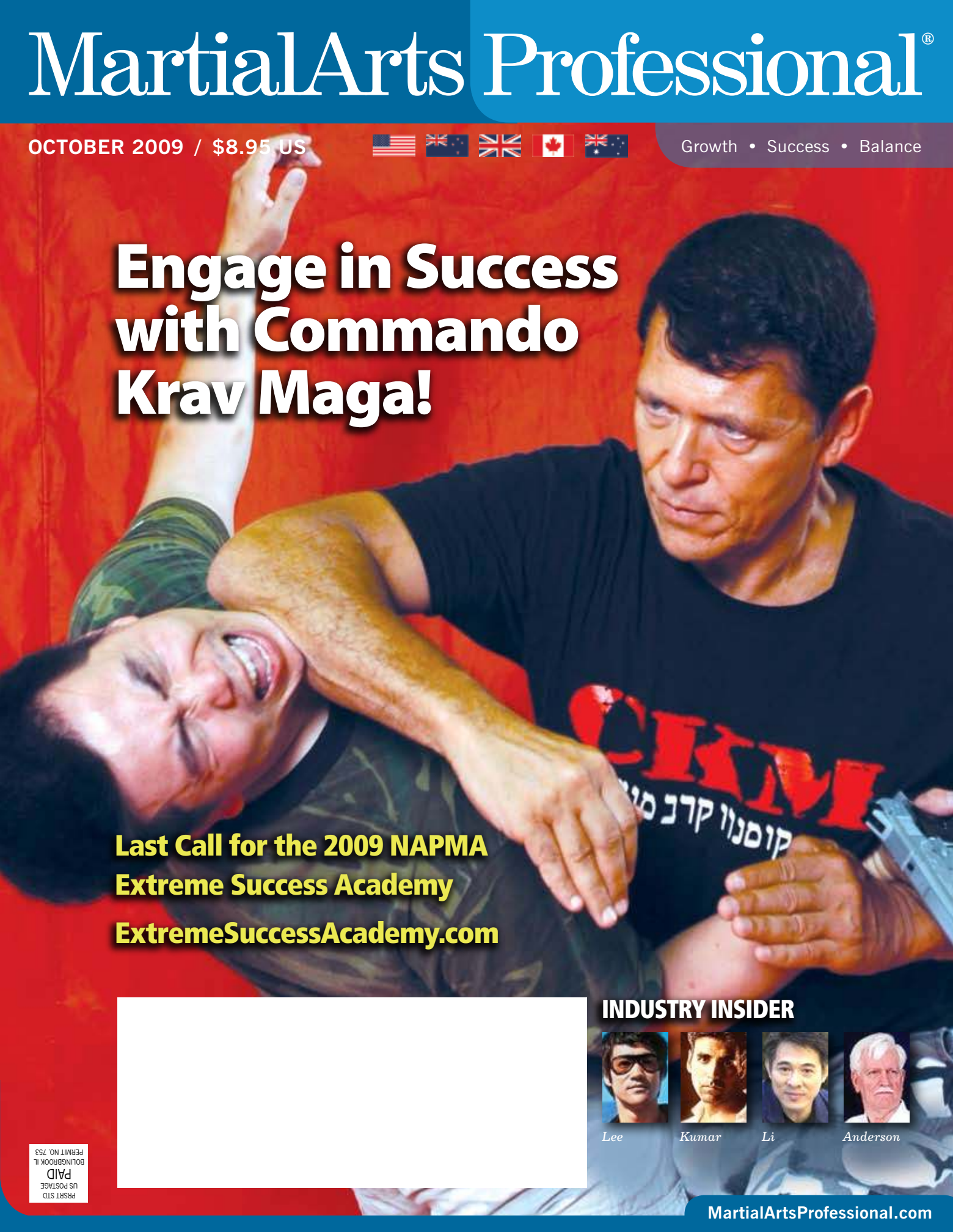
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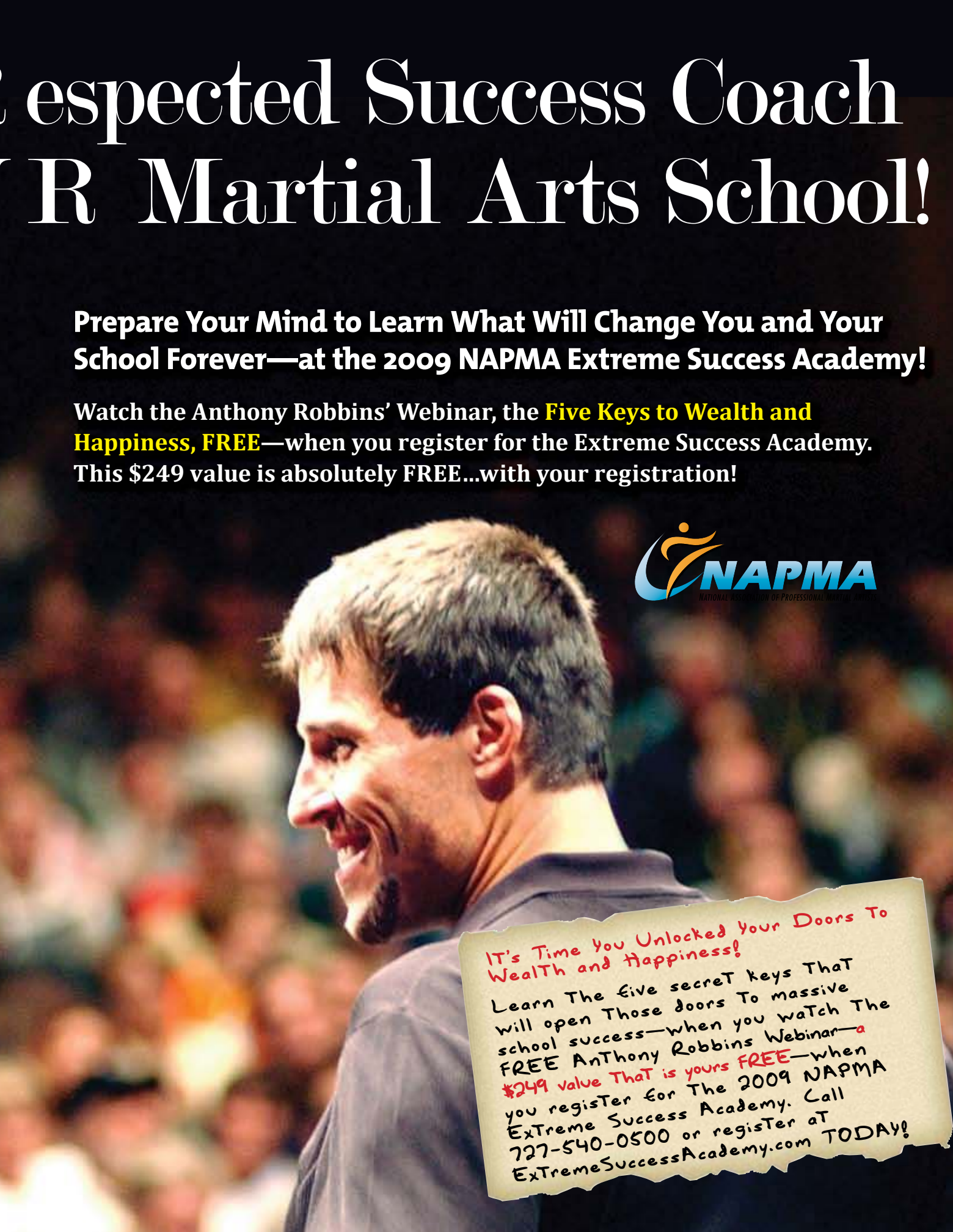
Anthony Robbins, considered the greatest personal development expert of all time, is one of the few success coaches who can help you unlock your doors to wealth and happiness.

