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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

REGISTER ONLINE AT MILEHIGHREGION.COM

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

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

A Region Developer (also known as "Master Franchise") is an

Please see next paage

individual (or organization) that acquires the exclusive rights to a geographic area (typically a city, such as Seattle, Portland and Boston, and those cities surrounding areas).

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

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

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

HOWEVER...

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

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

REGISTER ONLINE AT MILEHIGHREGION.COM

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

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

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

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

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

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

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

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

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

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

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

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

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

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

"How Does a Regional Developer Develop Schools?"

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

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

But Wait, There's More!!!

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

Add Jet Fuel To Your Existing School(s)!

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

Here's the Secret!!!

The secret is...the teacher always learns more than the student. This is true...Just by receiving our training and

certification, conducting regional training meetings and Masterminding with other owner/operators and their staffs in your area, your skills as a school owner will leap to a much higher level, *beyond your wildest imagination*.

You Might Wonder Why We Developed This Program...

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

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

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

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

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

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

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

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

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

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

Beware: There's Enormous Risk in Waiting!

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

What Should you Do Next?

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

Dedicated to helping you grow in the martial arts business,

Stephen Oliver

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



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

REGISTER ONLINE AT MILEHIGHREGION.COM

MILE HIGH KARATE®

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

"What do I do NEXT?"

Watch the webinar online at MileHighRegion.com

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



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

Features



Mark Graden: Creating Success Tools for Your School

For 25 years, Mark Graden, NAPMA director of martial arts curriculum, has combined his passion for martial arts and his vast skills as a video producer to create NAPMA content that has benefited thousands of schools owners. Now, you can learn how to use video as a powerful "selling-without-selling" tool during Mark's seminar at the 2009 NAPMA Extreme Success Academy.



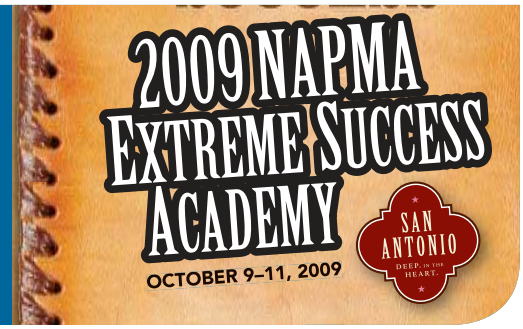
NAPMA Virtual Classroom: The Martial Arts Classroom Comes of Age!

Now you can create the 21st-century martial arts school, with the launch of the new NAPMA Virtual Classroom. As a NAPMA member, you'll find very beneficial materials that will not only energize your classroom and maximize student enthusiasm, but also serve as "selling-from-the-floor" tools—building retention, driving upgrades and improving student quality.



Learn a Top Staff Trainer's Secrets to Develop a Top Staff

Join Frank Brown, Mile High Karate training director, and Toby Milroy, NAPMA COO, as they discuss many of Master Brown's insights about staff development at your school. You'll learn how to integrate operational systems and your staff members effectively, and train them to become your entrepreneurial partners.



Prepare for Serious Recession-Bustin' at the 2009 NAPMA Extreme Success Academy

The current recession is like a wild horse, but top school owners, who have busted past recessions, will teach you the systems and tools you'll need to succeed in a new economic climate. You'll find all the details in this month's special section and a handy fax form to register you and your staff.

Tommy Lee's

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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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www.MartialArtsProfessional.com

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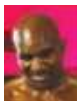
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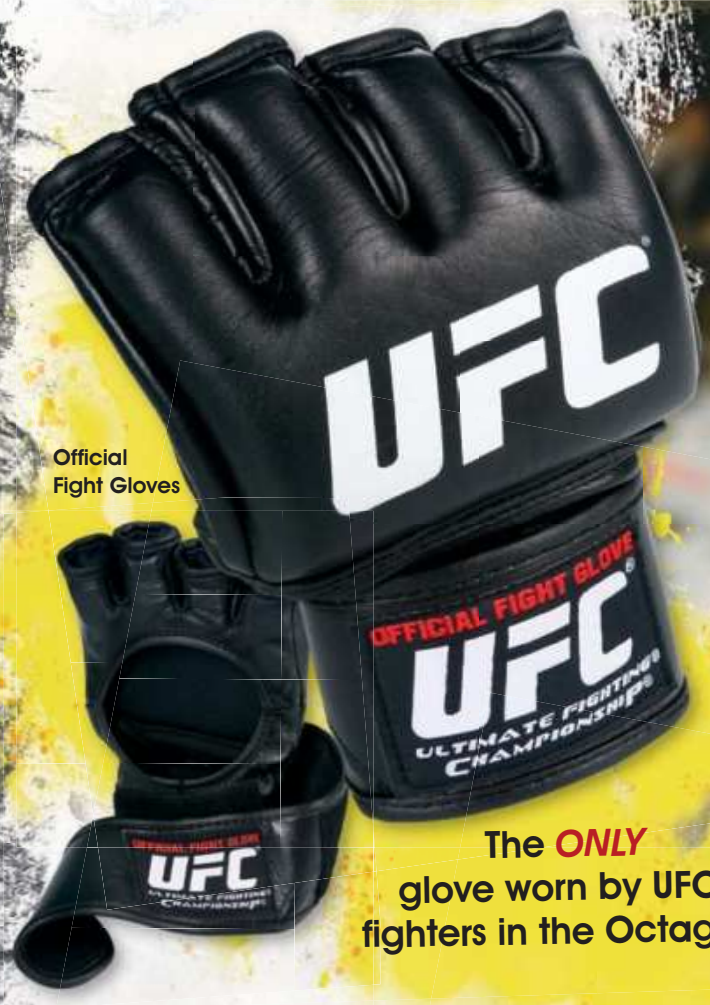
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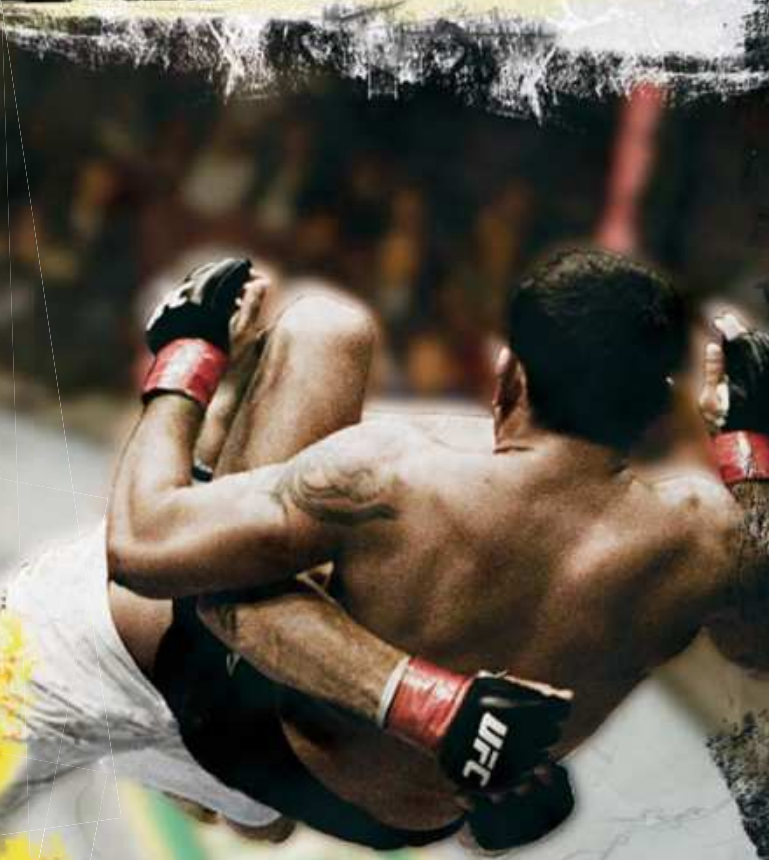
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How Do You Manage Problem Parents?

Communicating and building rapport with parents is one of the most important factors to maximize student retention and upgrades. Part of that process is learning how to address parents' behavior that is not acceptable in your school or incongruent with the martial arts philosophy. You're invited to comment on your peers' experiences and strategies below to help all school owners manage problem parents better.

For example, many school owners say that some parents think they know how to teach their children better than the instructors. One solution is to invite parents to participate in classes, so they gain first-hand knowledge of the difficulty of learning martial arts.

"…the best way to avoid problem parents is through prevention…"

I have found that one of the best ways to manage problem parents is through advance communications. Another is my open-door policy. We also have semi-annual conferences with parents. We review their children's performance, needs and requirements. I learn more about their children, and the parents find ways to fulfill my requirements.

We also survey our students and parents twice a year, sometimes, during the parent conferences. We use statistics to re-tool our instructors and rearrange our teaching methods. We find that the best way to avoid problem parents is through prevention, and that means communication.

There are times, however, when you just can't please everyone. I experienced three occasions during my more than 20 years as a school owner. I found that the following strategy works best.

1. Isolate the situation. Ask the parent to step into your office or conference room.

2. Offer refreshments, and take control of the conversation by asking questions, such as 'What has upset you?' and 'How can I help alleviate the situation?'

3. Remain calm. A friendly smile, handshake and calm voice will go a long way.

4. Listen, and listen well. Take notes of your parents' meetings. You must reveal the core issue.

5. Never respond immediately to the problem unless you are thoroughly familiar with the situation, such as a lapse of responsibility on your part, which definitely requires an immediate remedy. If the problem is the responsibility of your staff or you, then apologize and correct it immediately. Then, thank the parent for taking the time to meet with you, stress the importance of communication, and, should there ever be any concerns, your door is always open, but you do appreciate an appointment first. Make sure to ask him or her for any other comments.

6. If you know the parent is upset for all the wrong reasons, or it is a situation with which you are not familiar, then promise that you will investigate. Tell him or her exactly when you will communicate again. Meet the parent again, privately. This gives him or her more time to act more reasonably and you the time to look into the matter.

7. During your next meeting, explain what he or she may have misunderstood or any mistake on your part, and the steps you've taken to correct the situation. Offer a solution, without embarrassing the parent, or apologize for your mistake. Ask the parent if you can help him or her further. If the parent is not satisfied with your answers, then determine how you may have failed, and explain the issue, thoroughly.

In some extreme cases, when a parent is so upset that, regardless of all your efforts, he or she is still acting disrespectfully, and without regard for your position and place, simply apologize for the mishap and suggest that it is perhaps best that they seek martial arts training elsewhere. Then, send a letter of dismissal, explaining the reasons for your decision. Include any refund, and wish the family well.

BRUCE HOJATI
ACADEMY OF KARATE
WEST HILLS, CA

"Nip It in the Bud, Quickly!"

Problem parents—that's a hard one, especially when they band together and gossip. Things then begin to escalate.

I have been running Red Sun Academy for approximately 20 years. Whenever a school owner works with more than a hundred students and their families for several years, the school owner will have the occasional troublemaker, regardless of the fairness of the school owner.

I've learned one strategy, and I've learned it the hard way...NIP IT IN THE BUD, QUICKLY! If a problem parent is running his or her mouth, then deal with it. Take him or her to

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lunch, and talk and listen. Make sure you explain yourself as fairly as you can. Try your hardest, and keep your composure, dignity and honor.

If reasoning doesn't help (and it often doesn't with some people), then refund the tuition and ask the family to leave after you have exhausted all your options. I have asked a lawyer, and you are under no obligation to continue to train the children of problem parents. If you allow them to stay, then they may very well poison your school.

AMY L. BENEVENTO
RED SUN ACADEMY
RALEIGH, NC

"What I can't accept is a rude, loudmouthed and pushy parent…"

During my more than 30 years as a school owner, there were only a couple of times that I had any problem with a parent. Most of those problems occurred at tournaments, where parents displayed attitudes and actions that probably made even the kids ashamed of them.

What I can't accept is a rude, loudmouthed and pushy parent who displays anger and bad sportsmanship, and makes a big scene at a tournament. It is always another person's fault, never "little Johnny's."

As a head referee, I had a simple way to address irate parents. If the match was in progress and a parent threw a tantrum, then I would tell him or her that if I heard one more word, I would disqualify his or her child. That usually did the job.

A couple of times, however, fathers wanted to fight the refs because they didn't like the refs' calls. Once, one of them yelled at me. I stopped the action while a gym full of people watched. I confronted the father and told him that if his kid weren't already ashamed of him, then he would definitely be when I knocked his father out.

DUANE ETHINGTON, ISS HOGAI,
AN AMERICAN JUJITSU
ROWLETT, TX

"[Tell parents that] it is important to learn how to handle disappointment."

A parent blamed the officials, the gym floor and everything, when his son lost at our State Taekwondo Championships. I told the parent that I have always tried to teach my daughter how to handle losing as well as winning. During my many years of competition, I learned more from the matches I lost than those I won. Since success is never guaranteed, it is important to learn how to handle disappointment.

BILL DEWART
ACADEMY OF TAE KWON DO
SAN FRANCISCO, CA

"MY SCHOOL IS A PLACE OF DISCIPLINE AND RESPECT…"

I expect the same behavior from both parents and students. During the introductory lesson and school tour, we explain the Black Belt attitude and how important it is to show respect. First, we control any "lobby talk" by assigning an instructor to the lobby to prevent any negative parents from poisoning other parents.

If a parent becomes a challenge, then we invite him or her to the office. I tell him or her that I don't believe in beating around the bush or in the "parent-is-always-right" concept. My school is a place of discipline and respect, and if parents don't comply, then I boot them from the school.

I've expelled more than a dozen students, due to their parents' behavior. All of this, of course, must be explained in your school rules. If you create a culture of respect and discipline, then there should be very few difficult parents. I've had parents warn other parents about lobby talk and leaning against the walls, for example. A culture of respect and discipline separates you from the local health club and gives you the edge, since most people are seeking discipline in their lives.

From the beginning, you have two options: to be known by parents as weak or to be respected and feared. I have heard many so-called industry leaders advise the "let-them-be-right" theory to win over parents.

I say take care of it from the start.

Have a strong, disciplined culture in place, and students and parents will walk into the school shouting, "Hello, sir, Hello, ma'am" and "Goodbye, sir, Goodbye, ma'am" when they leave. Parents will behave just like their children, confirming that respect, discipline and a little bit of fear never hurts.

PABLO J. ZAMORA
MASTERY MARTIAL ARTS
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Mike & Barbara Pace
Pace Institute of Karate

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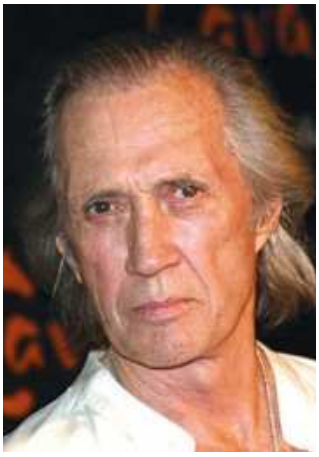
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Actor David Carradine Dies Under Mysterious Circumstances

BANGKOK, THAILAND—David Carradine, 72, best known for his roles in the *Kung Fu* television series and the *Kill Bill* movies, was found dead in his hotel room, June 3.

At press time, the actor's death was still under investigation by Bangkok officials because a maid discovered his naked body hanging by a rope in the closet, with another length of rope wrapped around his genitals.



David Carradine

A spokesperson for Carradine's wife, Annie Bierman, stated that Carradine exhibited no suicidal tendencies, while Chuck Binder, Carradine's manager, said the actor was very positive and upbeat about his career. In fact, Carradine was in Thailand to start working on a new movie, *Stretch*.

According to press reports, Binder also stated that he was unofficially informed that foul play was likely an element of Carradine's death.

Although Carradine never reached the mythical status of Bruce Lee, many martial arts professionals and students attribute Carradine's early 70s TV series as a major influence on their enthusiasm for martial arts.

The *Kung Fu* TV series is also recognized as contributing to the popularity of martial arts during the last 35 years, and, with the later *Karate Kid* movies, helped to drive the boom in schools and enrollments, during the 80s and 90s.

Carradine was the son of John Carradine, a famous character actor with a long career from the 1930s to the 1980s. Well-known actors, Keith and Robert Carradine, are half-brothers of David.

Born in 1936, Carradine worked on Broadway, and then had roles in many 1960 TV westerns, such as *Wagon Train* and *The Virginian*, before being given a starring role in a TV version of the movie, *Shane*.

All this led to Carradine becoming a cultural icon, as Kwai Chang Caine, the wandering monk in *Kung Fu*. Although Carradine has appeared in more than 200 movies, TV shows, videos and DVDs during his five decades of acting, his career spiked again as the villainous Bill in director Quentin Taratino's *Kill Bill: vol. 1* and *Kill Bill vol. 2*.

