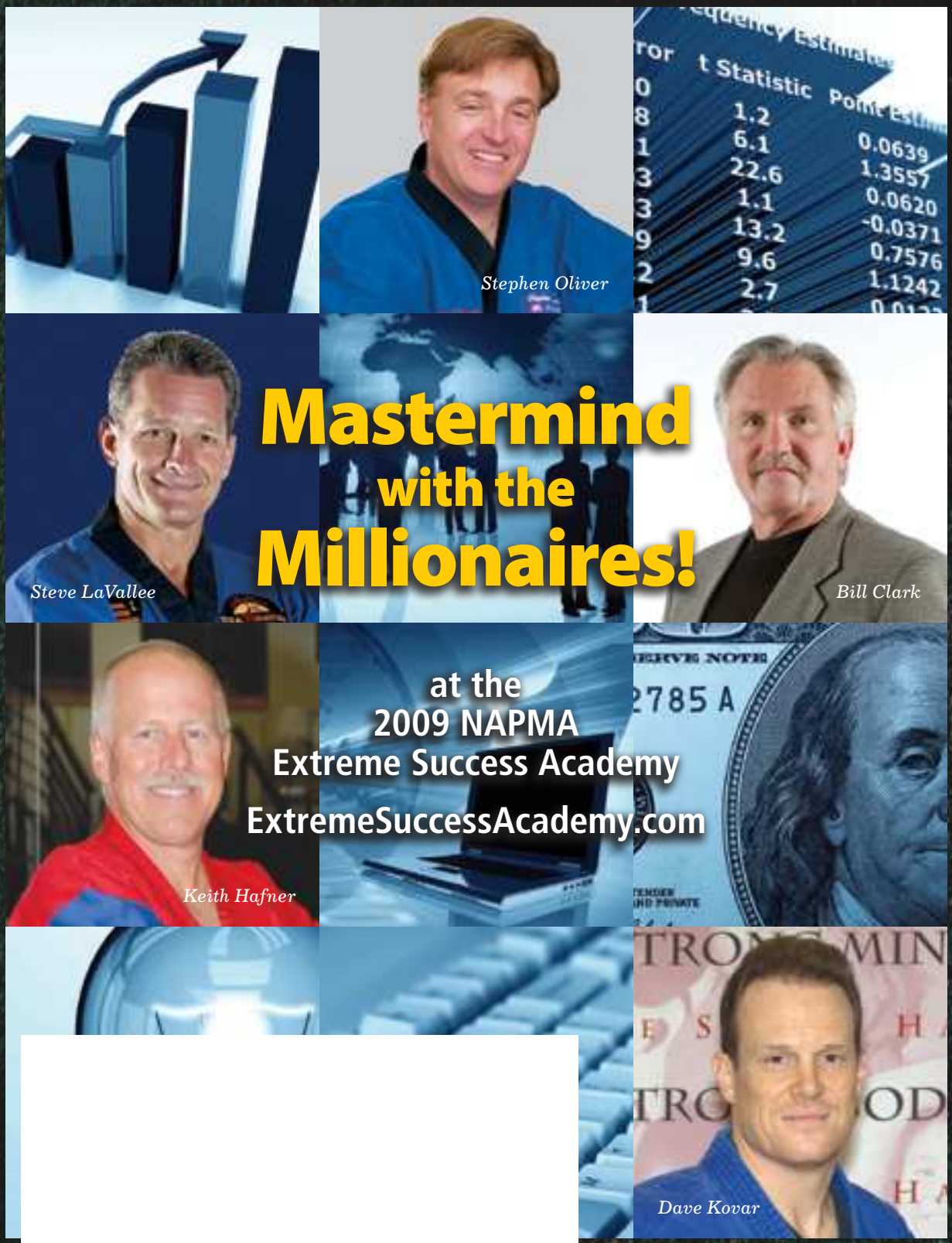
MartialArts Professional®

AUG/SEP 2009 / $8.95 US

Growth • Success • Balance



Mastermind with the Millionaires!

at the
2009 NAPMA
Extreme Success Academy

ExtremeSuccessAcademy.com

PRSRT STD
US POSTAGE
PAID
BOLINGBROOK IL
PERMIT NO. 753



THE PERFECT COMBINATION OF BUSINESS AND MARTIAL ARTS.

Get your money deposited in your bank account within 48 hours!

All EasyPay clients also have access to:

- Free Consulting
- Audio Library
- Video Library
- Seminars
- Tele-seminars
- Webinars

EasyPay Automated Billing

You choose the EasyPay method that's best for your school.

We can handle all the billing for you or you can choose to do it yourself. With EasyPay you can use both methods. If you find that you don't have the time to do it all yourself you can have EasyPay do part of it for you. Then you can change back to doing it yourself if things slow down.

Do-It-Yourself Billing with EasyPay DIY

Save money by managing your own billing. You receive the entire martial arts management program as a download. That way you have access to your data even if the Internet is down. When you are ready to enter additional billing data you log onto the Internet and process additional payments or changes. This program tracks student check in, belt ranks, payments, and more. You have complete control over all data. **Your money is deposited in your bank account within 48 hours.**

Traditional Billing with EasyPay

With EasyPay you can choose to let us handle your billing for you. This allows you to spend more time generating revenue and less time entering data and collecting money. You still have access to your student billing information via our website.

800-852-4005

MyMartialArtsBilling.com

Only One

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

REGISTER ONLINE AT MILEHIGHREGION.COM

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

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

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

Please see next paage

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

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

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

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

HOWEVER...

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

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

REGISTER ONLINE AT MILEHIGHREGION.COM

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

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

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

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

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

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

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

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

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

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

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

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

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

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

"How Does a Regional Developer Develop Schools?"

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

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

But Wait, There's More!!!

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

Add Jet Fuel To Your Existing School(s)!

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

Here's the Secret!!!

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

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

You Might Wonder Why We Developed This Program...

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

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

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

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

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

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

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

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

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

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

Beware: There's Enormous Risk in Waiting!

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

What Should you Do Next?

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

Dedicated to helping you grow in the martial arts business,

Stephen Oliver

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



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

REGISTER ONLINE AT MILEHIGHREGION.COM

MILE HIGH KARATE®

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

"What do I do NEXT?"

Watch the webinar online at MileHighRegion.com
Then, contact Rob Tucker to schedule a time to RSVP for your Discovery Day.



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

Features



Mastermind with the Millionaires!

Learn the insider secrets to thrive in this "brave-new-world" economy from Keith Hafner, Dave Kovar, Bill Clark, Steve LaVallee and Stephen Oliver—five martial arts millionaires who have grown their schools before, during and after multiple recessions. Experience the mastermind effect at its highest level at the 2009 NAPMA Extreme Success Academy.



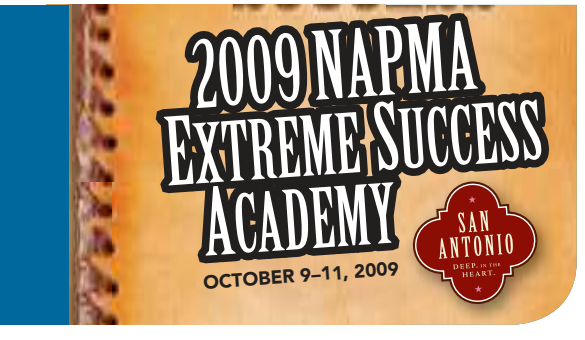
The Next Big Marketing Media: Online Social Networking

You may think online social networking is a waste of time, but you can't afford to disregard this next big marketing media. You'll gain needed experience and unlimited benefits when you join the *Martial Arts Professional* Online Community; and you'll learn what you should know when you attend the special social networking session at the 2009 Extreme Success Academy.



"I'm Earning a 1,900% Return on my $200 Investment in a Lead-Generating Program!"

In this month's Member Success Story, Robert Blum, NAPMA Peak Performers member, explains how easy it was to change the direction of his school. First, he took action, quickly and boldly, implementing the new ideas he learned, masterminding with his fellow Peak Performers members. Just one of those ideas has resulted in a tremendous jump in enrollments.



Follow a New Trail to Success!

The 2009 NAPMA Extreme Success Academy is just over the horizon—and there is new urgency for you and your staff to attend. The recession has changed the rules of business, including your business, so it's absolutely necessary that you learn the new rules—and that can only happen at the Extreme Success Academy. Read all the details in the 16-page special section.

Tommy Lee's

StepbyStep SUCCESS

Platinum Coaching



Imagine your entire year strategically planned.
Imagine your staff efficiently running your school.
Imagine your income skyrocketing with less effort.

Imagine spending more time with your family and friends.
Imagine a smooth running operation with high profit margins.
Imagine Tommy Lee educating, motivating and training your staff.

Stop Imagining things and make those things a reality.

Get started with a free coaching call....

Join Tommy Lee's Platinum Coaching and Benefit on:

- Setting Specific and Attainable Goals
- Maximizing Income and Lead Generators
- Structuring a Detailed Plan of Action
- Executing the Plan with Percision
- Tracking Statistics for optimal results
- Webinars & Tele-Conferences
- Private One on One Coaching
- Quarterly SBSS Group Retreats
- Unlimited Access to SBSS Workshops
- Coming soon.... SBSS University Online

"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

FREE Coaching Session

with Tommy Lee

*Limited to the first 25 people registered.

It's Time to Call Tommy Lee!

Phone:
(443) 871-2724
www.martialartsuccess.com

Columnists in this Issue



***Martial Arts Professional* Asks...** 66
Tony Robbins
Personal Development Expert



Zig Ziglar 68
Legendary Motivational Speaker and Author



School Growth Potential 70
Toby Milroy—*NAPMA COO*
Multiply your Print Advertising Results, Quickly and Easily, without Spending Another Dime, Part 7



No B.S. Success 72
Dan S. Kennedy—*The Renegade Millionaire*
The Positive Power of Negative Preparation, Part 2



WarriorWiz 74
Terry Bryan—*Ph.D. and 9th-Degree Black Belt*
Focus your Time and Effort on your Highest Valued Customers



Championship Success 76
Jeff Smith—*Director of Instruction for Mile High Karate*
Creating Champion Students—Developing VERY Solid Students, Part 2



The Sales Master 78
Rob Tucker—*Mile High Karate Franchise Sales Director*
Increase Your Enrollment Numbers When You Develop Stronger Relationships with Your Prospects



The Final Word 82
Stephen Oliver—*MBA, NAPMA CEO*
What's Your Net Worth?

About the Cover

It has been many years since NAPMA has convened a Summit of Martial Arts Millionaires, but you can benefit from this rare assembly of highly successful school owners at the 2009 NAPMA Extreme Success Academy.

Columnists Online

www.MartialArtsProfessional.com

Martial Arts Education



Joe Lewis—*NAPMA Technical Consultant*
Imagine Martial Arts As a Western Tradition



Peyton Quinn—*NAPMA EZ Defense Expert*
Dealing With Forcible Rape



Jim Graden—*Founder, UBC*
Following My Passion and the Market, Part 2



Keith Yates—*Instructor, University Professor*
Controversial Exercises, Part 3



Douglas Adamson—*Multiple School Owner*
The Need for Intensity in Your Program, Part 1



Fariborz Azhakh—*Martial Arts Information Professional*
The Game of Running a Martial Arts School

Martial Arts Management



Brian Tracy—*Human Motivation Author, Speaker*
The Seven Ingredients of Success: Ingredient Two: Are You Fit to Lead?



Rick Bell—*Martial Arts Speaker, Writer, Business Specialist*
How To Praise Your Program, Properly



Dr. Chris Dewey—*School Owner, University Professor*
Black-Belt Tests, Part 1

Unlimited Number of Users and Students • Online Scheduling • $.10 EFTs • Custom Reports • Session Memberships • Stu tion Tools • Free Training • Inve 24-Hour Door Access • Unli ips • Easy-to-use Menus ges • Daily Attendance Support • Customizal ated Credit Card Proce ng • Keytag Scan In to T mberships • Personalized • Mass Email



The Black Belt of Martial Arts Management Software

Get started today with the most widely used health club and martial arts software in the world.

- $.10 EFT processing
- Low credit card rates
- Online scheduling
- Complete student and billing management
- FREE training
- FREE technical support
- FREE upgrades
- FREE trial

(866) 532-9588
sales@igofigure.com
skyle: gofiguresales
igofigure.com

MartialArts Professional
AUG/SEP 2009
Growth • Success • Balance

Departments

Sound Off 12

Industry Insider 16

Featured in Industry Insider...


Donovan


Yeoh


Carradine

NAPMA News 22

Product & Service Gallery 42

Advertiser Index 80

NAPMA Teleconferences

Log into these free teleconferences now!

AUGUST/SEPTEMBER



Time Integrity for the Martial Arts School Entrepreneur
Lee Milteer
Visit **NAPMA.com/LeeMilteer**



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

OCTOBER



The Ultimate Black Belt Negotiator
Jim Thomas
Visit **NAPMA.com/JimThomas**



A Champion Fighter, A Master Businessman
Jeff Smith
Visit **NAPMA.com/JeffSmith**

NOVEMBER



Mastering the Art of Selling
Tom Hopkins
Visit **NAPMA.com/TomHopkins**



"The Toughest Man Alive"
Gene LeBell
Visit **NAPMA.com/GeneLeBell**

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

Creative Director: Gary Smith
Managing Editor/Senior Writer: Bob Sillick

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

ADVISORY BOARD

Close Combat: Chris Pizzo
Martial Arts Instruction: Jeff Smith
Martial Arts Instruction: Frank Brown
Martial Art Business: Stephen Oliver

EXECUTIVE MANAGEMENT

Publisher, NAPMA Chief Executive Officer: Stephen Oliver
NAPMA Chief Operating Officer: Toby Milroy
Director of Sales, *Martial Arts Professional*: Rob Colasanti

Martial Arts Professional Magazine is published and distributed by:

Martial Arts Marketing, Incorporated, DBA/National Association of Professional Martial Artists (NAPMA®)

Stephen Oliver, CEO
5601 116th Avenue North, Clearwater, FL 33760
FAX: 1-800-795-9581; 1-800-795-0583

Visit us on the World Wide Web: **MartialArtsProfessional.com**

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

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

The Publisher and Editors are not responsible for unsolicited material. All contributions, photos, news articles, story ideas and letters to the editor should be submitted via MartialArtsProfessional.com.

All rights in letters sent to *Martial Arts Professional* Magazine will be treated as unconditionally assigned for publication and copyright purposes and are subject to our unrestricted right to edit and comment editorially.

© 2009 Martial Arts Marketing, Incorporated. All Rights Reserved. Any reproduction without permission is strictly prohibited.

The views of contributing writers or featured personalities are their own. *Martial Arts Professional* magazine does not necessarily agree or endorse any opinions shared in this publication. Any political views of columnists or featured personalities are their own and are not necessarily endorsed by *Martial Arts Professional* magazine. T he "Martial Arts Professional" and "NAPMA" logos are registered trademarks of Martial Arts Marketing, Incorporated. Other marks used in this publication are trademarks or service marks of their respective owners.

OCTAGON™ TESTED. UFC® APPROVED.

GET YOUR OFFICIAL UFC® GEAR AT CENTURY



Official
Fight Gloves



The *ONLY*
glove worn by UFC®
fighters in the Octagon™.



Visit CenturyMartialArts.com to see
our entire selection of UFC® gear!

THE WORLD'S LARGEST MARTIAL ART SUPPLIER

CENTURY®

UFC®, Octagon™, Ultimate Fighting Championship® and As Real As It Gets®, are registered trademarks of Zuffa, LLC. Licensed by Century, LLC. © 2008 Century, LLC.

©2008 Century, LLC. 5723/CMAS/09.08

1000 Century Blvd. Oklahoma City, OK 73110

www.CenturyMartialArts.com 800.626.2787

How Do You Compete with Fitness Centers?

In the rapidly changing economy, consumers are making more carefully considered buying decisions, so you must be prepared to explain to prospects that martial arts is a fitness activity. Tell them that there are many more benefits of the martial arts experience than a fitness program that only offers martial arts as an extra, and is more likely to be a partial curriculum.

"Anyone can join a fitness center; not everyone can become a Black Belt."

People come to my dojo and complain that they are bored with the gym. Because I teach a Japanese martial art, Shotokan Karate-do, I have built my dojo with a Japanese flavor. When you enter, you walk past a fishpond and garden and follow a stone walkway, with bamboo walls, to the entrance of the dojo. By the way, it's a dojo, not a studio! I believe too many school owners are trying to imitate the fitness studio look and feel, which most school owners can't afford.

People come to my dojo because they want to wear a white gi, begin their training with meditation, learn Japanese names for the techniques and participate in a program not in the mainstream.

The martial arts are not for everyone. We are a specialty. Be proud of that and be true to your art. During the long term, you will find enough interested people to fill your school. Anyone can join a fitness center; not everyone can become a Black Belt. Communicate that message to the public. I have four very large fitness centers in my town, and they have never been a problem for my membership. In fact, I sometimes send instructors to their gyms to teach intro courses. They are great feeders to our main dojo.

BRAD JONES
NEWMARKET, ONTARIO, CANADA

"When a club is dedicated to just the arts, there is no competition on the floor with other sports."

In our style, instructors teach in both settings. The business that services both tends to favor the weight lifting and fitness programs; therefore, Karate takes a back seat. Most often, students do not receive first-rate attention on the floor. Another advantage is cost. The overhead can be lower, which allows the instructor to be very price-competitive.

ERNEST H. LIEB
FRUITPORT, MI

"My school is not a meat market for adults to pick up the opposite sex."

I don't compete with fitness centers! I teach martial arts and self-defense. My school is not a meat market for adults to pick up the opposite sex. The true study of the arts requires total commitment and focus. It is a very selfish training; nothing else matters but one's path to enlightenment. All else is a distraction and a waste of a warrior's time.

ANTHONY CATALDO
TEQUESTA, FL

"Martial arts schools are in the life-skills training, and not just the fitness, business."

I offered one-day-a-week classes at local academic schools that were taught by high school students, with adult supervision. I also conducted PE classes in the high schools with no overhead. To me, all the peripheral programs are needs to be fulfilled within a community. There are many parents that prefer a one-day-a-week program, and if I don't offer that, then some other organization will.

These programs serve special needs, but if prospective students want to learn the real deal, then they had to train at one of our main dojos. It's special to train in an environment that is designed specifically for martial arts training—not a wrestling room, gym floor or fitness center.

Martial arts schools are in the life-skills training, and not just the fitness, business. Today's successful schools teach students to use tactics, strategies and priceless, classical martial arts principles to become successful in life by training the mind, body and spirit. To think of fitness centers and martial arts school as being in the same business is a major mistake.

Health club programs are similar to introductory programs, and if customers want to upgrade to quality instruction and learn real martial arts, then they can join a real school.

TERRY BRYAN
COLORADO SPRINGS, CO

FOR OVER 20 YEARS WE HAVE HELPED HUNDREDS OF INSTRUCTORS ACHIEVE A NEW LEVEL OF EXCELLENCE AND SUCCESS

- ☆ ATTRACT MORE STUDENTS
- ☆ RECEIVE PRESTIGIOUS, WORLD RECOGNIZED CERTIFICATIONS
- ☆ OFFER A REALITY-BASED SELF DEFENSE PROGRAM
- ☆ HOST WORLD CLASS, PROFITABLE SEMINARS
- ☆ OFFER COURSES FOR LAW ENFORCEMENT & MILITARY
- ☆ HAVE ACCESS TO FREE BUSINESS CONSULTING
- ☆ BRING EXCITEMENT & VARIETY TO YOUR SCHOOL

ALL THIS AND MUCH MORE IS AVAILABLE TO YOU FROM THE DSI FAMILY OF MARTIAL ARTS ORGANIZATIONS:

- INTERNATIONAL COMBAT HAPKIDO FEDERATION
- INDEPENDENT TAEKWONDO ASSOCIATION
- INTERNATIONAL POLICE DEFENSIVE TACTICS INSTITUTE
- MILITARY COMBATIVES ASSOCIATION
- COMBAT HAPKIDO "GROUND SURVIVAL" INSTRUCTOR PROGRAM
- DSI "MIXED MARTIAL ARTS" INSTRUCTOR PROGRAM
- COMBAT HAPKIDO "PRESSURE POINTS" INSTRUCTOR PROGRAM
- WORLD MARTIAL ARTS ALLIANCE RANK REGISTRY

WHATEVER YOUR STYLE, NEEDS OR SITUATION, WE ARE READY TO HELP YOU ACHIEVE YOUR GOALS!

CALL TODAY FOR YOUR FREE DVD & INFO PACKET

DEFENSIVE SERVICES INTERNATIONAL, INC.
PHONE: 480-895-9700 • EMAIL: STAFF@DSIHQ.COM

WWW.DSIHQ.COM

"…my service to my customers has always put me on top."

The facility that concentrates on service will win in the long run. I've had to compete head-to-head with many fitness centers during the past 25 years that offered martial arts classes, but my service to my customers has always put me on top. Attend martial arts business seminars; stay current in your field of martial arts; keep an immaculate facility; teach well-planned, exciting classes; and, above all, provide legendary service to your students and you needn't worry about competition from a fitness center.

DR. VIRGIL DAVIS
VIRGIL DAVIS KARATE STUDIOS

"When prospects come to us it is because they want fitness."

We do not offer our classes as additional programming; they are what we do! Our marketing tag line is "The Martial Arts Fitness Center." We are martial arts FIRST. When prospects come to us it is because they want fitness.

If prospects want to take one class per week, lift weights, swim or sit in the whirlpool, then our school is not for them. I encourage them to find a good fitness center; however, I tell them that if they want to dedicate themselves to a goal that will help them every day in every facet of their lives, then we have a program for them.

Even our fitness kickboxing instructors are all martial arts Black Belts. We offer true fitness kickboxing—not kickboxing aerobic dance. You do remember when aerobic dance was the term used?

BRIAN LENTZ
GRAND RAPIDS, MI

"A real martial arts school will last virtually forever…"

The issue always boils down to money. Health clubs pay instructors by the hour. High-ranking Black Belt instructors just won't work for what health clubs are willing to pay. In addition, health clubs are notorious for their turnover. A real martial arts school will last virtually forever, providing opportunities for people to grow through the ranks to Black Belt and beyond.

BUTCH ALISH-TASEN
FORT WORTH, TX

"This problem plagues martial arts schools that masquerade as fitness centers…"

This problem plagues martial arts schools that masquerade as fitness centers much more than traditional martial arts schools. A traditional program appeals to kids, families and adults who are interested in a quality curriculum, instead of just losing a few pounds, or a cardio workout. They don't expect to find that as an adjunct to a fitness center, recreation center or even a university. I make sure that we differentiate our quality of curriculum, teachers and personal development, and rarely, if ever, does this become an issue when we explain the benefits of our program to prospects.

STEPHEN OLIVER
DENVER, CO

"My competition is not other centers that offer classes."

There will always be "cheap Karate" offered at fitness centers, the YMCA, community centers, etc. What we must offer to compete with these groups is superior service, more convenient class times and numerous classes per week. A superior instructional team understands that we are a "service business" and will do whatever it takes to establish courtesy and a willingness to help those interested in setting goals and achieving them. We must make the martial arts fun, informative and effective at developing discipline and character for children. Adult classes must be exciting and worth the money as well!

My competition is not other centers that offer classes. My competition is soccer, baseball, basketball, football and all the other activities that could attract a child or adult from the martial arts.

JIM BUTIN
OKLAHOMA CITY, OK

SOUND OFF TO US

Why not send us a letter?