Of all the industries and business sectors that Robbins has advised, he has the most unique relationship with the martial arts because he is a Black Belt, and has incorporated many of the lessons he learned, as a student of Grandmaster Jhoon Rhee, into the message he shares with the world. He was also the recipient of NAPMA's 2003 Lifetime Achievement Award.

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Features



Engage in Success—with Commando Krav Maga!

At a time when many school owners are trying to learn how to grow their schools in the new economic paradigm, one of the best answers could be the addition of Commando Krav Maga (CKM). This Reality-Based Self-Defense (RBSD) program was created for adults who want to learn effective self-protection tactics that deliver results in a short amount of time. This may be an untapped revenue opportunity for you—and this month's cover feature will explain the why and how.



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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.

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About the Cover

Founded by Moni Aizik, a former Elite Commando of the Israeli Special Forces and Judo and Jiu Jitsu champion, Commando Krav Maga is more than just a trend. After only four years in the public market more than 400 instructors in more than 33 countries are teaching it; and it continues to expand into new areas regularly.

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Screening Students



Peyton Quinn—*NAPMA EZ Defense Expert*
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Promote the Results of Fitness Kickboxing, Not the Activity



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Crab Story

Martial Arts Management



Brian Tracy—*Human Motivation Author, Speaker*
The Seven Ingredients of Success: Ingredient Four: Financial Freedom



Rick Bell—*Martial Arts Speaker, Writer, Business Specialist*
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What Is Your Best Low-Cost Marketing Tool?

The school owners featured here prove the point once again that you don't need to reinvent the wheel—most of the low-cost marketing ideas and methods that produce great results have already been tested and proven—leaving you with no excuse for sitting on your hands.

"These marketing methods were a good investment of my time."

I have found that what works best is being active in the community. Interacting with people takes time, but does not involve any cost. It provides me with the opportunity to present a positive image of the martial arts to everyone I meet.

I established a relationship with the owners and staff of a local women's-only health club. I presented demonstrations at its grand opening and promotional events. I taught women's self-defense classes throughout the year.

When the health club began to offer after-school care for the children of the members, I arranged to train the children in Taekwondo for a discount group rate, with a minimum of 20 students. The health club promoted Taekwondo as an added benefit to its program in its Yellow Pages®, radio and print advertising as well as internally to current members. The health club consistently provided more than 20 students for a group-training session twice a week.

I produced the same result with a parent of a student who was involved in home schooling. Through her efforts and recruitment, I began providing a group session for home-schooled children. This approach also worked with a youth social worker that thought the martial arts would teach some of his clients discipline and respect.

These marketing methods were a good investment of my time. The more personal relationships you develop with people in the community, the more opportunities will arise.

RICHARD E. GORDON
RALEIGH, NC

"Usually, I'll mix student testimonials with text describing my programs."

I've found inserts in my small-town newspaper to be cost-effective. Because most of the public is less familiar with the styles I teach, Kung Fu and Tai Chi, than Karate or Taekwondo, 8 1/2" x 11" inserts, printed front and back, provide plenty of space to educate the public and market my particular disciplines.