New President of Lithuania Is a Woman and a Black Belt

VILNIUS, LITHUANIA—There are many people who think the world becomes a better place when more of its leaders are women and Black Belts.

If that is true, then the world just scored a double because Dalia Grybauskaite, 53 and former European Union budget commissioner, was recently elected the first female president of the Baltic nation of Lithuania.

President-elect Grybauskaite is a former finance minister and known for her tough talk, which may be attributed to her Black Belt in Karate. As an independent candidate, she beat the major political party candidates with 68 percent of the vote.

Kung Fu Panda Franchise Continues to Grow

GLENDALE, CALIFORNIA—After generating more than $600 million in worldwide box office receipts, *Kung Fu Panda* has grown beyond a highly popular animated movie to become a multimedia property, with a live show and TV series being planned.



Angelina Jolie

A 26-episode TV show is scheduled to begin airing on the cable TV network, Nickelodeon, during 2010.

DreamWorks Animation stated in a recent press

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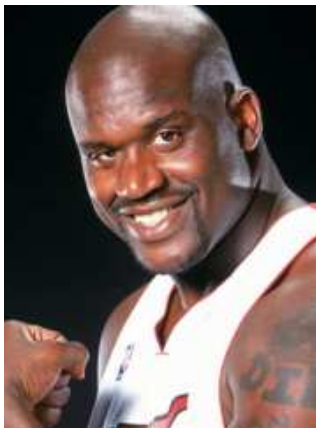
Bob Anderson • Double Action Martial Arts in Fernadale, WA

release that the live-arena show would be created in conjunction with Franco Dragone Entertainment Group. The live production will go on tour in 2011 to coincide with the June release of the movie sequel, *Kung Fu Panda II*.

The press release did not indicate whether the movie's many stars—Jack Black, Angelina Jolie, Jackie Chan, Lucy Liu and Dustin Hoffman—would be participating in the new projects.

Is Shaq the Latest Superstar Athlete Preparing for the MMA Ring?

ORLANDO, FLORIDA—Although Shaquille O'Neal, the 7-foot-2 center of the NBA Phoenix Suns, still has a legendary, hall-of-fame basketball career to complete, he has reportedly been training during the off-season at Jonathan Burke's Gracie Gym in Orlando.



Shaquille O'Neal

According to Burke, O'Neal is learning MMA, boxing, jiu-jitsu, Muay Thai and wrestling, and shows a very high level of understanding and talent, which has led to speculation that O'Neal may put those skills to the test as a MMA competitor.

When you combine his training and warning to Chuck Liddell, former UFC champ, that O'Neal might come looking for him, then it sounds like the Diesel is serious about throwing his size around another sport.

O'Neal should be careful, however, because not all athletes from other sports have succeeded as MMA fighters; in fact, former baseball star Jose Canseco is the latest victim, having recently lost his first MMA bout.

Teen Student Escapes Kidnap-Attempt with Anti-Abduction Skills

SAN LEANDRO, CALIFORNIA—Devin Ervin, 14 and a student at Ron Esteller Martial Arts, was able to avoid being kidnapped on his way home at night, when he used the skills he learned from Esteller's anti-abduction strategies and techniques program, "Survey, Avoid, Flee, Engage" (SAFE).

According to the boy, he was on his skateboard, and had passed a homeless man, when another man waved at him and asked Ervin to give the homeless man a $5 bill.

Ervin probably should have remembered two primary anti-abduction lessons—keep moving and don't allow strangers to come within an arm's reach—but when he took the money to the homeless man, the other man grabbed Ervin and tried to pull him into a black van parked in a nearby lot.

Ervin said he acted quickly and escaped by twisting and turning in the opposite direction of the man's hands, and he then ran home.

Shinichi Suzuki, Aikido Pioneer and Legend, Dies at 92



Shinichi Suzuki

WAILUKU, HAWAII—Shinichi Suzuki, 92, recently died at Maui Memorial Medical Center. He was one of only four people in the world to hold the rank of 9th-Degree Black Belt in ki-aikido.

Suzuki was considered a pioneer of Aikido in the west, having introduced it to the United States during the 1950s, where he became its highest-regarded teacher.

He was also a 32-year veteran of the Maui Police Department, and trained many police recruits in self-defense methods.

New Vision of Classic Sherlock Holmes Movie Features Fighting Arts

HOLLYWOOD, CALIFORNIA—Few people would think there is a connection between the classic sleuth Sherlock Holmes and his associate, Dr. Watson, and the martial arts; but a new film, scheduled for a Christmas Day 2009 release, starring Robert Downey, Jr. and Jude Law, features various bare-fisted boxing, sword-fighting and martial arts skills, used to capture criminals.

Although the plot and place is still Victorian England, with plenty of "elementary thinking," sleuthing and disguises, Downey, as Holmes, displays bartitsu skills, which is a form of Japanese street fighting, using walking sticks, bowler hats and choke holds to put culprits to sleep.

According to press reports, Law discovered, during his homework for his role, that Arthur Conan Doyle, the author of the Sherlock Holmes stories, gave Holmes and Watson

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aggressive physical techniques to subdue their criminal and evil genius antagonists. Doyle specifically wrote martial arts into the story, *The Adventure of the Empty House*.

As a big Holmes fan since his childhood, director Guy Ritchie's added that little known fact to create his new vision of Sherlock Holmes, being both true to the author's original characters and expanding the traditional portrayals of Holmes and Watson in many movies and TV shows, since the 1930s.

According to Ritchie, his film simply reveals the details that Doyle implied in his general descriptions of Holmes and Watson's fighting arts, giving the movie more action and appeal for modern audiences.

Taekwondo Recognized for Improvements as Olympic Sport

LAUSANNE, SWITZERLAND—During recent ceremonies to open a newly expanded office for the World Taekwondo Federation in Lausanne, Jacques Rogge, president of the International Olympic Committee, said that Taekwondo, a Korean martial art, has significantly progressed as an Olympic sport, since its introduction at the 2000 Sydney Olympics.

Many prominent sports professionals attended the event, including Choue Chung-won, president of the World Taekwondo Federation, where they heard Rogge say that Taekwondo Olympic competition now highlights the modern and powerful aspects of the sport.

Enter the Dragon's Mr. Han Actor Dies at 96

HONG KONG, CHINA—Shek Kin, a pioneering martial arts action star, recently died at the age of 96. He was best known in the west for his portrayal of Mr. Han, the lead villain, in *Enter the Dragon*, the classic Bruce Lee film.



Shek Kin

Shek, considered a living treasure of the Hong Kong film industry, was a member of the first generation of martial arts actors, which also include Walter Cho, Kwan Tak-hing and Yu So-chow.

With a career of more than 50 years, Shek received training in several northern Kung Fu disciplines instead of Chinese opera, which was the foundation of many of his peers. He first appeared in Cantonese-language martial arts films during the late 1940s.

Shek honed his villainous chops, prior to *Enter the Dragon*, as the major bad guy in the long-running Wong Fei Hung film series.

Shek continued to work into the 1990s. His later work included a comedic supporting role opposite Jackie Chan in *The Young Master*.

Five-Year-Old Indian Girl Is World's Youngest-Ever Female Black Belt

ALLAPPUZHA, INDIA—Varsha Vinod started her martial arts training at the age of two and, during the next three years, trained two-and-half-hours a day at KoInChi Academy of Martial Arts. After thousands of hours of training, she learned 15 katas of Karate and can demonstrate exceptional skills in that style as well as a mastery of the yawara stick and the nunchucks.

All that effort has led to earning her Black Belt at the age of five, becoming the youngest female ever to receive that prestigious honor. It is such an amazing accomplishment that the belt ceremony took place in front of a crowd of thousands, and officials of the state of Kerala, where Allappuzha is located, presented her with her belt.

Vinod stated that she wanted to continue her training and become a doctor.

Martial Arts Version of *Kono Magazine* Suspended

SCOTTSDALE, ARIZONA—In a statement from Napoleon Smith, CEO, of *Kono Magazine*, it was announced that the martial arts version of the magazine is suspending publication until an industry sponsor/partner can be found.

The company is also offering a refund or credit to its customers. More information is available at customer service@konomag.com.

Two Russian Girls Have Hard-Hitting Surprise for Attacker

ULYANOVSK, RUSSIA—When Aleksey Krupnov, 31, followed two 13-year-old girls into an elevator recently, and attacked them, he obviously planned to repeat the same crime, child sexual abuse, for which he was earlier sent to prison.

Instead, Krupnov discovered he had made a poor choice of victims, since the two girls were experienced Taekwondo students. They quickly applied their self-defense skills to resist Krupnov, who was then arrested by police after he fled the scene. **MAP**

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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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A Multi-School Chain May Be Your Key to Success

NAPMA CEO Stephen Oliver's special bonus session at the 2009 Martial Arts SuperShow may be history, but you can still create an amazing history for yourself as a multi-school owner.

"Recessions will occur again, so multi-school school owners that can serve a larger geographic market and target upscale prospects are less likely to see decreases in enrollments, upgrades and retention and interruptions in their cash flow and profitability, regardless of the current status of the general economy," said Oliver.



Stephen Oliver

Grand Master Oliver explained these concepts and others during his seminar: developing the entrepreneur's mindset necessary to manage a multi-school operation; why you need a mastermind group to support your growth; why rapid expansion is better than a slow, over-thought approach; and how to find and train the staff members who can use your systems efficiently and effectively, without micro-management.

You can learn many of the same insiders' secrets that Grand Master Oliver shared with his SuperShow audience and discover what is probably the greatest multi-school opportunity in the industry today, and that is to become a Mile High Karate Regional Developer. There is only one opportunity, however, in your area, so don't wait another minute to register for the special Webinar at MileHighRegion.com.

Learn How Kyoshi Steve LaVallee Develops Great Black Belt Students at the 2009 NAPMA Extreme Success Academy

This year's Extreme Success Academy is seriously focused on one primary goal, and that is to help you create an excellent student-service model or system. This is one of the keys to guiding your school business through the tail end of this recession, and then adapting to a very different economic climate than the one of the last decade.



Steve LaVallee

The winners will be the school owners who invest in their business education and attend the most beneficial educational events, such as the NAPMA Extreme Success Academy, and learning from top school owners, such as Kyoshi Steve LaVallee.

Kyoshi LaVallee is one of the industry's legendary competitors and entrepreneurs, currently with a chain of 11 schools in Florida and New York, serving more than 2,000 students.

That record makes him highly qualified to teach you the quality-control standards he has used for years to develop very accomplished Black Belts. His purpose is more than providing opportunities for your students to excel as Black Belts, which is important. He wants to show you how and why this creates a unique environment at your school that will contribute greatly to achieving your enrollment, upgrade, retention and student-quality goals.

Kyoshi LaVallee also knows the secrets to accelerate staff training, so your staff members are much more integrated into this system of fostering top Black Belts. When your staff members develop the skills to take responsibility for giving your students more ways to excel, then your staff members advance their careers as they advance the mission of your school.

Reserve your seat (and seats for every member of your staff) for this must-attend session and all the many other learning opportunities at the 2009 NAPMA Extreme Success Academy at **ExtremeSuccessAcademy.com**.

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

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Rick Bell Knows This Industry:

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

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

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

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

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Discover Your One Good Idea as a Member of the *Martial Arts Professional* Online Community

The *Martial Arts Professional* Online community continues to grow as a leading resource for hundreds of school owners, instructors and industry professionals—and you can join right now absolutely free.

This is a serious online community, whose members are focused on sharing ideas and information that will help each other grow. The next big idea that could take your school to the top may be just waiting for you to take the few minutes to join and become a regular contributor.

Just think of the impact a great idea could have on your school and how you could help other schools. That's giving back on a mass scale that costs you nothing and requires very little of your time.

Art Mason, a school owner in Windsor, Ontario, Canada, where he teaches Hapkido and Kyusho Jitsu, recently wrote about how to retain and motivate adult students on his *Martial Arts Professional* community blog. He received a response from Keith Moore, who teaches Shito-Ryu Karate and many other styles in West Palm Beach, Florida.

"I think one of the greatest challenges that faces any martial art school owner is retaining and motivating adult students, especially at the Black Belt level. Approximately five or six years ago, I discover a way to overcome this problem.

"How do you motive adults to keep training, become Black Belts and want to teach classes? You need an amazing and continuously growing curriculum! Without it, you are dead!

"Kyusho Jitsu is a non-intrusive art that you can start to add to your existing root art. It will make the techniques you do much more effective. It will teach you how to break down your kata to make it more enjoyable to teach, as well as learn!"

Keith Moore's response:

"I couldn't agree more, and I find the same idea works for junior students too. That's why I decided long ago to learn Jui-Jitsu and Aikido, so I could eventually teach my students, both kids and adults, more than just kicking and punching.

"I must say, however, that, in my opinion, Karate is a much-needed base for training, or whatever your base training is. Supplementing it is a smart idea for you, your students and your dojo's overall future."

This free exchange of ideas is why you should join the *Martial Arts Professional* online community—it's free, it's fun and it can be highly beneficial for your school. Join today at **MartialArtsProfessional.com**.

Three-Month Planning Calendar Is Latest Big NAPMA Member Benefit

All benefits of a NAPMA Maximum Impact membership are big because they help members focus on the four primary success drivers of every martial arts school: enrollments, upgrades, retention and student quality.

Now, big and beneficial take on a whole new meaning with the creation of the NAPMA Three-Month School Planning Calendar. The only word to describe it is "giant," at 16.5" x 39.5," but it's the "giant" view it provides you and your staff of the next three months of growing your school with NAPMA that makes it so valuable.

As soon as you open this planning calendar and display it on a wall in your office, you and your staff members will be amazed at its many tips, hints and resources.

There are prompts for every week that direct you to classroom content that you can download from the new NAPMA Virtual Classroom as well as other online resources to improve every system at your school and make your students' learning experiences more exciting.

Each monthly calendar includes specific actions you can take to advance the mission of your school, with the business-building materials in both monthly Maximum Impact packages, including marketing campaigns, press releases, etc.

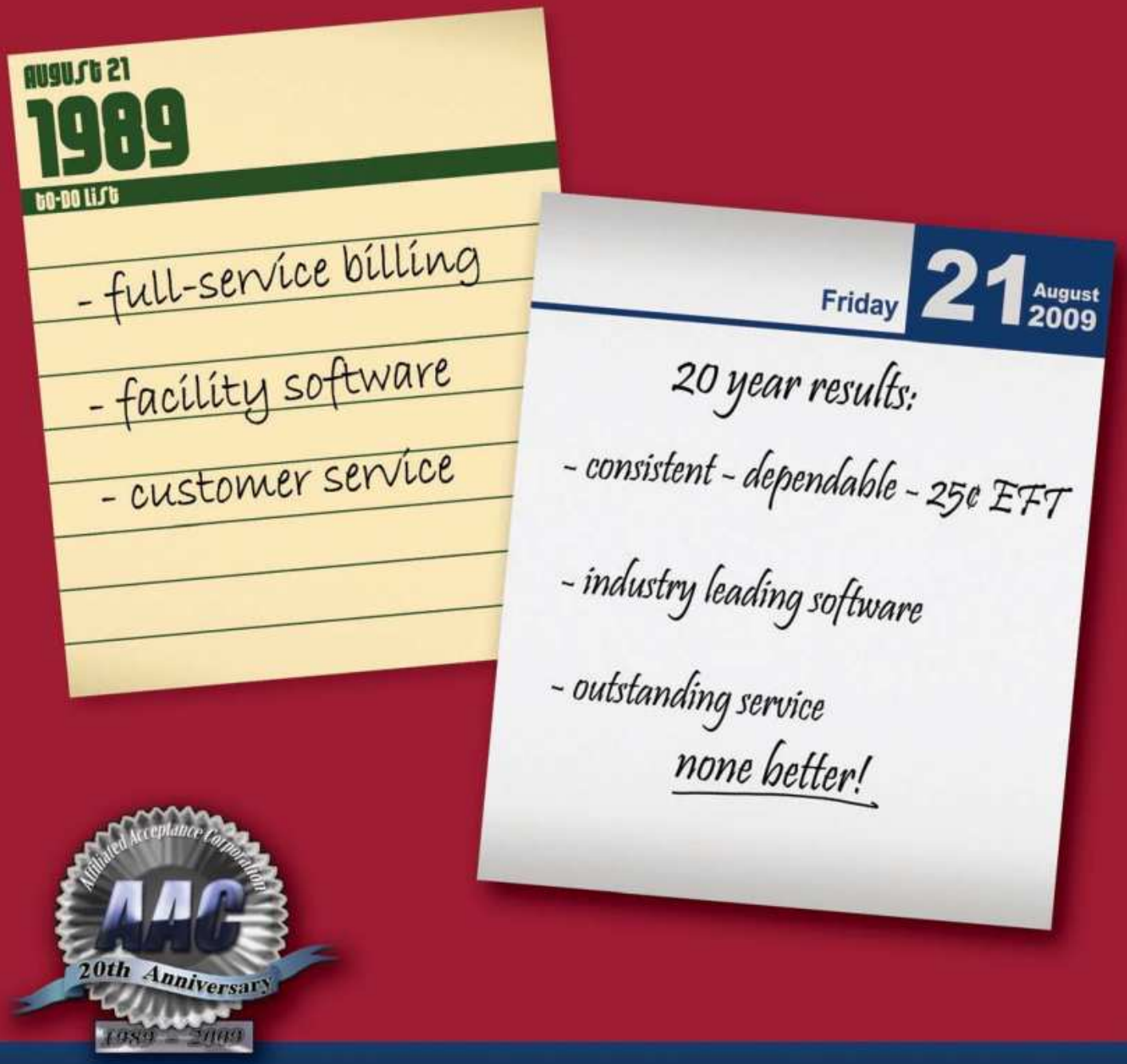
You'll also find all the important NAPMA teleconferences for various membership levels, with Stephen Oliver, NAPMA CEO; Toby Milroy, NAPMA COO; Lee Milteer, NAPMA Success Coach; and many special guests.

