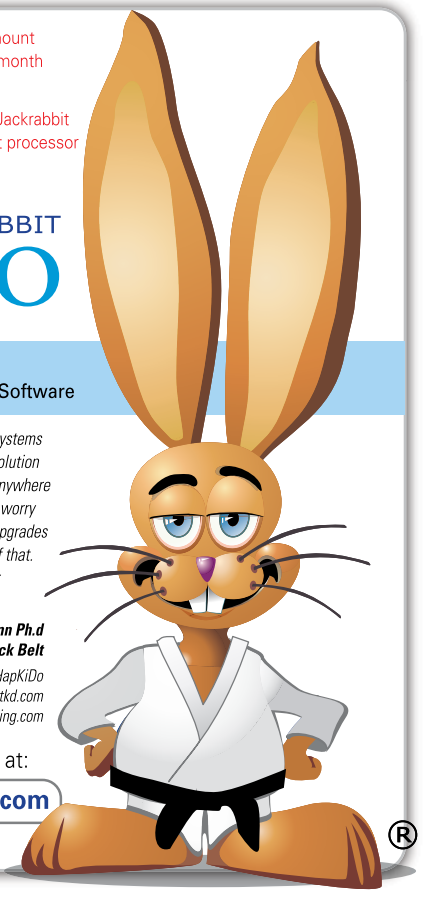
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STEPHEN OLIVER MBA, NAPMA CEO

Wealth vs. Lifestyle

It's interesting to listen to a group of school owners brag about their schools, according to three measurements: number of students, school size and gross revenue. Let the lying begin.

Active student count is the most exaggerated number of them all. For example, I asked an acquaintance that owns a very small school his active student count. He said it was 1,400; however, that was the number of enrollments the school had generated during its first twelve years!

I pressed him further and asked how many active students he had. The owner replied that he had 450 students currently enrolled, but, to him, that was any student whose program had not expired.

I compared my school's financials with the financials of a very successful friend, who owned multiple schools grossing $35,000 to $40,000 each. My five schools grossed what his three did; however, my average rent was $2,700 compared to his $6,500. While my bottom line was rather good, he had to put $45,000 into his operation to keep it running smoothly.

Another friend runs a school with an adequate, but not spectacular, gross; however, he built a building several years ago, and now owns it outright.

He pays no rent or mortgage, and has plenty of equity. His nice little school now nets close to fifty-percent. The lesson is don't let impressive numbers or an impressive facility fool you.

What's the quality of your lifestyle? Are you doing what you enjoy, and do you take time for hobbies, travel, family and entertainment? It's easy to become obsessive about working and striving for more money, but money only helps you in two ways.

First, it helps ensure that you can do and have the things you want, right now. Are you able to afford those toys that are important to you? Do you acquire expensive possessions to impress others or because you appreciate those possessions personally?

> "The lesson is don't let impressive numbers or an impressive facility fool you."

Second, you need money to build security for your future. What if your school suffers an unexpected downturn? Are you financially strong enough to weather the storm? What if one of your kids has unexpected medical expenses, or if you have a medical emergency?

What's your net income? How much is remaining after everyone has been paid? If you generate $30,000 per month, with $15,000 net, then you are incredible! Generate $180,000 per month, with $3,000 net, and, well, nothing personal, who cares?

How much net worth have you built and how much do you save? Do you have equity in your home? What about equity in the building that houses your school? How are your IRA, savings and/or investments?

Remember, about the only thing that you can buy that has any real, personal value is a home. All other personal possessions, with a few exceptions, will depreciate. The minute you drive a new car off the lot it loses at least 20 to 25 percent of its value.

When you start reviewing your assets and computing your net worth, you're focusing on what has real investment value. Home furnishings, art and jewelry have only utilitarian or sentimental value, once you've left the stores where you purchased them.

A good book to read is *The Millionaire Next Door* by Dr. Thomas Stanley. This book teaches some great lessons in wealth accumulation. Another good book to read is *Financial Self-Defense* by Charles Givens.