Usually, I'll mix student testimonials with text describing my programs. As a teacher, I'm a big believer in disclosure. Prospective students and parents seem to appreciate the large amount of information I provide, as opposed to mere hype. As a rule, I do not include any type of discount or coupons to boost inquiries. Inserts, such as these, can also be used as handouts around town and at special events.

JOHN LOUPOS
COHASSET, MA

"My lowest-cost marketing tool has been a free self-defense class…"

My lowest-cost marketing tool has been a free self-defense class for the community. It's an excellent method both to give back to the community and help my school grow. My experience is that 25% or more of those who take the class are interested to continue martial arts training. Often, the local print and electronic media will cover the free class, since it is a free community event.

BILL DEWART
SAN FRANCISCO, CA

"The television and print exposure costs only time and energy."

My staff and I produced a 30-minute video that described my school's style, our competitors and martial arts lessons. The local cable TV station aired the video twice a week. The only drawback was that the cable station would not allow me to advertise or list the school's contact information; however, my school is located in a small town, so people can find my school.

I also wrote a half-page article; it and a professional action photo appeared in the local Chamber of Commerce's annual tourism guide, which is sent to all prospective businesses and everyone who moves to Bowling Green. The television and print exposure costs only time and energy.

REBECCA BARNETT
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"A combination of word of mouth and Web sites…"

Free sparring equipment or a free month of training did not generate as many new enrollments as I expected. A combination of word of mouth and Web sites did a much better job of attracting prospects.

My school's Web site and sites of organizations of which my school or I is a member generate the most inquiries.

STEVEN RIGGS
HICKORY, NC

"This technique has produced much success."

In exchange for trophies, boards and bricks for demonstrations, I offer a local trophy shop and lumber yard the opportunity to include their names on our flyers and ads. When I write and submit a press release to the local papers, those businesses are named as contributors.

We also link trade space on Web sites with commercial ads, which includes the name of my school with high-end and respectable companies. Pepsi® provided me a free school sign, which advertisers its name in return.

This technique has produced much success. We have found that more people will read ads for stores they know than an ad for a standalone martial arts school.

BRUCE D. CALKINS
PERRY & NORTH CHILI, NY

"I'm able to eliminate all other forms of advertising."

My best low-cost marketing technique has been to train my staff to approach the public and personally invite them to visit the school for our free 30-day program. This only works if you have a strong training program. Each of my instructors has a daily goal of three names and phone numbers and, since they are well trained in this process, I'm able to eliminate all other forms of advertising. If my instructors don't reach that goal, then they are assessed a $50 penalty fee.

PABLO J. ZAMORA
MCALLEN, TX

"I can't buy this kind of promotion."

My best low-cost advertising is free publicity in the local newspaper. I write a press release and send it with a photo to my contact at the newspaper. My school has received coverage of our tournament results, students who received their Black Belts and visiting instructors from Japan or Europe. The newspaper almost always prints my stories. I can't buy this kind of promotion. It keeps my school's name in the minds of the people of my community.

BRAD JONES
NEWMARKET, ONTARIO, CANADA

"Use other people's money to advertise your school."

The most successful marketing tool is students' word of mouth. Offer them an incentive of free equipment or training for every new student they refer. It costs you very little.

Conduct free demos at malls, on TV and at fundraising events for nonprofit or charitable organizations. Participate in parades. Use other people's money to advertise your school. Give students free bumper stickers.

ERNEST LIEB
FRUITPORT, MI

"During one month, we received 52 info calls."

My low-cost marketing method that generates the most response is often called "bandit" signs. The words, "Free Karate," and my school's phone number are printed in large type on florescent, bright-colored card stock. We attach a metal coat hanger upside-down to wooden stakes, and staple a sign on each side.

One or two signs are placed at each entrance to the residential areas surrounding our school. To avoid harassment from the "sign police," the signs don't go in the ground until Friday and are removed on Mondays. We place them in different areas the following weekend.

We generated so many leads after just 30 days that we stopped placing the signs. During one month, we received 52 info calls.

JIM BUTIN
OKLAHOMA CITY, OK

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

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Allie understands the value of time management and the power of delegating. That's why Allie, like many successful school owners, chose Member Solutions.

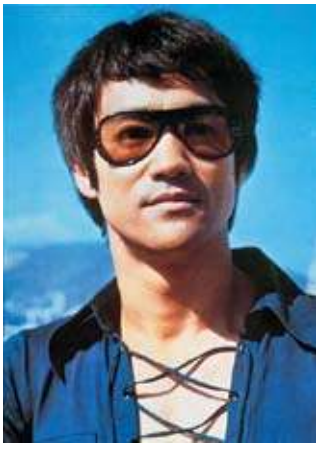
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Latest News on Perpetuating Bruce Lee's Legacy

HONG KONG AND BEIJING, CHINA—As widely reported in the media, including past issues of *Martial Arts Professional*, Bruce Lee's former home in Hong Kong will become an official museum.

According to press reports, there is now an active design competition to expand and renovate Lee's home that has been a love motel for many years. Shannon Lee, Lee's daughter, and a group of architects and town planners will select the winners of the design competition during November or December.



Bruce Lee

Yu Pang-lin, the current owner of the property, will donate the home and provide $13,000 in prize money for the winning design. The funding source for the renovation and expansion of the property, to include a memorial hall, a library, a Kung Fu studio and a film archive, has yet to be determined.

The Hong Kong government appears to be in total support of the project, as it has already begun to collect personal items of Lee's for the future museum as well as commission a documentary film of his life and another of the museum project.