Use the mini-"Next Week's Stats" charts to establish your weekly goals for leads, enrollments and upgrades, and then enter your results. This is not only an important operational tool, but also it helps your staff to track your school's stats, which leads to them becoming more responsible for those numbers and focusing on what they can do to improve them.

There is also plenty of room on the NAPMA Three-Month School Planning Calendar to enter specific tasks and goals for your school and staff.

This kind of long-term planning is still a challenge for many school owners. If you're one of them, then this single NAPMA-member tool could make all the difference to your future success.

The NAPMA Three-Month School Planning Calendar is included as part of your bonus package when you become a NAPMA Maximum Impact member at **NAPMAFreeOffer.com**.MAP



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Mark Graden interviews Raymond Daniel, Point Karate and WCL Champion at the 2009 U.S. Open for the NAPMA Innovations DVD.



SEE MARK GRADEN AT THE EXTREME SUCCESS ACADEMY

Creating Success Tools for Your School

For a martial artist who has spent plenty of time in the ring as a national and world kickboxing champion and who has shared the spotlight with the likes of Joe Lewis, Jeff Smith and other legends and champions from around the world, Mark Graden is most likely to be found, behind the scenes, creating business-building and curriculum content that drives the success of all NAPMA-member schools.

During NAPMA's first 15 years, Mark has made a major contribution not only to NAPMA, but also to the thousands of instructors and schools and hundreds of thousands of students who have benefited from the videos, interview programs and other materials he has created and produced—and continues to create, as NAPMA's director of martial arts curriculum.

Mark holds a 4th-Degree in American Taekwondo, and was promoted to 6th-Degree in American Kickboxing by Joe Lewis in 2007. That training prepared him for a long competitive career that culminated in winning the WAKOPro Light-Contact Kickboxing Super-Heavyweight World Championship title in 2006.

For his outstanding fight record, Mark was honored as the 2005 and 2006 Pound-for-Pound Fighter of the Year by the board of directors of Joe Lewis Fighting Systems, Inc.

Contrary to the popular myth, however, martial arts champions are not solely focused on perfecting their physical techniques. Virtually all of them are dynamic individuals, with multi-dimensional lives filled with passions and skills that both transcend the martial arts and complement them.

That is why Mark will host a seminar at the 2009 NAPMA Extreme Success Academy—October 9–11 in San Antonio, Texas—not to tout his kicking system (which is very effective in its own right), but to share his unparalleled knowledge and experience with martial arts videos and help you improve your use of video, as a multi-functional and highly beneficial tool for your school.

> "Documenting the positive experiences of your current students and their parents… are some of the most valuable uses for video and other media."

Of course, you must attend the Extreme Success Academy to learn his secrets of creating "selling-without-selling" video content, so register you and your staff today at **ExtremeSuccessAcademy.com**!



Mark Graden, on the occasion of his promotion to 6th-Degree Black Belt, talks with Olando "the Warrior" Rivera, left, his training partner and former World Champion, and Joe Lewis, right, Graden's martial arts mentor and former World Champion.

Video as a "Selling-Without-Selling" Tool

Behind the scenes is also typically where you would have found Mark at NAPMA's past World Conferences and NAPMA's newest events, the Extreme Success Academy and Quantum Leap; however, he will be found in front of an audience of ambitious school owners at the 2009 Extreme Success Academy.

Although his seminar will reveal techniques that will help you create (or direct a video producer to create) quality video programs for your school, the important concepts Mark will share are more about how to use those programs as powerful marketing and sales tools.

"School owners and instructors' resistance to 'selling' has been well documented in *Martial Arts Professional* Magazine articles and NAPMA staff development materials and seminars. Creating and distributing DVDs and Web videos as well as audio programs with the right content and messages can reduce, or virtually eliminate, sales stress and, in a very real way, do the selling for you," Graden said.

Stephen Oliver, NAPMA CEO, and other top school owners have proven the value of using audio and video presentations, with social proof or testimonials that promote the many benefits of martial arts training, and training at their schools.

"Documenting the positive experiences of your current students and their parents: what problems they wanted martial arts training to solve, how quickly parents saw improvements in their children's behavior and academics, why they renewed and/or upgraded to an advanced program, etc. are some of the most valuable uses for video and other media to grow your school.

"You'll benefit from one of the most powerful techniques to maximize enrollments, retention and upgrades: Prospects and their parents listening to and/or viewing



Mark Graden lands a kick to Darren Avilas during Graden's world title fight at the Ocean State Grand Nationals in 2006.

those social-proof videos or audio programs. Often, prospects will sell themselves, especially when you've properly planned and produced your video content.

"Providing your program director with video and CD audio tools to aid the sales process can ensure that he presents the benefits in a complete manner, and avoid inevitable miscues and unclear communication about the value of your program," said Graden.

During his Extreme Success Academy seminar, Mark will also explain why multi-media presentations are also great content for your school Web site: marketing messages; special offers; training tips for students; a video newsletter about events at your school; coverage of those events as well as belt graduations, tournaments and demonstrations; etc.

This inevitably leads to the question as to whether you should shoot, edit and produce your audio and video content or hire professionals to create those materials.

The answer, as Mark will reveal, is much the same as your marketing program and Web site. If you have the time and inclination to learn the technical knowledge of audio and video production, then you can create some of this content yourself, especially the coverage of school events.

In most cases, it may be a smarter choice to invest in the help of professionals to produce marketing and/or social-proof media content because the quality of the production will add significantly to the credibility of your messages.

"The digital revolution has affected the TV and video production industry more than any other. The "democratization" of video means anyone who is so inclined can create videos that rival the quality of broadcast for very little or no investment. This makes significant projects possible that, in the past, were cost prohibitive, and can lead to big results for your school," Graden added.

These are just a few of the concepts and ideas that Mark is eager to share with you at the 2009 NAPMA Extreme Success Academy—and proof that this is the one industry event you cannot miss. Remember, 80% of success is showing up! Start with a visit to ExtremeSuccessAcademy.com.

Two Parallel and Complementary Careers

Mark's first passion, as a young teen, was the martial arts. He started training during 1976, under Walt Bone in Largo, Florida. Bone, who tragically died in a plane crash in 1982, was a student of Alan Steen, who was a student of Grand Master Jhoon Rhee.

Coincidentally, Mark was being trained in the same style, with the same skills, that Oliver and Smith learned from and taught for Rhee, long before they would find themselves working closely together at NAPMA.

Early in his training, Mark was recognized as an outstanding kicker, which led to the opportunity to start teaching as a Blue Belt, at the age of 12.



Former World Champion Bill "Superfoot" Wallace, right, awards Mark Graden his belt.

When Mark's brother, Jim, opened a school in Largo during 1981, Mark taught there as well as at Bone's schools.

> "Creating and distributing DVDs and Web videos as well as audio programs…can…do the selling for you."

Mark also helped his brother, John, open his USA Karate School in 1986.

As he became more widely known for his kicking skills, Mark was invited to join the U.S. Karate demonstration team, which performed hundreds of high-profile demonstrations during the late 80s/early 90s, with a star-studded group of teammates that included Gary Daniels, a current martial arts film star; Kim Cox, who was a prominent Disney performer (having portrayed Mickey Mouse for years); Kathy Marlor, World Open Taekwondo Champion; and John Graden, NAPMA founder, who was the team leader.

By the mid-80s, Mark had also developed a passion for television and video production, just when the burgeoning cable TV industry was providing many career opportunities for young producers.

Mark was producing *U.S. Karate* by 1988, which aired in the Tampa Bay area twice a week for 10 years, as a promotional vehicle for John's school.

That TV program brought Mark two Cable Ace Award nominations, and four in total for his production excellence.



Mark Graden joins with long time training buddies: from left, Mike Allen, Director of Joe Lewis Fighting Systems, Ed Dominguez, and Ciro Dominguez, far right.

He won the Beacon Award from the Cable Industry Public Affairs Association for TV programming with local high school students.

Understandably, Mark was focused on advancing his TV career, but also didn't want to lose sight of his kickboxing goals. Although he didn't know it at the time, his close association with Joe Lewis would rekindle his competitive spirit.

Lewis moved to the Tampa Bay area during 1984, and Mark was exposed to the champion's fighting style and philosophy at seminars and training sessions—as he continues to be today.

Mark fought in and won the first WAKO national championship in 1989, as a light-contact competitor, and was the first to represent the U.S., as a super-heavyweight light-contact fighter, on the team that won the 1990 WAKO World Championships in Venice, Italy. He was also a member of the 1993 WAKO USA team, winning the national championship again that year.

When John Graden founded NAPMA in 1994, Mark had already been working with him for years on the *USA Karate* TV show as well as the precursor of NAPMA, the Black Belt Management Video Series. it was only natural for Mark to join his brother and contribute his more than 10 years of video production experience and nearly 20 years of martial arts experience to help fulfill NAPMA's mission.

Mark's primary job was to produce the long-running Professional Skills Workshop, which comprises the bulk of the NAPMA Video Training Library (with nearly 500 segments). During September 2004, Mark created the *NAPMA Innovations DVD*, which has added approximately another 300 segments to the NAPMA archives.

Mark also created and produced the popular NAPMA *Sounds of Success CD* during 2001. It has become a leading member resource to learn, adapt and apply the success principles of leaders inside and outside the industry.

The *Sounds of Success CD* has presented NAPMA interviews with Zig Ziglar, Tony Robbins, Brian Tracy, Jackie Chan, Joe Lewis, Billy Blanks, Kathy Long and more than one hundred others, plus hours of audio seminars from many of the top school owners in the industry, revealing the secrets of their success.

Mark has also produced documentary videos of each of the NAPMA Lifetime Achievement Award winners: Joe Lewis, Jhoon Rhee, Fumio Demera, Ed Parker, Sr., Ernie Reyes, Sr., Tony Robbins and Jeff Smith.

Light-contact kickboxing was first included in the U.S. Open in 1997. Mark entered and won the first Open championship that year, and again in 1998 and 2002. He also lost a close-fought bout for the WAKOPro World Championship, World Champion Michael Kruckenhauser, in Worgl, Austria in 2002.

In preparation for this bout, Graden was trained daily by Joe Lewis. This experience accelerated Graden's competitive career.

Mark brought home a bronze medal from the WAKO World Championship in Szeged, Hungary in 2005, and achieved a 16-year goal by winning the WAKOPro World Championship title in 2006 at age 41.

As he was accomplishing that lofty goal, Mark was also focused on creating NAPMA content that was more relevant to the explosion of public interest in the martial arts.

When Mixed Martial Arts first gained prominence and popularity as an entertainment fighting style, Mark asked Terry Riggs, a longtime NAPMA member, to help him launch the NAPMA Edge MMA Program.

Riggs operates a school in Ontario, Canada, where he teaches approximately 400 MMA students; and Mark had previously worked with Terry and UFC Champion Carlos Newton to develop the NAPMA Children's Grappling Program.

"My many years of working with the greatest martial arts minds is a major reason I'm able to find, and even create, when necessary, the best possible content to excite students, improve staff performance and help more school owners succeed," said Graden.

"Very few people in the world have had the opportunities I've had to learn from an incredibly broad selection of masters from every conceivable martial arts style and sport," Graden added. "I'm a lucky man."

Mark was still attracted to the ring, and in early 2008 became a member of the St. Louis Enforcers of Chuck Norris' World Combat League.

Today, Mark's martial arts career is focused on developing martial artists as well as future fighters and champions, at Mark Graden Martial Arts.

Mark's latest NAPMA project is the development of what has been tentatively titled, The NAPMA Core Competencies Curriculum. Much like the curriculum in a martial arts school, this multi-year program will present the fundamental business-building concepts that will drive NAPMA members to amazing records in enrollments, upgrades, retention, student quality—and profitability.

Your opportunity to learn from and network with Mark Graden and other martial arts professionals with the experience, skills and success record to help you grow your school should never be overlooked—which is why the only place you should be during the second weekend of October is the 2009 NAPMA Extreme Success Academy. Register you and your staff today, and learn how to qualify for great discounts, at **Extreme SuccessAcademy.com**. MAP



Take Bold Action to Rise Above the Recession!

Learn the amazing recession-busting secrets of top school owners and pros at the 2009 NAPMA Extreme Success Academy

You won't find broad strokes and generalities at this year's NAPMA Extreme Success Academy. Instead, every speaker, seminar and special business education session will be narrowly focused on the specifc actions you must take to combat the recession, and then create more success, as the new economy emerges, for you and your students and staff than ever before.

Make no mistake about it—there will be a totally new economic paradigm that will require a totally different mindset and systems and tools to attract highly qualified prospects, and enroll, retain and upgrade more of them. Just as the old economy is out, so are the ways you've been marketing your school and serving your students.

The one underlying theme of the 2009 NAPMA Extreme Success Academy is to help you create an excellent student-service environment in your school: One that excites students and generates so much enthusiasm that they wouldn't think of quitting; one that satisfies parents that their children are changing for the better as you promised, and they wouldn't think of allowing their children to quit either; and one that provides your staff with the training and opportunities to help you create that environment and realize their career goals.



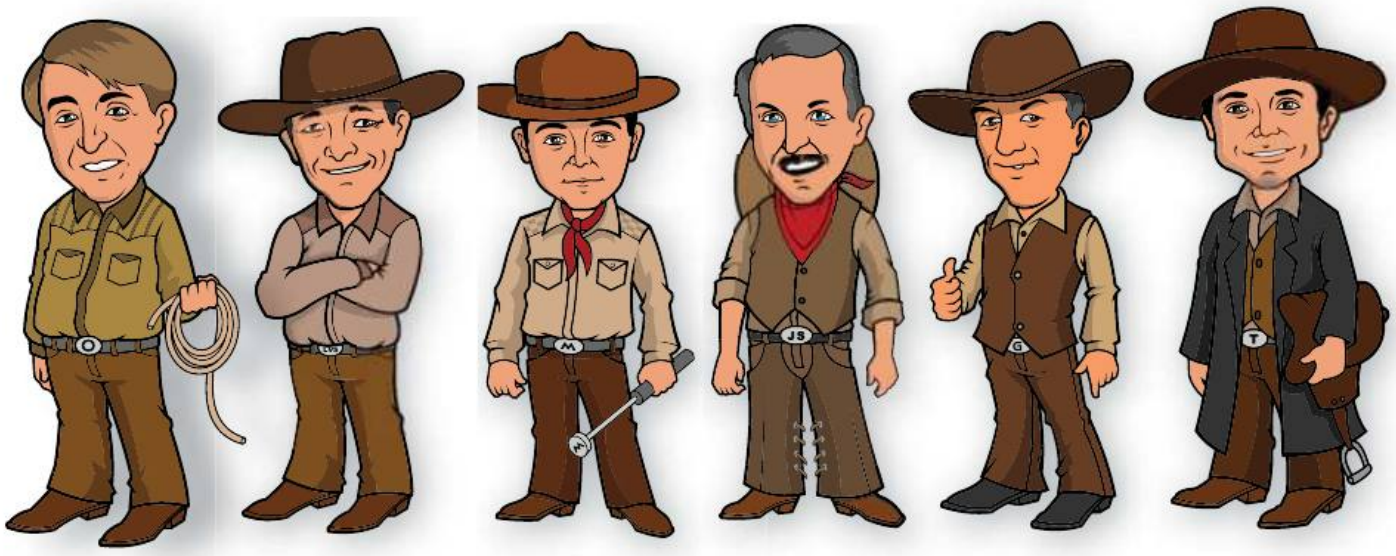
Because the secrets that will be revealed at the Academy are so important first, to the survival of your school, and second, to the accelerated growth of your school, NAPMA is offering huge discounts to members. That makes this the perfect time to learn the systems, strategies and tools at the Academy that you'll need to bust the recession in your market, and then receive those strategies and tools every month as a NAPMA Maximum Impact member.