Martial Arts Professional welcomes your Letters to the Editor, news releases, stories and photos.

To submit online:
Visit MartialArtsProfessional.com

If you prefer e-mail:
Editor@MartialArtsProfessional.com

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

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

The Only Tool You'll Ever Need



member SOLUTIONS®



Duane Brumitt
Member Solutions Advisory Team Member & Owner Tri Star Karate, Bradley, IL

Duane Brumitt discovered Member Solutions at a national conference over nine years ago. He was using another billing company and was dissatisfied with their services. He was looking to make a change.

"When I met Joe Galea, I was impressed with the genuine interest the President of the company had in helping my school, so I joined. Member Solutions eliminated all my billing problems and has provided me with so much more. One example was a few years later, I had a business crisis and Joe personally coached me through it. He's been my mentor ever since. I am not sure where I would be today without Member Solutions."

Duane has grown into a Member Solutions Top 100 client by focusing on delivering top quality instruction and spending more time marketing his school. In fact, without his billing headaches, he has used the time to become an expert internet marketer! Duane now serves on the Member Solutions Advisory Team where he shares his knowledge to help our entire Member Solutions family.

Visit us at www.MemberSolutions.com

Building Your Business One Member at a Time®

SPECIAL OFFER: Call 888-277-4409 NOW to get a FREE Business Consultation ... a $99.00 value! (offer expires 9/30/2009)

Don't Mess with Jeffrey Donovan, *Burn Notice* TV Star

Many martial artists, who have proven their fighting skills (inside and outside a ring), have been very successful in the film and TV industry.

Some in the martial arts industry have occasionally questioned whether movie and TV stars, which have



Jeffrey Donovan

legitimately earned Black Belts, have the chops to defend themselves in real-world situations.

Based on a recent interview, however, you should never doubt the abilities of Jeffrey Donovan, star of the USA cable network's *Burn Notice*, to bring a man to his knees, if necessary.

Donovan has a Black Belt in Karate and also trained in Aikido and Brazilian Jujitsu, and he tells the story of how he used those skills three years ago. He said that he was in a bar with his agent and started to talk with a woman.

Donovan said that a male patron misinterpreted her flirtatious manner, and confronted Donovan, angrily shouting that the woman was his sister. When the man acted as if he was ready to strike Donovan, he automatically reacted, based on his training, and grabbed the man's larynx, squeezed it and dropped him to his knees. Donovan said the man was obviously drunk, but later apologized.

Martial Arts Training Expected to Improve Performance of Miami Dolphins Players

SCOTTSDALE, AZ—The members of the NFL's Miami Dolphins are about to learn first-hand what many other professional athletes (inside and outside martial arts) already know and which drives their excellence: martial arts is the perfect complement to any athletic training regimen.

According to team sources, many members of the team have integrated a martial arts routine with their standard off-season training program.

Team officials expect the additional training to benefit specific player positions. For example, explosiveness and hand techniques could improve both offensive and defensive linemen and cornerbacks and safeties. The defensive backfield players could have an advantage during jump-ball confrontations with wide receivers.

The ancient masters may not have envisioned martial arts training for NFL players, but the masters had the wisdom to know that martial arts would improve the performance of any physical activity.

Indian Prostitutes Learn Self-Protection Techniques

CHENNAI, INDIA—You can bet the ancient masters didn't envision this combination, either!

The Indian Community Welfare Organization is providing free Karate lessons to women in the sex trade. It is estimated that there are approximately 90,000 commercial sex workers in the southern Indian state of Tamil Nadu.

The first class of 75 women is training in the coastal city of Madras (Chennai) for almost five hours a day, and often in very intense heat.

According to many of the women, the level of violence from customers and pimps was so severe that they took the initiative and asked the Indian Community Welfare Organization to help. (It appears they have already learned one of the first lessons of a Black Belt!)

Now, the women are learning self-defense techniques to protect themselves, as they develop their self-esteem and confidence; skills and an attitude that may help them change their lives.

According to the organization, the next phase of the program will train 300 women, and then a group of 500.

Egyptian Women Have Had Enough, Too!

CAIRO, EGYPT—Egyptian women — and women throughout the world—are showing the same initiative as the Indian women in the previous story. Many are turning to martial arts train-

LIABILITY INSURANCE

★★★★★
Five Star Service

BBB
Member South Florida Better Business Bureau

The Choice of 1000's of Studio Owners Just Like YOU!

$2,000,000 Liability

Most Studios Make 6 Easy Payments Of Just

$60.00* ea.

AS EASY AS MAKING A PHONE CALL!

Let Us Fill Out The Forms For You - ON The Phone!

Contents Loss (mats, mirrors, plate glass, products, etc.) and Non-owned Auto Liability Coverage Also Available! NEW!

TOURNAMENT INSURANCE

MARTIAL ARTS GROUP MEMBERS PAY

Only **$330.00**





Instant Coverage Over The Phone With Major Credit Card

1-800-207-6603

Visit Us On The Web: WWW.igomag.com

*After Down Payment

CONTENTS INSURANCE | TOURNAMENT INSURANCE

ing to defend themselves from sexual harassment.

A recent press story reported that teenage girls are taking Karate lessons at Cairo's Embaba Youth Center. Despite having to wear headscarves, as a sign of Islamic modesty, and training at a facility without floor mats, the girls report that they expect to gain greater confidence and learn how to avoid male hostility.

Although some Egyptian government officials think the reports of sexual harassment are exaggerated, these teenage girls are just one small example of political advancement for women in Egypt and throughout the Middle East.

A recent survey of Egyptians and foreigners revealed that a huge percentage said they were insulted or groped on Cairo streets.

Former Bond girl, Michelle Yeoh, in John Woo Kung Fu Film

SHANGHAI, CHINA—Press services are reporting that Michelle Yeoh, who co-starred in *Tomorrow Never Dies and Crouching Tiger, Hidden Dragon*, has accepted a starring role in a new John Woo-directed martial arts movie.

Tentatively titled, *The Sword and the Martial Arts World*, the film is scheduled to begin production in China during September.

Although Yeoh's recent films (*Memoirs of a Geisha*



Michelle Yeoh

and *Far North*) have been dramatic roles, she stated that she is not avoiding action movies and, at 46, is still physically fit for Woo's Kung Fu script.

Yeoh first became famous as a beauty queen and then as a Hong Kong action-movie star.

Malaysian Kung Fu Master Sets Finger-Piercing Record

KUALA LUMPUR, MALAYSIA—Ho Eng Hui, 55, a Malaysian Kung Fu master, improved the record he already held in the Malaysia Book of Records (70 seconds) when he pierced four coconuts with his index finger in 30.81 seconds.

Hundreds of people, many of them tourists, witnessed the record-breaking performance in Malacca.

According to press reports, Ho learned how to strengthen his finger, training with a Chinese martial arts master. Ho is now training in an attempt to set a similar record in the Guinness Book of World Records®.

ASF International Launches New Web site

DENVER, COLORADO—ASF International, a billing and software provider for the martial arts industry, has launched a new, interactive Web site at asfmartialarts.com. It was created to provide users an easy-to-navigate, informational resource about
ASF's services.

Rachelle Dodge, ASF's marketing manager, explained, "We know martial arts professionals are busy. They need information quickly, without having to jump through hoops to obtain it. There are so many Web sites that require users to dig through a huge amount of text to find the answers they are seeking. We designed our site with simple navigation and concise information about our services."

"Additionally, one of the features of our new Web site is a comparison checklist that school owners can use when shopping for a billing or software company. Because there are so many suppliers from which to choose you must do your homework before making a decision. We hope our Web site can not only educate users about our services, but also assist them in choosing a company that best fits their business model."

ASF International, based in Denver, Colorado, has been serving the martial arts industry since 1973. For more information about ASF, visit asfmartialarts.com or contact the company at 1-800-227-3859.

Tradition vs. Business Controversy Comes to the Shaolin Temple

ZHENGZHOU, China—Readers of *Martial Arts Professional* have often read in these pages that many school owners believe that the preservation of their tradition is paramount, while others say that martial arts schools must adapt to 21st-century business models, as they also honor their traditions.

Now, it appears that this oft-debated topic in the West has caused controversy in the very traditional ranks of Shaolin martial arts in the East.

According to reports from the central Henan Province, home of the Shaolin Temple, the recent naming of Shi Yongxin, as "the representative inheritor of the Shaolin martial arts," has generated considerable criticism.

Shi is already considered China's most controversial monk, and this appointment, although hailed by some, has provoked the opposition to voice their doubts about Shi's Kung Fu abilities. Many of his critics agree that he is a good busi-

AS A MARTIAL ARTIST YOU KNOW WHAT IT TAKES TO COMPETE: WORK WITH THE BEST INSTRUCTORS, TRAIN HARD, AND PREPARE FOR THE UNEXPECTED. **BUT AS A BUSINESS OWNER**, DO YOU APPLY THE SAME PHILOSOPHY TO YOUR SCHOOL?



ASF International will prepare your business for the future.

EFT & Billing

Competitive pricing with no contracts or hidden fees. You pay nothing unless we collect.

School Management Software

You're in control. 24/7 access to all your financial and student information.

Marketing Programs

Less effort, more sales. We'll help you attract new students and retain the ones you have.

Service & Support

Quick, friendly support for you and your students. Training & Tech Support are included.

Your Business. Your Future.

Put 35 years of experience to work for you:

- Straightforward, competitive pricing
- Software, training, and tech support at no additional charge
- 24/7 control over your business and student info
- Business performance & growth forecasting

ASF INTERNATIONAL

www.asfmartialarts.com | 800-227-3859

nessperson, but they openly declare their superior Kung Fu skills.

Shi has attracted controversy since he became the abbot of the Temple in 1999, earning him the nickname, the CEO monk, because more of his activities have been focused on developing business opportunities, such as Kung Fu shows, film production and online sales.

The public and those in martial arts circles point to the 2008 report that the Temple installed "five-star restrooms" for tourists and an LCD TV set in a foyer, as other examples of Shi's nontraditional approach.

Recent gifts to the Temple have also made some angry. They include an ornate abbot's cassock embroidered with gold thread in the style of ancient imperial robes and a luxury four-wheel-drive vehicle that Shi received from officials of the Province. According to officials, the vehicle was in recognition of Shi's positive impact on the tourist trade. MAP

Actor David Carradine Is Laid to Rest

LOS ANGELES, CALIFORNIA—Funeral services were conducted on June 13 for actor David Carradine, 72, who is most well known for *Kung Fu*, the 1970s TV series, and Quentin Tarantino's *Kill Bill* films. The service was attended by more than 400 people, while the burial was private.

Famous friends and former co-stars paid their last respects, including *Kill Bill* co-stars Michael Madsen,



David Carradine

Lucy Liu and Daryl Hannah; British actress Jane Seymour; Tom Selleck; James Cromwell and comedian Rob Schneider.

Carradine's brother, Keith Carradine, was the only family member who greeted guests. All other family members remained secluded.

Carradine was found dead with a rope around his neck in a Bangkok hotel room on June 4. His family has requested that the FBI investigate, since rumors suggest that the actor was not alone in his hotel room that night.

Since then, a private autopsy has been completed and it states that he died from asphyxiation; however, a second autopsy is planned. The Carradine family has contracted with Dr. Michael Baden, a forensic pathologist and host of HBO's *Autopsy* series, to perform the second autopsy.

It has also been reported that the medical examiner does not consider the death to be a suicide. Baden subsequently speculated that Carradine must have died an accidental death, since natural causes and suicide have been officially eliminated.

To add to the controversial tragedy, Marina Anderson, Carradine's former wife, stepped forth and declared that Carradine regularly showed "deviant sexual behavior, which was potentially deadly." According to 2003 domestic court records, this was cause of their divorce.

Taekwondo Athlete Funding Olympic Bid from Questionable Source

WELLINGTON, NEW ZEALAND—In an attempt to raise approximately $200,000 to compete at the 2012 London Olympics, Logan Campbell, 23, has chosen a means that may disqualify him, since it would seem to violate important Black Belt principles.

Campbell, who competed at the Beijing Olympics (and spent $90,000 of his parents' money to do so), has joined with a partner to open an Auckland, New Zealand gentleman's club and provide escort services.

John Schofield, Taekwondo New Zealand funding manager, reacted to the story by stating that Logan could be disqualified if it is deemed he is not serving as an example to the youth of the country.

Kung Fu Cinema Draws Big Ratings and Requests for YFN Cable

PHILADELPHIA, PENNSYLVANIA—Matthew Ray Hendrickson, president of YFN Cable Company, recently announced that the company has signed Alan Goldberg's *Kung Fu Cinema* for three seasons.

Hendrickson said, "Master Goldberg's Kung Fu Cinema is the most requested show on our network. He has an enormous following because of his 44 years in the martial arts. His friends and fans continuously send us letters, requesting his show. It's a wonderful groundbreaking program that children and adults will enjoy, as they learn self-defense tips and techniques from the comfort of their homes."

Master Goldberg's *Kung Fu Cinema* will feature an exciting martial arts film; and Master Goldberg will offer tips and techniques on moves that were featured in the film.

YFN Cable estimates an average of 12% of its audience will watch Kung Fu Cinema, which are approximately twenty-four million viewers per week. YFN Cable provides free programming to more than one billion Internet users worldwide. For more information, visit yfncable.com. MAP

COMMANDO KRAV MAGA

THE FASTEST GROWING REALITY–BASED SYSTEM IN THE WORLD!



BE A PART OF THE GROWING SUCCESS!

BECOME A CERTIFIED INSTRUCTOR:

- TEACH THE FASTEST GROWING REALITY-BASED SYSTEM IN THE WORLD!
- EXPAND YOUR ADULT ENROLLMENT
- INCREASE YOUR REVENUE
- ADD ONE OF THE MOST MODERN & INNOVATIVE PROGRAMS TO YOUR SCHOOL!

HERE'S WHAT SOME OF OUR CERTIFIED CKM INSTRUCTORS HAD TO SAY:



"The CKM program has definitely been a winner for the adults at my school. I would highly recommend the CKM program as a new profit center for the adult market. The adults love the program because it's so simple to learn."
-Lamon Kersey, Mr. Kersey's Karate School Ltd., 6th Degree Black Belt in Isshinryu Karate, CKM Level 4 Instructor



"Since Legion began offering Commando Krav Maga training in January of this year, membership growth has been tremendous, with Legion now training well over 50 trainees in CKM and still growing. A large percentage of Legion members opt to train in both Elite Combat Fitness and Commando Krav Maga, which is an added financial benefit to our club."
- Steve Mansfield, Legion Fitness, Black Belt in Karate & ISSA Certified Trainer, CKM Level 3 Instructor

TRAIN WITH WORLD RENOWNED COMBAT EXPERT AND FOUNDER OF COMMANDO KRAV MAGA
MONI AIZIK!



"I have been training in other arts and systems for 24 years and have owned a successful school for 13 years, but I never experienced the enthusiasm & thirst for knowledge that my new CKM students have."
-Rich Kohler, Premier Martial Arts - East Hartford, 5th Degree Black Belt, American Kenpo, CKM Level 2 Instructor



AS SEEN ON THE HISTORY CHANNEL & DISCOVERY'S MILITARY CHANNEL

NO LICENSING FEES!
NO HIDDEN COSTS!
NO POLITICS!

APPLY NOW: WWW.COMMANDOKRAVMAGA.COM
OR CALL US AT:
1-800-408-9218 (TOLL-FREE CANADA & USA)
1-416-485-3584 (WORLDWIDE)

Learn the New Success Secrets of a Changing Economy at the 2009 Extreme Success Academy

It's a time of dramatic change in the world—and that includes the general economy and consumer buying decisions. Your future success depends on your ability to learn how to play by a different set of rules, and you'll learn those rules at the 2009 Extreme Success Academy, October 9–11, in San Antonio, Texas.

NAPMA has purposely developed member events (Extreme Success Academy and Quantum Leap) that are different than all other industry gatherings, which seem to present a rotation of the same 25 speakers and topics. Those strategies and concepts are still focused on the past and simply no longer apply to the "brave-new-world" economy that is quickly becoming the norm.

Think of the 2009 Extreme Success Academy as a series of preparatory courses that reveal the insiders' tools and techniques that you'll need to succeed in that "brave-new-world" economy. Although marketing and promotions are still important systems, you must now be sure that your retention, renewal and student quality systems are strong and effective.

As parents become more selective about their children's activities, you must make it easy for prospects and current students and parents to perceive that your program is worth many more times than what they pay for it—and providing more benefits than any other activities in which their children may participate.

Another reason the Extreme Success Academy is different is that NAPMA understands that being a passive listener to a 40-minute seminar is not enough; you need the opportunity to interact directly with millionaire school owners, such as Steve LaVallee, Dave Kovar, Bill Clark, Keith Hafner and Stephen Oliver, to learn their thinking processes and how they operate behind the scenes.

Online social networking is quickly becoming a major media of the new economic paradigm. You'll learn the secrets of using social networking sites, with less emphasis on the social and more on networking, during a special seminar with Tracy and Mike McCoy, founders of KICKgen, a martial arts social networking Web site.

The 2009 Extreme Success Academy will prove again that NAPMA events are your best business educational opportunities, especially when you need to learn how to respond to major economic shifts and trends, such as are happening now.

Register you and your staff members today at ExtremeSuccessAcademy.com and qualify for the great member discounts through September 12.

Save 50% with the Special Room Rate for the 2009 Extreme Success Academy

NAPMA has negotiated a special room rate with the Holiday Inn Riverwalk in downtown San Antonio, Texas, for all attendees at the 2009 Extreme Success Academy.



Holiday Inn Riverwalk

The hotel's standard rate of $199.00 is only $99 a night—just a bit more than 50% off—but there is a limited number of rooms at this rate, so visit ExtremeSuccessAcademy.com today to register for the Academy and reserve your rooms.

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

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.

SIDEKICK BILLING.COM

Online Billing Saves Money!



Basic Billing $9.95/mo

Get Paid Faster!

5 Days or Less

Here's Some Honest Advice from a Former Billing Company President…

"You've probably been paying too much for billing, and you should never have to wait weeks for your billing company check. For the first time ever, there is an alternative for instructors that makes sense."

SideKick Online Billing

Rick Bell Knows This Industry:

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

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

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

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

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

1-800-398-2213 **www.SideKickBilling.com**

environment for some serious business learning, with a dash of laid-back fun.

Harvest a Bumper Crop of New Students This Fall!

To paraphrase Grand Master Jeff Smith on a recent Tools and Techniques for School-Growth Success DVD in the monthly NAPMA Maximum Impact Package, "You're a farmer, with a crop of new prospects; and if you don't tend your crops, then they rot on the vine. If you water, fertilize, eliminate the bugs and protect the seedlings, and then harvest them, you will have an excellent yield of enrollments and future renewals."

NAPMA members are about to harvest a bumper crop of new students this fall because they implemented the many summer-season strategies and tactics, which they received exclusively every month, as NAPMA Maximum Impact members.

NAPMA members' proactive efforts, during June, July and August, have generated above-average, or even record, new enrollments and very large lead lists of highly qualified prospects.

Now, NAPMA members have the clear advantage, as they can pre-frame their many new students for near-term upgrades or renewals that result in more long-term students at a much higher per student value.

Members can also work their hot and robust lead lists much more cost-effectively than mass-media marketing, and enroll even more new students during the fall months compared to the summer.

If you've experienced the summer "slows" and your prospects for the fall don't look much better, then you need to join with these smart school owners who are utilizing the newest methods and materials that NAPMA is providing them to make this fall season one of the best ever.

First, go to pages 50 and 51 in this issue, where you'll find a description of the school-building strategies, systems and resources in the latest NAPMA Maximum Impact Package.

Then, you'll want to proceed to page 48 for a presentation of the FREE NAPMA Fall Success Series, a $2,310.12 value. It's a huge package of everything you need to succeed beyond your expectations this fall. Register for your free package of gifts at **NAPMAFreeOffer.com**.

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

Martial Arts Professional provides access to many free resources and school-growth programs for you, its readers, and NAPMA members.

Make NAPMA.com your one-stop, school-growth online destination. The NAPMA Web site continues to grow as a major source of the ideas and information that will drive your school to success and your career to maximum prosperity.

Maximum Impact, Inner Circle and Peak Performer members have separate, secure home pages with access to an astounding selection of printed and recorded content, with the only purpose of helping members adjust to the changing economy and the new set of rules they must follow to succeed.

NAPMA members also have exclusive discussion forums for each membership level. Members share what is working in their schools to overcome identical issues, problems and challenges.

NAPMA is adding new content, regularly, and you can download many reports, articles and marketing materials for FREE!

Make sure your weekly "to-do" list includes a regular visit to NAPMA.com because you never know when that one piece of information you need to take your school over the top will be added —or you'll find the many strategies and tactics you've never learned or implemented to skyrocket your enrollments and upgrades.

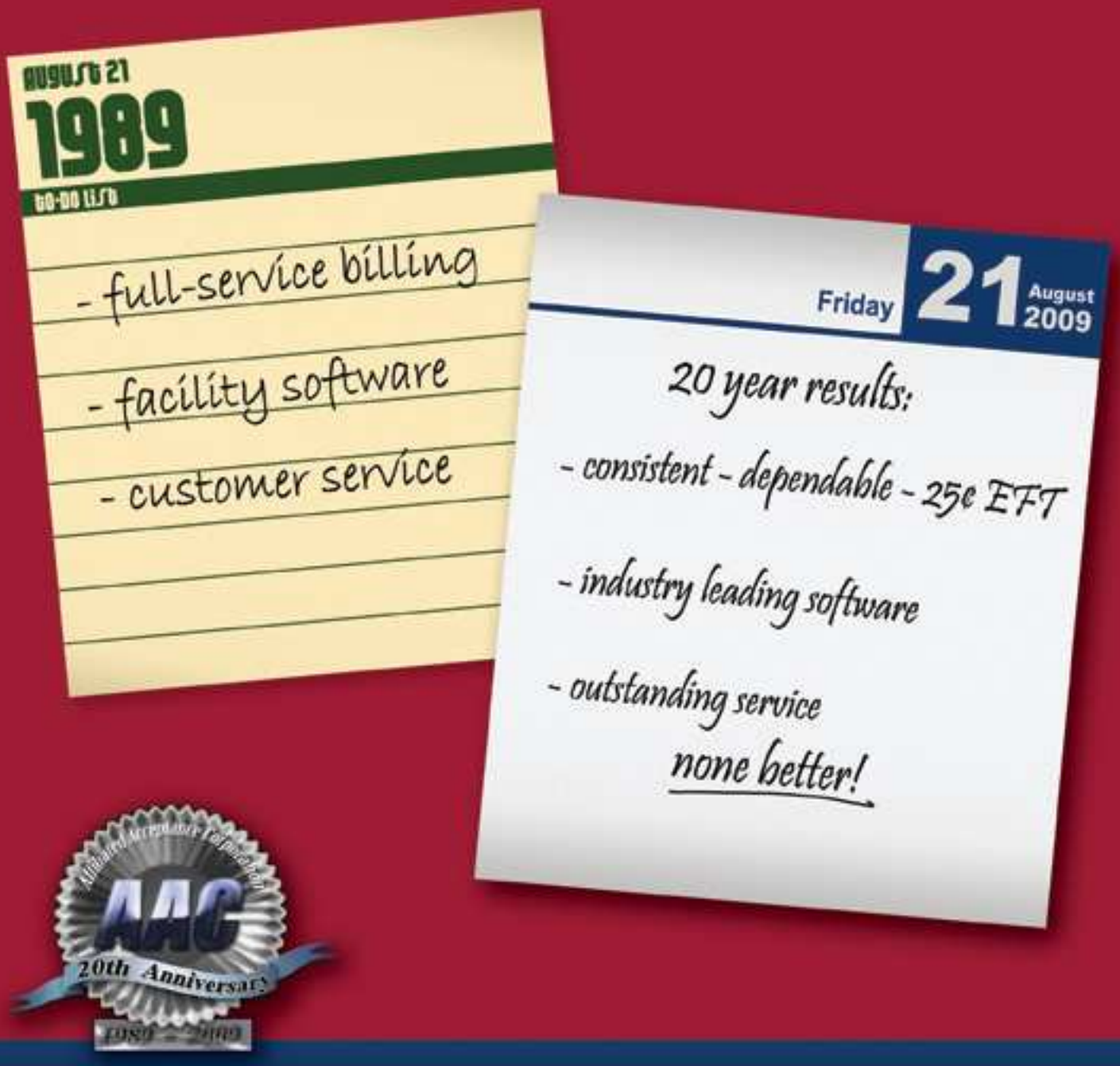
The multi-school business model is a growing trend in the industry and the smart response to this economy. It may also be the best method to build equity in your school business. Learn more about why this business model complements the Mile High Karate franchise system so well at the free Webinar. Visit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

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

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

More and more NAPMA members are registering for the NAPMA 24/7 Automated & Live Answering Services because they know answering ALL calls and answering them professionally has a direct effect on enrollments and revenues. Learn more at **NAPMA.com/liveanswer.**

As a NAPMA member, there are even more resources that will power your school to higher levels of success. You can learn about the monthly member package and other member-only benefits at **NAPMA/FreeOffer.com**. MAP



The best just keeps getting better.