In the second of recent Bruce Lee projects, a Beijing movie company announced that Robert Lee, Lee's youngest brother, and Phoebe Lee, his older sister, will be involved in a new movie of his life that is billed as "the truest Bruce Lee."

Robert Lee, who will be the movie's producer, explained that the movie will be divided into three parts or episodes: Lee's youth, his film career, and then his worldwide popularity and sudden death. The first part is to be shot during 2010.

The production company did not announce who would portray Lee or the movie's director. This is the first film that the Lee family has authorized to be produced about his life.

There was also a recent announcement that the sequel to *Ip Man*, the biographical film of Bruce Lee's Kung Fu Master has begun production. The new film is yet to be named, and is scheduled to be released during summer 2010.

Donnie Yen will continue in the role of Ip, as the sequel will reveal his life in Hong Kong. Jiang Daiyan, 10-year-old Chinese child actor, will portray Bruce Lee as a youth.

Ip Man, the first film, was selected as the best film at this year's Hong Kong Film Awards.

ASF Releases a Revolutionary Business Assessment Tool

DENVER, COLORADO—ASF International, a billing and software provider for the martial arts industry, is excited to announce the release of a great, new business support tool. ASF's Dashboard was designed to view an up-to-the-minute assessment of your school and all of its profit centers.

By remaining aware of trends within your business, you can easily pinpoint your strengths and challenges to take action quickly and correct issues that need to be addressed.

The report that Dashboard provides is a quick overview of the following data: Deposits—monies received and collections since your last deposit; New Sales—types of memberships sold and their value; Prospects—leads generated and those converted to sales; Attendance—students in attendance and the status of their accounts; Scheduler—staff's scheduling of intro appointments and other events; and Point of Sale—revenue generated from your pro shop or other profit centers.

All Dashboard data can be further analyzed through detailed reports by the click of a single button.

This new business assessment tool is now available to any client using ASF's billing services and software. If you're not using ASF in your school and would like more information about its services, then contact ASF at 1-800-227-3859 or visit its Web site at asfmartialarts.com.

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Akshay Kumar, Indian Martial Arts Action Star, Hosts Karate Championship

MUMBAI, INDIA—After nearly 20 years as a mainstay of the Indian film industry and martial arts action films enjoyed throughout the world, Akshay Kumar is sponsoring



Akshay Kumar

the "Akshay Kumar 1st Invitational Open National Karate Championship," October 22–25 at Andheri Sports Complex in Mumbai, India.

Kumar and championship organizers expect as many as 2,000 athletes to participate, providing them with the opportunity to improve their skills, promote martial arts throughout India and work toward representing the country in international competition.

Shihan Mehul Vora, an Indian martial arts practitioner for more than 27 years and international teacher for 15 years, first mentioned the idea to Kumar, when the film star would observe his son, Aarav, training at Vora's school.

According to Vora, Kumar was particularly interested in helping those children that couldn't participate in tournaments because of family financial difficulties. Kumar immediately threw his support behind the tournament, with his name and resources, so those children could attend without worrying about the costs of traveling and accommodations.

India media report that some of the biggest names in Indian Karate would be competing and a team of world-class referees, judges and coaches as well as international grandmasters and observers from Japan, Holland and Italy are expected.

Jet Li Contributes to Typhoon Relief, Develops Training Program

BEIJING, CHINA—Jet Li, like most action movie superstars, is best known for his many film roles, but between films he is also very active helping people and the martial arts that is the foundation of his success.

Li's One Foundation Project has contributed almost $50,000 to the relief effort in Taiwan, where Typhoon Morakot struck in the southern islands, as the worst typhoon in five decades there. Not only did Li appear in a television fundraiser with many other celebrities, but also he traveled to the devastated area.

Li was also the center of attention at an event to introduce his "Kung Fu and Tai Chi Body and Mind



Jet Li

Training Class," a program he has been developing for eight months.

Zhong Man, Olympic gold medal fencer, actor Peter Ho and dozens of martial arts enthusiasts joined Li, as he led the first class of students training with his new program.

George Anderson, Kwanmukan Karate Founder, Dies at 77

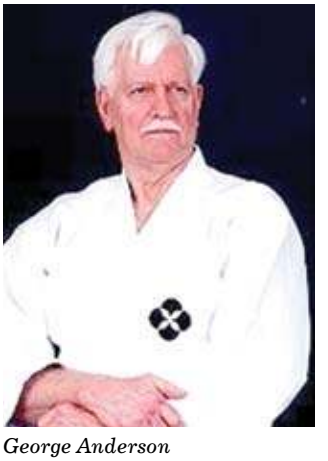
AKRON, OHIO—Great Grandmaster George E. Anderson, 77, died August 6. Hanshi Anderson was the founder and head of the Kwanmukan International Society, and is considered one of the most influential figures in modern martial arts.

More than 2,500 Black Belts throughout the United States, Canada, the Middle East, Europe and South America are disciples of his Kwanmukan style of Karate.

Hanshi Anderson was a leader in the formation of many well-known organizations, guiding them to gain recognition of Karate and Jujitsu as medal sports in the Olympics and the Pan American Games.

These include the USA Karate Federation (USAKF), the unification of WUKO (WKF) and the IAKF, and, most recently, the United States Jujitsu Federation (USJJF).

Hanshi Anderson was the author of many manuals, instructional guides and books, and had earned



George Anderson

many advance ranks and certifications from the world's most prestigious martial arts organizations.