Visit **ExtremeSuccessAcademy.com**, where you can register for the event and join NAPMA within minutes—and receive a tremendous bonus package!

Special Bonus Session with Stephen Oliver, NAPMA CEO

Stephen Oliver, the Mile High Maverick, will share his most closely guarded secrets: the tactics and systems that helped him lead his chain of highly successful schools through deep recessions of the past. In fact, those schools set new records, as the competition crumbled around him. He'll reveal the proven systems that you need to learn and implement at your school to emerge from this economic "shake-up" stronger than before.

What you'll learn during this bonus session is worth many times more than the cost of attending. Take home



the low- and no-cost marketing strategies that are guaranteed to create a reliable flow of new students, while protecting your bank account.

It's time you were "fishing in the right pond." Grand Master Oliver will present the advanced strategies to market to the "right" prospects. Not only those that can afford to train at a high quality school, but also, frankly, refuse to settle for cheap services, and demand premium services. These are the kind of clients that negotiate and complain less, refer more, behave better and support you.

Featured Speakers to Lead You Toward Success

School Systems Guaranteed to Create "Make-You-Proud" Black Belts, with Kyoshi Steve LaVallee

Kyoshi Steve LaVallee is founder and the chief master instructor of the #1 USA Black Belt Schools, which serve more than 2,000 students at 11 schools in Florida and New York. A pioneer of the modern martial arts industry, Kyoshi has enjoyed more than thirty-five years as a martial artist, athlete and teacher. A former top-ranked competitor in forms, fighting and weapons, Kyoshi was honored with the Triple Crown Award by *Karate Illustrated Magazine* and has been named Man of the Year five times by the International Martial Arts Association.

Kyoshi LaVallee's quality control standards are legendary, so you can rely on his no-holds-barred session to outline the keys that will guarantee you can create great quality Black Belts. He'll also explain how to avoid watering down your system or curriculum.

Free and Simple Internet Marketing Techniques Guaranteed to Drive Paying Students to Your School, with Toby Milroy, NAPMA COO

As one of the industry's most knowledgeable Internet nerds, Toby Milroy will share the insiders' marketing strategies that are flooding schools with new students across the country. There has never been a stronger demand for the martial arts product, but, with economic challenges and a more competitive marketplace, you must become a much more sophisticated marketer.

The growing sophistication of the Internet as a marketing media can give you a dramatic, competitive advantage in new student acquisition at an extremely low cost. During this "plain-English" session, Toby will help you discover how to utilize this powerful medium to attract more highly qualified prospects.

Teaching Techniques that Create High Quality Students Who Will Want to Upgrade, with Grand Master Jeff Smith

Jeff Smith is a 9th-Degree Black Belt Master in Taekwondo, seven-time World Light-Heavyweight Karate Champion, director of instruction for Mile High Karate and a NAPMA consultant and contributor.

He is also a member of the Black Belt Hall of Fame, the first recipient of the Bruce Lee Award and listed in *Who's Who of Martial Arts*. He has devoted more than 40 years

See **ESA**, *Continued on page 75*

Join with NAPMA and a School Supply Drive



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- NAPMA School Supply Drive
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- Help Underprivileged Students
- Convenient Online Ordering
- Free Shipping
- Visit www.NAPMA.com

EZSchoolSupplies.com, NAPMA and **Martial Arts Professional Magazine** have combined forces in a national school supply drive. The drive will supply underprivileged students in your area with the basic school supplies these children desperately need. The drive will also help your Martial Arts School build a valuable relationship with the local community and Elementary Schools.

EZSchoolSupplies.com in that helps EVERYBODY!



Every year the responsibility of families to provide school supplies for their children is becoming increasingly difficult. With budget cuts and the struggling economy, parents are being asked to provide not only school supplies for their children, but also supplies for the teachers. Please help us ease this burden and have your Martial Arts School participate in our school supply drive.

EZSchoolSupplies.com, **NAPMA** and thousands of Martial Art Schools across the county are teaming up to spread the word about this unique school supply drive. Our goal is to provide thousands of children with essential school supplies, giving them the resources needed to continue in their education.

EZSchoolSupplies.com is a unique online organization dedicated to helping schools and children all over the world. Now, with their help, it is easier than ever to provide supplies to underprivileged students in your area. Martial Art Schools throughout the United States can now interact with local businesses and schools in their community to raise attention for the school supply drive. Your organization can send flyers and contact local businesses in the community to help with our cause. **EZSchoolSupplies.com** will also create flyers and marketing materials for your Martial Art School to help spread the word.



This is a very **EZ** process! Any Martial Arts School can reach out to inform their community about the school supply drive. **EZSchoolSupplies.com** provides free shipping, easy online ordering and will conveniently deliver all orders to the schools. Each student will receive their own box of supplies that will be complete with the necessary supplies for a school year.There are three packs available to order ranging from $10.00 to $20.00. Once a Martial Arts School has notified their community to participate in the school supply drive, any organization or individual who wants to make a donation can simply go to the **NAPMA** website (**www.NAPMA.com**) and easily place their order.



NAPMA is a strong contributor to education. Martial Arts in general provide children with the resources and skills to lead a confident and quality life. This philosophy is a perfect fit with **EZSchoolSupplies.com**. We believe that education is the key to building tomorrow's world. For your Martial Art School to get involved simply visit **www.NAPMA.com**. This will provide you with all of the information you need and show you how easy it is to participate.

EZSchoolSupplies.com is proud to be partnered with the martial arts world would like to thank **NAPMA**, **Martial Arts Professional Magazine** and **Mile High Karate** for recognizing the importance of education. **Mile High Karate** has had a long affiliation with **EZSchoolSupplies.com**, understanding that martial arts and education are instrumental in giving children the skills and resources to lead a successful life.

School Owners visit
www.NAPMA.com/SchoolSupplies
for a **FREE** Bonus package from **NAPMA** and **EZSchoolSupplies**!

NAPMA
National Association of Professional Martial Artists

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Help Support Our School Supply Drive!

The Martial Arts Classroom Comes of Age!

Many grizzled martial arts veterans could tell gruesome stories about the "old days" of their early training, when no-nonsense instructors used hard-core teaching techniques in dark, dank and dungeon-like rooms.

Eventually, martial arts training started to became a positive, uplifting and character building experience, as schools proliferated in the West and student bodies transitioned from adults to a majority of children.

Innovators, such as Grand Masters Jhoon Rhee, Stephen Oliver and Jeff Smith, then developed an entrepreneurial mindset specifically for school owners and operational systems that provide schools with the structure to be growing, profitable businesses.

That trend led to the evolution of a more modern school curriculum—and especially for children—because higher levels of business growth required a very beneficial learning experience that could be successfully marketed to children and their parents.

Now, NAPMA members have a new curriculum resource for the digital age—the NAPMA Virtual Classroom.

NAPMA members can visit this very useful section of the members-only Web site to find lesson contents that not only energize their classrooms and maximize student enthusiasm, but also serve as "selling-from-the-floor" tools—building retention, driving upgrades and improving student quality and staff performance.

Character Development: The Core of the Modern Martial Arts School Curriculum

You've heard and read it many times, and often in the pages of *Martial Arts Professional*: The primary benefit of martial arts training for children is character development, not whether they can kick and punch like the old masters.

Character development is a major advantage, when you market your school as the perfect partner of academic schools and your school's benefits against alternative activities for children: soccer, football, baseball, dance, gymnastics, etc.

Many of those activities certainly provide character development experiences, but typically as by-products of participation, not as planned and regular character development lessons that martial arts students receive.

For many years, NAPMA has included the Words of the Week character development lessons in every monthly member package. Each Words of the Week Report includes four lessons, one for each week of the month.

Each month's four lessons are focused on one character development concept, such as confidence, self-discovery, consequences, achievement and adversity. Each lesson is also written in two versions, for adult and juvenile audiences.

With the Virtual Classroom, NAPMA members can download each weekly lesson in advance and meet and discuss the contents with their staff members, so they can present outstanding character development lessons week after week. More importantly, the constancy of these lessons can quickly result in parents observing positive changes in their children's behavior, which has a direct bearing on retention and upgrades.

Create More Classroom Excitement and Enthusiasm with More Diverse Content

Undoubtedly, your martial arts curriculum is based on a specific style, as virtually all are, but nothing generates more excitement and enthusiasm among your students to

return to class again and again than the opportunity to learn a move or technique that is not part of your standard curriculum.

You'd be hard pressed to find a greater and more diverse archive of video classroom segments than available from NAPMA, and now it's a part of the new Virtual Classroom.

It's not that your students don't benefit greatly from your style and its techniques, but what keeps them focused and interested is occasionally being surprised with an advanced technique from your style, a complementary technique from another style that expands their skills, and out-of-the-box techniques that just make their classroom experience more rewarding and unique.

As a NAPMA member, you'll have access to the Virtual Classroom's tremendous selection of NAPMA video training sessions conducted by some of the greatest teachers in the industry, presenting an amazing diversity of styles as well as classroom management tips.

The Virtual Classroom's advanced online system automatically updates the video choices regularly, so you can find something new every week, month or quarter to give your students a special training treat that will motivate them to return for more.

Being able to select the NAPMA training videos that work best at your school—and in advance—means you can also use them to upgrade and/or expand your instructors' skills and prepare them to lead their classes more successfully through this exciting material.

Your Staff Members Deserve the G.O.L.D. Standard

The "G.O.L.D. Standard" has been one of the most popular and important parts of NAPMA's monthly member package: The G.O.L.D. Leadership Team Report.

Guidance On Leadership Development is what this report has been providing thousands of school owners and their staff members since June 2003—because staff training and development is one of the most important school systems. All of the top schools are on top because those school owners devote considerable time to train their staff members to be more than instructors.

Optimal staff training is not just about teaching in the classroom, but also developing staff members that understand that most everything they do, especially when interacting with students' parents, is a marketing and sales function.

Not as a stereotypical "retail" salesperson, but as a "product-of-the-product," the consummate role model for children and a partner with parents. All of which creates a classroom environment that parents recognize as an important learning experience—and one from which they would never think of removing their children.

NAPMA G.O.L.D. Leadership Team Reports available from the new Virtual Classroom will not only help you train your staff for both the teaching and sales functions, but also is leadership training content for those students you invite to join your Leadership program.

Students of the lower ranks are also exposed to the many leadership concepts that Leadership program students (as assistant instructors) and regular instructors learn from NAPMA G.O.L.D Reports, and then utilize in the classroom.

Many school owners—and you may be one of them—that don't offer a Leadership program can adapt many of the leadership lessons in the NAPMA G.O.L.D. Reports to start such an advanced training program.

School owners with Leadership programs will tell you that an upgrade program is one of the best methods to jumpstart the growth of your school, generate big revenues and improve retention because lower-rank stu-

NAPMA G.O.L.D. Leadership Team Reports Improve Staff Performance

This excerpt from a NAPMA G.O.L.D. Leadership Team Report helps members train and prepare classroom assistants.

When your leadership team takes the floor to assist during classes and knows exactly what to do and where to be, then its members have the ability to increase the efficiency of your classes, dramatically. This results in a better, overall experience for your students.

For this reason, it's important to take the time to teach your G.O.L.D. Leadership Team members the roles they'll play on the teaching floor. This ensures that their presence is beneficial to your students, and not a distraction.

To make the most of your leadership team, teach them the strategies in this month's report. The following suggestions are what your leadership team members can do to be more helpful and productive during classes.

Before a class starts, assign your G.O.L.D. Leadership Team members to position themselves in the student check-in area and assist students as they arrive for class. Leadership Team members can help students…

The Word of the Week is *Failure*

NAPMA Words of the Week Reports are divided into four weekly character development lessons—one for adults and one for children—plus the children's lesson includes questions for discussion with students. Each group of four lessons focuses on a specific concept, such as failure, in this example, and then is presented in a famous quote.

> *"Many of life's failures are people who did not realize how close they were to success when they gave up."*
> Thomas Edison, America's greatest inventor, most notably of the electric light

Translation for Adults

America's greatest inventor is probably also America's greatest failure, if you're counting. Maybe no one ever faced and fought through more failures on the way to success than Thomas Edison, which makes him a great role model, and not just as an inventor. He never gave up because he knew that was real failure; it would have been the end of the road. Thomas Edison had 1,999 failed experiments before he invented the electric light, but he didn't stop there: the 2,000th time was the charm. There is no stopping when you are striving toward a goal because you may be closer to success than you think.

Translation for Kids

Thomas Edison was America's greatest inventor. He invented the electric light. He had to try and fail 1,999 times before he succeeded. He never gave up. If you stop, then you will never reach your goals. It takes years of practice, training and discipline to earn your Black Belt. You will fail many times. You are also learning the Black Belt spirit. You will keep trying because Black Belt is your goal. You can't stop after working so hard. Your goal of Black Belt is within reach. Don't let any failures stop you from succeeding.

Class Discussion for Kids

1. Which of the goals you've accomplished took a long time to achieve?
2. Did you ever feel like quitting before you reached your goal?

dents recognize your Leadership program as a goal they want to achieve.

Of course, the new NAPMA Virtual Classroom is a members-only benefit, but you can quickly gain access to all that valuable content when you first visit **NAPMAFreeOffer.com**.

The NAPMA Virtual Classroom as a Marketing Tool

How do you think the parent of a prospective student would respond if you showed her the NAPMA Virtual Classroom and explained how it supports the learning experience at your school?

Impressed by your professionalism? Congratulating herself for bringing her child to your school? Confident that her child will build self-confidence under your direction? All of the above?

As with most NAPMA member benefits and programs, the Virtual Classroom supports members at many levels—adding rich martial arts content to their classrooms to keep students coming back for more and improving their staff training programs, which leads to better student outcomes.

The wisest NAPMA members, however, will also use the Virtual Classroom as a powerful "selling-without-selling" tool. Showing the Virtual Classroom to parents during the enrollment and upgrade presentations makes it easy for parents to understand that a NAPMA-member school offers much more than other children's activities and promotes an image of being a serious educational institution, the equal of academic schools.

Virtual Classroom content can also be listed on a school's class schedule, newsletter and Web site, exciting students about future training and informing parents of the school's expansive and always fresh curriculum.

NAPMA members were also recently sent a press release about the Virtual Classroom in the monthly Basic Tool Kit to customize and distribute to local media, showcasing the benefits of this online tool for students and families.

There are many reasons why this is the best time to own and operate a martial arts school business, but that outstanding entrepreneurial opportunity is finally coming of age when you, and all school owners, can instantly access and download exciting, new classroom content from the NAPMA Virtual Classroom.

It's another NAPMA-member benefit and competitive advantage that elevates the modern martial arts school to a higher level of professionalism, moral authority and integrity in its community.

For more information about the NAPMA Virtual Classroom, visit **NAPMAFreeOffer.com**. MAP



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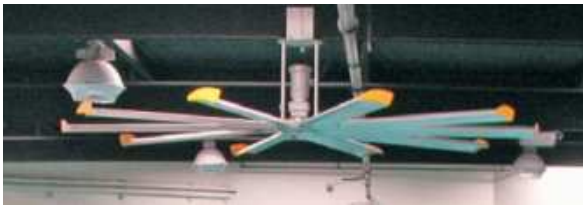
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Learn a Top Staff Trainer's Secrets to Develop a Top Staff

Interview by Toby Milroy, NAPMA COO

During this interview, Master Frank Brown, will share some of his insights about staff development at your school. He'll help you understand how to integrate operational systems and staff members effectively, since they will operate those systems every day.

One of the areas of his expertise that will be very useful to you is how to advance a school's staff members from their current training and performance to much higher levels of professionalism.

Of course, this assumes that you currently have staff members, but if you don't, then you'll learn some ideas about how to develop a source and constant flow of staff members.

One of Master Brown's important big-picture points is how to shake your current staff members from their apathy, help them implement new systems and improve your school's structure.

This applies to schools with two or three full-time staff members, just one key staff members or even three volunteers and no paid staff. These are the people in your school who are answering the phone and setting appointments; using follow-up communications to maximize the number of honored appointments; interacting with prospects, students and their parents and families; and conducting enrollment and upgrade conferences.