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SEE STEPHEN OLIVER AT THE EXTREME SUCCESS ACADEMY

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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Create Your Own BRAND OF SUCCESS

2009 NAPMA EXTREME SUCCESS ACADEMY

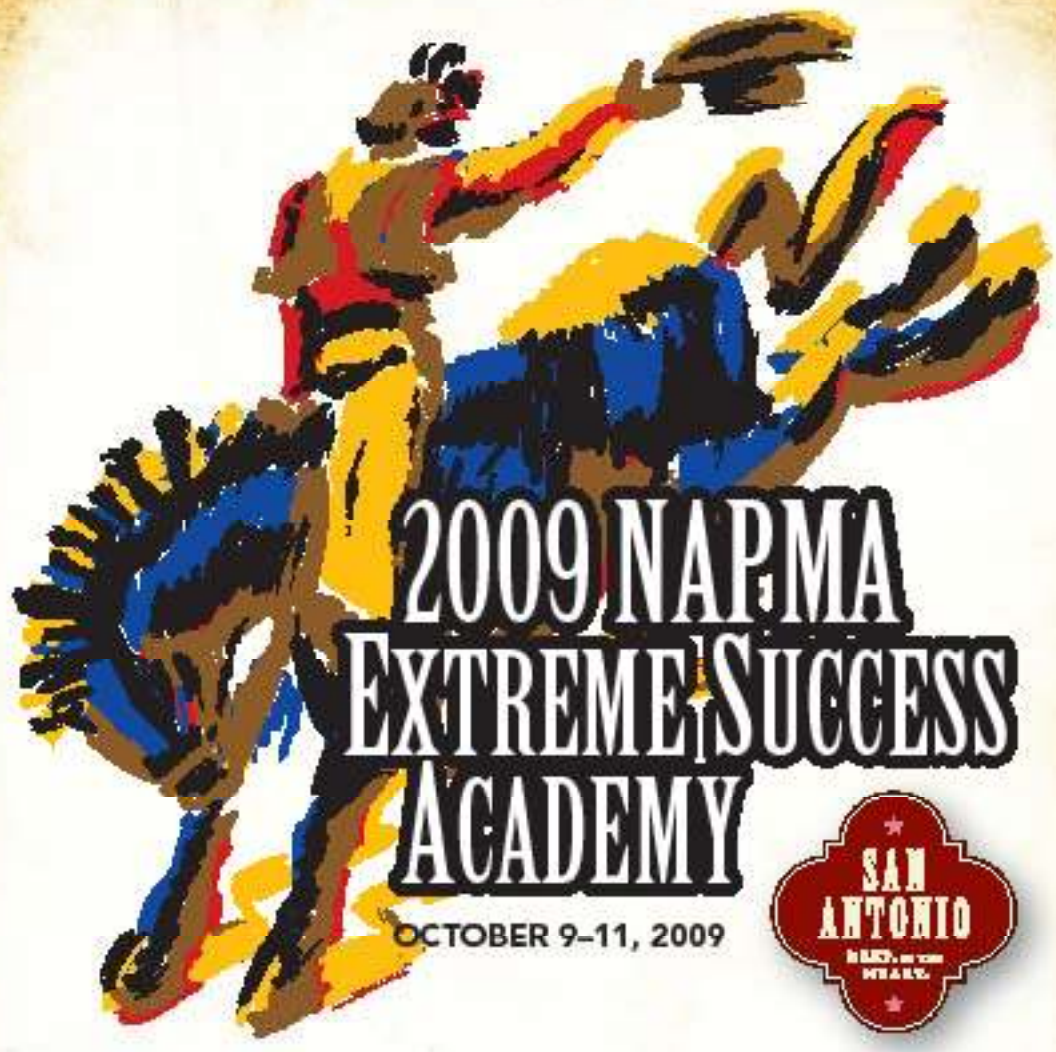
SAN ANTONIO

OCTOBER 9–11, 2009

Learn from experts inside and outside the industry that will be ridin' into San Antonio with bulging saddlebags, filled with closely guarded methods and systems to herd more prospects to your door.