The family appreciates memorial donations for the Battered Women's Shelter of Summit and Medina County, in memory of George E. Anderson, 321 West Exchange, Akron, OH 44302. MAP

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?



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NFL Great Karl Mecklenburg to Speak at the 2009 Extreme Success Academy

Learning how to provide your students with a greater learning experience and more opportunities to achieve has always been a driving principle of the 2009 NAPMA Extreme Success Academy.



Karl Mecklenburg

Now, NAPMA has taken that opportunity to a new level with the addition of Karl Mecklenburg, NFL Pro Bowl defensive lineman with the Denver Broncos, to the speaker roster.

Now retired, Mecklenburg will present many of the topics in his new book, *Heart of a Student Athlete: All Pro Advice for Competitors and Their Families* (Bernard Publishing, September, 2009).

Mecklenburg's Extreme Success Academy seminar and book offer youth sports families, middle school, high school and college athletes inspirational advice about how to dream, achieve and succeed not only in sport, but also in life.

More than a simple self-help book for competitors, Mecklenburg provides real-world, tested counsel based on his experience as an amateur athlete and an All-Pro captain of the Denver Broncos.

Heart of a Student Athlete focuses on basic keys to success—teamwork, desire, honesty and forgiveness, dedication, courage and goal setting—many of the same principles you teach your students every day.

Now, you can enhance your understanding of these concepts and return to your school with the inspiration, motivation and knowledge to give your students much more value, which results in longer retention and growing upgrade numbers.

Mr. Mecklenburg's story embodies the very don't-give-up spirit that you instill in your students. As a virtually unknown college football player, picked 310th in the NFL draft, Mecklenburg overcame the odds and had an outstanding twelve-year NFL career that included three Super Bowls and six Pro Bowl appearances. He has been inducted into The Colorado Sports Hall of Fame and The Denver Broncos Ring of Fame.



Karl Mecklenburg

That is the message he will share with you, as an attendee at the 2009 NAPMA Extreme Success Academy, which is all the incentive you should need to register today before this event is full. Visit ExtremeSuccessAcademy.com immediately!

Final Call for Huge School Growth During the Next Year

If you expect to experience a huge leap in growth at your school during the next twelve months, then you must attend the 2009 Extreme Success Academy, October 9–11, in San Antonio, Texas.

It's your last opportunity for the next 365 days to learn the systems, strategies and methods that will take your school from mediocre to meteoric throughout the remainder of 2009, all of 2010 and beyond.

No other industry event during the next year (except for the 2010 NAPMA Quantum Leap, of course) will reveal the best business practices that are accelerating the growth of many schools today from the rubble of the recession.

What you'll learn just from the Summit of Martial Arts Millionaires—Steve LaVallee, Dave Kovar, Bill Clark, Keith Hafner, Jeff Smith and Stephen Oliver—can only be valued in hundreds of students and millions of dollars; and your investment will be only a very small fraction.

Last-Chance registration ends at midnight, October 6, when member discounts still apply; so take the first step to grow your school during the next year beyond your wildest dreams. Register at ExtremeSuccessAcademy.com today! **MAP**

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

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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.

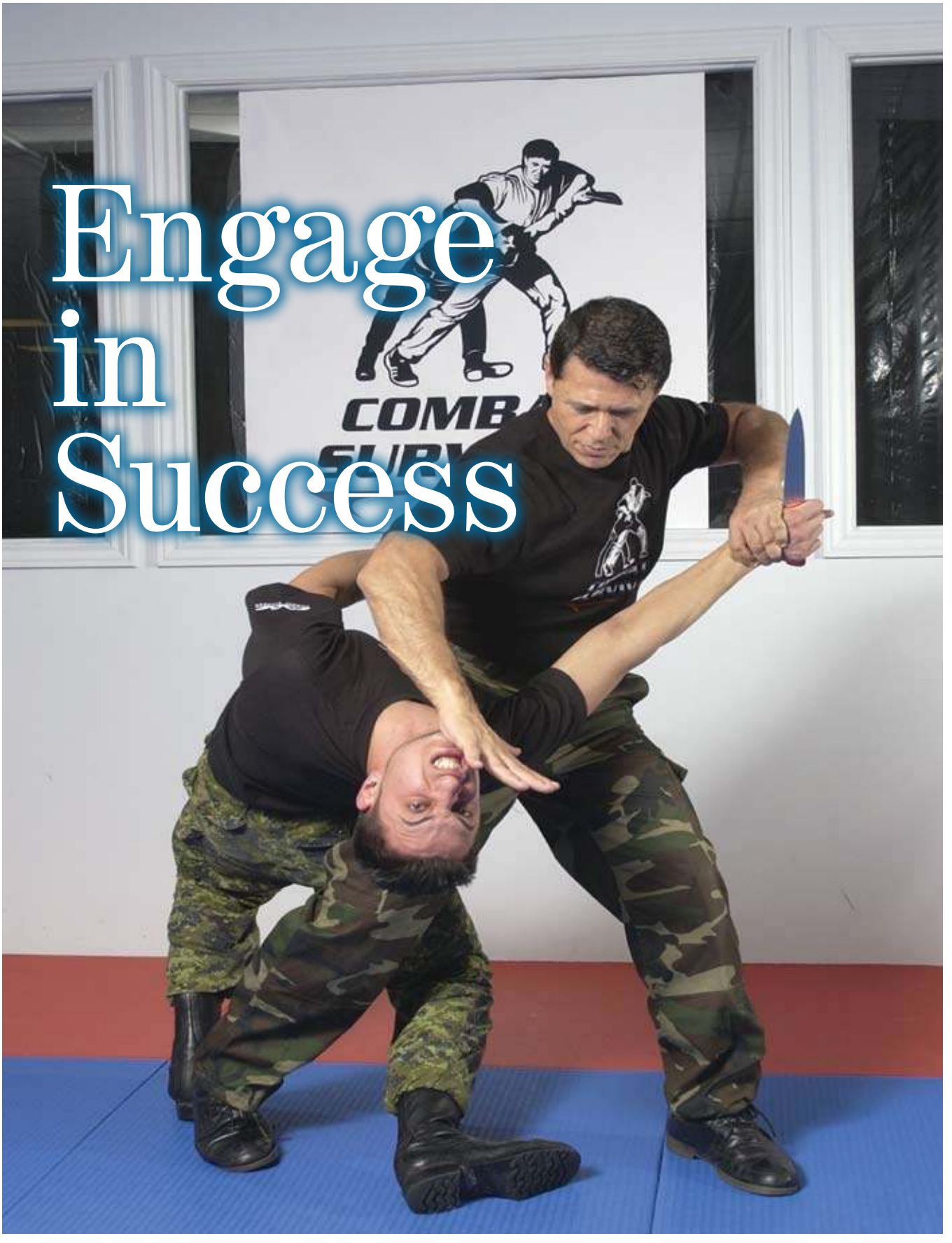
There is no good reason to pay hundreds of dollars per month to a billing company, and then have to wait weeks for them to send you your tuition check. If this is happening, you are being taken advantage of.