Frank Brown

As a longtime member of the Mile High Karate professional team and now as one of its training directors, Master Frank Brown's primary responsibility is to help the school owners and their staff members, who become new MHK schools, understand and implement new systems to operate their schools more successfully.

Toby Milroy: Master Brown, I imagine that many of the school owners and staff members you train are exposed to ideas and concepts that are totally new to them.

How are you helping those school owners make sure their staff members are learning these concepts and using them effectively?

Frank Brown: First, as we both know, training is essential, so I must make sure that they're training their staff members. Training, from the Mile High Karate perspective, is much more than just handing them various scripts and letting them find their way. Role-playing is a critical element of staff training, and not just to memorize the contents of those scripts, but also internalize those scripts.

Second is the "prove-it-to-me" concept, which is the perspective of many staff members I train. If, as a school owner or manager, you decide to implement new systems, processes or programs, then you must be the first one to prove that they work. Only then, can you expect your staff members to have a positive attitude about your changes.

If you are introducing a new phone script, then you should answer all calls for a set period of time and show them that the script works, that it successfully improves the number of appointments scheduled, for example.

The mistake that too many school owners make is to provide extensive training, but then leave it to their staff members to first use the new phone script, for example, and experience some success with it. Otherwise, without a tested phone script (by you), as soon as it doesn't work for them, they'll throw their arms in the air and say, "It doesn't work, so we shouldn't change."

Leading by example, to show that the new system works is of primary importance, and second is repetition, so when staff members make mistakes, you can catch them right away before they become permanent habits.



Master Frank Brown, left, greets Tori Kelly, a Mile High Karate student and assistant instructor.

Toby Milroy: School owners must remember that their staff members are human beings, with agendas, needs and comfort and discomfort levels. It's not unusual for them to be initially skeptical about the credibility of the new systems or procedures you want to implement. The source of their skepticism is often a lack of self-confidence.

What are some of the tools and exercises you use to train new Mile High Karate franchisee staff members to internalize the technical parts of systems, and make sure what they learn takes hold?

Frank Brown: Keep it simple. Once you're ready to implement a new phone script or school system, make sure that everyone has read it carefully. The second step is to transcribe the script. What I mean is that although your staff members have copies of the written script, and have read it; they must now begin to internalize it.

The script is the script, which you don't want to change, but there may be some wording that some staff members may consider awkward or odd for them to say. You can allow them the flexibility to make note of alternative words that are more comfortable for them. Now, they own it; the script is more believable when they use it.

The second tool or exercise that I use is role-playing. This should not be a foreign concept to school owners and their staff members because they should know (and have probably experienced) that you can practice and shadow spar all day, but until you spar with another person, your timing is not as good as it could be.

That point also applies to using any type of script (info calls, enrollment and upgrade conferences, etc.). To be successful with those scripts, staff members must practice their pacing and timing with other staff members in role-playing scenarios.

Your staff members must be ready for any objections or hiccups that can happen, and frankly, do happen; and role-playing is the strongest tool to make sure they are prepared. You can test your staff members' readiness by calling your school as a "mystery shopper," or ask someone to play that role (since your voice may be recognized), as you listen on an extension.

The third critical tool is statistics, accurate and comprehensive statistics. This is where the lead dog theory is applicable again. If two staff members at your school typically answer the phones, then create a friendly competition, quantifying their ability to make appointments with good statistics. In that environment, they will take your new script (and their responsibilities) much more seriously.

Statistics also provide you with an opportunity to expose the problems and mistakes. For example, you want to know how many people are calling to schedule appointments and the ratio of those who honor their appointments, and then enroll as students. Detailed statistics will reveal what you must fine tune and where you are weak and strong.

The other point about statistics is don't keep them secret. Let your staff members know that you are tracking every step of the process. Share those stats with your staff members and make it clear that those stats are measuring sticks of their performance.

Toby Milroy: The big-picture view is that there's more to staff training than the technical, which is the script as a tool to overcome prospects' objections. You must also teach your staff members that their objectives are their jobs and performance, not the perfect use of the techniques.

Not only must staff members internalize scripts and other materials word for word, which is the technical, but also they must understand that their proficiency isn't



Master Frank Brown conducts a mat chat with young students.



Master Frank Brown teaches a class of new White Belt students.

measured subjectively, with statements, such as "I thought you did a good job today because XYZ."

Instead, their proficiency is objectively measured, using statistics. "You did a great job today because you conducted three renewal conferences and all three students renewed," or "For this month to date, you've conducted 16 enrollment conferences, and 14 people enrolled. Great job! Your ratio is 81%, which is a good ratio."

Tracking and analyzing statistics is extremely important, but what's even more important is to make that tracking and measuring part of their jobs, to make their jobs to be the numbers. The reason you're introducing a new (or first-time) phone script is to help increase that ratio. You must measure the ratio, and not just respond to your staff members' performance with "Yes, you did a great job; you did it word-for-word."

You mentioned mystery shopping as one of methods school owners can use to be sure their new scripts are being used, correctly and effectively. What are some other methods to "verify" that staff members are following through with their training?

Frank Brown: The mystery shopper method is very effective; a student, friend or you can call or visit your school, as a test of your staff members and their use of your scripts and/or systems. Not only is this method an excellent "window" for you to see what is occurring in real-time, but also is good training for your staff. You'll be able to notice when they make mistakes in a "real-world" situation, so you can provide them with solutions that they'll be more confident will work the next time.

Another method is mirroring and modeling, which is simply a staff member observing you using your phone script or conducting an enrollment conference—and vice versa—you observe the staff member, so you can provide constructive feedback. This method helps you make sure that all your staff members are congruent with your scripts, systems and mission.

Toby Milroy: Let's move to the next step, which is honestly a bigger challenge, and that is one-on-one interactions with prospects, students, parents and family members.

It's relatively easy to implement a phone script, and use the methods we've discussed above, to track staff performance and follow up to correct mistakes, compared to tracking and evaluating the proper use of an enrollment or renewal conference system and "selling from the floor."

What are the systems and tools that our readers can use to make sure that their staff members have the skills and tools they need to enroll prospects and renew students, effectively?

Frank Brown: Quite frankly, it's very similar. You should create an outline of what you expect to occur, during that class or event. There should be checkpoints or



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With the assistance of Master Runolfo Gonzalez, another Mile High Karate training director, Master Frank Brown breaks an oar with his shin during a demonstration.

benchmarks: Did you do A, B and C? The role-playing method should be used again: mock classes, training sessions, etc. We use a SWAT team, so we can work the pacing of our classes in an environment where staff members can practice, practice and practice some more to develop better timing.

For example, we've finely segmented a class schedule, and developed a clockwork process, so it starts and ends on time and techniques, forms, etc. occur at the same time during a class and for the same amount of time. We want those processes to become second nature for every staff member.

Mirroring and modeling work very well as methods to teach staff members your enrollment, renewal and other systems. Teaching your staff to use the right words is only part of the training. It's a two-part process: the right words AND the right tone, inflection, posture, etc.

You can say any words, but unless you say them correctly, they won't work. Just like the motivational speaker that you and I think is excellent—his books and materials are phenomenal, but seeing him live makes the greatest impact. Your staff members need that same "live" experience in your training program, modeling an excellent classroom instructor or enrollment conference specialist in a one-on-one environment.

Toby Milroy: With so many new school owners coming into the Mile High Karate franchise system, what have been the big obstacles that those school owners must overcome to provide their staff members with this higher level of training? What have been those school owners aha moments and the methods and concepts they've learned that those reading this profile can implement at their schools?

Frank Brown: Mindset is one of the largest roadblocks, believing that they can do it, that it works and that the change is doable. School owners and their staff members are human; and humans are reluctant and resistant to change. As a trainer, such as myself, or as a school owner, you must make sure that staff members understand that the change will work, and why the systems and processes are changing.

If you're adding a new system, then 9 times out of 10, it's purpose or benefit is to make everyone's job/life easier or produce higher quality students, hopefully both. Changing mindsets can be accomplished with the lead dog theory we discussed earlier, reading and assimilating the right educational materials and asking a third party to explain to your staff members why they must follow a new system or process. MAP

There's more! Read the complete interview with Frank Brown at MartialArtsProfessional.com



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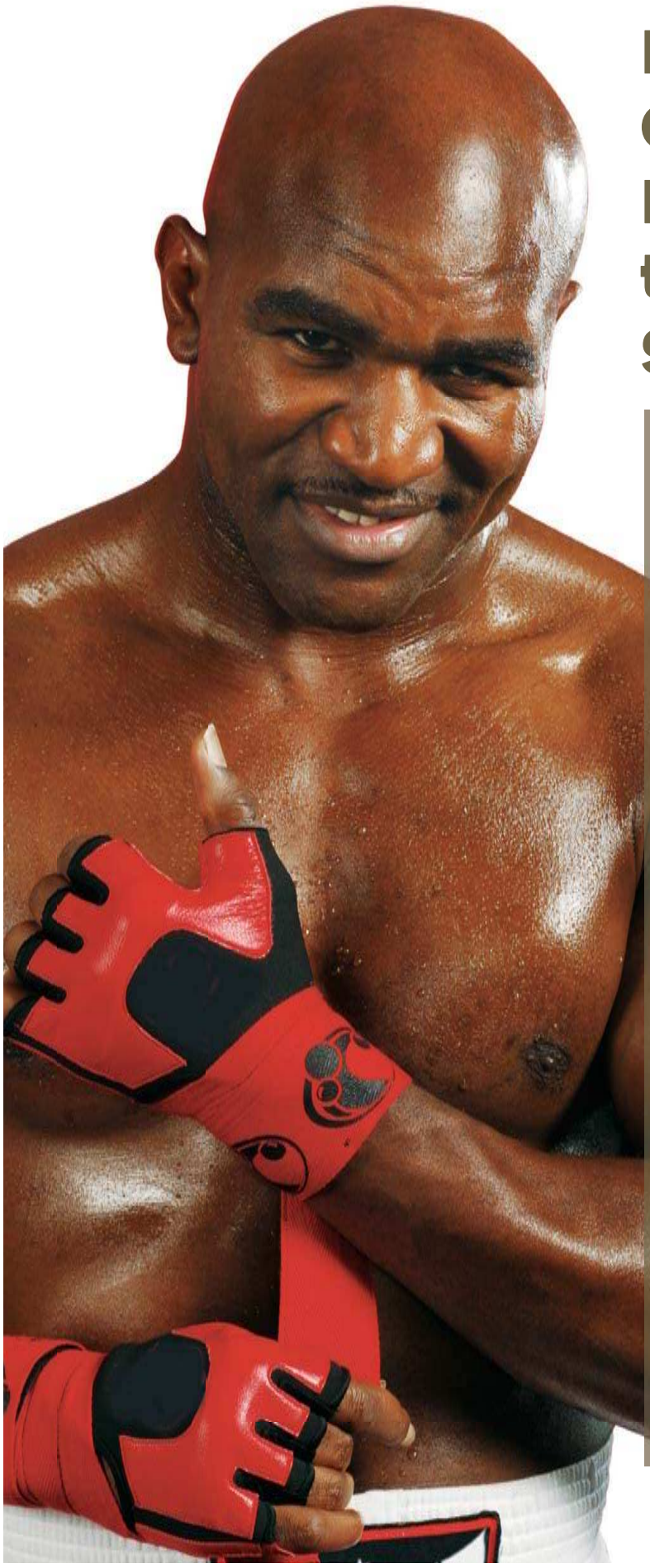
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Underneath that chiseled, superhero-like body, Holyfield is actually a very compassionate, spiritual, generous, humble and wise individual who speaks from the heart on many important topics that are integral to personal and professional success.

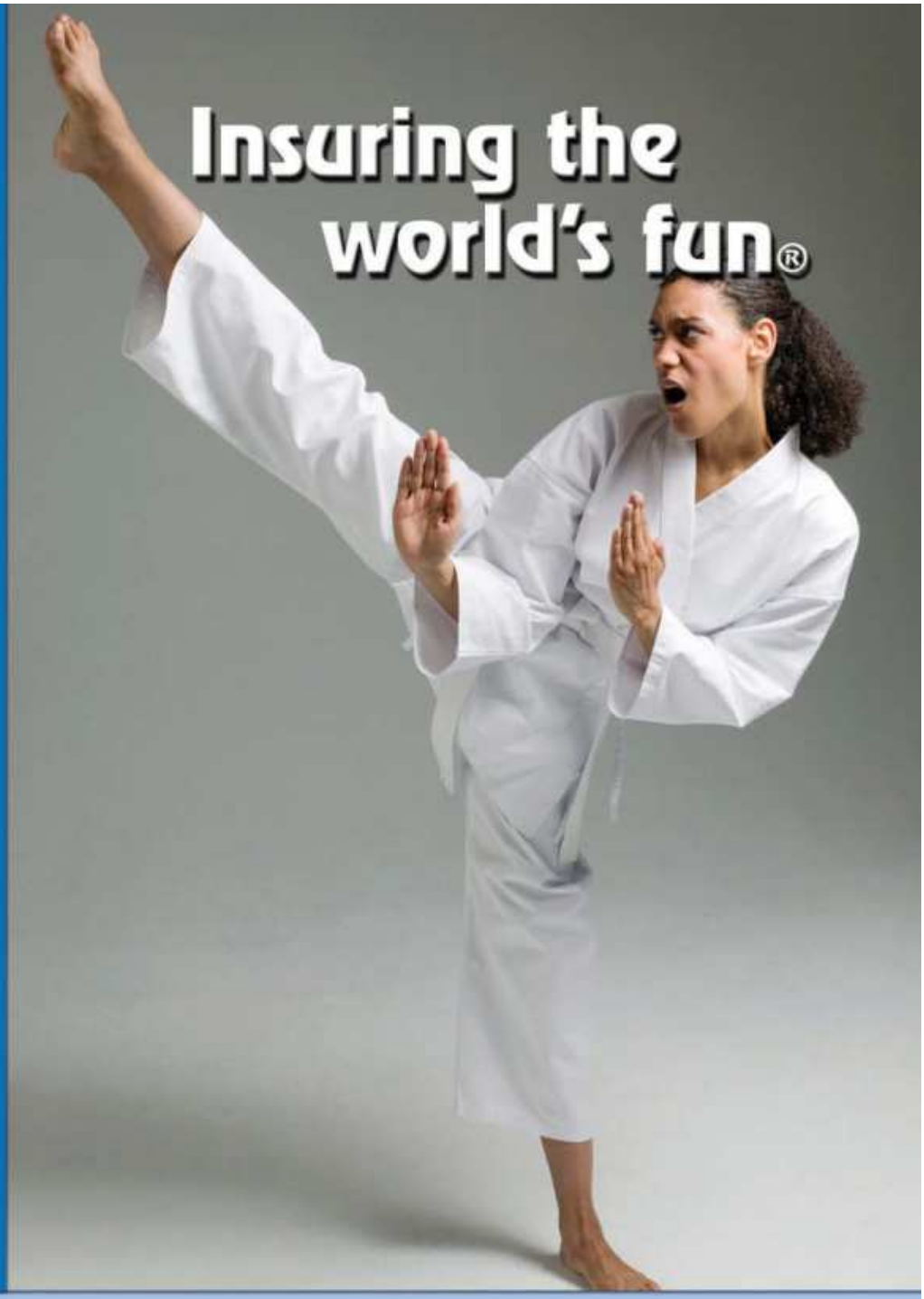
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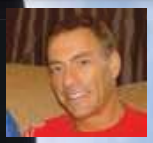
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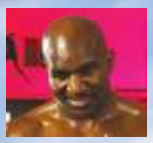


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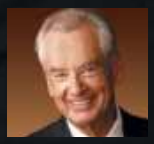

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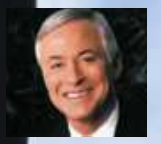

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Please be patient, read a few pages and let me tell you about NAPMA and the value we can bring to your life; and then decide whether you want to explore further—absolutely FREE.

First, My BIG PROMISE, before my FREE INVITATION

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

You'll certainly say YES to my FREE INVITATION.

Are you frustrated…

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

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

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

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

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

If your answer is a BIG "Yes" and you've read enough, then don't wait a moment and go to NAPMAFreeOffer.com or call 727-369-6796, immediately!

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

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

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

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

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

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

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



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

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



Chan



Rhee



Li



Kennedy



Hayes



Ziglar

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

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

Bruce Drago
Master Drago's Karate
Reading PA

From 0 to Over 300 Students In Our First Year!

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

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

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

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

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

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

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

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


Van Damme


Chan

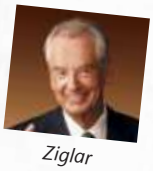

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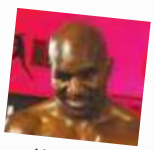

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Hopkins


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.