If you are not experiencing the benefits of doing business with AAC, come see what you are missing... it *will* be worth it!

Affiliated Acceptance Corporation
1 (800) 233 - 8483 **www.affiliated.org**

AAC




Stephen Oliver




Steve LaVallee




Bill Clark




Keith Hafner








Dave Kovar

Mastermind with the Millionaires!

Mastermind—that one word describes your best and most effective method to acquire and learn how to implement virtually all of the secrets, strategies and systems you'll ever need to operate a school (or multiple schools) more successfully than you may have ever imagined.

It's a relatively simple concept: Like-minded business owners (be they martial arts school owners or butchers, bakers and candlestick makers), with similar-size businesses and facing identical challenges and issues, meet and interact regularly to discuss those challenges and issues, share possible solutions and develop totally new solutions, benefiting all members.

NAPMA enthusiastically promotes the mastermind concept; and, in fact, created the NAPMA Peak Performers and Inner Circle Groups, whose members meet and talk regularly to support each other's business-growth efforts.

Now, NAPMA, as only it can, in its leadership position in the industry, has called for a Summit of Martial Arts Millionaires—the ultimate mastermind experience. It will convene at the 2009 NAPMA Extreme Success Academy, October 9–11, in San Antonio, Texas.

It has been many years, since this rare assembly of highly successful school owners has been summoned; but this is a time of crisis and opportunity, and these captains of the industry are ready to lead you from the Old World of business to the New.

The Summit of Martial Arts Millionaires should completely change your mindset about attending the Extreme Success Academy (in fact, it should be a good kick in the pants). The positive impact of your school on your students and community, the growth and success of your school business, the current jobs and future opportunities of your staff and the financial stability of your family are all at stake in this topsy-turvy economy.

…these captains of the industry are ready to lead you from the Old World of business to the New.

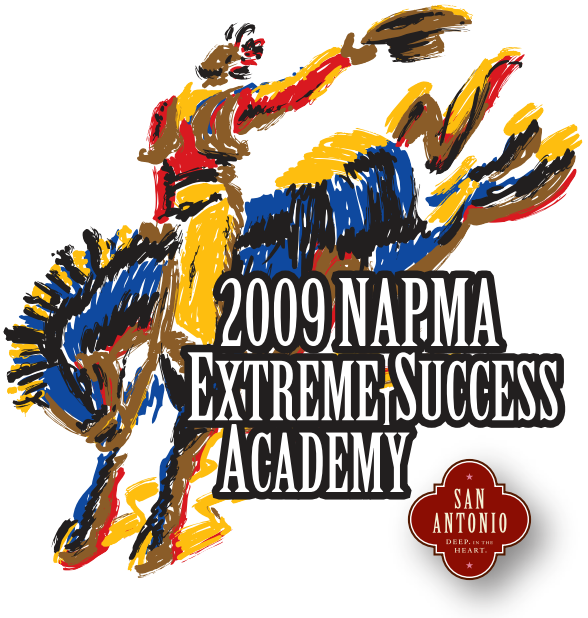
That is why you must be one of the select group of school owners that will make the wisest decision of their professional lives: to mastermind with the martial arts millionaires—Keith Hafner, Dave Kovar, Bill Clark, Steve LaVallee and Stephen Oliver.

The Mandate for Change

Change can come with the subtlety of a light, pleasant breeze or the suddenness of a terrifying tornado, sweeping the landscape clean of all vestiges of the past. That has been the experience of the global economy during the last year—for the largest and most sophisticated financial giants of Wall Street and the smallest businesses on Main Street.

There are only two outcomes, when the economic paradigm in which you must operate your martial arts school has changed so drastically.

You can be swept from the marketplace, tumbled and tossed into oblivion with the old rules, ideas and methods that no longer work; or you can ride the winds of change,



quickly learning and adapting a new set of rules and implementing new systems and methods that will help you land on your feet, with a stronger school business, prepared to succeed in this "brave-new-world" economy.

It's no secret that, during the last 12 months, many martial arts schools would not or could not withstand these major changes—and mostly because too many of those school owners weren't even doing business by the old rules very well!

Whenever the economic winds blow, and drastically; it's very easy to recognize the business owners, large and small, that were doing a poor to mediocre job of operating and growing their businesses—because some vanished or some had to be saved (AIG, General Motors, etc.) by the only entity that is bigger, the government.

You don't need the help of the government because martial arts is an industry, a family, which helps its own. All you need is to attend the 2009 NAPMA Extreme Success Academy, so you can take advantage of this unprecedented opportunity.

Let the Masterminding Begin!

These are just a few small samples of the millionaire thinking that you and your staff will experience at the 2009 NAPMA Extreme Success Academy.

"I made a decision and let go of my fear."

—Keith Hafner

"Many school owners find themselves operating stagnant or slow-growth schools, and I think the root cause is fear-based thinking.

"I remember so clearly when I had to learn and implement new systems and methods if I was ever to change the direction of my school business. I studied how Stephen Oliver and Steve LaVallee were operating their schools. I decided to model successful behaviors.

"I then decided to make whatever changes were necessary to become successful. I didn't care what changes, or what I felt about them emotionally or thought about them intellectually. That was the breakthrough for me—I made a decision and let go of my fear; it then became very easy to implement and move forward."

"Be more open minded to grow and change."

—Kyoshi Steve LaVallee

"A martial arts school should be run just like any other business. It must be a professional business, but with a strong human-relations element and a good reputation in the community.

"You certainly need systems to conduct your curriculum and classes. An instructor, who is well trained and has a great personality, must drive those systems. Martial arts is a personality driven business. You also need systems to answer the phone and conduct an introductory lesson, upgrade and your testing. Your school must become more system-driven to run efficiently, whether you're there or not.

"If I were to give the typical school owner (approximately 100 students) any advice, then I'd say look in the mirror and make yourself better every day. Make yourself a better martial artist, a better teacher and a better businessperson. Be more open minded to learn. Be more open minded to grow and change."

"…a positive and powerful influence on so many lives…"

—Kyoshi Dave Kovar

"I want to give you some positive reinforcement about your unique position in your community, where you're able to have such a positive and powerful influence on so many lives, and which is so rewarding.

"Nothing brings that into sharper focus for me than the story of my nephew. He is in his 20s, has a young son and has been involved in my schools, since he was a little kid. After running a school, with a good record as a teacher, he decided to pursue a different career.

"Now, he works in corporate America, and he hates it. He said that he spends his days with people that don't like their jobs, they're trying to cut corners and they have lousy attitudes. He now knows he prefers the martial arts culture because most instructors and school owners are proactive.

"I look forward to talking with you at the 2009 NAPMA Extreme Success Academy and helping you make the changes to your business that will allow your school to strengthen its unique position in your community."

Trust These Martial Arts Masterminds to Lead You to Success!

To guide you safely and successfully across the changing landscape of the new economy, you'll want to ride with five of the most successful and influential martial arts business entrepreneurs in the world.

Register for the Extreme Success Academy today at ExtremeSuccessAcademy.com, so you can attend these five special sessions.



The Seven Reasons People Buy Martial Arts in This New Economy, *with Master Keith Hafner*

Master Hafner owns and operates one of the most profitable single schools in North America, in Ann Arbor, Michigan. He will reveal seven proven marketing messages that are working in today's economy, and have been generating proven, successful results!



Developing "Make-You-Proud" Black Belts, *with Kyoshi Steve LaVallee*

Kyoshi LaVallee is a pioneer of the modern martial arts industry, and has enjoyed more than thirty-five years as a martial artist, athlete and teacher. Kyoshi LaVallee's quality-control standards are legendary! During his no-holds-barred session, he will outline the keys to guarantee great quality Black Belts, and how to eliminate completely the watering down of your system or curriculum!



"Sniper-Accurate" Target Marketing, *with Kyoshi Dave Kovar*

Mr. Kovar has been teaching martial arts professionally for more than 25 years. Dave is a multi-style Black Belt who has been always committed to improving his martial arts skills. Dave will reveal his proven strategies to deliver hyper-targeted sales messages to your prospective students, in an entertaining, highly engaging manner!



Building Your Future in the Martial Arts Business, *with Chief Master Bill Clark*

Chief Master Bill Clark currently operates more than 30 highly systemized and profitable locations. He will share his immense experience with you, and reveal some of the systems he is currently using in his schools to systemize and automate some of their key functions. During Chief Master Clark's No-BS session, you'll learn how one of the most successful multi-school operators is re-tooling for the new economy!



Flourishing in the New Economy, *with Stephen Oliver*

For more than 32 years, Stephen Oliver has operated super-successful martial arts schools! From the most traditional roots, the Jhoon Rhee Institute, he's built an international franchise organization that's taking the industry by storm. Now, the game has changed…permanently, and, during his special bonus session, he'll divulge his most successful new strategies for thriving—not just surviving—in the new, emerging economy.

The Decision Is Yours

As Keith Hafner, Dave Kovar, Bill Clark, Steve LaVallee, Stephen Oliver and most other martial arts millionaires would tell you: You must embrace change and not run in fear of it. How you respond to the dramatic changes we've all experienced during the recession will be the true measure of your business savvy and willingness to learn the new rules of success, and implement them without hesitation.

Neither NAPMA nor the speakers at the 2009 Extreme Success Academy can decide how you should respond, but they can provide you with a once-in-lifetime opportunity to learn what you must know to make an informed and proactive decision.

Shirking your responsibility to your students, staff, community and yourself to build an exceptional educational institution is a clear signal that you don't care where the winds of change take you—and you can bet the farm that those winds will sweep you away with all the other business owners that think they can succeed with the old rules and methods.

FOOTPRINT™ Billing

FREE

EASY-TO-USE STUDENT MANAGEMENT SOFTWARE INCLUDED!

FULL-SERVICE BILLING AS LOW AS: 1.5%!

Brought to you by:
CAPITAL PROCESSING INTERNATIONAL™

(800) 985-2785
www.footprintbilling.com



Member Management • Contract Management • Class Management
Belt Testing • Certificates • Reporting





Attending the NAPMA Extreme Success Academy and learning from its special guests, may be regarded, in retrospect, as one of the greatest weekends of your life.

Leadership and mentoring are critical, if you expect to separate yourself from the school owners who are wandering aimlessly, unsure of where to turn or who to trust. You simply can't go it alone in this volatile economic climate.

That's why NAPMA is honored to welcome five of the most outstanding "agents of change" to the Extreme Success Academy. You can measure their success by their schools, students, revenues or the cars they drive; but what makes them so much different (and more successful for more years) than most speakers at industry events is that they originally created the systems and methods to thrive during any economy.

> Too many of those school owners weren't even doing business by the old rules very well!

Throughout decades of operating successful schools and chains, they've had to change the way they do business often—and they're ready to teach you what you must know. They represent that rare breed of school owner who has no giving up, just giddy up to the next green pasture of success.

Special Savings When You Register Today!

Register to attend the 2009 NAPMA Extreme Success Academy by September 12, and you'll save 50%, as a NAPMA member. If you're not a member, then that can be easily accomplished in a matter of minutes at NAPMAFreeOffer.com.

Not only will you save hundreds of dollars on your Extreme Success Academy registration, but you'll also receive the FREE NAPMA Fall Success Series, an amazing package of ideas and information to make this fall the best ever, a $2,310.12 value, absolutely FREE!

It only takes a few additional minutes to book your rooms at the Holiday Inn Riverwalk. You'll save 50% on the standard room rates, specially negotiated by NAPMA, if you make your reservations by September 9. **MAP**



Online Registration Brings Your Class-Based Organization into the 21st Century

By Mark Mahoney, Co-founder and President of Jackrabbit Technologies

More and more class-based organizations are responding to their customers' demand for online registration to access vital information and activities in an on-demand format.

Martial arts school owners are discovering that online registration is tremendously appealing to their customers, and offers them and school owners significant benefits.

Online registration lets your Web site do all the work, freeing your staff to focus on daily business tasks; eliminates the "6 a.m. lines," so customers can register at their convenience; automates a previously tedious, time-consuming process; and improves the accuracy of registrant information.

Online registration—popular as it is—may not be the answer for absolutely every type of class-based organization. Consider some of the basics of online registration, as you decide if it serves your school and its customers.

Online Registration — Defined

Online Registration is NOT a printable PDF of an application on your Web site and the collection of information from your Web site that isn't connected to an enrollment database.

With either of the above-mentioned processes, the registrant has no idea if the class for which he is registering is available and the registrant's information must be re-entered into an enrollment database.

A good online registration solution DOES:

- Place all the students and parents' information into an enrollment database automatically (no re-keying).
- Allow registrants to review and choose classes and any options (one-time information input).
- Give registrants the option to be placed on waiting lists for full sessions (keep students interested in class).
- Allow registrants to pay a deposit and/or full-class fees (eliminate billing and collections).
- Provide registrants with registration and payment confirmation (eliminate confusion).
- Allow registrants to complete registration and make payments at their convenience from home or work (make processes easier for customer).

While you want to make this process easier for you and your customers, you don't want to create problems by employing a process that automatically accepts all applications. You cannot automate the complexities that often accompany the acceptance of registrations. Your process can create a "hold" of online forms for review and enable you to quickly scan them, make yourapplication decisions, and then communicate with registrants via automatic or personal confirmation.

The Decision To Offer Online Registration

Online registration's ultimate benefit is convenience: for your customers and to reduce your staff's registration workload.

A well-designed online registration process can:

- Eliminate data entry and hard-to-read handwritten forms.
- Encourage prompt registration by allowing the process to be offered directly from your Web site, e-newsletters or emails 24/7.
- Eliminate hard-copy forms and, therefore, reduce your postage costs.
- Allow your customers to be involved with a more professional organization.
- Give you a succinct and understandable view of the enrollment levels and remaining capacity across all of your classes.
- Fulfill the expectations of your customers.

School owners/managers generally benefit from several factors with the use of a well-designed online registration process:

1. Consistent or growing registration numbers.
   - Ease of process makes registration less of a "decision," since it occurs at customers' convenience. (None of our survey customers has seen a drop in registration, since implementing an online process.)
2. Significant savings for owner/manager and staff.
   - During registration seasons, the staff time consumed by registration details is cut by as much as 75%.
   - Automatic commitment and payment.
3. Greater accuracy of information.
   - Better accuracy of account information.
   - Responsibility for account information is shifted to the parent/student.
4. Increased customer satisfaction.
   - Easier on parents, since there is a larger window of opportunity to register and choose payment options.
   - Gives customers a choice of when and how to register.
   - Gives them control over account information and payment options.

You and Online Registration

Organizations have different types of classes and, therefore, make varying demands on an online registration process. You may offer short-term classes in addition to classes that span a season or a year.

Often customization can be required to create an online registration solution. That customization is, of course, driven by your needs, but many solutions offer considerable flexibility. If those solutions are not flexible enough, then the provider may be able to tweak the forms for a reasonable, additional cost. You must determine if the added cost is a good investment for your organization.

Online Payments Make Good Sense

Online registration doesn't have to include online payment, but it does make sense to include payment options when applications are submitted and consider the process complete. A credit card is the simplest payment method. You may offer secure payment processing via e-check (known as Automated Clearing House, or ACH payment) or PayPal® (a company that provides fee-based payment processing).

When considering online payments, be aware of the following:

The Security of the Payment Process—Securing all data collected in an online payment process is critical. You're collecting sensitive data from customers, such as credit card numbers. The industry continues to impose more stringent standards for the handling and storage of credit card information. There are several initiatives in place by the credit card industry:

- Payment Card Industry (PCI)
- Cardholder Information Security Program (CSIP)

Information Storage—You should not store credit card information unless it is absolutely necessary, and if it is necessary, then it must be securely stored. Technically, this means that the information must be protected by passwords and encryption. If you store paper records, then equivalent precautions should be taken.

The Insecurity of E-mail—Remember that any process that transmits this information using e-mail is not secure and subjects you to fines for data that is misappropriated.

Additional Payments—You should also consider how you would issue and collect any additional payments, such as those required for classes offered outside your normal class tuition. You can always resort to mailed checks as a payment method in unusual situations; however, a good online system should eliminate this as a sensible option and accommodate payments that are not standard. These online options are more secure and convenient for both you and your customers.

Two options for alternative payments:

- E-invoices, with an online payment option: E-mail invoices to customers to communicate charges/outstanding balances that also include a built-in "pay online" link that will direct them automatically to a payment page where the same secure system that accepts your tuition will collect credit card information. Robust technology can do this with virtually no data entry by you or parents.
- Pre-authorized payment collection: Parents can agree to have subsequent/unique payments processed automatically when they are due. If you've employed secure storage processes for credit card information, then

Please see ONLINE, *continued on page 40*

Join with NAPMA and a School Supply Drive



Don't miss the bus!



- NAPMA School Supply Drive
- Build Relationships With Local Schools
- 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.

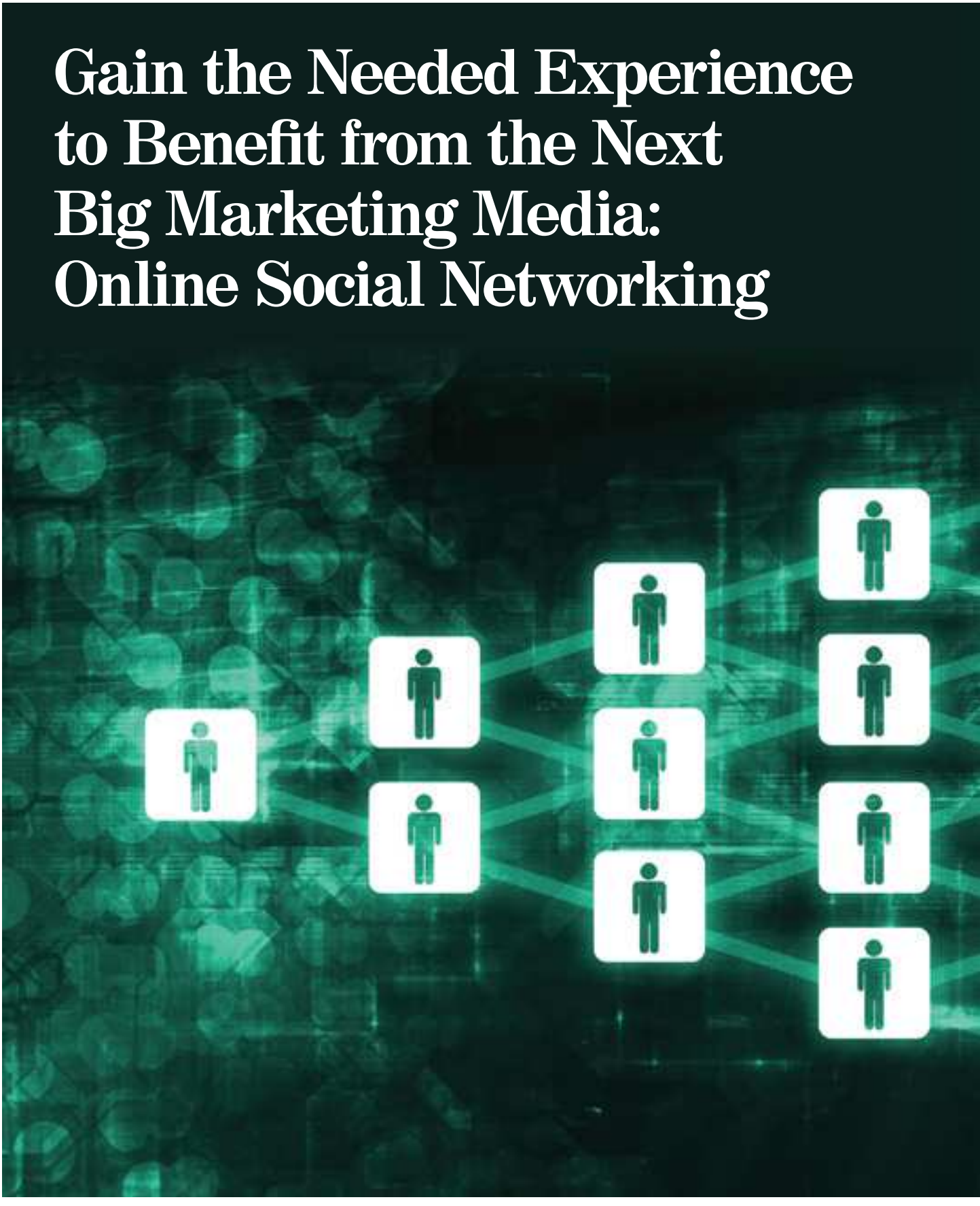
School Owners visit
www.NAPMA.com/SchoolSupplies
for a **FREE** Bonus package from **NAPMA** and **EZSchoolSupplies**!

NAPMA
National Association of Professional Martial Artists

EZ SchoolSupplies.com™
Making Life EZ!



Gain the Needed Experience to Benefit from the Next Big Marketing Media: Online Social Networking





Considering your busy schedule, you may have spent little or no time on popular social networking Web sites, such as Facebook®, MySpace®, Twitter®, etc. You may even think that it's a rather frivolous activity, mostly attracting children and teens, with too much time on their hands, and adults who should find a better use of their time.

You'd be right and wrong because social networking, regardless of how it's being used and by whom, has already become an important new marketing media. It's a tool you should understand and learn how to use to your advantage, as another opportunity to communicate directly with your students, prospects and their friends.

You now have two excellent opportunities to gain knowledge of and experience with social networking. First, when you join the *Martial Arts Professional* Online Community, you'll be able to participate in the *social* networking phenomenon, but for purely professional reasons. It's a much more controlled environment than the typical social networking site, making it a perfect, hands-on learning experience if you're a reluctant participant.