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**.

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Engage in Success



The most successful martial arts schools have developed sustainable programs because those schools understand their market niches and how to communicate with their target audiences. These schools offer excellent curriculum choices, including exciting, fun programs for children and healthy, high-energy programs for adults.

Successful school owners also understand that they must diversify their businesses to serve the needs of a maximum number of people in their communities. These school owners focus their efforts on attracting a broad range of students, rather than specific, limited markets.

One of these school owners' success secrets is to offer both traditional styles and modern programs—and Reality-Based Self-Defense (RBSD) and Mixed Martial Arts (MMA) are two of the fastest growing such programs in the industry.

Mixed Martial Arts

With the constant promotion of MMA events, such as the UFC® and BoDog®, and their accompanying hype and glamour, The sport had quickly grown. Some school owners have benefited financially by adding MMA to what have been only traditional-style schools.

Before you offer and operate an MMA program, however, you must be prepared for a number of real challenges.

Most successful MMA schools have top-tier fighters representing their schools, which can equate to higher salaries and expenses.

Another challenge is that the MMAmarket targets a specific, limited audience: primarily males, 17–28. This means you must aggressively market to it to attract a sufficient number of prospective students.

The remaining and much larger adult population is not generally attracted to MMA. Working professionals have difficulty finding the time in their schedules and making the commitment required, while most women find the training too aggressive, with a high risk of injury.

MMA is a great program for athletes and individuals who want a high-impact workout; however, most working professionals are looking for a practical and effective self-defense program that also includes a great workout. This is one of the reasons Reality-Based Self-Defense systems have exploded in popularity during recent years.

Reality-Based Self-Defense

With the high demands of work and family life, open time is extremely limited in the schedules of most working professionals and stay-at-home parents; therefore, they demand a quick return on their investment of time and money in any physical-activity program. Instant (and satisfying) gratification is the goal of the modern adult.

Most RBSD programs provide the solution for the larger portion of the adult market—effective and easy-to-learn, self-protection tactics that deliver maximum results in a short amount of time—which is why the adult market is one of the quickest growing niches for RBSD.

Reality-Based Self-Defense programs can be a real boost to many schools' bottom line because these programs are in high demand from males and females, from their 20s into their 60s. Those are also the adults with steady and large disposal incomes.

Give adults the exciting, high-energy training of a RBSD program and they'll return for more, resulting in a steadier and longer-lasting income stream. More and more school owners are recognizing the revenue opportunities of this market segment, which is why RBSD is in a high growth stage. It can be offered as a separate program at any traditional school.

How to Find the Right Reality-Based System

When selecting a RBSD system. Consider the following important points:

Are the techniques too complicated? Under stress, any techniques that require the use of more than two gross motor skills will be extremely difficult to execute. Techniques should be simple and effective. Even amongst reality-based systems, there are certain systems that are more evolved and simplified than others.

> Reality-Based Self-Defense programs can be a real boost to many schools' bottom line…

Does the training take stress into consideration? Although it is important to train as safely as possible, training scenarios must incorporate a realistic environment to be effective. This includes training under stress, with the element of surprise.

Does the training take human physiology into consideration? We are all built differently, with a wide range of strength and speed. Just because a technique works for a 6' 2" student doesn't mean that it would work for a 5' 2" individual. Training and tactical execution should always consider human physiology.

Does the system deal with what-ifs? Theoretical tactics work great against cooperative "attackers," but in the streets anything can happen. At any given time, someone can pull a knife or gun or several assailants may attack an individual. There are no rules, so it's crucial to consider the "what-ifs," so students are ready for anything.

Commando Krav Maga (CKM) considers all of the fac-









CKM is a comprehensive Reality-Based Self-Defense program that is both fun and challenging for the average adult, including women, and intensive training for law enforcement and military personnel.

tors mentioned above, which is why it is the fastest growing-Reality-Based system in the world.

CKM's tactics and techniques are simple and quick to learn. Male and female adults of any age can perform CKM's effective tactics.