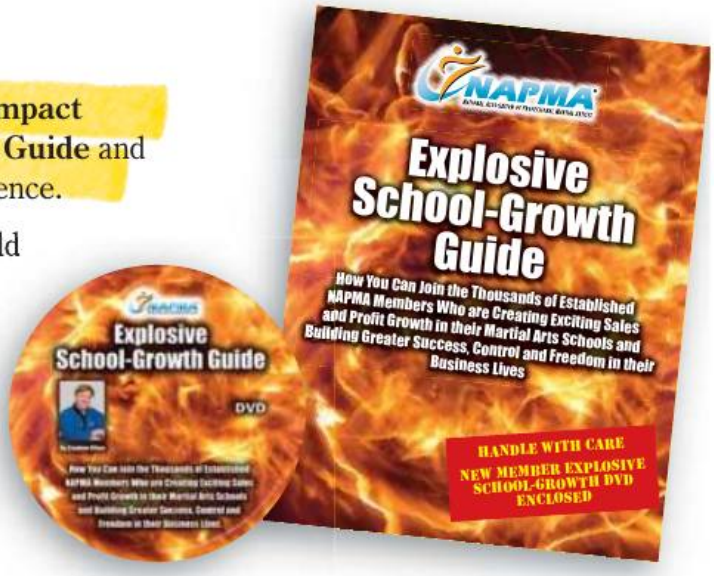
AND...

- *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.

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!



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

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!

PRIORITY FAX ORDER FORM

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

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Company/School _____

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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

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

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

In this final part of my answer, I want to explain why I changed the message of my teacher, Masaaki Hatsumi.

My students were 1970s Americans. Unlike the Japanese, too much selfless hard work was not their problem. During the 1970s, we had become a nation of spoiled children. Absolute lack of commitment or mission was our disease.

We allowed other nations to take the lead in the electronics industries, and we were on our way to losing the auto industry, all because quality workmanship had become a bother. The last thing that 1970s' Americans needed to be told was, "Play and enjoy life more." I hammered my students with "Take responsibility!"

How wonderful it was that my martial tradition was big enough to hold the cures for the Japanese and American cultures, radically different, though they were. I could deliver a message that sounded contradictory to my teacher's message, although we were both delivering the same ultimate message, which was, "Use this martial arts tradition to give your life order!"

Is your tradition big enough to address the needs of your students in this country in this age, without contradicting the founder?

As cited earlier, my tradition started during the 1100s, and was founded on a need to protect families and communities against enemies that had the odds in their favor. The tradition is, "How to win under impossible odds?"



Therefore, I am obligated to provide my students today, with lessons in the practical application of the mind and body, to address potential dangers to home and community. That is being traditional.

The tradition is not how to adjust the chain-mail armor, so you can swing the halberd blade under an enemy's torso armor, although that technique is part of the history of our tradition. The tradition is how to win, when other people do not want you to win.

Tradition is not wearing funny clothes, acting like feudal Japanese people, or practicing techniques to counterattacks that never happen today. The tradition is how to convince your enemies to make peace with you, so you can enjoy watching your children grow.

The traditional origins of the forward-facing "horse stance" in Karate practice stem from the fact that, in ancient China, only government officials or generals were able to gain power and wealth.

Poor kids could not afford to go to school and study the classics for the government test, so they could only aspire to be a warrior. Of course, they did not have a horse because they were poor, so they practiced how to fight from horseback, with an imaginary horse.

I used to teach the horse stance and sleeve-brushing technique, even though I didn't know why, but I learned that it builds muscles, and teaches focus and discipline.

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.

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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!

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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

JAY ABRAHAM MARKETING GURU

What ideas would you share with martial arts Instructors to help them adjust their mindsets about marketing?

Let me focus on one of the key elements: mindset methodology and strategy.

The Strategy of Preeminence is the mindset that I promote and try to motivate people to embrace.

It's a very powerful method that transforms how you look at your relationships with the customers you serve. It starts by seeing you as their most trusted, permanent advisor and, as that, you have an obligation, a moral responsibility, to serve them in ways no competitor does. You don't let your customers do what they shouldn't. You don't let them commit to less, or do less. You advise them of what is in their best interests.

Essentially, you treat them as a client, not as a customer. The reason is that, in a world where everyone is being turned into a commodity, where consumers are trying to marginalize you and competitors are trying to minimize you, you must be distinct.

You must show the world that you're not just a good or superior choice, but also the only viable solution to the problems that customers don't even know they have, and only you alone could verbalize, understand and empathize. You then must also treat them with a higher level of reverence and respect.

The definition of a "customer" is someone who buys a commodity or service. "Client" is someone under the care, protection and well being of another. That's a very high-level, fiduciary responsibility. That's very consistent with what I think

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

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

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



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

are the fundamentals of martial arts ideology.

I think martial arts instructors often don't love their students. The trick is not to fall in love with the martial arts, but with your clients. You live for their betterment, and knowing that their lives are better because they are in your circle. You know they are advancing. You know they are living better, less stressed, happier and more confident. They're characters are improving. They're better husbands, fathers, friends, students and teachers.

To achieve a very analytical and quantitative mindset, you must develop a very strategic mindset. You must have a mindset to maximize all the ways of reaching someone. You must realize that that responsibility is not episodic; it is continuous, constant and never-ending access to the market. You must realize that you won't eliminate things from happening, unless you pre-program them into your strategy.

Peter Drucker, who most of you probably don't know—he's the father of modern-day management theory—said something very powerful, "Marketing and innovation are the two things that make money in business. Everything else is an expense."

Marketing is meant to attract prospects; show, educate and explains benefits to them; and convince them to take action. Innovation gives them the advantage, the superior pay-off.

Join Jay Abraham online. Visit MartialArtsProfessional.com for direct links to these pages.

TELECONFERENCE

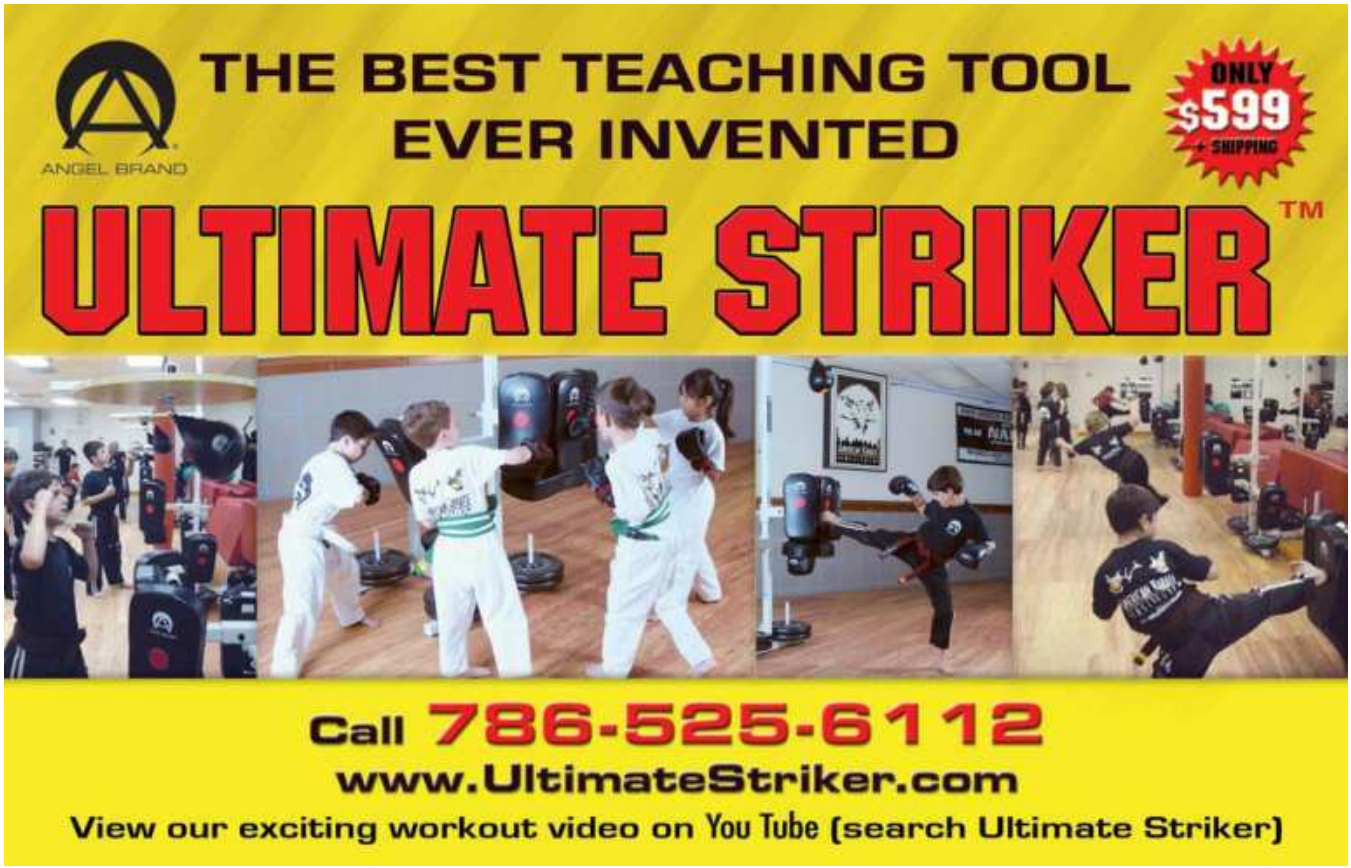
Listen to the Free Jay Abraham Teleconference: Martial Arts Marketing with the Master

Jay Abraham has shared his marketing genius with *Martial Arts Professional* readers and NAPMA members for many years. His free teleconference is an amazing opportunity to open your mind to many ideas and concepts that could transform your marketing, and dramatically boost its results. Visit NAPMA.com/Jay Abraham for more information.

JAY ABRAHAM



Jay Abraham is considered by many to be one of the greatest marketing geniuses in the world today. As the founder and CEO of Abraham Group, Inc., Abraham has significantly increasing the bottom lines of more 10,000 clients in more than 400 industries worldwide.



TOBY MILROY NAPMA COO

Multiply your Print Advertising Results, without Spending Another Dime!

Part 6: The Anatomy of an Ad: Body Copy, Part 2

If you read and were guided by last month's column, then your ads' body copy is now 100% focused on your customers and their needs.

The next use of body copy is to answer the prospective customer's question, "Why should I be interested in your solution to my problem?"

If you've followed my headline model, then you'll have either identified your prospect's problem or you've promised the readers of your ad that you can deliver one or more benefits.

> "The first priority of your body copy is to address your prospects' natural skepticism."

Next, ask yourself the same questions prospects would ask, as they read your ad.

- "Do I have a problem that this program (your school) could solve?"
- "If I admit I have a problem, then why should I believe that this solution (your program) would work?"
- "If I believe that this program is a solution to my problem, then do I believe the advertiser?"
- "If I believe in the advertiser's solution and the advertiser, then why should I choose his solution over all other options?"
- "If I believe in the advertiser's solution and the advertiser, and I agree his solution is the best, then am I convinced that he truly understands my unique circumstances?"

This is another opportunity to practice some strategic self-awareness. Look through the ads of a local newspaper or magazine. Listen to your internal dialog as you read them. Monitor your mental responses to each ad. Are you skeptical when you read those headlines? Do you ask yourself questions similar to those above?

That internal dialog is your starting point to write your sales messages. It's a good bet that your prospects will be having very similar internal dialogs.

Now, that you understand how to determine what your prospects may be thinking as they read your ad, answer the questions they are asking! The bulk of your body copy should be dedicated to answering these questions in an empathetic manner. Remember, people are naturally skeptical, and will not believe anything you state, unless they truly believe in you and your understanding of them!

Your product and your students and families' outcomes are truly incredible. So much so, that it is a significant challenge to communicate these awesome benefits to prospects in a persuasive, "believable" manner. The first priority of your body copy is to address your prospects' natural skepticism, by explaining that you do understand them, their daily frustrations and what problems they want solved for themselves and/or their children.

Here is a quick example of this type of lead-in message.

Dear Fellow Parent,

If I was you, and someone told me that he could literally DOUBLE my child's level of self-confidence and self-esteem, I wouldn't believe them! I mean really, how on earth could he truly understand the challenges I'm having with MY child?? How could he possibly appreciate the tremendous goals I have for my child and his potential?

Well…let me explain…

Then, tell your personal story.

Join Toby Milroy and the new Martial Arts Professional online professional community at MartialArtsProfessional.com.

SEE TOBY MILROY AT THE EXTREME SUCCESS ACADEMY

Join Toby Milroy and the new *Martial Arts Professional* online professional community at MartialArtsProfessional.com.

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
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Mile High Tae Kwon Do

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

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

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The Positive Power of Negative Preparation, Part 1

I've been involved in what I've labeled "the success education business" since 1976. Since 1978, I've been an active member of the National Speakers Association—fraternizing and consulting with hundreds of people who earn their livings as professional lecturers and seminar leaders.

During that time, I've spoken to nearly six million people from the platform, maybe more, about success-oriented topics. I've delivered as many as one hundred speaking presentations a year for major corporations and associations, and at large public events.

> "You can think positively until you turn blue from the effort, but you'll still face obstacles."

I have frequently been mislabeled and incorrectly introduced as a "motivational speaker." As a result, I've had more conversations than I care to count with my students, clients, customers, peers and friends about "positive thinking." Through it all, I've come to the conclusion that at least 95% of the people who think they're positive thinkers don't understand the concept of positive thinking.

Too many people think it's some mystical, magical shield from the real world. They believe that if they just think positive, bad things won't happen to them. It just doesn't work that way, however. You can think positively until you turn blue from the effort, but you'll still face obstacles. People who believe that positive thinking is supposed to keep the bogeyman away eventually become frustrated, discouraged critics of positive thinking.

Being a positive thinker does not mean that you should refuse to acknowledge the way things are. In fact, people succeed in business, sales and marketing by dealing with "what is" not with "what ought to be."

The true positive thinker acknowledges potential and existing negative circumstances and reactions, and engineers a plan to overcome them to achieve positive results. In selling or negotiating, I call this the positive power of negative preparation.

How General Patton Used the Positive Power of Negative Preparation

There's a great sequence in the movie *Patton*, when General Patton is dozing the night before a battle, with Field Marshal Rommel's book on tactics, in his lap. The next day, Patton's troops drive Rommel's troops off the battlefield. As the noise subsides, Patton is standing alone, leaning forward, stage whispering across the battlefield: "Rommel, I read your book."

Some people would say that acknowledging Rommel's expertise as a tactician and preparing to counter any possible successful moves was being negative. They're wrong. It was positively brilliant.

In several of the most successful, profitable and complex negotiations in which I've been involved, I've prepared by anticipating and writing every possible question, concern and objection the other parties could raise, and then formulating my responses in advance.

I carefully analyzed every weakness in my position that might be attacked and thought of ways to respond effectively. I thought of every possible thing that could screw up the deal, and then thought of some preventive measure. I was thoroughly prepared, from a negative perspective.

During 1999, I sold one of my companies, and the entire process took only six days. During 2003, I sold another of my businesses, in less than 20 days. These are typically complex sales situations, fraught with peril, from deal-killing lawyers to hidden agendas to misunderstandings. The speed with which I completed these sales is testament in large part to careful negative preparation.

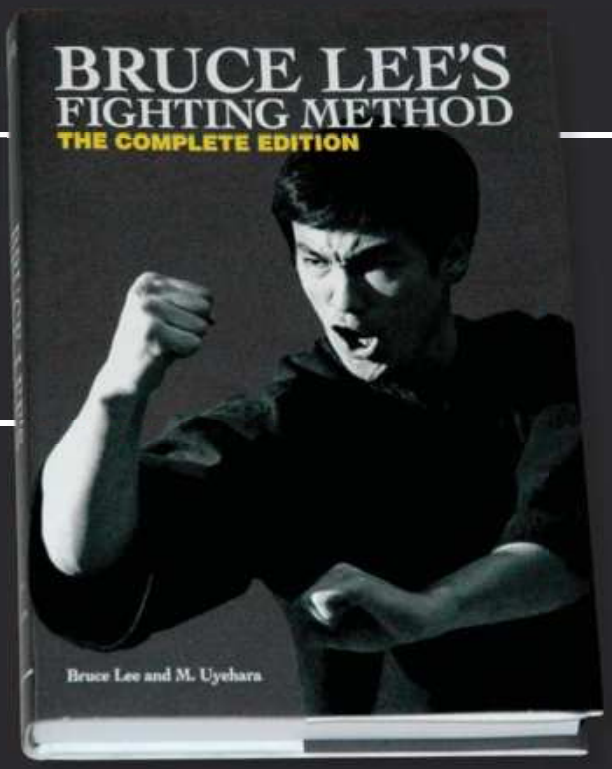
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DAN KENNEDY



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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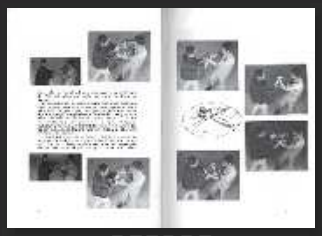
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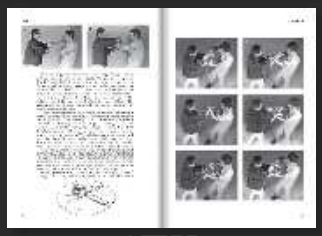
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LEE MILTEER NAPMA INNER CIRCLE AND PEAK PERFORMERS SUCCESS COACH

Redefine your Future: Your Mission Statement, Part 4

In this month's column, I want to share with you my mission statement: I intend to live my life with perfect health, love, happiness, passion, creativity, flexibility, prosperity, be of service and to give love to myself and others.