You can create a page for yourself, a group of your professional friends or a style or association of like-minded school owners—and we promise no children or teens exchanging the latest gossip.

Your other opportunity is to attend a special session with Tracy and Mike McCoy, founders of KICKgen®, a martial arts social networking community, at the 2009 NAPMA Extreme Success Academy.

They will de-mystify this emerging media and share the backend solutions they've developed with NAPMA to help its members facilitate the referral-generation process.

> It's a tool you should understand and learn how to use to your advantage...

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

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

Join the Martial Arts Professional Online Community today at MartialArtsProfessional.com.

Advance to the Highest Level of Su

Make the wisest investment in your business education and the industry's most comprehensive school support systems when you partner with NAPMA. Together, we'll do more to improve your enrollments, upgrades, retention rate and student quality.

Maximum Impact Membership—$397/Month

Create a more exciting classroom experience for your students, provide top-notch service and grow a substantial business, with the great tools and resources in your monthly Maximum Impact Packages.

HOW YOU BENEFIT

- Dramatically improve your intro calls, appointments and intro conferences!
- Create a more exciting and enthusiastic learning environment!
- Develop an upgrade/renewal program to attract and retain more long-term, higher-paying students!
- Boost your school to higher levels of service, efficiency and profitability!
- Achieve skyrocket performance from your staff members!

WHAT YOU RECEIVE

- Monthly *NAPMA Innovations DVD*.
- Monthly *NAPMA Sounds of Success CD*, with what's-working-today marketing and operations audio programs.
- Tools and Techniques for School-Growth Success DVD.
- Success Strategies CD.
- LIVE "Best Practices" and Q&A Teleconference, with Stephen Oliver, Toby Milroy and Special Guests.
- Free access to the NAPMA Virtual Classroom, with weekly character development and leadership lessons and fresh, creative classroom drills.
- Monthly *NAPMA NOW* Newsletter.
- Stephen Oliver's Mile High Maverick Newsletter.
- Black Belt Reports: business-building presentations, G.O.L.D. Leadership Team® curriculum and Words of the Week character development lessons.
- Targeted, seasonal and high-impact PROVEN ads, flyers, bag flyers, postcards, guest passes, posters, press releases and MANY other "done-for-you" designs.
- Monthly Kickin' Newsletter, a done-for-you student/prospect publication.
- Quarterly National Black Belt Club® Newsletter.
- Quarterly, Wall-Size Planning Calendar.
- POWERFUL Online Business Archive.
- Access to the NAPMA Online Print Media Store, with DEEPLY discounted, customizable and print-on-demand flyers, ad cards, door hangers, guest passes, bookmarks, business cards and MANY more designs!
- Access to "done-for-you," customizable Direct Mail Campaigns.
- Member-only discounts to attend annual NAPMA events: The Extreme Success Academy and Quantum Leap.

NAPMA®
National Association of Professional Martial Artists

FREE!

To apply and receive a Free 30-Point, 1-on-1 Business Analysis, call
727-540-0500
or apply online at
NAPMA.com/InnerCircle

uccess—As a NAPMA Member

When you're ready to take a big step up the NAPMA Success Ladder, then your best choices are the NAPMA Peak Performers and Inner Circle Groups.

NAPMA Peak Performers Group—$1,097/Month

Accelerate your growth to a full-time, commercial school (or multiple schools), as a Peak Performers member. It's for school owners that are currently grossing less than $35,000/month, and are seriously committed to grow to that revenue level and beyond.

HOW YOU BENEFIT

- Develop a success mindset with your first mastermind group experience!
- Achieve greater efficiency, effectiveness and school performance!
- Implement the business strategies and methods that will accelerate your growth!
- Expand your entrepreneurial opportunities!

WHAT YOU RECEIVE

- All Membership Benefits Listed Above, PLUS…
- Four Annual Face-to-Face Live "Mastermind" Sessions.
- High Level, TARGETED Implementation Strategy for your school and its unique needs.
- Monthly, PRIVATE "Mastermind" Teleconference.
- Thorough 1-on-1 Business Evaluation and Customized Action Plan.
- Weekly "Millionaire Smarts®" Fax Lessons.
- Monthly "Millionaire Smarts" Teleconference (and CD).
- Peak Performer "Quick Start" Series.
- PLATUM "Extraordinary Marketing" Package (A $2,797 Value)
- •Marketing Classics Series.
- Interactive, Online Bulletin Board and Archive.
- Free Passes to the Annual NAPMA Extreme Success Academy.
- Priority Scheduling for Consulting Days.

NAPMA Inner Circle Master Mind Group

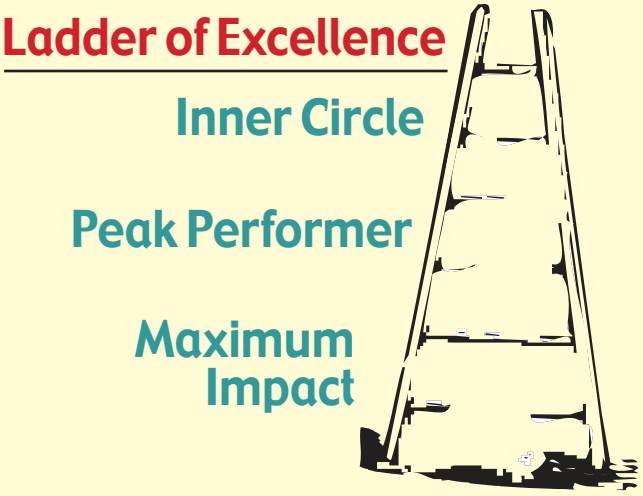
Inner Circle is an exclusive group of school owners that currently gross $30,000/month or more at a single location. As a member, you have clear goals to grow and systemize your school, build wealth and provide a substantial career ladder for your staff members.

HOW YOU BENEFIT

- Take your school business to the top, as a member of the most sophisticated mastermind group in the industry!
- Establish your school as the pinnacle of local business success!
- Maximize the long-term value of your school business!
- Achieve the highest level of personal success!

WHAT YOU RECEIVE

- Everything you need to become one of the elite school owners in the industry!



ONLINE, *continued from page 33*

this type of payment processing can be accomplished without extra effort or cost.

Methods of Payment—Credit card and debit card payments are convenient and popular, but organizations are required to pay a discount percentage fee. It may make more sense (if you're in a situation where the cost of offering credit cards is prohibitive) to offer payment by ACH (sometimes referred to as e-checks). These are direct debits to the person's bank account and can be less costly, since they typically involve just a small per-transaction bank fee rather than a percentage of the payment amount. Make sure the online solutions you choose have been approved for payment processing and display their secure certificate status for authentication.

In Closing

This article has explained the basic issues of online registration and payments. Detailed review of any solution that you're considering and the confirmation of providers' individual security certifications are imperative. You also should be aware of options, such as accepting and managing electronic signatures and secondary forms (medical data) for students. For more information, visit jackrabbittech.com. **MAP**





Create Your Own
BRAND OF
SUCCESS
2009 NAPMA
EXTREME SUCCESS
ACADEMY
SAN ANTONIO
DEEP IN THE HEART
OCTOBER
9–11, 2009
See Special Section
in the Back of
this Issue

Teach Anger Management

Renowned anger expert Dr. Tony Fiore and Tom Callos have developed the first anger management teacher training program specifically for Martial Arts instructors.

With easy on-line training, you and your staff will confidently teach anger control to children and adults.

This is smart self-defense and a perfect marketing tool for your school.

Go to www.angercoach.com/dojoanger
and receive the free report: "Using Anger Management to Market and Promote Your Martial Arts School"

AngerCoach Online

I Want To Help You Be The Top Martial Arts School In Your Area



My name is Gary Engels and I own Leadership Academy Martial Arts – a very successful school in the small town of Woodruff, WI.

3 years ago I developed an **online technology** that allowed me to teach leadership through **experiential training** – in a simple and effective way.

This led my students to take **real action** in our community – which earned us a level of **respect and admiration** that that I've never seen before.

Since my Internet tool was based on the teachings of Tom Callos, I was thrilled when Tom asked if he could offer it to the members of *The New Way Network* – a global martial arts association he had formed in 2008 with Chan Lee and Allen Oelschlaeger. I'm proud to say that my technology is now one of several **exclusive business-building Internet tools** provided by *The New Way Network*.

I'm also proud to be part of an association where the members are committed to making a **real difference in their communities by having their students take real action outside of the walls of their school**.

Since joining The New Way Network, my school's reputation in Woodruff has skyrocketed and our revenues are up 123%. It's been great to work with the other members to do things that none of us would be able to accomplish on our own.

See more results at www.MembersSpeakOut.com

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

Product & Service Gallery

DISCOVER THE INDUSTRY-LEADING PRODUCTS AND SERVICES THAT WILL DRIVE YOUR SCHOOL TO NEW HEIGHTS OF ENROLLMENTS, RENEWALS, RETENTION AND STUDENT QUALITY.

Automated Online System Fills Your Trial and Beginner Classes 24/7

Allow your Web site visitors to schedule their own trial and beginner classes right when they're thinking about it. Fully automated. Plugs into your existing Web site in minutes. Reduce lost prospects and eliminates phone and follow-up tag.

Watch the video and start your 45-day free trial: Visit FirstClassBookingSystem.com or call 914-206-9625.

Kid-Jitsu: Teaching Children the Art of Brazilian Jiu-Jitsu

Kid-Jitsu is the "teach-the-teacher" program that allows traditional instructors to implement a safe, effective Brazilian Jiu-Jitsu Program in their schools. Larry Shealy and Charles dos Anjos, Gracie Jiu-Jitsu Black Belt professors, train and certify each instructor to implement a BJJ program for children and adults, and provide on-going training to member schools.

Kid-Jitsu.net

Those Who Have Mastered the Arts Trust Those Who Have Mastered the Industry

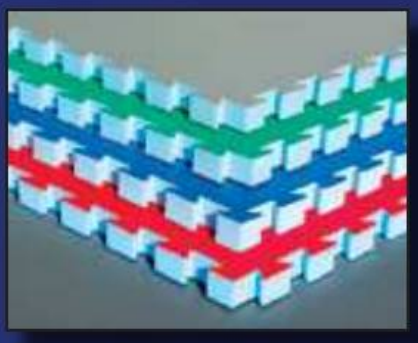
Outsourcing billing is essential to your school's success, but choosing the wrong company could land you in a sticky situation. ASF offers billing, software and marketing programs for your school, with straightforward pricing and no-service contract.

For a more educated shopping experience, visit asfmartialarts.com to download a free billing company comparison checklist.

MMAMATS.COM

BJJ, MMA and Grappling Mats at Unbeatable Prices





Available in many colors!



No skin abrasion

We also offer crash mats!



- Full Force Take Downs
- Best Pricing Available
- No Burn Tatami Surface
- Easy to Assemble and Clean
- Nationally Recognized Cage Padding

Mention this ad in Martial Arts Professional and get a $25.00 discount

MMAMATS.COM is a Greatmats.com Brand

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

"I'm Earning a 1,900% Return on my $200 Investment in a Lead-Generating Program!"

Interview by Toby Milroy, NAPMA COO

Toby Milroy: This month's Success Story guest is Master Robert Blum, a NAPMA Peak Performers member.

During our discussion, Master Blum will share a low-cost lead-generating program he has implemented that has led to a flood of new enrollments. He will also reveal how he changed his mindset about how to use the Internet effectively to generate leads.

Another important lesson that can be learned from Master Blum's experience is how to focus on taking action, to implement quickly and boldly. Instead of spending too much of your time sitting at your desk thinking of what you should do…just do something!

With that "action mindset," Master Blum has added approximately $10,000 to his monthly revenues, after three to five months as a NAPMA Peak Performers member. He hit the ground running, with little or no hesitation, which can be a very instructive example for all school owners.

Master Blum, please give our readers an overview of your martial arts background, as well as your experience in the corporate world.

Robert Blum: I was the scrawny little kid that was beat up everyday at 5 years of age. My parents decided that martial arts would be a good idea for me. They enrolled me in a local school (during the early 80s), where I trained for 13 years. When that school closed, I transferred to Taekwondo, which has been my primary style ever since.

IBM® hired me fresh from college. I started at the ground level, as a basic programmer for mainframe computers, and advanced to a level-one manager and was in charge of probably 20–30 people. We programmed those big mainframes for banking, so I was exposed to many of the inside operations of a big corporate structure. I found that my experience was both similar and dissimilar to operating a martial arts school.

One of those differences is that the personnel at a company, such as IBM, are all professionals. They are highly educated and have extensive experience. Often, the staff members of a martial arts school are much younger, some are even teenagers; and, although the staff members may have formal educations (high school, some college), they are unlikely to have much business education or experience.

Toby Milroy: This relates to a timely topic that has appeared on the NAPMA and other discussion forums: School owners are realizing that to grow from approximately 100 students to the next level, they need staff members with the skills to manage various business functions.

Robert Blum

Master Robert Blum has been training in martial arts for approximately 25 years, and has earned his 5th-Degree Black Belt in Taekwondo. At the age of 18, he opened his first school, Just for Kicks Martial Arts, which he owns and operates today in Fishkill, New York.

The concept we've shared so many times in *Martial Arts Professional* and NAPMA materials is that you will become the average of the sum of the people with whom you spend most of your time. Since most school owners spend their time with young staff members and child-age students, those school owners almost never benefit from the value of a mastermind group, such as NAPMA Peak Performers and Inner Circle members, or that IBM-level professional circle that is part of your experience.



Robert Blum

Robert Blum: I totally agree with that idea. Part of the reason I joined the NAPMA Peak Performers group was to meet with people of like minds. I really enjoyed meeting with you and Master Oliver at the 2009 Quantum Leap event, especially spending time at Master Oliver's house, just sitting and talking with the two of you and Jeff Smith. Those kinds of experiences are invaluable for a school owner in my position.

Toby Milroy: One of the valuable concepts I've learned from mastermind groups, in both the martial arts and other industries, is that being exposed to the thinking of the giants of those industries is more important to the successful operation of a business than the technical components or details.

I now want to turn to what you presented at the last Inner Circle group meeting. We invited you as a special guest, and we were very excited and happy that you brought three or four big ideas to the table.

I want us to explore one of those ideas in more detail, and that is your cooperative marketing activity with local mom-and-pop restaurants.

Robert Blum: As a matter of fact, I can even share some stats of that activity, since I implemented it a few months ago, and now I have some results.

This idea started with a brainstorming session that included one of my senior staff members, my program directors and myself. We were trying to create some low-cost, out-of-the-box ideas that could put our message in front of more prospects.

One of my staff members mentioned the placemats that some local restaurants provide to children that include drawings to color and games to play. He said the placemats seldom have any value, from a marketing perspective, although occasionally you'll see an ad on them. He said his kids just bring them home, where they're finally resting place is usually "out of sight, out of mind."

I told him that I thought he had a good idea, so we decided to create a similar placemat, except it included character development materials and messages, as well as games that were martial arts-oriented. We decided to produce new placemats every month and make them specific to each month's major holiday or celebration, e.g., St. Patrick's Day for March, Easter for April, Mother's Day for May, etc.

Of course, I used the direct-marketing concepts I learned from Stephen Oliver and NAPMA, and included free offers as part of the placemat. When kids complete the character lessons and bring their placemats to the school, they receive two free weeks of martial arts classes. When they complete some of the games, they receive two free weeks of classes and a uniform. When they successfully complete the entire placemat, they receive the two free weeks, a uniform, a pass for a friend and a pizza party, while their mothers receive a free report on building better character in their kids. That report is also available on our Web site.

Our first attempt at this idea wasn't so great. I think the presentation to the restaurant owners needed more work, but we were testing the waters. We learned some tips and pointers at the Inner Circle meeting that will help us refine this marketing program. Nonetheless, we had eight inquiries and two enrollments, within a few days.

Part of the challenge is that there are not many mom-and-pop-type restaurants in my area, but I am working with four or five restaurants now. I print approximately 2,500 placemats a month. The restaurant owners love them because the kids have a productive activity that's not just another coloring sheet.

Toby Milroy: Although what you are doing is a simple



Master Robert Blum helps a young student improve his kick.

concept, it has a number of very complicated layers. We spent approximately 20–30 minutes talking about this idea at the Inner Circle meeting, which generated some excellent feedback and tweaks.

You were smart to target the local mom-and-pop restaurants rather than the franchises because, in most cases, the franchises will be a little resistant and hide behind the "we-need-permission-from-corporate" excuse.

Robert Blum: That has been my experience too.

Toby Milroy: A pitfall of this idea, which is similar to any type of promotion, is that if it fails once, then the school owner and/or the restaurant owners will decide the idea will never work. In most cases, you just haven't failed enough. You haven't talked to enough restaurant owners; you haven't penetrated the right crack in the armor.

The best strategy is don't waste your time with franchise restaurants and the low-level diners; instead, focus on the mom-and-pops where a great proportion of patrons are families. These could be the popular little Italian place, nicer trendy places and family sports pubs that attract kids' athletic teams and their families.

Robert Blum: Many small business owners perceive this to be a bad economy; and many have suffered, so almost all of them are happy for an idea that saves them money. When I present this idea to restaurant owners or managers, they are ecstatic to save the $200–$300 per month that they are spending on placemats for kids to color. We're even providing the crayons, with our logo on the boxes, which saves those restaurant owners even more.

Toby Milroy: The brilliance of this idea is that you can take advantage of that perception of a bad economy to maximize the benefits for you and your school.

Robert Blum: Another way this idea benefits restaurant owners is that after the first month or month and a half, they are hearing from their patrons that the new placemats are great, and much better than what they were providing previously for children.

Parents say that their kids are learning some important lessons, and, of course, we want to hear that too. On one level, this is a business-to-business marketing activity, but, at another level, it validates the character development part of our business; it's the kind of response and feedback we want.

Toby Milroy: To help our readers focus on the keys to this promotion, let me repeat that the first key is approaching local businesses that target the same market (families) that martial arts schools target. This type of a promotion could become an unproductive time-and-energy vacuum, if you target the wrong market.

The second key, or component, is how you reduced the costs of this idea, so it's very manageable for even the smallest schools. Some, reading this article, may think

you print a large sheet that becomes quite expensive when it requires plenty of color for a St. Patrick's Day theme, for example. How did you avoid spending $3,000 to $4,000 to print your promotional placemats?

Robert Blum: We made the obvious mistake when we started this project. I visited a local print shop and I was quoted an exorbitant amount of money for a couple of thousand placemats. I knew that if the return on investment was good and we enrolled a couple of students, then it would pay for itself, but I was convinced the placemats could be reproduced for much less.

I decided to talk with the manager of The UPS Store® next door to my school. The UPS Store offers color copying, but I hesitated because I was concerned about the quality of the image.

I want any printed materials we distribute to the public to reflect the clean and professional look of our school, but I decided to give him the opportunity. I discussed what I wanted with him and gave him the original. He made one copy and it looked awesome. He then asked me if he could put his logo on my placemats; after all, he was targeting the same market as my school.



Master Robert Blum demonstrates his board-breaking prowess.

I asked him what it would be worth to him, and he said he would be willing to copy them for me. We negotiated further, and he makes 1,500–2,000 copies a month for $100 and his ad in the corner. **MAP**

There's more! Read the complete interview with Robert Blum at MartialArtsProfessional.com



"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

Become a NAPMA Maximum Impact member today and you'll qualify for a free bonus package—a $2,312.10. Visit napmafreeoffer.com

Attention Martial Arts School Owners!

WOULD YOU WELCOME A VIRTUAL FLOOD OF NEW STUDENTS DURING THE BACK-TO-SCHOOL SEASON?

Learn the 3 Proven Strategies to Generate More New Enrollments During the Fall than Most Schools Enroll All Year…for FREE!



Take immediate steps for a PROSPEROUS Back-to-School Season—and call NAPMA to claim these

FREE RESOURCES.

Why should you be one of those school owners that struggle through the summer in hopes of a prosperous Back-to-School season? Don't suffer from mediocre results during August, when you could be positioned to generate a FLOOD of new students!

School owners that are successful during the fall are not smarter than you...or live in a community with "Better Demographics."

During a recent monthly NAPMA Inner Circle mastermind teleconference, I revealed PROVEN systems that generated 61 enrollments during July 2008 at just one school! (These were FULL Enrollments; not trials, but 12-month agreements, at PREMIUM Prices.)

To help you make this Back-to-School season a HUGE success and leave your Recession Worries in the dust, I've prepared 2 FREE "White Papers" that outline two of these proven systems!

BOTH ARE YOURS FOR FREE!

Simply CALL Bob or Steven at the NAPMA office to request

(between 9:00 a.m. and 5:00 p.m. Eastern) at:

US: 727-540-0500 — or — International: 001-727-540-0500

Please ask Bob or Steven about how you can access the special Audio Program that explains how to enroll 100 or more students during the 90-day fall season at a cost of $75 or less!

Yours for Success!

Toby Milroy, Chief Operating Officer
National Association of Professional Martial Artists (NAPMA)
NAPMA.com
NAPMAFreeOffer.com

NAPMA®
National Association of Professional Martial Artists

THE BRAND YOU KNOW, FROM THE NAME YOU TRUST



Century Martial Arts is your source for all adidas® boxing gear.

Check out the entire assortment in the e-catalog at CenturyMartialArts.com/adidas

THE WORLD'S LARGEST MARTIAL ART SUPPLIER

CENTURY

1000 Century Blvd. Oklahoma City, OK 73110

www.CenturyMartialArts.com 800.626.2787

Trust the Economic Stimu That Is Growing More Sch

Generate dramatic growth in enrollments and upgrades and improve retention, student quality and staff performance with the most recent NAPMA Maximum Impact member content—visit NAPMAFreeOffer.com!



You'll receive all this and much more twice a month as a NAPMA Maximum Impact member—visit NAPMAFreeOffer.com to claim your FREE Bonuses valued at $2,310.12!

lus Package
ools!

The government only wishes it had the business-building power of a NAPMA Maximum Impact membership to stimulate growth in every business sector—it doesn't, but you can!

Every month, NAPMA Maximum Impact members receive two amazing kits of ideas, concepts, strategies and tactics that help them operate their business systems—marketing, sales, curriculum, staff training, etc.—more efficiently and effectively.

As a NAPMA Maximum Impact member, you'll also have access to an exclusive and robust members' Web site that includes the new NAPMA Virtual Classroom. Download weekly character development lessons and videos of classroom activities that will excite your students and cause them to return for more! Plus, the G.O.L.D. Leadership Team Reports will help you develop a staff focused on building your business; and you can create a Leadership Program that drives upgrades and profitability.

Learn more about the many benefits of a NAPMA Maximum Impact member, starting on page 38 of this issue!

NAPMA Innovations DVD: An extraordinarily diverse selection of classroom and training materials from the industry's greatest instructors.


Matt Young


Peyton Quinn


Mike Lee Kanarek


Joe Corley

- Fun Class for Kids, with Matt Young
- EZ Defense 6: Key Drills in Adrenal-Stress Training, with Peyton Quinn
- 10th Anniversary Joe Lewis Conference Preview, with Mike Lee Kanarek
- Diamond National Previews, with Joe Corley

NAPMA Media Master CD-ROM: Find the digital files and high-resolution images for every month's marketing campaigns, plus all NAPMA Reports, the Kickin' Newsletter in black and white and full color—and so much more!

NAPMA Sounds of Success CD: Excellent school-growth seminars that will help you improve your business performance.

- Learn the Psychological Keys to Developing a Profitable Women's Self-Defense Program, with Gianine D. Rosenblum, Ph.D.
- Take the Fast Track to Success, with Toby Milroy, NAPMA COO


Gianine D. Rosenblum, Ph.D.