In Commando Krav Maga, all of the tactics were tested under extremely stressful conditions. In fact, one of the key components of CKM training is the stress test for students. They are challenged with a series of attack scenarios, and must react under pressure.

CKM students must always assume that the attacker is bigger, stronger and faster. None of the techniques in CKM require over-powering an attacker.

CKM is constantly evolving and preparing students for the newest "what-ifs." In CKM, students never assume that attacks only occur in a specific manner or environment.

Because of this winning formula, many traditional martial arts schools have started to incorporate CKM into their curriculum, while others that have offered other RBSD programs have switched to CKM as their core program.

The Development of Commando Krav Maga

Founded by Moni Aizik, a former Elite Commando of the Israeli Special Forces, Commando Krav Maga is the ultimate Reality-Based Self-Defense system, engineered for the most brutal and vicious street confrontations. With its no-nonsense approach and straightforward practical moves, CKM prepares you for the unexpected, with techniques that can be utilized immediately.

During his youth, Aizik dominated the Judo and Jiu Jitsu arena winning seven National titles. He later served his country in the Yom Kippur War in 1973, as a member of one of Israel's most elite Commando units. After his military career, Aizik returned to his martial arts roots and produced world-class champions, including Yael Arad, an Olympic silver medalist, and Carlos Newton, former UFC Champion.

With his extensive martial arts background and battlefield experience, Aizik knew what techniques would in real-life or death situations. By taking a scientific approach, he was constantly striving to improve combat techniques through rigorous field-testing.

Forged on the battlefields of war, Commando Krav Maga focuses on simple, but highly effective tactics, making it the system of choice for many law enforcement agencies, military units and civilians.

Since its inception, CKM has been continuously evolving, as new threats and technologies have been introduced throughout the world.

Built for Success

Commando Krav Maga is more than just a trend, as

proven by the fact that after only four years in the public market more than 400 instructors in more than 33 countries are teaching it; and it continues to expand into new areas regularly.

The reason for CKM's explosive success is that it was developed to address the needs of today's working adults, of any age or gender. There are no complicated techniques or flashy moves that require extreme strength or flexibility, and most importantly, no politics.

CKM tactics and techniques have been modified (and are still evolving) to prepare adults for modern confrontations: gun and knife threats, bar fights, etc. The techniques have been refined, so they are simple enough to become reflexive actions, if the need arises. There is no flash, but plenty of substance. The average adult appreciates coming to class and training in a system that he or she is able to utilize realistically in most confrontations.

The intensive training is also a very demanding workout. Many CKM students have achieved astounding physical improvements, including weight loss, greater strength and enhanced cardio and conditioning.

During a short one- to one-and-half-hour class two or three times a week, CKM provides adults with increased self-confidence and fitness in only a few months. The combination of these features has made CKM an extremely successful program for many instructors and school owners.

Like any great product or service during its growth stage, CKM is only starting to be recognized as a mutually beneficial system for students and school owners. Because more and more school owners understand the importance of diversifying their programs to be successful, they are inquiring about CKM, the fastest growing Reality-Based Self-Defense system.

Traditional Martial Arts School Owners Explain Why They Added CKM

"CKM has absolutely helped my adult program!"

"I decided to explore other teaching options, since my programs primarily focused on kids. I thought it was important to diversify, so I started looking at viable options for the adult market. After reading about CKM, I thought it would be a premier program for adults.

"I contacted Moni and invited him to conduct a public seminar. All of the participants were stunned, and many of them are Black Belts, including my son who is an ex-world champion. After the seminar, I enrolled in the CKM Instructor Certification course. When I finished the course, I knew it was one of the best things I ever did, and that CKM was the real deal.

"CKM has absolutely helped my adult program! I have students who take it with no martial arts backgrounds as well as those with martial arts experience, and they all love it! I highly recommend this program to other school owners. It really helped to bring adults back to my school because it teaches what I consider the two most important components: fitness and no-nonsense self-defense."

Lamon Kersey, Owner of Mr. Kersey's Karate Schools
CKM Level 4 Instructor, 6th-Degree Black Belt, Isshinryu Karate
Member of NAPMA

"The CKM program has allowed me to conduct more private lessons…"

"After I opened my first school, I knew it was professionally run, but was 'all show and no go'. I then started training in Wing Chun, which I enjoyed; but I still wanted more. I wanted training that was intense and realistic and had that edge, so I started researching, and discovered CKM.

"I was driven to take the certification course because I was impressed with Moni's credentials after seeing him on TV and in magazines. CKM had the components that I wanted, so I registered for the course.

"The CKM program has allowed me to conduct more private lessons, thus making good money as it simultaneously offers adults a reality-based training system in a safe environment. I'm also impressed by the number of leads I receive that have been generated by all of CKM's publicity through TV and major magazine publications."

Richard Kohler, Owner of Richard Kohler's Elite Karate and
Commando Krav Maga
CKM Level 3 Instructor
5th-Degree Black Belt, American Kempo Karate
Wing Chun Instructor







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How Will Commando Krav Maga Help Your School?

Many traditional martial arts instructors have become certified CKM instructors through the Instructor Certification course. They recognize the system's many benefits for their businesses and students.

The CKM Instructor Certification Course

The four-day CKM Instructor Course/Intensive Boot Camp is a relatively minimal investment of time and money. Because of the simplicity of the tactics and techniques, CKM can be effectively taught, without 10 years or more of training and experience, or earning a Black Belt. There are no katas or forms to learn.