ExtremeSuccessAcademy.com

Plus "A to Z" Blueprint Day
Plus Extended Staff Training Day
Plus Networking & Training Opportunities



2009 NAPMA EXTREME SUCCESS ACADEMY

OCTOBER 9–11, 2009

SAN ANTONIO

Join Stephen Oliver, Toby Milroy, Jeff Smith and a hard-ridin' posse of martial arts celebrities, experts and NAPMA Inner Circle members for a rugged, three-day roundup of the very best school growth ideas, methods and systems.

There are limited rides at this rodeo, partner, so make plans today to bring your entire staff to the 2009 NAPMA Extreme Success Academy, October 9–11, in San Antonio, Texas.

Last year's attendees are still benefiting from the many great insider secrets they learned at the first Academy, so many are planning to return to the 2009 event…meaning you can't hesitate for a moment to register you and your staff.



Attendees fill the room for one of the serious business learning sessions at the 2008 NAPMA Extreme Success Academy.

The 2008 Extreme Success Academy was a new and different event for the martial arts industry. It avoided the theories and unproven ideas that have caused so much confusion among the school owners who really want to grow and prosper, but are not sure who to trust…until they attended the first Academy.

Now, NAPMA extends that trust to you, especially if you are suffering from stagnant performance and mediocre growth during this recession.

The 2009 Academy will lift you and your school from that recession rut and put you back on track with the legitimate, tested, proven, innovative, yet original, even radical strategies that the masters of martial arts business—Stephen Oliver, Toby Milroy, Jeff Smith and others—have used for 15, 20, even 30 years to grow many of the top schools in the industry.

After receiving fantastic feedback, the 2009 Academy will bring back the highly popular and beneficial "A to Z" Blueprint Day, comprehensive Staff Training Sessions, roundtable discussions with NAPMA Inner Circle members, professional and social networking, and demonstrations and training techniques with legendary martial arts instructors and fighters.



Stephen Oliver, NAPMA CEO, right, stands with Jeff Smith, 2008 NAPMA Lifetime Achievement Award winner, and Jhoon Rhee, 2008 NAPMA Living Legend honoree, from left.

Register at ExtremeSuccessAcademy.com or fax the registration form on the last page.

Extreme Success Begins WITH THE Practical Topics AT THE "A to Z" Blueprint Day

NAPMA has set aside the day before the 2009 Extreme Success Academy—Thursday, October 8—for the second "A to Z" Blueprint Day. This is clearly one of the major reasons the Academy is so much different than most industry events. A full day is devoted specifically to educating you and your staff about the practical issues of school operations. No theories or distractions—just you, your staff, industry experts and successful peer owners—focused on helping you create a "blueprint" for your school business and a path to success.

Creating Payment, Billing and Collections Systems

Stop being a bill collector, asking students for money and dealing with billing problems or delinquent accounts. This session will explore options and tools to replace you with the right system to handle these necessary tasks, sensitively and efficiently.

Attracting New Students to Your School, Predictably and Reliably

The lifeblood of a martial arts school is a consistent influx of new students, and every successful school owner is hyper-focused on marketing and lead generation to acquire those new customers. This session will share some of the most effective new student marketing systems in use throughout the industry and how they apply to any school, including yours.

Scheduling and Class "Blocking"

Developing a class schedule that uses your facilities, staff and equipment, efficiently and effectively, and provides your students with a great experience is a complex task. Learn the strategies that the most successful owners use every day to simplify their lives while offering what their customers demand. Session leaders will also reveal some simple strategies to help you motivate your students to stay focused on their goals, practice harder and upgrade regularly, just by structuring your class schedule effectively.

Program Management Strategies that Improve Long- Term Student Retention

In today's modern martial arts school, one size does not fit all. Learn from the school owners who have realized that they must offer their students more opportunities and programs from which to choose. This session will outline the details of the most common programs in the industry, and how you can adapt them for your school.

Multi-School Operations Strategies

Many school owners are interested in expanding into a multi-school system. Avoiding the hazards of starting more than one school is breathtakingly complex, and mistakes can cause you go broke, be sued, alienate friends and families and even serve federal jail time. This session covers the major pitfalls to be avoided, and includes proven strategies.