Toby Milroy


Stephen Hayes

Tools and Techniques for School-Growth Success DVD: Learn the Teaching and Wealth-Building Secrets of a Ninjutsu Master and Successful Entrepreneur, with An-Shu Stephen Hayes, 10th-Degree Black Belt and Author

Success Strategies CD: Maximize Your Closings and Overcome All Prospects' Objections with a Well Prepared and Structured Enrollment Conference, with Tommy Lee, Author, Speaker and Consultant


Tommy Lee

NAPMA™
National Association of Professional Martial Artists

NAPMA is so confident that our PROVEN marketing and business advice, tactics and techniques will SKYROCKET your results that we'll give your our most "Astounding FREE Gift" Ever, worth $2,310.12, our "Back-to-School" Marketing Strategies Package and a FREE 1-on-1 Business Analysis! Visit NAPMAFreeOffer.com or call 727-369-6796 today!



"NAPMA provides its members with many strategies to help them save time and money."

"NAPMA provides its members with many proven templates, methods and strategies to help them save time and money, so they don't have to experiment on their own.

"That's also the secret to a great press release: follow a template that has already been tried and tested."

Paul Hartunian
Public relations expert,
speaker and author

Become a NAPMA Maximum Impact member today and you'll qualify for a free bonus package—a $2,312.10. Visit napmafreeoffer.com

© 2009 Martial Arts Marketing, Incorporated. All rights reserved. 09021

We Have a Black Belt in Billing.

Do It Yourself with EasyPay DIY
Save money by managing your own billing. You receive the entire martial arts management program as a download. That way you have access to your data even if the Internet is down. When you are ready to enter additional billing data you log onto the Internet and process additional payments or changes. This program tracks student check in, belt ranks, payments, and more. You have complete control over all data. **Your money is deposited in your bank account within 48 hours.**

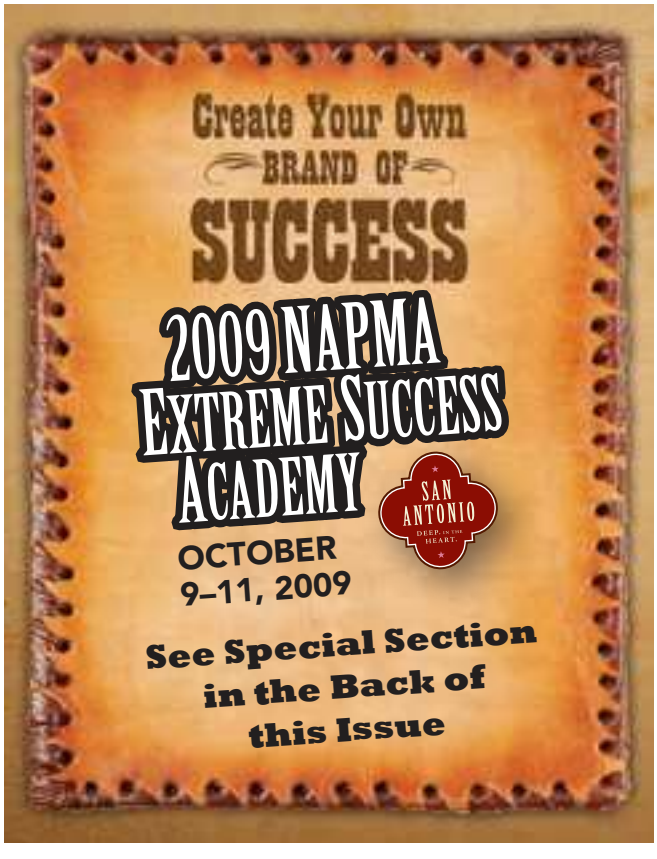
Traditional Billing with EasyPay
You can choose to let us handle your billing for you. This allows you to spend more time generating revenue and less time entering data. You still have access to your student billing information via our website.

No Billing Downtime with EasyPay.

Switch from Do-It-Yourself Billing to Traditional Billing when you get busy. If things slow down, you can switch back to Do-it-Yourself Billing.

Contact us for more information
800-852-4005
mymartialartsbilling.com





BUSINESS**MASTERED**

MINDBODY will kick-start your Martial Arts business!

Affordable
Prices start at just $65 per month

Zero commitments
Pay monthly with no long term contracts

Continual updates
Receive software updates as we develop them to keep your software ahead of industry standards

"MINDBODY is by far the best management software we've ever experienced. It's easy to use and manages everything from member billing, point of sale, retail inventory and employee payroll – all in one convenient, reasonably-priced program. Best of all, it's web-based, so management can access it from anywhere in the world!"

Audrey Thifault, Controller
Throwdown Elite Training Center, San Diego



BUSINESS MANAGEMENT SOFTWARE



- ONLINE SCHEDULING AND ECOMMERCE
- BELT TRACKING SYSTEM
- AUTOMATED BILLING AND CONTRACTS
- CUSTOMER RELATIONSHIP MANAGEMENT
- STRATEGIC MARKETING TOOLS

MINDBODY
UNIVERSAL BUSINESS MANAGEMENT

LEARN**MORE**
877.755.4279
sales@mindbodyonline.com
www.mindbodyonline.com

$100 off!
Call us today and mention code NAPMA100 and receive $100 off your purchase of MINDBODY software.
Expires 4/30/10

"How the Ultimate Striker Increased Our Revenues—Even During the Recession!"

All successful school owners know that upgrades are the key to create greater revenues. You must keep your newly enrolled students motivated with a well-developed curriculum that includes the tools to create exciting drills. Parents will not hesitate to upgrade when their children are excited and showing progress.

Angel and Regina Gonzalez, disciples of Grand Master Jhoon Rhee, have owned and operated American Karate Institute in Miami, Florida, since 1983. They noticed that, during the last year when the economy was at its worst, their upgrades were at their highest—even with a tuition increase. They were excited, but also curious as to why. After reviewing stats and backtracking the changes they had made, they realized that their school grew because of the use of a specific training tool that is an important part of their curriculum





Top: an instructor supervises five students simultaneous use of the Ultimate Striker. Center: Regina and Angel Gonzalez stand next to one of the seven Ultimate Strikers they use at their school.

The Ultimate Striker is a new and innovative striking machine that was created by Angel and Regina. With 27 years of success in the business, they invented this tool to motivate, excite and develop better quality students, but it also made the Gonzalezs and their instructors better teachers.

This machine is not designed to be in a separate room, so students can train, independently. Instead, the Ultimate Striker is a tool that can be utilized in the classroom at all times. The Gonzalezs have seven machines throughout their school that are used continuously as part of their curriculum. As many as five children or three adults can train simultaneously, allowing the Gonzalezs to maximize their small, 1,700-square-foot training area to accommodate more students per class, which in turn increases their gross revenues.

Angel Gonzalez would love to share this information about how the Ultimate Striker as benefited his curriculum and drive his school to higher revenue levels. He invites you to call him at (786) 525-6112.

Announcing the Once-in-a-Lifetime Gathering of the Top School Owners in the World, and you're Invited, too!

The Summit of Martial Arts MILLIONAIRES!



Special Session(s) at the 2009 NAPMA Extreme Success Academy!

The 5 Most Successful and Most Influential Martial Arts School Operators in the World!



The 7 Reasons People "Buy" Martial Arts in This New Economy

MASTER KEITH HAFNER

Master Hafner owns and operates one of the most profitable single schools in North America, in Ann Arbor, Michigan. He will reveal 7 PROVEN Marketing Messages that are WORKING in today's economy, and have been generating PROVEN SUCCESSFUL results!

> "Find the people who are where you want to be... who have accomplished what you want to accomplish... and model them!"
> *–Anthony Robbins*



Developing "Make-You-Proud" Black Belts

KYOSHI STEVE LAVALLEE

Kyoshi LaVallee is a pioneer of the modern day martial arts industry, and has enjoyed more than thirty-five years as a martial artist, athlete and teacher. Kyoshi LaVallee's "Quality Control" standards are LEGENDARY! During his "No-Holds-Barred" session, he will outline the keys to GUARANTEE Great Quality Black Belts, and how to ELIMINATE completely the "watering down" of your system or curriculum!



"Sniper-Accurate" Target Marketing

KYOSHI DAVE KOVAR

Mr. Kovar has been teaching martial arts professionally for more than 25 years. Dave is a multi-style Black Belt who has been always committed to improving his martial arts skills. Dave will reveal his PROVEN strategies to deliver HYPER-TARGETED sales messages to your prospective students, in an entertaining, highly engaging manner!



Building Your FUTURE in the Martial Arts Business!

MULTI-SCHOOL MILLIONAIRE AND CHIEF MASTER BILL CLARK

Chief Master Bill Clark currently operates more than 30 highly systemized and profitable locations. He will share his immense experience with you, and reveal some of the systems he is currently using in his schools to systemize and automate some of their key functions. During Chief Master Clark's "No-BS" session, you'll learn how one of the most successful Multi-School Operators is "Re-Tooling" for the "New Economy"!



Flourishing in The NEW ECONOMY

MULTI-SCHOOL MILLIONAIRE FRANCHISOR STEPHEN OLIVER

For more than 32 years, Stephen Oliver has operated SUPER-SUCCESSFUL martial arts schools! From the most traditional roots, the Jhoon Rhee Institute, he's built an International Franchise organization that's taking the industry by storm. Now, the "game" has changed...PERMANENTLY, and, in this special BONUS session, he'll divulge his most successful NEW strategies for thriving—not just surviving—in the new emerging economy.

Plus, MANY More Top-Flight Speakers AND the A to Z Blueprint Day, EXTREME Staff Training Day, Expert Roundtables and Panels and Social Media Session.

For More Information or to Register:

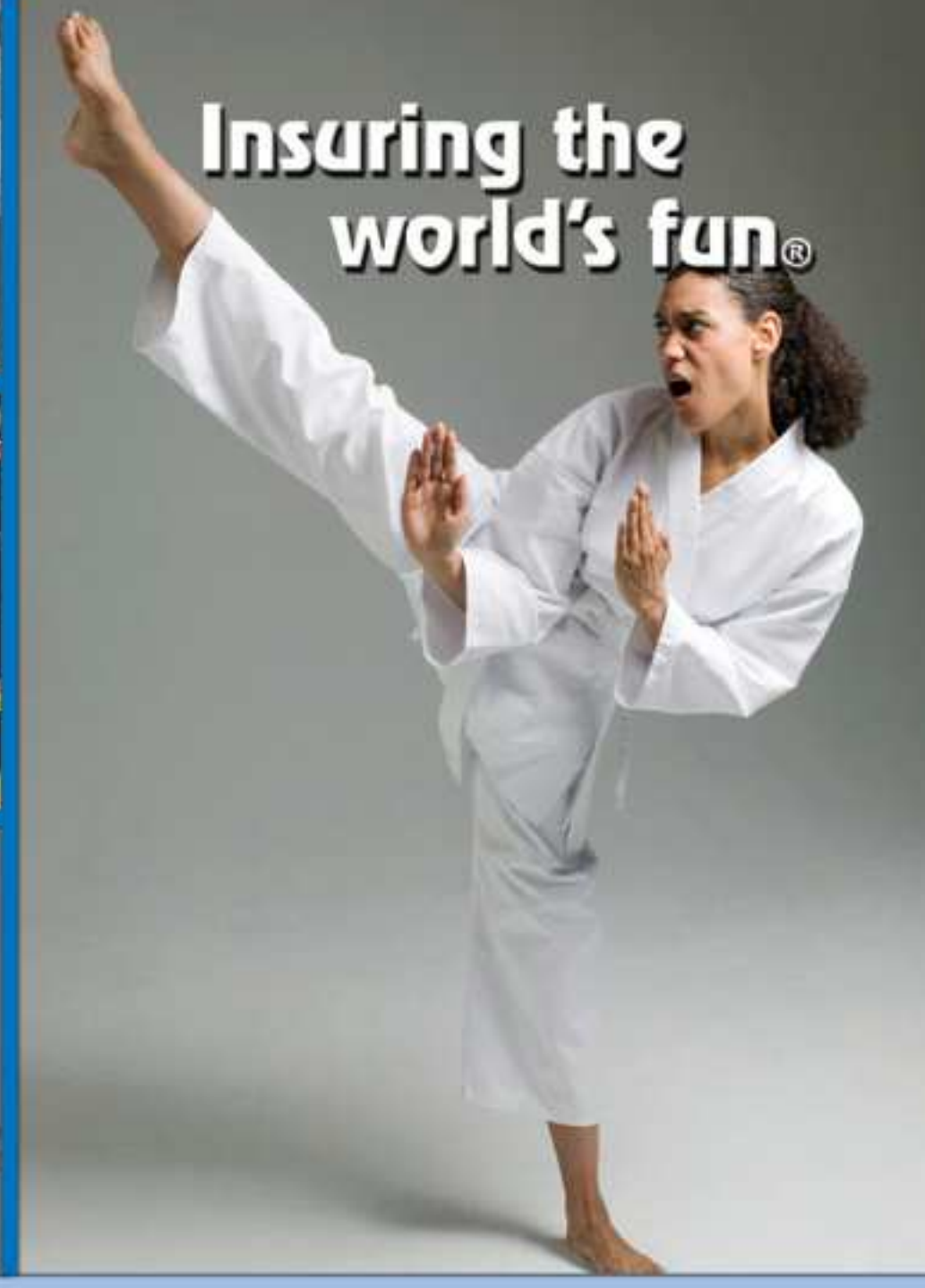
Visit ExtremeSuccessAcademy.com or call 727-540-0500

NAPMA
National Association of Professional Martial Artists









Protecting your organization from liability claims is important–and K&K Insurance can help. You can count on K&K for great service and affordable coverage developed specifically for martial arts studios.

When it's time to purchase coverage for your martial arts studio, contact a trusted source–K&K.

- Credit card payment option
- Superior claims handling
- No charge for certificates of insurance

K&K INSURANCE

800-648-6406

www.kandkinsurance.com



FREE, Exclusive Audio Program: How to MULTIPLY Your "Back-to-School" Marketing Results!

FREE Promotional Secrets Report: HIGH-Leverage Marketing for the Fall Season!

FREE 1-on-1 Business Analysis

...and Much More!

Prepare Yourself for a Flood of New Students When You Implement This Amazing, FREE Fall Success Series!

Discover the hidden source of abundant enrollments, upgrades, renewals, student quality—and profitability—when you request your FREE gift package worth $2,310.12!

Are you tired of struggling through the summer "slows," just to be disappointed by a mediocre Back-to-School and fall season?

Could you benefit from associating with other SHARP school owners, all focused 100% on building and systemizing their businesses, creating TOP-NOTCH students and generating a cornucopia of cash?

Would you like more time to spend with your family and friends, and focus your efforts on working ON your business, not just working IN your business? If so, then continue to follow the signs!



If you want to drive dozens, even hundreds, of martial arts students through your front door with LOW- and NO-COST marketing systems, and leverage your time and effort for maximum profitability, then you want the FREE Fall Success Series!

The National Association of Professional Martial Artists (NAPMA) wants to help you create the martial arts school of your dreams by implement this unique, PROVEN system.

NAPMA will prepare you for this influx of new students, with a special package of school-growth, marketing and sales tools…PLUS, the NAPMA Maximum Impact Membership to help you SKYROCKET your results!

The package is worth **$2,310.12**, and is specifically targeted to help you grow your martial arts school in today's economy!

Claim your FREE NAPMA Fall Success Series worth $2,310.12 at NAPMAFreeOffer.com.

Put the Hammer Down and Barrel Past the Obstacles That Are Slowing the Progress of Most Martial Arts Schools!

Let other school owners scratch their heads about huge declines in enrollments and active students...you're on the fast track to success! Once you request and receive your **FREE NAPMA Fall Success Series**, you'll have exclusive access to SIMPLE, POWERFUL strategies that could FLOOD your school with new students THIS FALL!

Your FREE NAPMA Fall Success Series Begins With...

- **FREE, Exclusive Audio Program/TeleSeminar for Professional Martial Arts School Owners** entitled, "How to MULTIPLY Your Back-to-School Marketing Results!" **(Priceless value)**
- **FREE Promotional Secrets Report**, "HIGH Leverage Marketing for the Fall Season"—an insider's guide that reveals how top school owners use the fall season to create new streams of revenue and take advantage of the unique opportunities the fall presents! **(Priceless value)**
- **FREE 1-on-1 Personal School Business Analysis**: a thorough 30-point Business Check-Up, with expert NAPMA martial arts school analysts, personally selected and trained by Stephen Oliver and Toby Milroy. **(Priceless value)**

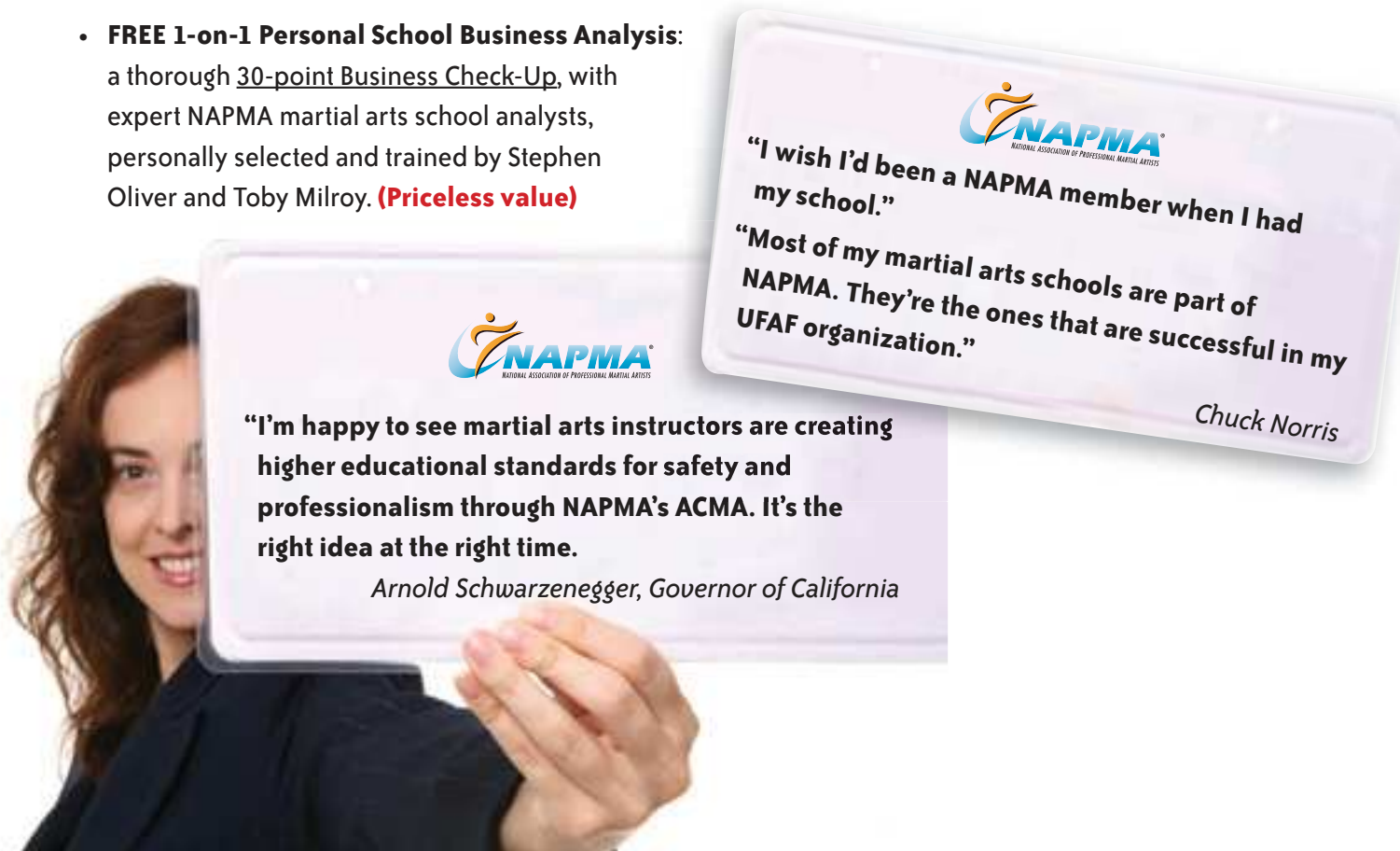
My student base went from 83 to more than 450 students in less than 9 months!

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.

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, 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

So many school owners suffer from mediocre results...BUT NOT YOU...when you implement ALL the tools in the FREE NAPMA Fall Success Series!

You're virtually guaranteed to find your way when you read my two books that are yours FREE when you visit NAPMAFreeOffer.com!

Everything I Wish I Knew When I Was 22 is a VALUABLE guide that could save you TENS OF THOUSANDS of dollars by revealing some of the most common mistakes typical martial arts school owners make during their day-to-day operations!
($97.00 Value)

Direct Response Marketing for Martial Arts Schools is a step-by-step blueprint, with the PROVEN marketing systems that have propelled hundreds of schools to the "top of the heap" in the martial arts school industry.
($97.00 Value)



You'll also receive ABSOLUTELY FREE, SEVEN POWERFUL High-Level Business Development, Profit-Maximizing Webinars. **($997 value)**

The New **NAPMA Virtual Classroom** is an amazing online resource that simplifies your classroom and staff training planning, with some of NAPMA's most popular and useful curriculum content: G.O.L.D. Leadership Team Reports, Words of the Week character development lessons and a comprehensive library of video training segments.
($229 value)

The **FREE NAPMA Fall Success Series** will lead you to a one-stop source of legitimate, tested, proven, innovative, yet original, even radical strategies, to transform your school into an extraordinary martial arts business, a virtual beehive of activity.

You'll learn how 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.



Because I'm a coach and advisor who wasn't invented yesterday on the Internet...and has dramatically built ROCK-SOLID martial arts schools, with a 30-year track record...I can guide you to that place where smart, progressive and aggressive school owners gather to exchange and share timely information and the strategies and techniques that are working today.

Prepare to strike off in a new direction—the right direction—with more success tools!

25 school-building interviews—the ideas, innovations and success secrets of the best marketing, business and motivational experts, celebrity martial artists and top school owners. **($581.23 value)**

NAPMA's Online, Seasonal Marketing Resource Archive. ($118.00 value)

NAPMA Best-Practices On-Demand Library. ($110.94 value)

Maximum Impact Membership—two monthly school-development and support packages, plus extras.

Package #1: NAPMA Basic Tool Kit.

- *NAPMA Innovations DVD.*
- *Sounds of Success Audio CD.*
- Professionally Designed Marketing Campaigns.
- Numerous Black Belt Reports to drive enrollments, upgrades, retention and student quality and improve staff performance.

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.

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

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

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

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

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

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

We cannot begin to thank you enough for helping build the backbone of our dojo. We now have a student base of 130, and have recently expanded our school to double the size with a bigger lobby, smoothie bar, and a second classroom currently under construction. This is now our full-time job. Our plan is to be at 200 students within this year.