Let me explain my formula. When I think about my life, one of my purposes is to share information with others that empowers them. I believe that one person CAN make a difference, and that one of our responsibilities is to be of service to mankind in some way.

It is our first responsibility, however, to take charge of our lives and make sure that we love ourselves. That is why I also included: "to give love to myself and others." If I don't love myself, then others can't because I won't do what's necessary to create love.

> "The more you focus your energy, the more powerful its impact."

To create my statement, I simply listed my values, or what has the most meaning for me. When I first started listing my values, success was the most important value and love second. After studying my list, I realized that success was a subjective value, and the most important value in my life was my health.

For me, perfect health is the truest wealth on earth. Without vitality and energy, I could not accomplish my desires. The next values I added to my list were love and joy. Society has led us to believe that success, money and titles are the most important goals. In reality, those are external influences.

My list of values continues with passion because I see myself as a very enthusiastic person; creativity, for I am driven to create and experience many things; flexibility, as I have learned that flexibility is power—with the right attitude I can bend and grow, when necessary.

Other values on my list are prosperity, spirituality, honesty, integrity, fun and adventure, excellence, intelligence, contributions, achievement, sharing and harmony.

The clearer you are about what you want in life and the resources you need, the greater the probability that you'll achieve success, wealth and happiness. It is simply the efficient use of your life energy. The more you focus your energy, the more powerful its impact. When you draw from your strengths, nothing can stop you. What is really important is how you feel on the inside.

Your life purpose provides you with inspiration. It's your reason for existing. Life purpose also carries you through those tough times when everything seems to be wrong. Daily living consists of many trials and tribulations that can defeat you if you are not in tune with the purpose of your life. Your mission statement can give you power. Knowing what is important to you and what you really value strengthen your resistance to the distractions of the outside world.

Code of Behavior

After you've written your values in the form of a personal mission statement, you must ask yourself, "Am I living my life with integrity in terms of my values?" I suggest that you create a code of behavior to assure that you're living with your values in mind.

List 10–20 behaviors that can become part of your daily life, helping to improve it and allowing your life to have more focus. This strategy allows you to become the person you really want to be.

For example, I expressed my values by writing, "I will be light-hearted, fun, flexible, positive, enthusiastic, resourceful, elegant, grateful, excited, curious, productive, forgiving and conscious." It's important that you place your code of behavior next to your mission statement because you must remind yourself to act deliberately in a manner that reinforces your life purpose. **MAP**

Join Lee Milteer online. Visit MartialArtsProfessional.com for direct links to these pages.



LEE MILTEER



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

ESA, *continued from page 53*

to the martial arts, and currently owns and operates three Karate centers and travels worldwide, officiating at tournaments and teaching and conducting seminars.

Grand Master Smith will present his time-tested instructional tactics and strategies because most of the important customer service occurs in the classroom. He'll show you that by making the classroom experience super-exciting for your students, you will have accomplished most of what it takes to retain your students longer and upgrade more of them.

How to Utilize the Power of Video, the "Automatic Sales Tool," to Attract New Students and Create More High Quality Students, with Mark Graden, NAPMA Director of Martial Arts Education

Mark Graden holds a 4th-Degree in American Taekwondo, and was promoted to 6th-Degree in American Kickboxing by Joe Lewis. He has won many national championships as well as the WAKOPro Light-Contact Super-Heavyweight World Championship title in 2006.

For 25 years, including 15 with NAPMA, Mark has helped school owners grow their schools and energize their classrooms, using powerful video productions as marketing and sales tools. Mark will reveal the fundamentals you must know to maximize your use of video, including how to capture million-dollar testimonials and the two deadly sins to avoid.

How to Impliment White-Glove Student Service in Your School, with Master Rob Tucker

Rob Tucker is a 6th-Degree Black Belt Master Instructor and a NAPMA consultant and contributor. He has operated multiple schools in Colorado and North Carolina, serving more than one thousand students.

Master Tucker will pull no punches, as he reveals a disturbing trend in the industry: some school owners create more of a "gym" environment than that of an exclusive, high quality private school, which is the classroom environment that will attract and retain more of the students and parents who want that premium service.

Rob will expose the hidden systems that can create a very high level culture in your school; one of which includes more involvement of you and your staff in the lives of your students and their families. In the new, emerging economy, your clients will demand a "Disney" level of service and attention—learn how to respond effectively and profitably.

Look for more information about additional speakers at the 2009 NAPMA Extreme Success Academy in *Martial Arts Professional* and at NAPMA.com.

You don't want to wait a minute, however, because so many of last year's attendees are planning to travel to San Antonio, October 9–11.

There are three easy ways to register for this "must-attend" event: Visit **ExtremeSuccessAcademy.com**, fax the registration form in the ESA special section at the back of this issue or call NAPMA at 727-540-0500. **MAP**



"An important benefit of a NAPMA membership is the opportunity to have access to the highest achievers in the industry."

"When I started as a young instructor, there wasn't a NAPMA or an Extreme Success Academy.

"Today, an important benefit of a NAPMA membership (and attending the Extreme Success Academy), especially as a young instructor or school owner, is the opportunity to have access to the highest achievers in the industry."

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

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JEFF SMITH
DIRECTOR OF INSTRUCTION FOR
MILE HIGH KARATE

Creating Champion Students—Developing VERY Solid Students, Part I

One analogy that I use with instructors that they seem to understand quite well is balancing their emotional bank accounts.

If I deposit money in a savings account, regularly, then there will be money in the account when I need it. I can save for a home, car, trip, retirement, etc. I tell instructors that their first act with every new student is to take a personal interest in him or her. Of course, that starts with knowing every student by his or her first name and making sure that instructors can match parents with students.

At my schools, and now at Mile High Karate, a program director or manager teaches the first orientation class. His or her job, besides trying to excite prospective students about the program, is to promote and praise the instructor with whom those prospects will be working, during their next classes.

It's much easier for a program director or manager to promote the greatness of an instructor with students and their parents. Neither wants to hear the instructor talk about his or her accomplishments. They seem more genuine and significant when a third-party explains the qualities and abilities of an instructor.

The goal is to impress prospective students and parents, so when they arrive for their next classes, they will expect an outstanding experience. The instructor only has to make no mistakes.

I tell instructors the best way to make students like them is to like their students. If you show your students a genuine personal interest in them, then they will respond with positive effort and relationships with you. You want them and their parents to recognize that you take a personal interest in each student's physical and mental development, including confidence, discipline, respect, focus, concentration and all the mental processes.

Instructors make deposits in their emotional bank accounts every time they provide students with positive reinforcements, such as saying something nice to them, giving them the opportunity to be recognized in front of the entire class, or asking them to lead the class in a drill or an exercise. Those deposits accumulate until there is enough to make a withdrawal, and that occurs when each student is asked to upgrade.

> "Your purpose in upgrading a student to a Black Belt or Master Club or a Leadership program should never be the money."

You cannot ask for something, without being willing to give something in return. If an instructor is taking more than he or she is giving, then the students will easily recognize the instructor's "greed" and won't appreciate it; in fact, they will eventually resent it. If students (and parents) think their instructor is only interested in the money and not their development, then the emotional bank account is bankrupt—or was never even opened.

Your purpose in upgrading a student to a Black Belt or Master Club or a Leadership program should never be the money. It's because you know that he or she can receive many more benefits from that advanced training. It will be a life-altering experience. This concept is no different than the purpose of parents and teachers to motivate children to complete all stages of their academic educational: elementary school, junior or middle school, high school and college. Stopping short of the ultimate goals (Black Belt and a college education) is a failure to provide children with every opportunity to be greater successes in their lives and careers, which should have nothing to do with what it costs.

Join Jeff Smith online. Visit MartialArtsProfessional.com for direct links to these pages.

SEE JEFF SMITH AT THE EXTREME SUCCESS ACADEMY

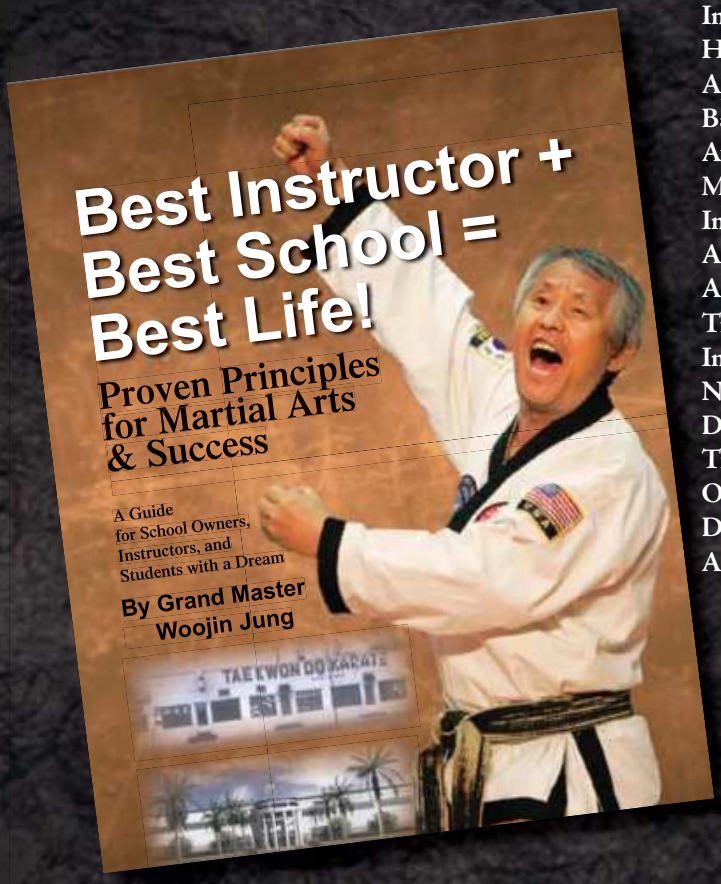
JEFF SMITH



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

The First Impression Is Everything in Sales

Here's a question for you: When does the sales process actually start? What I mean is when does the general public first show interest in your school and its programs?

Does it start when members of the general public are interested enough to make a phone call to inquire about your services? Does it start when those inquirers become prospects and first walk through the door for the intro lessons they've scheduled? Does it start at the closing table? Well, the sales process actually extends beyond the closing table and, quite frankly, begins before prospects make inquiry calls.

> "The part of the sales process that makes the most difference is the first impression..."

The part of the sales process that makes the most difference is the first impression that future prospects receive when they see your ad in print media, hear your on spot on the radio, view your commercial on TV or attend a demonstration or other external event, hosted by your school. Any of those first impressions is, quite frankly, the beginning of the sales process.

Why does the sales process start there? The answer is because that is where your future prospects are first exposed to your services, and their features and benefits. Remember, most prospects have an interest in your services because they have problems to solve—discipline and concentration for their children, physical activity or weight loss for parents or children, and self-defense to know how to face bullies or predators. If they recognize during that first impression that you may be able to solve their problems, then the sales process has started, and your potentially beneficial relationships with them.

It doesn't start when they make the first phone call. It doesn't start when they're in the door. It doesn't start with the introductory lesson or enrollment conference. It starts with that first impression of your school, its programs and you. Think about that. The ads you're running in the paper, the flyers and postcards you print and distribute, the referrals you are discussing with clients and the referrals you are generating from existing students all contain first impressions and, thereby, initiating the sales process.

This concept of first impressions should be reflected in the martial arts photographs you use in your marketing materials. You don't want to use a photograph of a couple of kids in gis fighting, looking angry and kicking each other in the head. What kind of impression are those photographs presenting to potential prospects? Do you think that's what parents want their 4- to 7-year-old children to learn? Of course, not.



SEE ROB TUCKER AT THE EXTREME SUCCESS ACADEMY

Neither do you want a photograph of you from your old fighting days, with that "killer" instinct and attitude painted all over your face, which served you so well in the ring, but is a totally inappropriate image for your marketing materials. Parents don't want a tough instructor, but a positive mentor for their children; someone who will partner with parents to improve their children's lives.

What parents want their children to learn are respect, confidence and all the other positive character development elements of the martial arts. Parents cannot relate to photographs of children (or you) in aggressive martial arts poses, which are used in the marketing materials of so many schools. Be conscious of that pitfall when you design your next ad or postcard because you'll start the sales process with the wrong first impression.

Join Rob Tucker online. Visit **MartialArtsProfessional.com** for direct links to these pages.



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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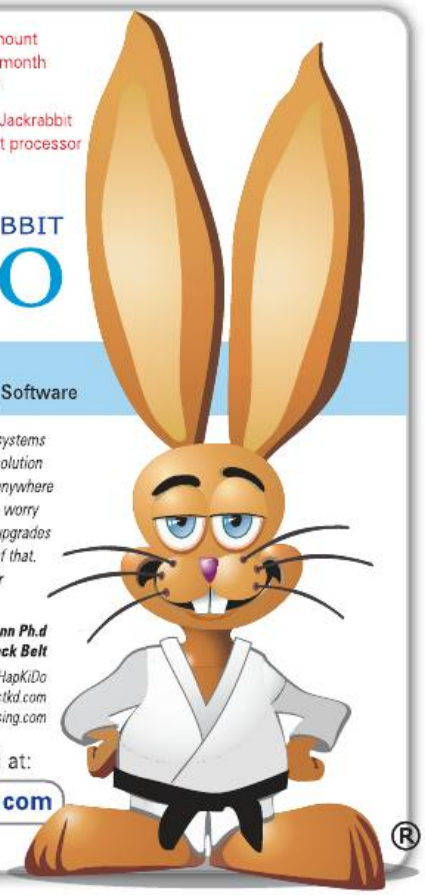
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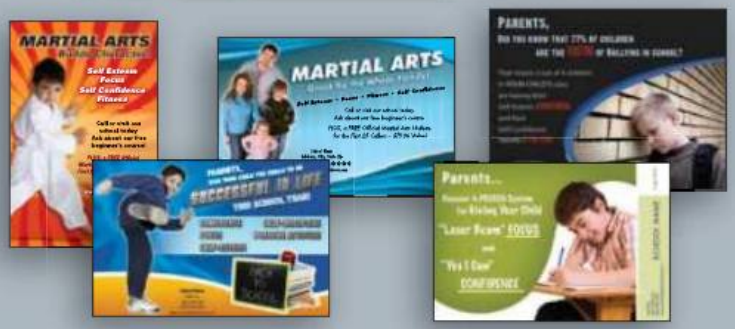
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STEPHEN OLIVER MBA, NAPMA CEO

Hiring from Within

Everyone knows the rule that you should "grow your own" staff, but don't forget the lessons that are plainly obvious. This is certainly a rule that can be broken from time to time, but let me remind you what you already know about martial artists. As employees, they tend to be very self-righteous; they shouldn't do anything just to make money from students; they are never paid enough; they don't want anything to do with sales or marketing; and they only teach what they feel like teaching.

As an instructor, you can do no wrong to a dedicated student, but as an employer you can do no right to a mediocre employee. Take these tendencies and combine them with non-resident martial artists and you can easily triple your headaches while cutting your results in half.

> "The question then becomes: How do you grow your staff?"

The question then becomes: How do you grow your own staff? Growing your own staff is a subject that can be covered in great detail, but remembering these apparent truths is a step in the right direction. First, if an instructor has already failed at running his or her school, why would working for you be any different? Remember, business owners have more incentives than an employee to be self-motivated. Yet, sometimes, failed school operators make for failed employees. I must admit that I've made this mistake a couple of times; however, if you have a former school operator who is a strong teacher, but weak at marketing or selling, then it might work to your advantage to limit him or her to a teaching position.