"All the successful people around me are actually making it happen."

"The 2008 NAPMA Extreme Success Academy was great. There are good ideas everywhere, but only at this event was I able to learn so much and receive a boost of motivation to put those ideas into action. The difference was all the successful people around me that are actually making it happen. These are school owners who have implemented and succeeded with those ideas, and that's very inspiring."

Paul Resnick, Instructor
Sergio Iadarola IWKA
Amsterdam, Holland

"I would recommend anyone to come to the event."

"I wouldn't hesitate to tell any of my friends or other school owners to come to next year's Extreme Success Academy. I would recommend that anyone come because it's much more than a social gathering; it's class after class of 12 to 14 hours of serious business education every day. I'd highly recommend it."

Troy Dorsey
Troy Dorsey's Karate
Mansfield, Texas

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

"It was awesome! It was very appropriate timing for me, especially the wealth accumulation seminar, because I'm in the process of buying my building. That hit home. We're investors and have several properties. The first thing I will implement I learned from Grand Master Oliver: pre-framing students for upgrades by sending DVDs and getting more DVD testimonials.

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

Jan Lappin
Middleburg Martial Arts
Middleburg, Florida

Develop A More RESULTS-DRIVEN STAFF AT THE Extended Staff Training Day

It's easy for you and your staff to confuse "activity" with "accomplishment," especially during everyone's busy day-to-day schedule. That's why the Extended Staff Training Day is an unparalleled opportunity to create not just a staff of instructors, but an entrepreneurial team that is focused on results, as measured by enrollments, upgrades, retention, student quality and customer service.

How to Transform Information Calls into Paying Students

You know that every information call is valuable, but are you sure that your staff members have the highly developed skills to transform those calls into paying students? You must have an effective phone sales presentation that any staff member can use successfully. Conducted by NAPMA experts and your most successful peers, this session will show your staff how to perfect their phone skills.

Attracting More Prospects with the First Three Minutes of an Info Call

The staff member or members that answers your phone must have the skills, charisma and knowledge to communicate your benefits message within the first three minutes of any call. This session teaches your staff members a very specific procedure, highly refined and proven to work in many schools, to make information calls successful 92% of the time.

Developing Person-to-Person Relationships to Motivate and Retain More Students

When you know how to develop long-term motivation among your students, you are also building retention for long-term growth of your school. You and your staff members will learn how to establish personal connections with your students, and why they are so important not just to retain more students, but upgrade them to higher tuition levels.

"Sell" Renewals and Upgrades Without "Selling"

Renewals and upgrades are so much easier when you've established those personal connections with your students. In a sense, you are always "selling" them on the long-term benefits of continuing their training at your school, as you build and enjoy those personal connections. These non-confrontational "sales" methods have proven to double, triple or quadruple a school's revenues.

Accountability and Entrepreneurial Thinking for Staff Members

As your school grows, you'll eventually realize that you can't operate as a "one-man band." During this session, your staff members will understand how to contribute to your school's growth and take responsibility for their results. They'll learn that they have important roles in the growth of your school, and why they must continue their education in martial arts business!

Your Staff Will Also Learn...

The Extended Staff Training Day presents even more success-oriented techniques and information that your staffers can use to help you grow your school.

- Doing the work right the first time.
- The simplest system for your staff to track accurate statistics and performance.
- Collecting delinquent payments without offending students or parents.
- Quick and easy lead follow-up systems that generate new students.
- Customer relations and how to resolve student issues.
- Setting the ground rules for your students, so they don't become "difficult" customers.

For more information, visit ExtremeSuccessAcademy.com.

TWO Martial Artists WHO HAVE CREATED Their Own Brand of SUCCESS!

A major highlight of the 2009 Extreme Success Academy will be the ceremony to honor Chuck Norris*, this year's **NAPMA Living Legend Award** recipient, and, _____, the 2009 **Lifetime Achievement Award** winner.