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

Mark Myers
Myers Family Karate Center
Hammond, Louisiana

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

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

Chris Sansonetti
Superior Karate
Ansonia, CT

- Best Industry Practices.
- *NAPMA NOW:* The Ultimate Grow-Your-School Advice for Success.
- "Done-for-You" Kickin' Newsletter (and quarterly Black Belt Club Newsletter).
- The Mile High Maverick Newsletter—Loaded with my observations about how to achieve the highest level of success…PLUS, bonus lessons and ideas from industry and business leaders

Maximum Impact Business-Building Kit

- *Member Success Story Audio CD*—The inside stories of those NAPMA members that have experienced dramatic jumps in enrollments and upgrades, resulting in $300,000 to $1,000,000 in annual revenues at a single school or multi-school chains.
- *Tools and Techniques for School-Growth Success DVD*—POWERFUL school-growth essentials and grassroots marketing secrets to grow your school beyond your wildest dreams, with little or no investment!
- The Monthly Maximum Impact Teleconference—Your best opportunity to have your questions answered about how to take immediate action to grow your school quickly…with Toby Milroy, NAPMA COO, and myself, and special appearances by experts in our industry!



Your Free, No-Obligation Bonus **($79.95 Value)**: The **Explosive School-Growth Guide and DVD** will re-direct your efforts, so you can move rapidly from point A (today's stagnant growth) to point B (huge increases in enrollments, revenues and personal prosperity).

All That—and More—Is FREE!

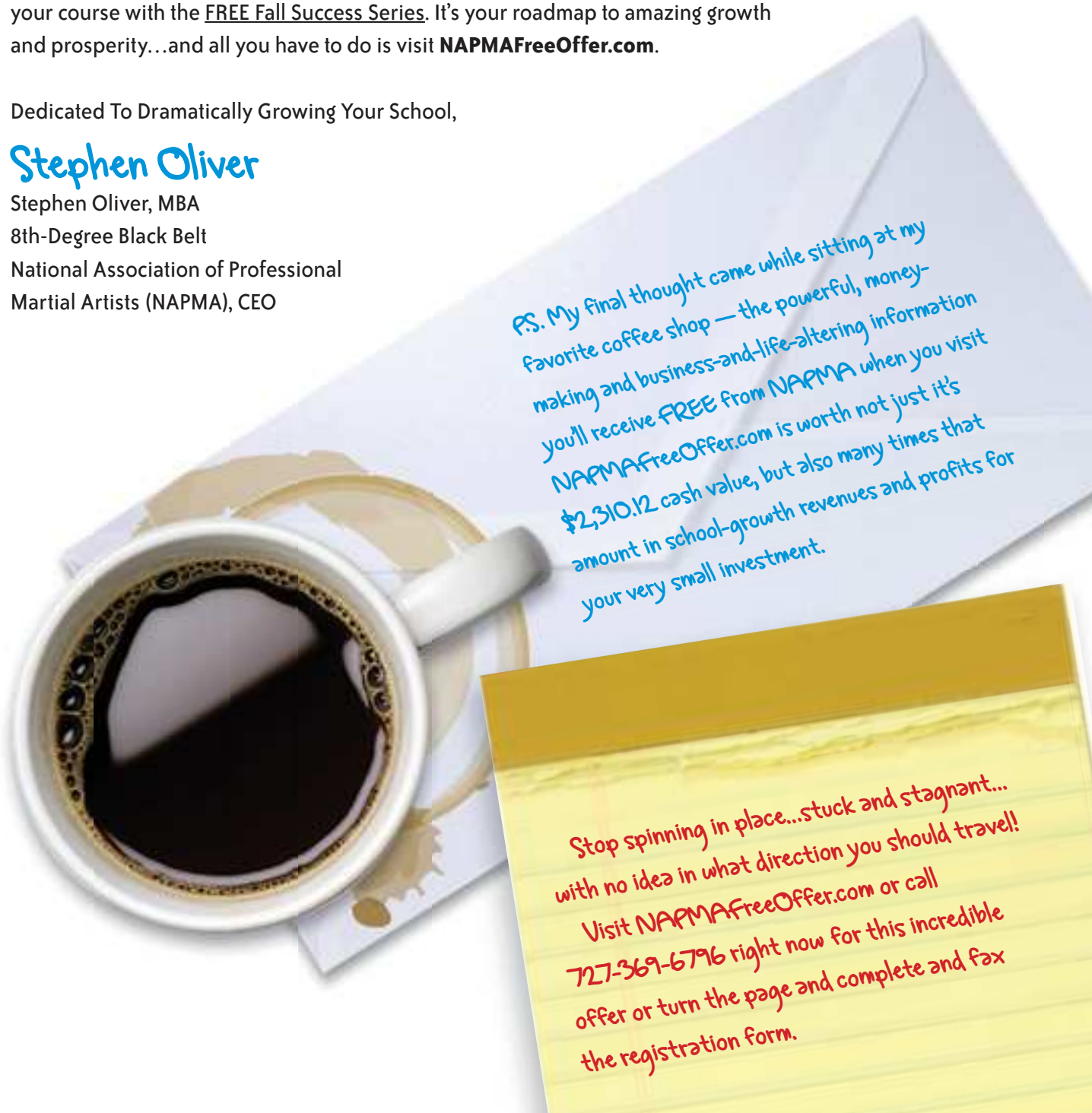
We'll even send you some additional school-growth materials I didn't list. No catch. You simply enroll in our VALUABLE program at our lowest current tuition rate of $397, and we'll ship you all these **FREE Bonus Gifts!**

Right now, you may feel like you've lost your way, but NAPMA will help you set your course with the FREE Fall Success Series. It's your roadmap to 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



CUT PAGE OUT ALONG LINE AND FAX

Complete and Fax This Form Now!

For your FREE NAPMA Fall Success Series worth $2,310.12 Worth of Martial Arts School-Growth Materials!

PRIORITY FAX ORDER FORM

☐ **Yes! I want to lead my school in a new direction with the FREE NAPMA Fall Success Series AND enroll in NAPMA's VALUABLE program at the lowest current tuition rate of $397!**

Name _____

Company/School _____

Address _____

City _____ State _____ Country _____ Postal Code _____

Phone _____ Fax _____

Email _____

Billing Address (if different from above)

Name _____

Address _____

City _____ State _____ Country _____ Postal Code _____

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

Credit Card Information:

Name on Card _____ Expiration Date _____

Card Number _____ 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 $397 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, 1-727-369-6796**
International: 001-800-795-0583
Australia 61-29-4750-098
U.K. 44-800-471-5096

"A year after joining NAPMA and my martial arts school has tripled in size."



"I opened my martial arts school in Bermuda two years ago and struggled to find and keep a core of students focused on training. NAPMA helped me to develop a more focused student base excited about the benefits of martial arts.

"Any serious school owner should strongly consider joining NAPMA if they want to make a living in the martial arts.

"This is the only true industry [association] that targets life skills development in children and adults. **NAPMA helps you achieve your goals and fulfills its end of the relationship without any catch**. I am proof of this success and I endorse NAPMA's commitment to improve the martial arts profession worldwide."

Sensei Shawn Harvey
Founder
Bermuda Small Circle Jujitsu Academy

Become a NAPMA Maximum Impact member today and you'll qualify for a free bonus package—a $2,312.10. Visit napmafreeoffer.com

© 2009 Martial Arts Marketing, Incorporated. All rights reserved. 09047

TONY ROBBINS PERSONAL DEVELOPMENT EXPERT

Please share your experience of training to Black Belt with Taekwondo Grand Master Jhoon Rhee.

I am grateful to serve so many people in the martial arts community because martial arts is a major source of discipline in my life. Grand Master Jhoon Rhee was the reason I became involved in Taekwondo.

I was actually interested in Aikido at the time because I love the beauty of that art and the concept of aligning with your opponent, and not necessarily having to harm him to change his perspective. The privilege of working with Grand Master Rhee was enormous. He said, "This is an art I think you would love, and I'm willing to work with you. I think you could earn your Black Belt in a very short period of time."

I said, "I would love to do it in a year." His eyes became big, and I said, "I'm not trying to find a shortcut, but I would love to live in total immersion with you." Grand Master Rhee gave me an extraordinary privilege. We became very close friends and traveled together, and I trained every day and was taught by one of the best teachers that ever existed. Frankly, it was one of the greatest gifts in my life.

In hindsight, by jamming in too much, I injured myself several times, as you might guess. In my youth, I was trying to do everything in a shorter period of time, but, in hindsight, I learned there is a great benefit to take your time, so that you learn and appreciate some of the greater subtleties. Although I did achieve my Black Belt, I learned much about making sure to enjoy myself rather than just



to experience the discipline of accomplishment. I approach all elements of my life differently, as a result.

I incorporate board breaking and other martial arts moves in some of my programs, because I think they are fundamental tools for life as well as martial arts. I use those techniques in my seminars because I want to demonstrate to people the specific tools and techniques they can use to take control of their mental and emotional focus, changing their state of mind literally in an instant.

> "...martial arts is a major source of discipline in my life."

Using your body as a way to change your mental and emotional state is the single most powerful and fastest factor you can access. To demonstrate that concept, I do board breaking, brick breaking and then breaking with my head. I have one set of events where we teach amateurs board breaking, as a metaphor for breaking through their limitations and fears.

Many of my seminar attendees have become involved with martial arts as a result of their exposure to those board breaking examples because they love the state of mind, the psyche that comes from the discipline of martial arts.

Join Tony Robbins online. Visit MartialArtsProfessional.com for direct links to these pages.

TONY ROBBINS



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

TELECONFERENCE

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



Tony Robbins has long been a favorite of martial arts professionals and enthusiasts. He has contributed to the growth of the industry in many ways. In this free NAPMA teleconference, he presents his perspective on leadership, stating, surprisingly, "You don't have to work on your leadership skills as much as you do your spiritual intent." Visit **NAPMA.com/TonyRobbins** for more information.



Larry Shealy & Charles dos Anjos

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

Over 350 Instructors Certified Since 2007.

Next Certification Program Dates:

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

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

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

Building the New Generation!

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

Kid-Jitsu® will allow you to:

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

Ask us about our BJJ Program for Adults: Team Wolfpack

The International Kid-Jitsu® Association

ZIG ZIGLAR LEGENDARY MOTIVATIONAL SPEAKER AND AUTHOR

What's the secret for martial arts instructors to stay motivated—and to motivate their students to train harder and achieve their Black Belts?

Let me start by addressing the comment that we occasionally still hear people say, "Motivation is so temporary." Yes, that is absolutely true, but then so is bathing and eating. If you do both of those on a daily basis, then you'll live longer and smell better. You can do the same when you develop daily motivation habits.

Start by reading and learning everyday. I've discovered that the more new information you acquire the more useful the old information you already have becomes. Be a student, but, more importantly, have a passion for what you doing. You will experience your first motivation when you see the results. For example, when a martial arts instructor watches a student make serious progress, the instructor experiences joy, which creates the passion to enable him to do even more.

The research clearly shows that the best way to develop that passion is to praise your students three times as often as you instruct them. Not only are they more likely to be motivated, but also loyal to your leadership. As a martial arts instructor, you understand this because you are in the teaching business.

Andrew Carnegie, the first great American industrialist, emigrated from Scotland to America as a penniless youngster. Many years later, a newspaper reporter asked him how did he encourage, inspire and teach his many employees who were millionaires to became so valuable



to his business that he could pay them enough money to become millionaires. He said that you develop people the same way you mine gold. When you enter a gold mine you expect to move tons of dirt to find an ounce of gold; but you don't enter the mine looking for the dirt, but the gold. That is important lesson about motivation.

Humans are engineered for success. We are endowed with the seeds of greatness. According to the laws of physics, a body at rest remains at rest until and unless it's acted on by an outside source—and that's the instructor's job in a martial arts environment. To motivate your students, teach them how to be better at what they're doing. Encourage them every step of the way. After all, encouragement is the fuel on which hope runs; and hope is the foundation of all change.

Research at Harvard and Stanford shows that 85% of the reason a person is hired for a job and succeeds at that job is his or her attitude. Only 15% is because of technical skills. Now, don't misunderstand, those technical skills are very important, but they'll only take you so far. Attitude makes all the difference in the world. The research shows that if you surround yourself with positive people, then your performance is better. That's one of the ways you can really encourage, inspire and instruct people by example.

Join Zig Ziglar online. Visit MartialArtsProfessional.com for direct links to these pages.

ZIG ZIGLAR



Zig Ziglar, the legendary motivational speaker, has shared his message of professional and personal success with millions around the world, through his many seminars, books and audio and video presentations.

TELECONFERENCE

Listen to the Free Zig Ziglar Teleconference



During Zig Ziglar's free teleconference, he explains how to prioritize goals, the relationship between self-image and success, leadership and fostering student loyalty and many more topics of specific interest to any martial arts professional. Visit NAPMA.com/Zig Ziglar for more information.



TOBY MILROY NAPMA COO

Multiply your Print Advertising Results, without Spending Another Dime!

Part 7: The Anatomy of an Ad: Body Copy, Part 2

In last month's column, I explained how to start a conversation with your prospects. Now, you want to apply one of several direct-marketing formulas or strategies that can help keep your copy on the right track.

A-I-D-A is one of those formulas, and should be a foundation of your ads. This acronym is Attention–Interest–Desire–Action.

Attention: Your first goal is to capture the attention of readers (as I presented at length in my headline section of this series). It is also important to write a very compelling lead paragraph or lead sentence. Keep firmly in mind that each sentence is designed to make readers want to read the next sentence!

Interest: After you've captured your readers' initial attention, you must then smoothly transition to building their interest. It's important once again to focus on your customers and their needs, wants and problems. Your personal résumé, how many tournaments you've won, your instructor or how many bricks you can break are not interesting to your prospective customers.

What are important to your prospects is how you can solve their problems and how their lives will change if they decide to enroll in your school. It's equally important to create an interest in your unique ability to help and understand them and their particular circumstances.

Your tone should be conversational, empathetic and understanding. Readers must believe that you understand them and, based on that understanding, you (and you alone) can provide them with the benefits that will solve their problems. I'm sure you pay much closer attention to those articles, messages and ads that "speak" to you as a friend or trusted advisor, rather than as a salesperson!

> "What are important to your prospects is how you can solve their problems and how their lives will change…"

Desire: Next, your copy should transition readers from being interested in your statements to being sincerely desirous to receive the benefits you provide that will solve their problems. This step is quite important and very often ignored. You must create a conversation in your prospects' minds that helps them eliminate all the reasons that they would not want to be part of your program.

At the highest level, you will frame each potential objection, as a benefit of being part of your program! At this point, many martial arts school owners make the mistake of stating or promoting the features of their program, such as training schedules, class attendance, specific curriculum components and other information that may prompt readers to disqualify themselves from considering your program.

Action: My future columns will present details of your call-to-action copy, as part of the offers section; but, in this column, I will define your overarching objective and the final goal of your body copy. You must help readers defeat their natural sense of procrastination, and give them compelling reasons to want to be involved in your program now…not later.

Your goal is to make such a compelling offer that if readers have any interest in your service, then they would feel silly if they did not take action! MAP

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

2009 NAPMA Extreme Success Academy

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
Mile High BJJ
Mile High Tae Kwon Do

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

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

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

MILE HIGH KARATE®

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

The Positive Power of Negative Preparation, Part 2

I'm a bit of a sports freak and, as a speaker, I've had the opportunity to spend time backstage with champion athletes, such as Troy Aikman, Joe Montana, George Foreman and Mary Lou Retton, and top coaches, including Lou Holtz, Jimmy Johnson and the late Tom Landry.

My friends in the world of sports have included Brendan Suhr, who has been an assistant head coach of three NBA teams and Bill Foster, former head basketball coach at Northwestern University and one of the winningest coaches in college basketball.

I have talked about this subject with all of them and they agree. These champions have superior, positive attitudes, but they also wisely use the positive power of negative preparation.

Most successful coaches go into each game with more than one prepared game plan. They have a plan to follow if their teams are ahead early in the game. They have a different plan to follow if their teams fall behind. They have alternate plans, with different combinations of players, in case a key player is injured. That's not negative thinking; that's the positive power of negative preparation at work.

I've done a considerably amount of work planning, scripting and implementing group sales presentations, and training others to do the same. "Group presentation marketing" ranges from a Tupperware® party to a seminar designed to sell $50,000 real-estate partnerships. There are many special techniques for this type of marketing, but one of the most important is the anticipation and removal of the reasons for refusal or procrastination on the audience's part.

Sometimes, this is done with subtlety, weaving the objections and responses into the presentation. Other times, it's done quite openly. One very successful presentation I designed ended with the presenter listing on the flipchart the four main reasons why people don't join—and then answering every one of them. In every case, however, every possible problem was determined in advance and countered during the presentation.

> "Take great confidence from your thorough preparation."

You must also do this when you are selling in print. I am paid as much as $70,000 plus royalties, as a direct-response copywriter. More than 85% of my clients who use me once do so repeatedly—in spite of my high fees because of my very thorough negative preparation.

When I create an ad, brochure, or direct-mail piece, I make a list of every reason why I think readers would not respond to the offer. I use that list of "negatives" as a guide in writing the copy. This approach produces some of the most powerful selling techniques in print in the world.

If this strategy is important to other copywriters and me, who are paid as much to write one sales letter as many professionals earn in six months, then it is important to you, too!

Six Steps for Using the Positive Power of Negative Preparation

1. Forget preconceived labels of positive and negative.
2. Make a list of every question, concern or objection that others may raise.
3. Make a list of everything that could go wrong.
4. Develop positive responses to all the negatives you've listed.
5. Organize your information, ideas and documentation well, so you can lay your hands on the appropriate notes and materials at a moment's notice.
6. Take great confidence from your thorough preparation. **MAP**

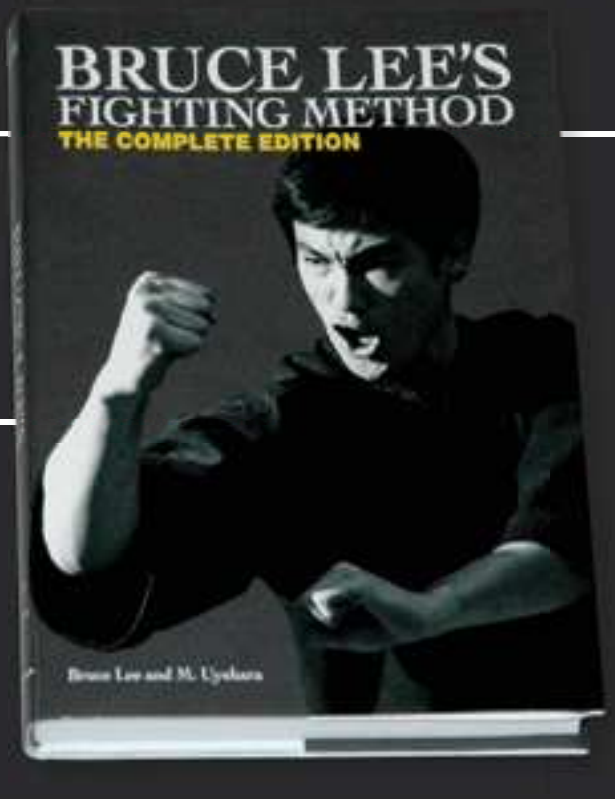
Join Dan Kennedy online. Visit MartialArtsProfessional.com for direct links to these pages.

DAN KENNEDY



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

NEW FROM BLACK BELT BOOKS



FOUR BOOKS IN ONE

Digitally refurbished • Hardcover • Bonus content
Officially authorized by Bruce Lee Enterprises

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

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

In addition, this elegant and comprehensive nearly-500-page hardcover edition presents all the photographs, illustrations and text from the original four books—*Bruce Lee's Fighting Method Volume 1: Self-Defense Techniques*, *Volume 2: Basic Training*, *Volume 3: Skill in Techniques* and *Volume 4: Advanced Techniques*—while featuring new material that includes:

- 900+ digitally enhanced images
- newly discovered photographs from Lee's personal files
- a new chapter on the Five Ways of Attack penned by famed first-generation student Ted Wong
- an analytical introduction by Shannon Lee that helps readers contextualize the revisions and upgrades implemented for this special presentation of her father's work


BEFORE


AFTER


BEFORE


AFTER

Bruce Lee's Fighting Method: The Complete Edition shows you how to execute advanced *jeet kune do* techniques and become the ultimate warrior. It is an integral part of the Bruce Lee canon and a necessary addition for all collectors and martial arts enthusiasts alike!

Order yours TODAY!

ISBN 978-0-89750-170-5 • 492 pgs. • Code 494—Retail $34.95

www.blackbeltmag.com/fighting_method • (800) 581-5222

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

Focus your Time and Effort on your Highest Valued Customers

I recently attended a Jim Rohn seminar, where he was explaining how you shouldn't let other people's negative behavior impact your life and what you are trying to achieve. When someone cuts in front of you on the road, your instinct may be to be upset, yell, scream and possibly display some non-verbal gesture. In reality, what good does that do?

You may think, "He shouldn't have cut in front of me." Well, no, that is what he and his kind do, which is why they are called road hogs. It's almost as if they need your angry reaction to continue to fuel their negative behavior.

It's understandable why you become upset when someone treats you badly, is dishonest or lies to you, but the simple truth is that liars lie. Although you're a honest person and surround yourself with honest people (or try), it's sometimes a startling revelation to be reminded that the world is filled with liars or road hogs.

I once heard that leopards don't change their spots. What is meant by that is that the best way to predict future behavior is from past behavior. A person that has cheated you in the past, or has lied to you previously, is likely to do it again.

In the world of marketing, there is no failure, only testing. You and other business owners are always looking for the slight change you can make to your business and marketing systems, so they are just a little better. When you try a new headline or an offer, there will probably be one of three results: It will improve response, decrease response or there will be no change. At that point, you have additional information on which to base decisions.

Dan Kennedy, my mentor and friend, always suggests including a tremendous guarantee on any product or service you offer. Of course, this will increase initial response, since more people will want your offer, but it also serves another objective. Once someone asks for his or her money back, he or she has identified him or herself as a person with whom you may indeed not want to do business in the future.

> "The best use of your energy is to identify those people, customers and vendors with whom you want to do business…"

In any situation, where a customer asks for a refund on a product or service, although you delivered everything you promised, you typically remove him or her from your customer list, never market to him or her again and, in fact, will not provide the opportunity to do business with you in the future.

Harsh, you say? Maybe so, and indeed you may lose a few dollars selling that customer a lower price product or service in the future, but the time and energy you save by only working with and serving the needs of your highest valued clients will come back to you in many ways: loyalty, maximum per customer value and referrals.

Face it, liars are liars and there is nothing you can do to change their behavior, in fact you might even go crazy trying. The best use of your energy is to identify those people, customers and vendors with whom you want to do business, as well as the ones you don't, and run your business, accordingly.

The next time another driver cuts in front of your car or demonstrates some other random act of stupidity, simply think of that as a sign, a piece of knowledge that you now possess about what type of person is acting stupidly, and understand...that is just him or her... that's the way they are. **MAP**

Join Terry Bryan online. Visit MartialArtsProfessional.com for direct links to these pages.