Second, the martial arts are very much like a cult. Whoever encounters the student first brainwashes him or her with the "true way" of doing things, subsequently owning the student's heart and soul forever. If someone holds allegiance to another instructor or style, his feelings will become evident in all of his student and staff interactions at your school. Do you want your students excited about the old (add "very") instructor and his or her old style, or do you want your students excited about you and your school?

While keeping these truths in mind, here are a few pointers to grow your own staff:

- Look for potential employees, as you teach introductory classes. Having great retention helps, but if no one reaches Black Belt, there won't be any Black Belts to hire.
- It's a good idea to have a fairly large leadership team to which you offer special leadership training classes.
- Make sure to take promising candidates under your wing and guide them toward accelerated progress, a winning personal appearance, escalating responsibility and envisioning a career in the martial arts.

Design a goal-oriented career path for them to follow: Master Club (or Black Belt Club), assistant instructor, instructor, head instructor, program director, branch manager and, finally, school owner.

For teenagers, create a career prospect that pays a comparable or slightly better salary than their other opportunities.

As for adults, consider hiring them for program director or receptionist roles, during early stages of their training. Create a career vision that is exciting for them. Don't transition volunteers into paid employees, unless you are offering a full-time salaried position with incentives.

Finally, make sure to keep the door open for your help if they want, or are ready, to open a school of their own one day.

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



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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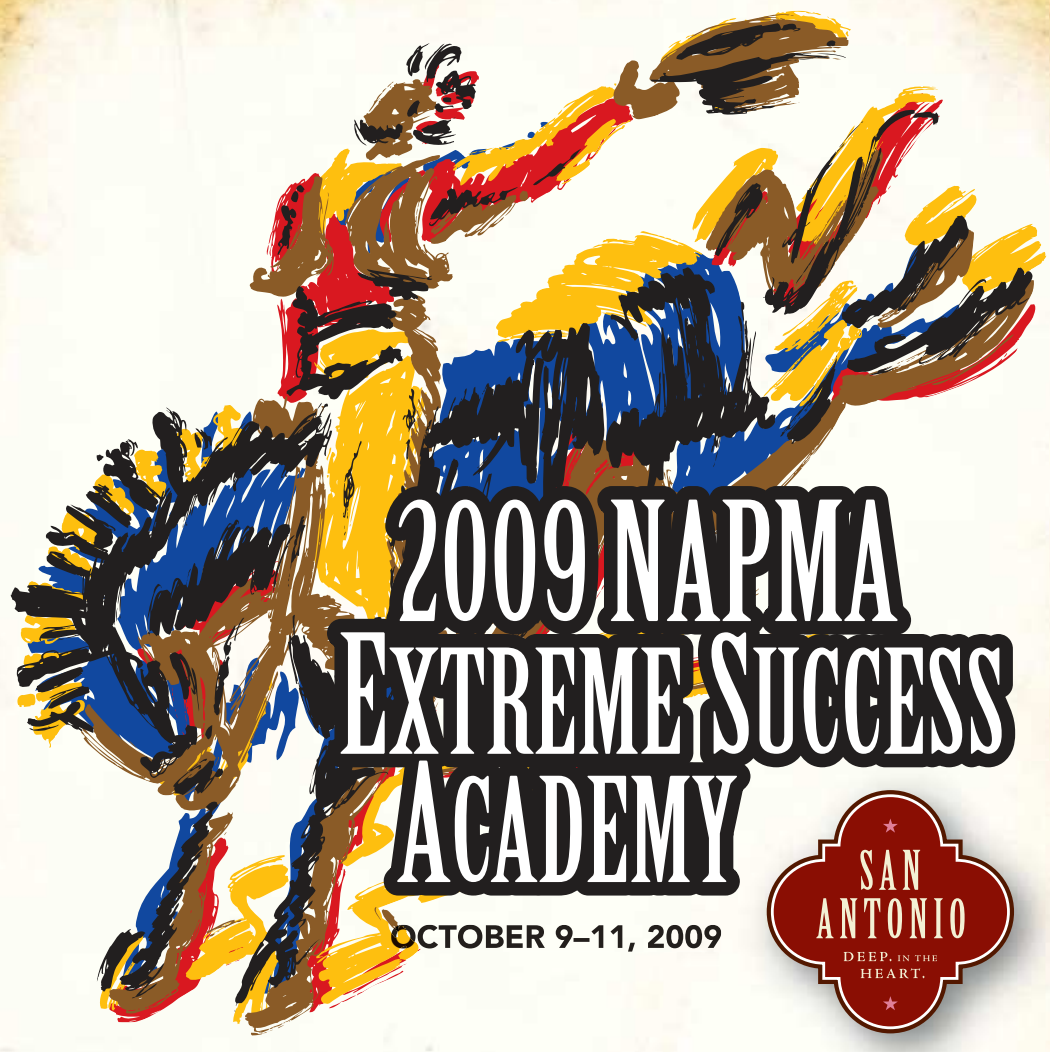
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OCTOBER 9–11, 2009

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2009 NAPMA Extreme Success Academy

OCTOBER 9–11, 2009

SAN ANTONIO
DEEP. IN THE HEART.

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.

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.

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

"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

THREE Important Reasons YOU'LL WANT TO Circle Your Wagons AT THIS RECESSION-BUSTIN' ROUNDUP!

#1 – The Economy Has Changed Forever, but NAPMA Will Show You How to Succeed in this "Brave New Business World."

Unless you've been drivin' doggies across the open range, lost in a high-country blizzard or stringin' miles of fence for the last year, you'll have noticed that the ECONOMY SUCKS! Martial arts schools and small businesses in many other industries are closing in record numbers during the past four quarters.

The government's solution is to print more money and give bailouts to huge corporations, but for the independent small business owner, the hard working, self-employed "hinge pins" of the economy, there is no help, except from NAPMA!

You'll discover how to stimulate the economy of your school at the 2009 NAPMA Extreme Success Academy. This is the one event this year that will help you thrive in the current topsy-turvy economic climate. More importantly, you'll be fully prepared to take total advantage (which your competitors may feel is unfair) of the coming economic recovery.

There are early signs of a recovery; however, it's not time to relax and take a breath because the old economic climate will never return. Forget about the past and focus on the future, when you'll need a new kind of business education, knowledge and systems to compete in the new emerging economy.

As an industry leader, NAPMA considers it a duty, a part of our mission to the industry and especially our loyal and dedicated members, to offer a helping hand with the serious opportunities for learning at the 2009 NAPMA Extreme Success Academy.

You are probably just as dedicated to your students and your business as NAPMA members, but while they're thriving, you may be struggling and unable to hit your growth goals. That's why NAPMA is providing its members (and new members) with a deeply discounted opportunity to attend the Extreme Success Academy. What you learn is guaranteed to prepare and equip you to flourish and profit as the economy recovers.

#2 – It's Much Easier and Cheaper to Retain Your Students Longer, so You Can Focus on Teaching Martial Arts, Which Is What You Love and the Reason You Opened Your Business.

The people at NAPMA understand your daily life because so many of us are or have been martial arts instructors and school owners.

- You start the day with boundless energy and an unstoppable determination to change the lives of your students for the better. Unfortunately, there are other tasks and responsibilities that rob your time and energy.
- You take an hour or two to check you billing reports, hoping and praying that your students have made their promised payments on time. You don't want to confront Mrs. Smith for the seventh time about her late payment and hear another sob story, such as her car needing repairs



Toby Milroy, NAPMA COO, shares an important point about publicity with an attendee at the 2008 Extreme Success Academy.

(superseding her commitment to pay you).

- You sit in front of your computer for an hour to balance your bank account only to find that there is not enough money for the remainder of the month.
- Your cell phone rings. Your star instructor tells you he won't be able to teach the Little Ninjas at 3:00, so you'll have to cover it.
- You drive to your school, open the door and notice that the school is a mess and YOU must clean it before classes start.
- You're already exhausted, and you haven't even taught a single class yet!
- Next, Mrs. Jones corners you in the back of the room and tells you that her son is no longer interested in martial arts and today will be his last class.

You don't have to experience this kind of chaos and uncertainty ever again—if you attend the 2009 NAPMA Extreme Success Academy.

You'll learn the proven student-service and retention strategies that are producing retention rates as high as 96%, 97% and even 98% in schools across the globe! NAPMA knows how hard you work to attract new students to your school, and our mission is to teach you how to serve them better, and ultimately keep them training at your school longer!

After all, how can you change your students' lives if they only attend classes for a few weeks or months?

Implement just one of the iron-clad retention strategies you'll learn at the Extreme Success Academy to stop just one student from leaving your school, and you'll save at least three times your investment to attend the Academy!

Imagine if you were able to save one student per month from dropping out? Or 2? What impact would that have on your bottom line?

#3 – You Need Tested, Proven and Successful Strategies and Tools to Help Grow Your School!

Hundreds of school owners have closed their doors or wallow in mediocre business performance because they've been distracted by the explosion of so-called "experts" offering niche business teaching and coaching services.

Many of these would-be consultants have neither run a successful school or chain of schools nor (in all too many cases) have the broad-based experience to know what works in your specific area and school or for your target audience or style.

The NAPMA team has some of the most talented martial arts minds in the world. They test and tweak their systems in the real world every day! With Stephen Oliver's enormous experience and leadership, NAPMA helps its members break—no, shatter—previous records that were thought unbreakable.

What huge results could you accomplish if you knew which systems and concepts work and don't work in schools around the world?

How much of your valuable time, focus and energy have you wasted on expensive trial-and-error efforts?

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.

Steve LaVallee



Kyoshi Steve LaVallee is founder and the chief master instructor of the #1 USA Black Belt Schools, which serve more than 2,000 students at 11 schools in Florida and New York. A pioneer of the modern martial arts industry, Kyoshi has enjoyed more than thirty-five years as a martial artist, athlete and teacher.

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.

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.



Attendees fill the room for the "A to Z" Blueprint Day at the 2008 NAPMA Extreme Success Academy.

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 to 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.

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.

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.

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'.

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.



Attendees visit the NAPMA Resources Showcase at the 2008 Extreme Success Academy.

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.

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

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.

Talk with your friends and join the *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.

Save 50% Off Standard Rates at Holiday Inn Riverwalk

The Holiday Inn Riverwalk is comfortable and very convenient to the Extreme Success Academy and San Antonio's big-city attractions—and if you register for your rooms by September 9, you'll save 50%, with special rates just for ESA attendees. San Antonio's pleasant climate, Southern Texas hospitality and charm make for a great environment for some serious business learning, with a dash of laid-back fun.



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.

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.

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'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

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

autobiography, *The Secret of Inner Strength*, for Little Brown Publishing, which became a New York Timesi 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 Legend Award.

PREVIOUS LIFETIME ACHIEVEMENT AWARD 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.

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.

INVEST IN YOUR BUSINESS EDUCATION

"Invest" 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 attend 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, 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, 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.)



Attendees receive outstanding value for their investment in their business education, as they listen to Stephen Oliver, NAPMA CEO.

"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."

Create A BRAND OF EXCELLENCE AND SERVICE!

To build a lasting image in your community as a serious educational institution, comparable to upscale private schools, you must be extremely focused on four principles of extreme school success.

These principles will be stressed repeatedly at the 2009 NAPMA Extreme Success Academy, so you understand them and can apply and implement them at your school. These are the linchpins of the most successful martial arts schools in the world.

Make them part of your school and the mission of your staff, and you will create a brand that will burn deep into the minds of your students, their parents and your entire community, virtually ensuring a long and profitable life for your school.

#1 – Dazzling student service that would even make Walt Disney envious. Create more than loyal students; make them "Raging Thunder Lizard Evangelists" of your program.

#2 – Ironclad student retention systems that will anchor your students into your program.

#3 – "White-Glove" student quality control systems that guarantee "make-you-proud" Black Belts.

#4 – Remarkable renewal and upgrade strategies that are so appealing and attractive to your students that they will pursue you and ask to renew or upgrade.

An Extreme Guarantee for an Extreme Learning Experience

NAPMA is so confident that the 2009 Extreme Success Academy will have a profound and lasting effect on the future of your school business and the success of your students and staff that it's guaranteed.

If, at the dinner break of the first day, you do NOT agree that you are participating in a life-altering event of extreme importance and value to you, then you may advise us of your disappointment and leave the Academy, with a 100% refund of your tuition.% refund of your tuition.

You have absolutely nothing to lose, unless, of course, you miss this opportunity to grow your business and supercharge your staff!

That opportunity starts with a call to Bob Dunne at NAPMA headquarters—727-540-0500—or registering online. You can also complete the registration form on the next page and fax it to 727-540-0806 Attn: Bob Dunne, or mail the form to NAPMA, 5601 116th Avenue North, Clearwater, FL 33760.

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 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

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

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

Heather Potter
Charlottesville, Alabama

ExtremeSuccessAcademy.com

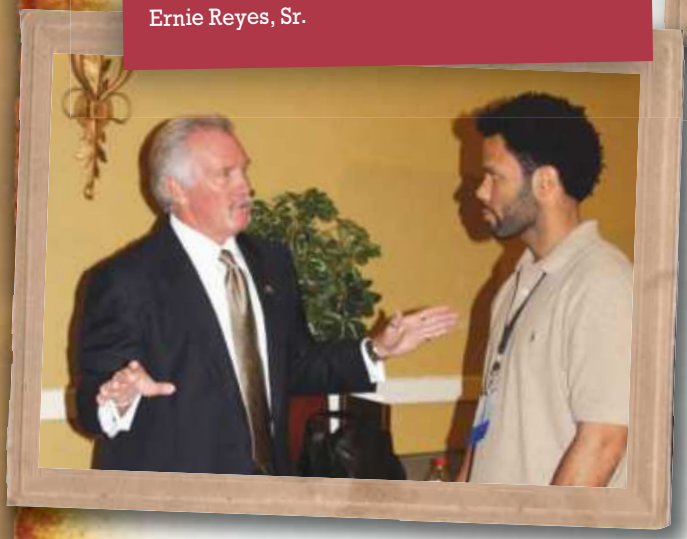
A Memorable Weekend!

Everyone attending the 2008 NAPMA Extreme Success Academy—members, guests, speakers, vendors and staff—were seriously engaged in transforming ideas and information into action and success—extreme success!

Martial artists can sit still, however; they crave action, so there were many opportunities to workout everyday with master instructors, such as Jhoon Rhee, Jeff Smith, Joe Lewis and Ernie Reyes, Sr.



The Academy attracted a full house of school owners clearly absorbed in learning what they need to know to accelerate their school growth.



Master Bill Clark takes the time to answer an attendee's question and provide individual attention, following Master Clark's presentation.



Kyoshi Terry Bryan, center, and An-shu Stephen Hayes, left, discuss their Extreme Success Academy presentations, as Master Ernie Reyes, Jr. listens to the current speaker.



Martial artists can sit still, however; they crave action, so there were many opportunities to workout everyday with master instructors, such as Jhoon Rhee, Jeff Smith, Joe Lewis and Ernie Reyes, Sr.



To balance the intense learning experience, attendees could clear their heads with a relaxing stroll on Clearwater, Florida's beautiful beach.











NAPMA's valued vendors were important contributors to the Extreme Success Academy. They offered the products and services to help members implement what they've learned during the weekend, systematize their school operations and benefit from cost-cutting efficiencies.

"We Sold Out All our Inventory!"

"My husband, Stan Lee, and I created Harry & Friends Black Belt Principles, and we were a vendor at the NAPMA Extreme Success Academy. It was totally awesome. The demand was so great that I'll have to print more DVDs for next year's event.

"If you're an industry vendor and you want to sell out your products, then you should register for next year's Academy. I was invited to present our product from the stage, and then hundreds of school owners that were very approachable. Our results were so great that we are definitely going to the NAPMA Quantum Leap in Denver in March. I will see you there."

Sarah Tucker
Harry & Friends Black Belt Principles

"I Enjoyed Exhibiting...!"

"The Extreme Success Academy was fantastic. Thank you for the opportunity to speak to the attendees Thursday evening. I had great responses to SendOutCards the next day, and some school owners thanked me for the presentation.

"It was also great to learn more about NAPMA, and the awesome learning experiences NAPMA provides its members. WOW! What a fabulous experience. I enjoyed exhibiting at the NAPMA ESA."

Rosalind Juko
SendOutCards

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 (June-Sep over $500)**

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

☐ Non-NAPMA Members
$997.00

☐ NAPMA Basic Member
$997.00 **$429.50**

☐ Maximum Impact
$997.00 **$297.50**

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

EARLY BIRD REGISTRATION DEADLINE AUG. 16

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).

☐ **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.

Fax to: 727-540-0806, ATTN: Bob Dunne
Mail to: NAPMA, 5601 116th Avenue North, Clearwater, FL 33760
Register online: www.ExtremeSuccessAcademy.com