2009 Lifetime Achievement Award Winner

Yes, the Lifetime Achievement Award winner must remain a mystery for now, but he (or she) is sure to be a martial arts professional and outstanding business leader, who has reached the pinnacle of success. At press time, NAPMA was finalizing arrangements with its choice. Please check future issues of *Martial Arts Professional*, member packages and NAPMA.com for the name of the recipient.

1996

GRAND MASTER JOE LEWIS is a 10th-Degree Black Belt, a former Kickboxing World Champion and, for 17 years, won more titles, set more records and instituted more innovations than anyone in sport Karate. In 1983, he was named the "Greatest Karate Fighter of All Time."

1999

GRAND MASTER JHOON RHEE is a world-renowned 10th-Degree Black Belt, and the only recipient of NAPMA's two prestigious awards for professional and personal excellence. He was honored at the 2008 Extreme Success Academy with the first NAPMA Living Legend Award.

2000

SENSEI FUMIO DEMURA is the President and Chief Instructor of Shito Ryu Genbu Kai International, and a multi-disciple martial arts master. With a distinguished career in film and television, Sensei Demura consulted on the Karate Kid films and trained Bruce Lee in martial arts weaponry.

2001

MASTER ED PARKER, SR. (1931–1990) was an American martial artist, promoter, teacher and author. He is credited with opening the first commercial karate school in the western United States in 1954. He trained many Hollywood stuntmen and acting greats, including Elvis Presley.

2002

MASTER ERNIE REYES, SR. is a performer, author and coach to champions. He is known as the Master of Creative Karate and one of the greatest martial artists of the 20th century. Master Reyes is a consultant to the film and television industry, working with stars, such as Wesley Snipes.

2003

TONY ROBBINS is one of the greatest self-help authors and inspirational gurus of our time. A Black Belt Taekwondo martial artist, he is considered an expert in the field of the psychology of business leadership and personal motivation.

2008

GRAND MASTER JEFF SMITH is a 9th-Degree Black Belt and the first PKA World Light-Heavyweight Kickboxing Champion. During the early 1980s, he was owner/founder of the very successful chain of World Champion Jeff Smith Karate schools in the Washington, D.C. area. He is now Mile High Karate director of instruction.

** Chuck Norris is not yet confirmed to appear at the Extreme Success Academy.*

Focused ON THE FUTURE

Regardless of the current state of your school's growth and the general economy, the 2009 NAPMA Extreme Success Academy's ultimate purpose is to focus your mind, time and energy on the future you can create with what you'll learn at this year's event.

Speakers

Although the speaker roster was being finalized at press time, NAPMA can promise that you'll experience a broad range of experts from inside and outside the industry; very successful, millionaire school owners; and martial arts celebrities and legends.

These are the professionals who thrive during any economic conditions because they know how to find success, growth and profits while others are floundering.

Extreme Success Academy speakers won't waste your time with the antiquated, slow, ineffective and unrealistic marketing strategies that only worked in 1985, when students were flooding into schools, without much effort.

The Underground

The real insider secret of the 2009 Extreme Success Academy is the NAPMA Underground, which is where you connect directly with NAPMA Inner Circle members. After approximately 18 months working together as a group, they know what works today in a cross-section of school sizes, locations and teaching styles.

Roundtables and Networking

Attendees of last year's Extreme Success Academy discovered that what they liked the most were the formal and informal learning opportunities.

The 2009 Academy will once again feature panel discussions with industry leaders and peer school owners. You can meet with the groundbreakers of the martial arts education industry and learn how to ramp up the effectiveness of your teaching—and the secrets of becoming a martial art millionaire.

Gather informally with other NAPMA members and school owners to share ideas, do a little sparring, exchange techniques and bond with new friends and colleagues.

NAPMA Resources Showcase

You'll find the newest equipment, software packages and other great products at the NAPMA Resources Showcase. This "success" mall will be located within a few feet of most sessions, making it easy for you to talk with representatives and experts who have the products, programs and ideas to help you maximize your profits and boost student success.

Join the free, online *Martial Arts Professional* community at MartialArtsProfessional.com to ask school owners throughout the industry why they wouldn't think of missing the 2009 NAPMA Extreme Success Academy.