TERRY BRYAN



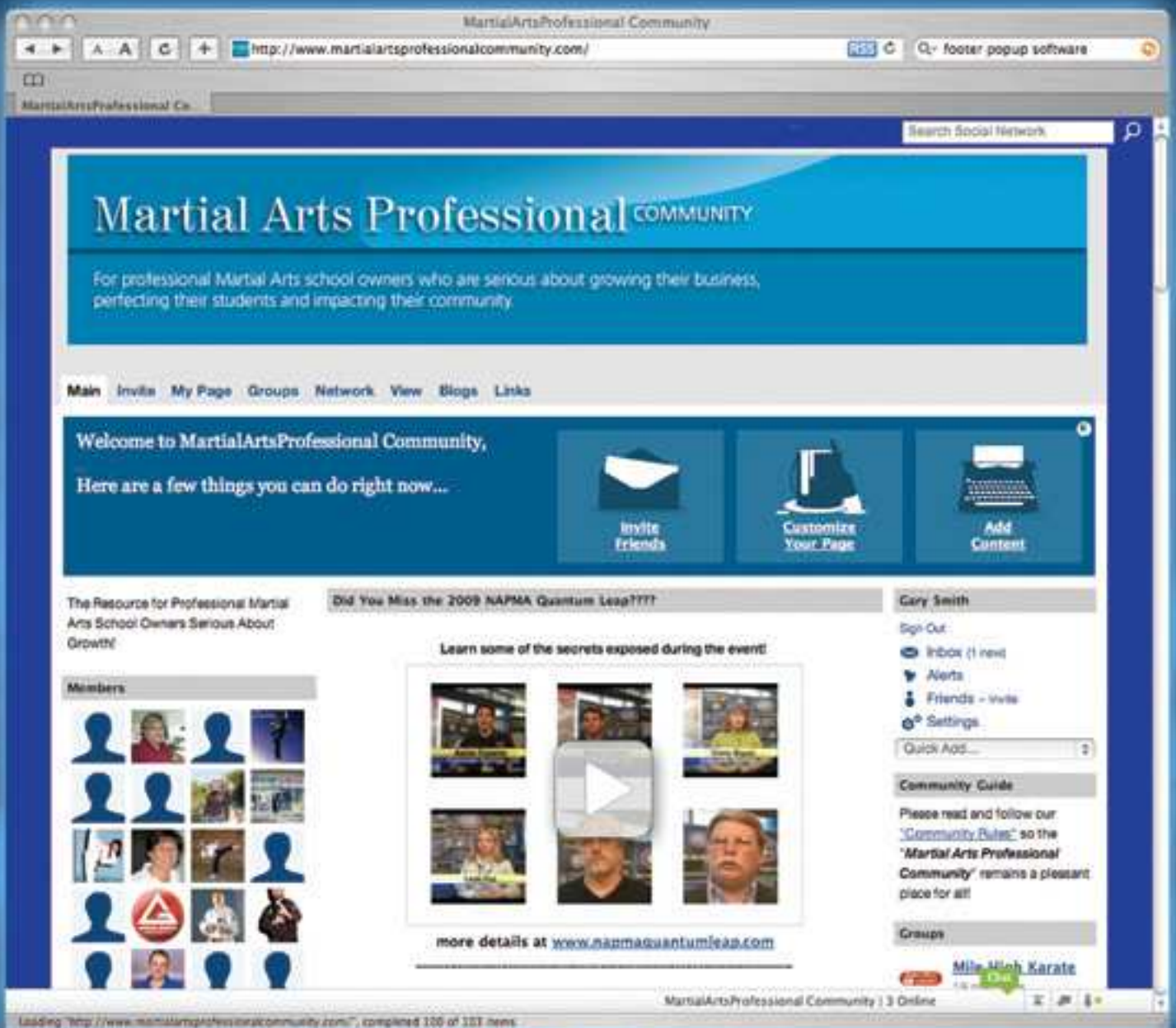
During his more than 30 years in martial arts competition, Terry Bryan won two world titles and more than 300 first-place wins in the Black Belt and Masters Divisions. Terry now sits on the boards of various real estate investment groups, and is the founder of Warriorwiz Real Estate Investing Success System. Terry can be reached at **MartialArts Professional.com**.

Join the one online professional community that is solely focused on the serious work of growing your school, the Martial Arts Professional Community at MartialArtsProfessional.com.

Spend your online time wisely and profitably, as a member of the *Martial Arts Professional* Online Community. Join today at MartialArtsProfessional.com.

Discover the inside secrets and valuable tidbits of advice that could be all the difference between big-time success and stagnant school growth, as a member of the *Martial Arts Professional* Online Community at MartialArtsProfessional.com.

Leave the "social networking" to the teenagers—you need to professionally network with other serious school owners who may have the one idea to take your school over the top. Join the *Martial Arts Professional* Online Community at MartialArtsProfessional.com today!



JEFF SMITH
DIRECTOR OF INSTRUCTION FOR
MILE HIGH KARATE

Creating Champion Students—Developing VERY Solid Students, Part 2

High school teachers and guidance counselors encourage their students to attend college to become productive citizens of their countries and the world, not just to spend money to keep the educational system afloat.

Everything has a purpose and some give and take. If you're constantly asking your students for money, but failing to give them personal attention, then they will know that your relationships with them are not balanced. That is why you must constantly be building your emotional bank account with them.

I teach instructors that their priority in the classroom is to address the students who need the most attention first, and then work toward those students who need the least help. I encourage instructors to use a 1-2-3 or A-B-C system to designate each student's need for attention.

> "I teach instructors that their priority in the classroom is to address the students who need the most attention first, and then those who need the least help."

An A student is typically defined as someone the instructor knows will make it; is doing well and super-excited about the program; and his or her parents are motivated. Your goal, as a school owner or instructor, is to work with every student, so he or she can reach that A-level because an A-level student is an easy upgrade.

C students are the difficult upgrades. Remember, C is not their test score; in fact, they could be quite physically gifted, but they are not motivated and enthusiastic during class, they don't come regularly, and their parents bring them, but you never see their parents.

Whenever you use a system to rate your students' need for personal attention and that system reveals the most difficult students to renew or upgrade, you must then be constantly discussing those ratings with your entire instructional staff, so they know who needs that attention. Every time you give your students stickers or stripes on their belts as progress checks and ask their parents if their children have been exhibiting self-discipline at home, you are showing a personal interest in your students.

You want to make sure that parents don't interpret your interest as just a means to convince them to spend more money at your school. Of course, when students upgrade or renew, it will require a larger investment in their training; however, you must be equally willing to invest more time, interest and personal attention in those students.

Every time you give that personal attention, with a sticker, etc., then you're making another deposit in your emotional bank accounts with those students. You build those accounts for future upgrades whenever you give students positive reinforcement on a technique or an effort.

They may not have mastered the technique, so you must look to their positive effort or attitude, enthusiasm or other qualities from which to motivate them. You can also recognize them in front of the entire class for their attitude or enthusiasm, prompting the other students to give them a hand, which can be a very motivating experience.

As a school owner or head instructor, your responsibility is to make sure your instructional team is working together, so students receive that kind of personal attention to their development—and building those emotional bank accounts. **MAP**

SEE JEFF SMITH AT THE EXTREME SUCCESS ACADEMY

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

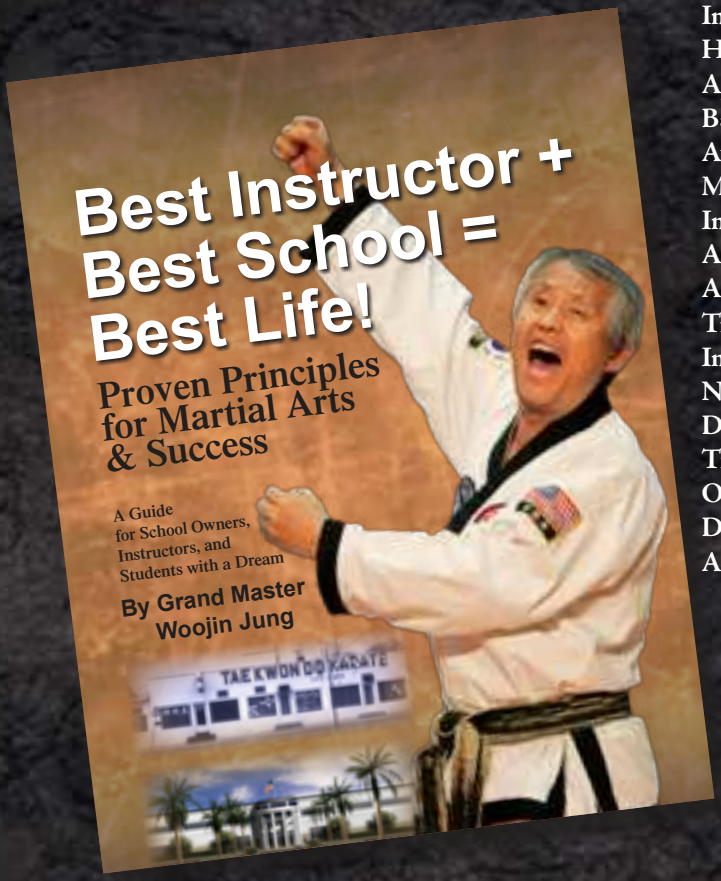
JEFF SMITH



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.

Special Offer!

Best Instructor + Best School = Best Life!



Inside...
Help Students Realize Their Dreams
Applause Changes People
Balance and Order
Awaken the Sleeping Spirit!
Motivation: Secret to Success
Instructor with the Most Students
A Good Instructor: A Good Psychologist
An Instructor is a Maestro
Training, Endorphins and the Atomic Bomb!
Instill Moral Values
Noble Ties of Friendship
Do Not Cross the Line
Ties That Bind
One Strike and You Could Be Out!
Don't Lose Your Aura
Always Be Righteous

~~$25.00~~
$19.00 + S&H

Coming Soon in Spanish and Russian!

"This is a great book for the practitioner who owns a school and aspires to better his school. For the student it will help in his achievement of technique and comprehension."

—Bill "Superfoot" Wallace

"This book contains the secrets for being 'unbeaten' in running a dojang."

—GM J.P. Choi, Deanof the Oriental Martial Arts College, USA

To order call 800-388-5966
or order online at taekwondotimes.com

ROB TUCKER
MILE HIGH KARATE FRANCHISE SALES DIRECTOR

Increase Your Enrollment Numbers When You Develop Stronger Relationships with Your Prospects

Selling is about building a relationship, not a specific closing technique or guiding prospects to make seven no statements before a yes statement. Selling in the martial arts environment is about prospective students and their parents becoming comfortable with you and your school and what you teach.

You may have heard or read about the alternative close, the "Ben Franklin" close or other closing techniques, which can be useful, and you should master them. Don't rely on them, however, to hard sell prospects. A successful close should come easy and without the buyer's remorse that often occurs after a hard sale.

You build relationships with prospects by knowing who they are, why they came to their appointments and what they want to accomplish and achieve as students at your school. That requires a real conversation with them, and listening carefully.

The quickest method to build relationships (and, ultimately, easily close prospects) is to ask questions that reveal common ground. I like to use the acronym, FORD, which is Family–Occupation–Recreation–Dreams.

When you start asking questions, based on FORD, you will find that you have much in common with anyone you meet. This often happens when you talk with someone casually for the first time.

Those conversations may start with the standard questions about where you live and your occupation or profession. Once the conversation turns to each others' family and children, then that becomes a major topic because, for most parents, that is their passion, the "why" of their existence.

The rub, of course, is if you don't have kids, then you will be absolutely bored by the conversation! If you do have kids, however, then you'll jabber for hours! When you talk with prospects (whether or not you have kids), you should ask the parents questions about their children and listen carefully to the answers.

> "The quickest method to build relationships is to ask questions that reveal common ground."

For example, you may ask parents how their children are doing at academics. They may tell you that their daughter has difficulty focusing when she is bored and not challenged or that their son is the athlete and prankster, so he needs help concentrating more on his work and learning.

How does those answers help you, as an instructor or school owner? If you actually listened, then you have identified a selling point (benefit) that solves those children's problems and compels the parents to enroll them in your school: increased focus and concentration leading to better grades!

You may respond to the parents' answers, "Mr. Jones, we find that many parents are frustrated with their children's academic grades and progress in school. Our martial arts program specifically teaches the tools your children need to improve their focus and concentration, which translates to grades improving from Cs to As and Bs." That will grab their attention and interest.

Notice that I used a closing technique, but not before I started to build a relationship with the prospect/parents and listened to their needs. Those relationships become stronger when you use the FORD technique: Family–Occupation–Recreation–Dreams. You will discover that you share common ground, which will lead to a meaningful relationship—and new students that you can help improve their lives! **MAP**

SEE ROB TUCKER AT THE EXTREME SUCCESS ACADEMY

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.

FRUSTRATED with the amount of money you spend each month on Tuition Collection Fees?

SAVE tons of cash! With Jackrabbit you can use any e-payment processor provider you want.

JACKRABBIT
Dojo

Martial Arts School
Management & Billing Software

"After having used many other systems for our schools, the Jackrabbit solution is the best! We can login from anywhere & anytime and we don't have to worry about software installations & upgrades or backing up – they take care of that. Their software is great, but their support is even better."

-Grandmaster K.O. Spillmann Ph.d
7th Dan Black Belt
ATC: TaeKwonDo HapKiDo
www.atctkd.com
www.atclicensing.com

Request a FREE trial at:
JackrabbitDojo.com



®



BJ PENN'S LIVE LIKE A CHAMPION PROJECT 2010
300 INSTRUCTORS • 365 DAYS • 1 BJ PENN



BJPENN.COM

A Revolutionary New One-Year Online Teacher Training Program for People Who Eat, Sleep, Teach, and Live the Martial Arts. Beginning January 1, 2010. **Applications Accepted at BJPENN.COM.**

Rates for classified ads: $50.00 for the first 30 words. $1.00 per each additional word. 50-word limit. To place an ad, or for additional information, call NAPMA Advertising Director Rob Colasanti at 1-800-973-6734.

Fill Your Trial Classes From web site visitor to prospective student in 60 seconds or less. Let your web site visitors sign-up and schedule their own martial arts trial and demo classes—right when they're thinking about it, even at 3 a.m. Get a 45-day free trial at www.FirstClassBookingSystem.com

Marketing Is Always Evolving. Eliminate the Labor of Boxes. No phone calls. No setting appointments! Look at our new web-driven marketing plan. www.MasterMackMarketing.com

Earn Extra $$$ as a Member Solutions Affiliate! Refer businesses to our management solutions including full-service billing, web-based applications (Front-Desk Member Management, Event Registration and Website Manager), credit card processing, hardware, etc and we'll pay you! Call Angela: 888-277-4409.

FREE 60 min Video Reveals... How to Double Your PROFITS and Take More TIME OFF. This is Martial Arts Business 2.0 and it's FREE! www.SchoolOwnerSecrets.com

DVDS–VHS–BOOK–MARTIAL ARTS GEAR–EXOTIC BUTTERFLY ARTS www.mauricepromartialarts.com; 718-652-7100.

Angel and Regina Gonzalez, disciples of Grand Master Jhoon Rhee, noticed that, during the last year when the economy was at its worst, their upgrades were at their highest, even with a tuition increase. They were excited, but also curious as to why. After reviewing stats and backtracking the changes they had made, they realized that it was the tool they used in their curriculum. Angel Gonzalez would love to share this information with you. Call him at 786-525-6112.

Big Ass Fans® The leading manufacturer of huge ceiling fans for large commercial spaces. The innovative air movers improve comfort, reduce energy costs, and create a healthy environment year round at martial arts facilities. www.bigassfans.com

Martial Arts Embroidery English, Korean, Japanese, Chinese. Belts, Uniforms, Bags, Jackets, Patches. Quality workmanship guaranteed. Your material or ours. 301-253-3971. Order form and pricing at MartialArtsEmbroidery.com

MINDBODY Online Business Management Software Trusted by thousands of clients in over 50 countries. MINDBODY is the most powerful Martial Arts Management Software available, is simple to use, and is 70% less expensive than other software providers. www.MindBodyOnline.com

FREE Software Trial Run your school and track your students with the best martial arts software available. Visit www.igokaratesoftware.com or call 866-532-9588.

EasyPay is the Solution for your Billing Challenges For more than 20 years, EasyPay® has used electronic funds transfer (EFT) payments and credit card drafts for martial arts schools across America. We are martial artists that created the "No-Intro Tour" and the "Quick Defense Course." We are the payment solution to your collection problems. EasyPay is your answer. Call 1-800-852-4005.

EFT-Billing | Software | Marketing International will help you increase profits and grow your school. With competitive pricing, no contract or start up fees, it's easy to make the move. For more information visit www.martialarts.com or call 1-800-227-3859.

Get Free Report: "Using Anger Management to Market and Promote Your Martial Arts School." With just 20 hours of training, get certified as an anger educator and learn skills that will set you apart. www.angercoach.com/dojoanger

Advertiser Index

Affiliated Acceptance Corporation 25
Angercoach.com 41
ASF International 19, 30
BJ Penn 79
Big Ass Fans 31
Black and Blue Productions, Inc. 79
Black Belt Books 73
Capitol Processing International. 30
Century Martial Arts 11, 49, 84
Commando Krav Maga 21
Defensive Services International, Inc. 13
Easy Pay Automated Billing . . Inside Front Cover, 52
EZSchoolSupplies.com 34-35
Great Mats / MMAMATS.COM 43
K&K Insurance 56
International Kid-Jitsu Association 67
IgoFigure 9
Jack Rabbit Dojo. 79
Markel Insurance Company. 40
Martial Arts Group 17
Martial Arts Success / Tommy Lee. 7
Martial Arts Marketing Network. 41
Maurice Pro Martial Arts.com. 68
Member Solutions 15
Mile High Karate 3-5, 71
MindBody Universal Business Management . . 53, 81
SidekicksBilling.com 23
Sports & Fitness Insurance Corp. 66
UltimateStriker.com 69
Tae Kwon Do Times. 77
The Company Corporation. 81
Zebra Mats. 83

Coming in the October 2009 *Martial Arts Professional*

Evolve Your School!

Commando Krav Maga, the fastest growing Reality-Based system in the world, explains the many benefits of this program for your school and students.

Fast, Convenient, Customizable Print Marketing Materials When You Become a NAPMA Member



NAPMA's Online Print Marketing Store is a new, exclusive member benefit and a great reason why you should join NAPMA today.

Once you're a member, you can choose from an ever-growing catalog of marketing pieces that will help you grow your school. You'll find postcards, door hangers, ad cards, bookmarks, statement stuffers and much more in a variety of campaigns from back-to-school to bully prevention to seasonal promotions.

Visit NAPMAFreeOffer.com today!

Incorporate
for as little as $99

Visit www.incorporate.com or call 866-330-9423

THE COMPANY CORPORATION

INCORPORATING WHAT'S RIGHT FOR YOU

Buki Yuushuu

STOP LOSING MONEY

Are all of your students buying their weapons from you? They Should!

Don't lose 10k, 20k or 50k a year in sales

Let us help you make your Pro Shop's **Retail Sales Sky Rocket**

* FREE - Your School Name on All Weapons *

Go to **www.BukiYuushuu.com**
For a wholesale account
And buy straight from the manufacturer

BUSINESSMASTERED

MINDBODY will kick start your Martial Arts business!

BUSINESS MANAGEMENT SOFTWARE

Online scheduling
e-Commerce
Belt tracking system
Automated billing and contracts
Customer relationship management
Strategic marketing tools

MINDBODY
UNIVERSAL BUSINESS MANAGEMENT

$100 OFF
Mention code NAPMA100 and receive $100 off your purchase of MINDBODY software.
Expires 4.30.10

LEARN MORE
877.755.4279
sales@mindbodyonline.com
www.mindbodyonline.com

Create Your Own BRAND OF SUCCESS

2009 NAPMA EXTREME SUCCESS ACADEMY

SAN ANTONIO DEEP IN THE HEART

OCTOBER 9–11, 2009

See Special Section in the Back of this Issue

STEPHEN OLIVER MBA, NAPMA CEO

What's Your Net Worth?

My Ultimate Martial Art Marketing Bootcamp is an intense 30-hour weekend for school owners looking for ways to move their schools to higher levels of growth and profitability. What began as nothing more than a footnote, during my agenda preparation, became of the greatest value to all the participants. In fact, they told me unanimously that learning this one concept was worth the $2,750 and more they paid to attend.

Let's say that you've invested $10,000 to learn your martial art from a master. If I offered to return your investment on the condition that you must quit training and teaching, then would you take the money? If your answer is no, then why would you ever be timid about asking for a reasonable tuition from your students to learn what you've learned (and maybe even faster and better)?

Some of the instructors attending my bootcamp said they wouldn't quit training and teaching even if I upped my offer to one million dollars. There were also those who were too timid about charging even one-percent of that amount for First-, Second- or even Third-Degree Black Belt training.

I can hear you asking, "What about the price the guy down the street is charging, and the recreation centers and health clubs? Shouldn't I know their charges, and then find a middle ground?" To that I ask, "Why should you care how they value what they do? Why not calculate what your program is worth, and then make an effort to convince your prospects to share your perspective?"

Let's take a look at some real numbers. One participant at my seminar has 450 students and is charging $75 per month, or $33,750 in gross monthly revenue. Set aside family discounts that will reduce per-student revenue and paid-in-fulls, and retail that add to per-student revenue.

Factor in five staff members, 6,400 square feet of rental space and a seven-percent monthly dropout rate that requires him to find 31 new students each month to remain even.

> "I have never raised my prices, only to watch my enrollments drop."

Now let's look at one of my schools. It serves fewer active students (300) crammed into 2,500 square feet of training space. The staff is the chief instructor, his wife and their two daughters. There is no real payroll, otherwise. He charges $189 per month for tuition, or $56,700 in gross monthly revenue.

Let's compare those net numbers. At a minimum, the second school pays $10,000 less in expenses per month and generates approximately $23,000 more in revenue, with 150 fewer students. If the first school doubled its prices and the active count drops by half, then the gross monthly revenue is $35,775 (225 x $159).

Both the gross and net revenues increased because a smaller staff and facilities are needed, thus fewer operational headaches. Don't forget that at a consistent seven-percent dropout rate the first school now needs only 16 new students per month to remain even.

I have never raised my prices, only to watch my enrollments drop. In fact, usually we enroll more solid students, who we retain longer at the higher price point. Remember, it's considerably easier to maintain a tight hold on your students, provide high quality instruction and minimize the dropout rate at 225 students than 450 students. Why not work a little harder to help your students understand the value of what you teach and, while you're at it, ask for a little more compensation? **MAP**



SEE STEPHEN OLIVER AT THE EXTREME SUCCESS ACADEMY

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

STEPHEN OLIVER



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

ZEBRA™

MATS | CAGES | OUTFITTERS | TOURNAMENTS



ZEBRA MATS™



- **MMA Mats**
- **Grappling Mats**
- **Combo Mats**
- **Puzzle Mats**
- **Landing Mats**
- **Home Mats**

DESIGN & INSTALLATION services available

ZEBRA™
SIMPLY Z BEST

1.800.989.8085
www.zebramats.com

A FUN NEW
TRAINING TOOL

SEE THIS REVOLUTIONARY TRAINING AID AT BOOTH #217!



MASTER ZUHAIR HILLAIL, INVENTOR

Smart Shield™

- *Students kick or punch out SmartSpots™ with precision*
- *Package includes six different colored shields with multiple targets*
- *Fist-size SmartSpots™ feature numbers or letters*
- *Students improve in martial arts skills as well as academics*
- *Teaches the alphabet, numbers, and colors while training*

THE WORLD'S LARGEST MARTIAL ART SUPPLIER

CENTURY®

©2009 Century, LLC. 5953/CMAS/06.09

1000 Century Blvd. Oklahoma City, OK 73110

www.CenturyMartialArts.com 800.626.2787

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**

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

☐ Non-NAPMA Members
$997.00

☐ NAPMA Basic Member
$997.00 **$479.50**

☐ Maximum Impact
$997.00 **$349.50**

☐ Peak Performers or Inner Circle
$997.00 **$199.00**

PRE-REGISTRATION DEADLINE SEP. 12

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

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

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

1. _____
☐ Key Employee ☐ Partner ☐ Spouse

2. _____
☐ Key Employee ☐ Partner ☐ Spouse

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

☐ Non-NAPMA Members
$397.00

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

☐ Maximum Impact
$397.00 **$97.50**

☐ Peak Performers or Inner Circle
$397.00 **$49.00**

☐ **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**

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

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

"The 2008 NAPMA Extreme Success Academy was great. I learned so much and I'm motivated to put those ideas into action. The difference was all the successful people around me that are actually making it happen. They've succeeded with those ideas, and that's very inspiring."

Paul Resnick, Instructor
Sergio Iadarola IWKA
Amsterdam, Holland

I'd highly recommend it."

"I wouldn't hesitate to tell any of my friends or other school owners to come to next year's Extreme Success Academy. 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

"It was awesome!"

"It was awesome! It was very appropriate timing for me, especially the wealth accumulation seminar, because we're investors and own 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.

Jan Lappin
Middleburg Martial Arts
Middleburg, Florida

ExtremeSuccessAcademy.com

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

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

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



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."

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.



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

You'll learn from 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.



NAPMA's valued vendors were important contributors to the 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.

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.



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

there are other tasks and responsibilities that rob your time and energy.

- You take an hour or two to check your 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 (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



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

3 Important Reasons to Circle Your Wagons AT THE Extreme Success ACADEMY

#1 – The Extreme Success Academy Is Not for the Entire Industry, but the Select Few Who Want a Great Business!

Let's be very clear about who will benefit the most by attending the Extreme Success Academy: It's an amazing learning opportunity for those school owners and staff that are serious about developing a high quality, professional martial arts school, with a growing roster of equally high quality students.

The Academy is for those school owners who took advantage of the marvelous transformation of martial arts' image, with the release of *The Karate Kid*. They worked hard to develop their professionalism and become more educated, competent and skillful people. Younger school owners, who weren't operating schools during the 80s and 90s, are still benefiting from that positive trend.

As NAPMA CEO Stephen Oliver put it recently, "Who shouldn't attend the 2009 NAPMA Extreme Success Academy is the guy teaching MMA in his backyard and is a little more foul-mouthed than Chuck Liddell and has more tattoos than Brock Lesnar."

The Academy is for those school owners who took advantage of the marvelous transformation of martial arts' image, with the release of The Karate Kid. They worked hard to develop their professionalism, to become more educated, competent and skillful people. Younger school owners, who weren't operating schools during the 80s and 90s, are still benefiting from that positive trend.

If you're one of those school owners who feel that you've been sideswiped by MMA and UFC, then you will have the opportunity to fight back. Academy sessions will be focused on the dramatic changes you must make in marketing and your intro process to make sure parents understand that you are offering the positive form of martial arts.

Academy sessions will also help you change the dynamic of your staff members: how they present themselves and their language, grammar and appearance. When properly selected and trained, your staff can minimize the harm to the "real" martial arts industry.

#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,



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

MORE Sharp Shootin' Martial Arts Business EXPERTS

Simple, Free Internet Marketing Techniques Guaranteed to Attract More Paying Students!
Toby Milroy, NAPMA Chief Operating Officer

Toby Milroy is a 4th-Degree Black Belt, former school owner, Mile High Karate Regional Director, and one of the rising stars of the industry.

He will reveal the insiders' marketing strategies that are flooding schools with new students across the country. With economic challenges and a more competitive marketplace, school owners must become much more sophisticated marketers. The Internet can give you a dramatic, competitive advantage in new-student acquisitions, and it's an extremely low-cost marketing media.

Teaching Techniques that Create High Quality Students Ready to Upgrade!
Jeff Smith, former Kickboxing World Champion

Grand Master Jeff Smith is a 9th-Degree Black Belt in Taekwondo and the first PKA World Light-Heavyweight Kickboxing Champion. He has devoted more than 40 years to the martial arts; and, 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.

Grand Master Smith will share his time-tested instructional tactics and strategies because maximizing the value that students and parents perceive they receive at your school is paramount to success in the new economy.

Attract High Quality Students, with the Power of Video, an "Automatic" Sales Tool!
Mark Graden, NAPMA Director of Martial Arts Education

Mark Graden 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.

Mark will reveal the techniques you must implement to benefit from the use of video, including how to capture million-dollar testimonials and the two deadly sins you must avoid!

Implement "White-Glove" Student Service in Your School!
Rob Tucker, 6th-Degree Black Belt Master Instructor

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, is the Mile High Karate Franchise Sales Director.

Rob will expose the hidden systems that create an exclusive, high quality "private-school culture in your school. In this new emerging economy, your clients will be demanding Disney-like levels of service and attention.

Protect Your "Ass-ets" With Legal "Judo"
George Weissfisch, Legal and Corporate Expert

Mr. Weissfisch has been a professional martial artist and school owner for 22 years, and has an impressive competitive career. He's also been a licensed attorney since 2000, and is the former felony chief prosecutor for the Harris County (Houston, Texas) district attorney's office.

Mr. Weissfisch will be sharing his vast expertise in legal and corporate structures, and revealing how to create a judgment-proof business and protect your personal assets from any potential risk!

Make the Huge Interest in Jiu-Jitsu and MMA Work for You!
Professor Larry Shealy

Larry Shealy, a Gracie Black Belt, began studying Gracie Brazilian Jiu-Jitsu in 1995 at the Gracie Jiu-Jitsu Academy in Torrance, California. Larry has a thorough understanding of how to teach Jiu-Jitsu to the children and family market in a safe, positive and structured manner!

Larry will show you how this program can be easily combined with your regular traditional curriculum, and how hundreds of schools are effectively using this program to increase dramatically their revenues AND retention!

Special Session: THE SECRETS OF Social Media Marketing

Social networking is one of the newest media that you must learn to use effectively, if you expect to grow your school as the population and the economy changes.

As an attendee of the Extreme Success Academy, you'll have a seat for a very special session with Tracy and Mike McCoy of KICKgen®, a martial arts social networking community. Tracy and Mike have been martial arts industry leaders for more than 20 years. They started KICKgen because of their love of martial arts and a desire to help promote and unite martial artists worldwide.

Tracy and Mike will de-mystify this emerging media, which, to date, has been unexplored by martial arts school owners. They will also share the backend solutions they've developed with NAPMA for its members to help facilitate the referral generation process.

"I think it's a disservice to NAPMA members and the industry at large to ignore the social networking trend," said Toby Milroy, NAPMA COO. "For a long time, you could ignore social media, such as Facebook®, MySpace®, Twitter® and LinkedIn®, but now they are tremendously popular, with 250 million users on Facebook alone."

An easily overlooked benefit for school owners of social media is that they provide a direct link with children AND teenagers. The "traditional" media (ads, flyers, direct mail, etc.) on which you've relied for years is typically targeted to parents/adults. A child may see those messages, but they are not written for children.

Even your Web site is more likely to be targeted to the parents of potential students, instead of their children. Using social media puts you right in the middle of the juvenile world. It may also be one of the few and best methods to communicate with the teen audience.

Now, at this special Academy session, you'll have access to NAPMA's very comprehensive knowledge about how to use social media as a lead generator.

You'll learn how to create an online environment where your students are actively communicating with each other and their friends. You can develop a much higher level of cohesion among your students and motivate them to bring more of their friends into the world of martial arts and excite them about the experience.

The downside of online social networks is that you can waste hours of your valuable time determining how to maximize their leverage, and keep your sites and pages updated. Not to worry, this Academy session will provide tips and shortcuts to save your precious time while you benefit from this new media.

During the Academy's plain-English session, the proven tools and tactics that are successfully being used by forward-thinking schools and NAPMA will be revealed.

- A simple strategy to create dozens of new prospects in 48 hours (or less) for FREE!

How to deliver dozens of targeted, tracked messages to your social friends, links, sites and blogs in fewer than three minutes a day!

- Building an internal social network that drives your student's friends to your school!



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

TRUST THESE Martial Artists TO LEAD YOU TO SUCCESS!

To guide you safely and successfully across the changing landscape of the new economy, you'll want to ride with five of the most successful and influential martial arts business entrepreneurs in the world.

Leadership and mentoring are critical, if you expect to separate yourself from the school owners who are wandering aimlessly, unsure of where to turn or who to trust. You simply can't go it alone in this volatile economic climate.

That's why NAPMA is honored to welcome five of the most outstanding "agents of change" to the Extreme Success Academy. You can measure their success by their schools, students, their revenues or the cars they drive; but what makes them so much different (and more successful for more years) than most speakers at industry events is that they originally created the systems and methods to thrive during any economy.

Throughout decades of operating successful schools and chains, they've had to change the way they do business often—and they're ready to teach you what you must know. They represent that rare breed of school owner who has no giving up, just giddy up to the next green pasture of success.

Register for the Extreme Success Academy today, so you can attend these five special sessions.



The Seven Reasons People "Buy" Martial Arts in This New Economy, with Master Keith Hafner

Master Hafner owns and operates one of the most profitable single schools in North America, in Ann Arbor, Michigan. He will reveal seven proven marketing messages that are working in today's economy, and have been generating proven, successful results!



Developing "Make-You-Proud" Black Belts, with Kyoshi Steve LaVallee

Kyoshi LaVallee is a pioneer of the modern martial arts industry, and has enjoyed more than thirty-five years as a martial artist, athlete and teacher. Kyoshi LaVallee's quality-control standards are legendary! During his No-Holds-Barred session, he will outline the keys to guarantee great quality Black Belts, and how to eliminate completely the watering down of your system or curriculum!



"Sniper-Accurate" Target Marketing, with Kyoshi Dave Kovar

Mr. Kovar has been teaching martial arts professionally for more than 25 years. Dave is a multi-style Black Belt who has been always committed to improving his martial arts skills. Dave will reveal his proven strategies to deliver hyper-targeted sales messages to your prospective students, in an entertaining, highly engaging manner!



Building Your Future in the Martial Arts Business, with Chief Master Bill Clark

Chief Master Bill Clark currently operates more than 30 highly systemized and profitable locations. He will share his immense experience with you, and reveal some of the systems he is currently using in his schools to systemize and automate some of their key functions. During Chief Master Clark's No-BS session, you'll learn how one of the most successful multi-school operators is re-tooling for the new economy!



Flourishing in the New Economy, with Stephen Oliver

For more than 32 years, Stephen Oliver has operated super-successful martial arts schools! From the most traditional roots, the Jhoon Rhee Institute, he's built an international franchise organization that's taking the industry by storm. Now, the "game" has changed…permanently, and, during his special bonus session, he'll divulge his most successful new strategies for thriving—not just surviving—in the new, emerging economy.

CHANGE with the ECONOMY OR EAT TRAIL DUST!

Your future success depends on how well you're able to change the way you do business. The economic environment in which your school must grow has changed forever, which means the martial arts industry has also permanently changed.

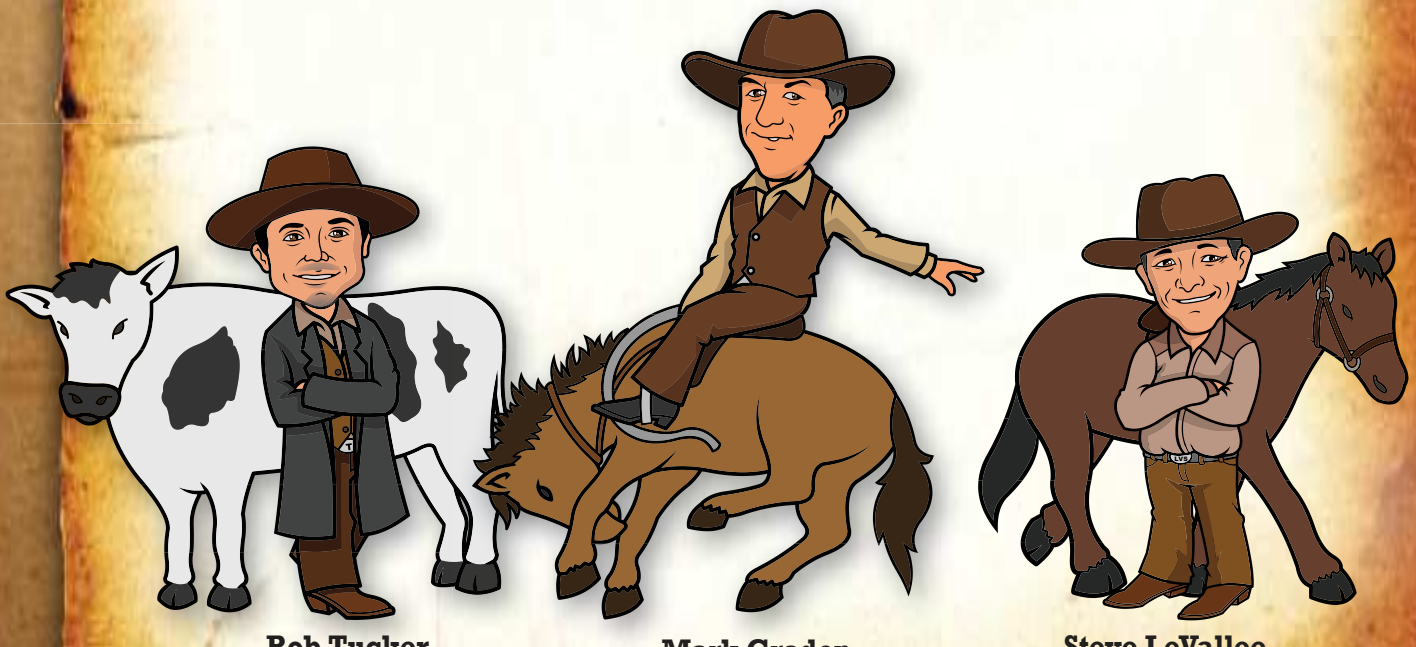
Your best opportunity to prepare for the "brave-new-world" economy is to attend the 2009 NAPMA Extreme Success Academy because NAPMA is way out front with the systems and strategies you need to attract new students—now that all the rules have changed.

What you'll learn at this year's Academy is insider information that is, frankly, not available at any other industry event. In most cases, those events feature the same rotating group of 25 speakers. Many of them don't have the experience and track record on which you can rely, especially when most everything you know has changed, when it comes to operating a successful school during the next 10 years.

Learning these "change" strategies are so important that a special, late-night bonus session has been added, where Stephen Oliver will reveal secrets learned from other industries that have "cracked the code."

Those industries understand the dramatic changes in consumer thinking. They are succeeding, despite the recession, because they have fundamentally changed their message to the marketplace to help consumers justify their purchases. This special session will show you how to translate what those industries have learned into new success for your martial arts school.

You can turn your back on this major paradigm shift in the economy, but you are likely to find yourself on the same slippery slope down which so many school owners have slid during the last 12 months—OR you can follow what may be the only trail to success—and the trailhead starts at the 2009 NAPMA Extreme Success Academy.



Rob Tucker **Mark Graden** **Steve LeVallee**

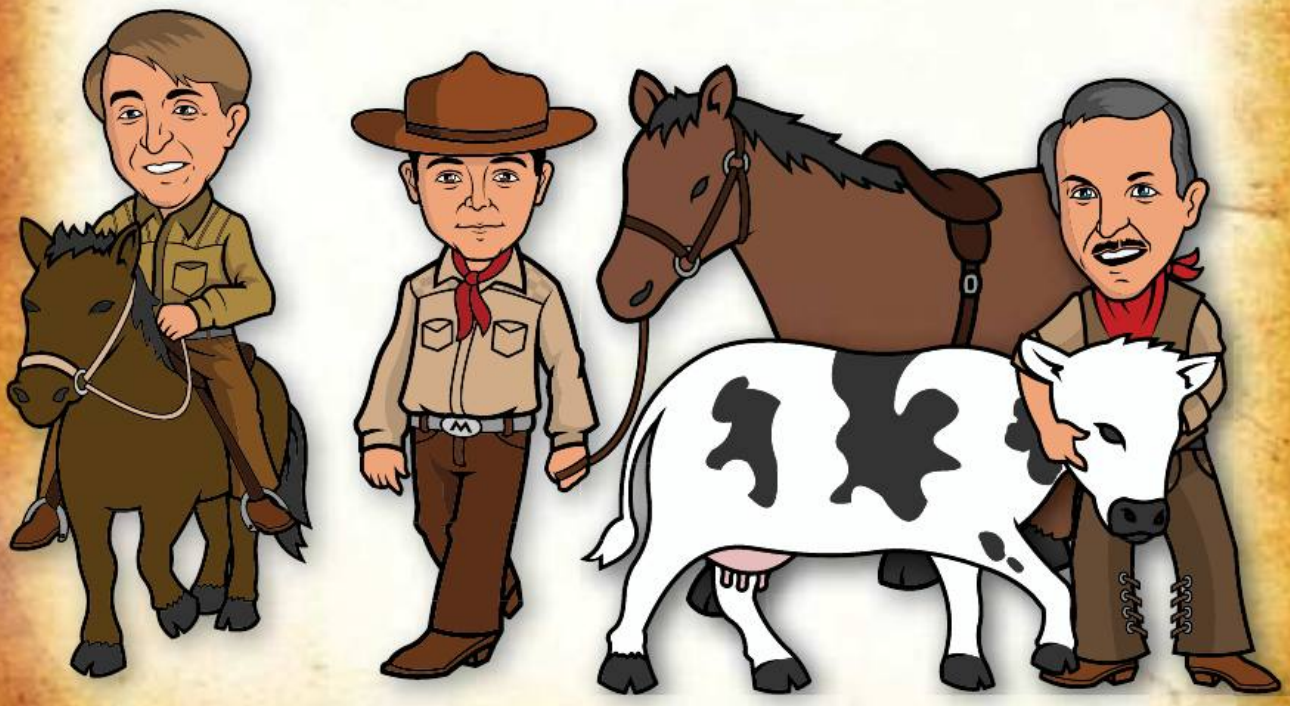
The 2008 Extreme Success Academy was a new and different event for the martial arts industry. It avoided the theories and unproven ideas that have caused so much confusion among the school owners who really want to grow and prosper, but are not sure who to trust…until they attended the first Academy.

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

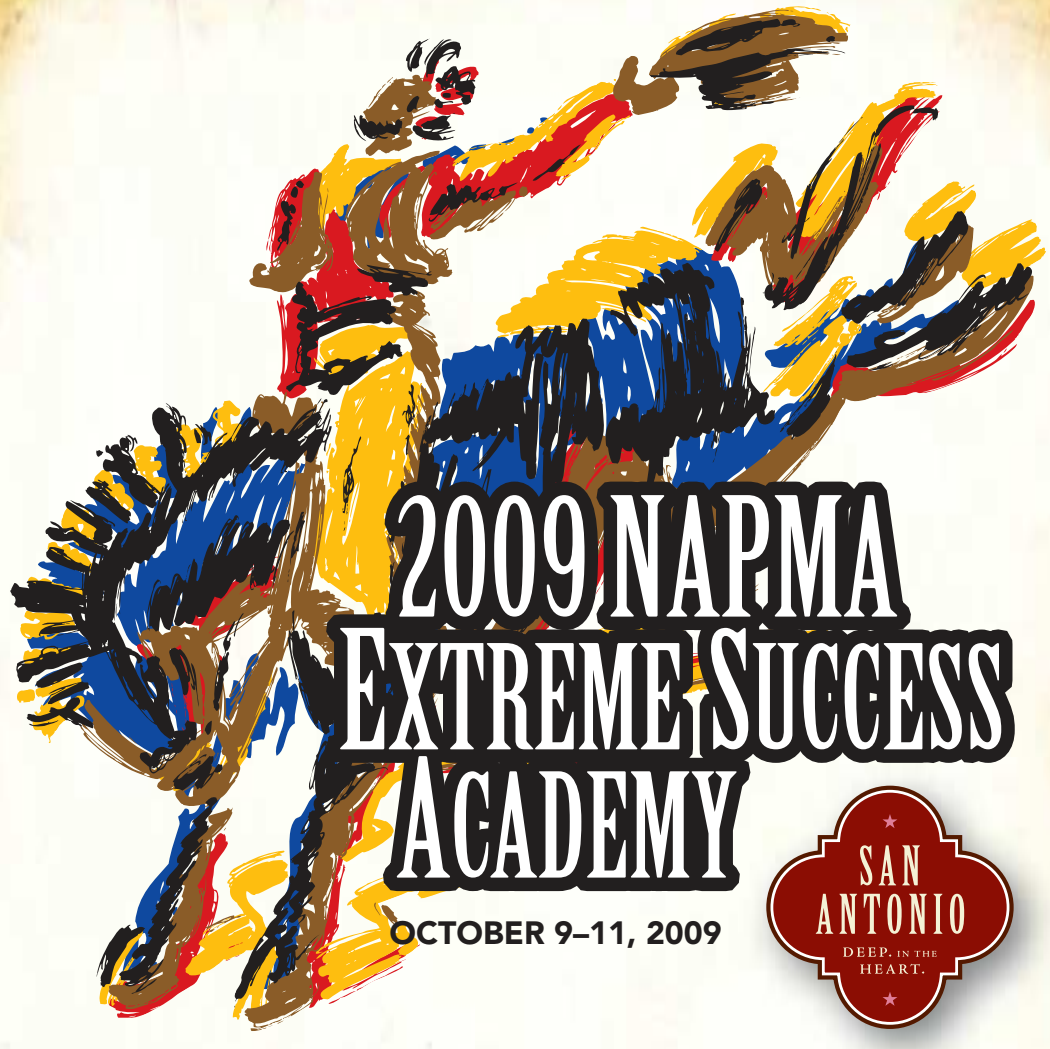
The 2009 Academy will lift you and your school from that recession rut and put you back on track with the legitimate, tested, proven, innovative, yet original, even radical strategies that the masters of martial arts business—Stephen Oliver, Steve LaVallee, Bill Clark, Dave Kovar, Keith Hafner, Jeff 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.



Stephen Oliver **Toby Milroy** **Jeff Smith**



2009 NAPMA Extreme Success Academy

OCTOBER 9–11, 2009

SAN ANTONIO
DEEP. IN THE HEART.

Join Stephen Oliver, Steve LaVallee, Toby Milroy, Jeff Smith and a straight-shootin' posse of martial arts business experts who will guide you along the safe trail to the other side of this recession—and success.

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.

FOLLOW A New TRAIL TO SUCCESS!

2009 NAPMA EXTREME SUCCESS ACADEMY

SAN ANTONIO
DEEP IN THE HEART.

OCTOBER 9–11, 2009

Experts from inside and outside the industry will be ridin' into San Antonio to share the secrets and systems you need to change the way you do business and succeed in a new economy.

ExtremeSuccessAcademy.com

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

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**

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

PRE-REGISTRATION DEADLINE SEP. 12

☐ Non-NAPMA Members $997.00

☐ NAPMA Basic Member ~~$997.00~~ **$479.50**

☐ Maximum Impact ~~$997.00~~ **$349.50**

☐ Peak Performers or Inner Circle ~~$997.00~~ **$199.00**

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

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

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

1. _____ ☐ Key Employee ☐ Partner ☐ Spouse

2. _____ ☐ Key Employee ☐ Partner ☐ Spouse

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

☐ Non-NAPMA Members $397.00

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

☐ Maximum Impact ~~$397.00~~ **$97.50**

☐ Peak Performers or Inner Circle ~~$397.00~~ **$49.00**

☐ **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**