Register at ExtremeSuccessAcademy.com or fax the registration form on the last page.

Trust these Martial Arts Experts to Lead your Search for Success!

Stephen Oliver



Stephen founded and operates Mile High Karate, a super-successful martial arts school, and Mile High Marketing, and is the CEO of NAPMA. From the most traditional roots, he's built an international franchise organization. Oliver, an 8th-Degree Black Belt in Taekwondo, holds a Master's Degree in Business Administration (MBA) from the University of Denver, and a Bachelor's Degree (AB) with Honors from Georgetown University, Washington, D.C.

Toby Milroy



Toby Milroy is a 4th-Degree Black Belt, former school owner, Mile High Karate Regional Director, NAPMA's Chief Operating Officer, and one of the rising stars of the industry. He has mastered the principles of direct-response marketing and Internet sales for a dynamic success record.

Jeff Smith



Grand Master Jeff Smith is a 9th-Degree Black Belt in Taekwondo and the first PKA World Light-Heavyweight Kickboxing Champion. During the early 1980s, he was owner/founder of World Champion Jeff Smith Karate, a successful chain of schools in the Washington, D.C. area. He was the first recipient of the Bruce Lee Award.

Rob Tucker



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

Mark Graden



Mark Graden, NAPMA director of martial arts curriculum, is a 6th-Degree Black Belt under Joe Lewis, and a 4th-Degree in American Taekwondo. Graden won the 2006 WAKO Pro Championship. 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.

THE 2009 NAPMA EXTREME SUCCESS ACADEMY EARLY REGISTRATION FORM

• **OCTOBER 9–11, 2009, San Antonio, Texas** • **Members Minimum 60% DISCOUNT**
• **Includes FREE Staff Training Session on Saturday the 10th** • **4-Month Equalizer Payment Plan (May-Aug over $500)**

☐ **YES! Register me for the Extreme Success Academy, Oct. 9–11, 2009**

☐ Non-NAPMA Members
$997.00

☐ NAPMA Basic Member
$997.00 **$398.50**

☐ Maximum Impact
$997.00 **$248.50**

☐ Peak Performers or Inner Circle
$997.00 **$0.00**

NOT A MAXIMUM IMPACT MEMBER? What a great time to enroll or upgrade! You receive the best and most advanced information, all the benefits described at NAPMA.com/MaximumImpact — then you save at least $100.00 on your Extreme Success Academy registration, and attend the closed-door Maximum Impact and higher networking gathering at the Conference! **DO IT NOW!**

☐ **I want to upgrade my membership to Maximum Impact** to take advantage of all the additional benefits (see NAPMA.com/MaximumImpact).

☐ **I also want to register my spouse, partner or key employee** to attend the Extreme Success Academy with me for just HALF of my Registration Fee (maximum of two):

1. _____ ☐ Key Employee ☐ Partner ☐ Spouse
2. _____ ☐ Key Employee ☐ Partner ☐ Spouse

☐ **Yes! Register me for the "A to Z" Blueprint Seminar: Oct. 8, 2009**

☐ Non-NAPMA Members
$397.00

☐ NAPMA Basic Member
$397.00 **$197.50**

☐ Maximum Impact
$397.00 **$97.50**

☐ Peak Performers or Inner Circle
$397.00 **$0.00**

☐ **I also want to register my spouse, partner or key employee** to attend the "A to Z" Blueprint Day with me for just HALF of my Registration Fee (maximum of two):

1. _____ ☐ Key Employee ☐ Partner ☐ Spouse
2. _____ ☐ Key Employee ☐ Partner ☐ Spouse

Name _____ School Name _____

Address (No P.O. Boxes) _____

State/Prvnc. _____ Zip _____ Country _____

Phone _____ Fax _____ E-mail _____

Credit Card: ☐ Visa ☐ Master Card ☐ Amex ☐ Discover

Credit Card # _____ Exp Date _____ Security Code (back of card) _____

Signature _____ Date _____

Providing this information constitutes your permission for NAPMA and or Martial Arts Marketing, Incorporated to contact you, regarding related information via mail, e-mail, fax and phone.

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