You may not master the techniques within four days, but you'll be able to immerse yourself in the concepts and principles. You'll acquire the necessary tools, knowledge and materials to teach the system competently, including many exciting drills.

You'll also learn the following skill sets: CKM Survival Tactics and Techniques, CKM Concepts & Principles, Psychology of Attacker and Intended Victim, CKM's Advanced Teaching Methodology and the Pressure Test, which improves your ability to perform under extreme stress and disorientation.

Your CKM training doesn't end with the Boot Camp. Newly certified CKM instructors are encouraged to use the materials as "homework," train with other CKM instructors and participate in CKM enhancement courses that are regularly offered.

The CKM Family

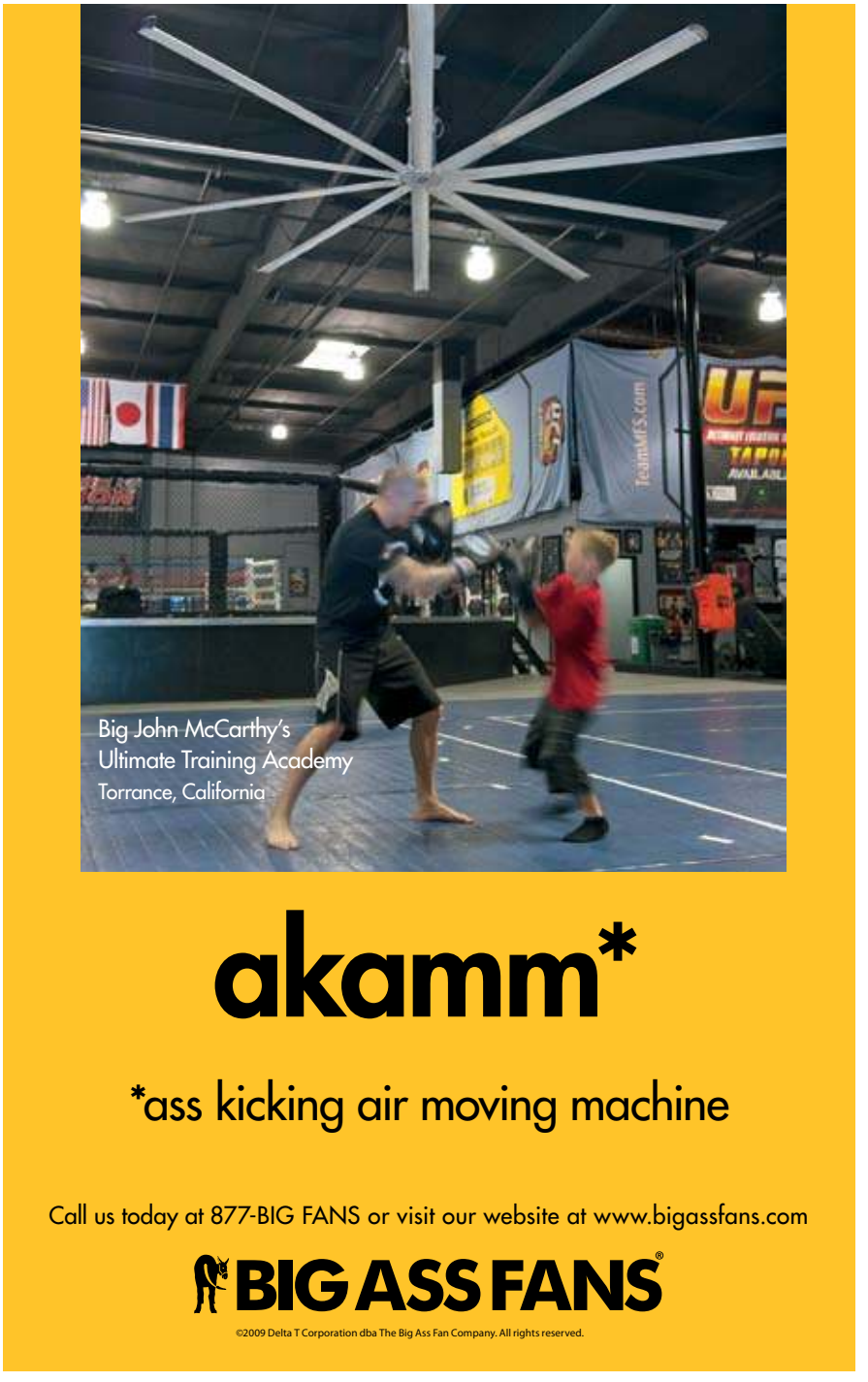
Instructors in the CKM family are always willing to help each other with business advice and training. You'll recognize constant improvement in your teaching and your students' learning with this strong and active support network.

No "Success" Fees

CKM charges no royalties, franchise or hidden fees for your success. The more successful you are, the more money you put in your pocket.

Market Satisfaction

By offering CKM, you will be serving the exact needs of a broad market niche. You can easily create benefits-driven advertising that communicates your CKM program as the solution for many adult problems and issues. That, in turn, generates a very strong and healthy student base for your school. There are also many instructors who teach CKM as private lessons at a premium rate.



The CKM Reputation

The quality of the Commando Krav Maga system is widely recognized, which is one reason why it has been featured in many well-known martial arts publications and on popular television shows.

CKM and its founder, Moni Aizik, have graced the covers of many magazines: *Black Belt Magazine, BUDO, Inside Kung-Fu, Martial Arts Illustrated* and *Blitz*.

Aizik has also been featured on mainstream TV programming, such as the History Channel's Human Weapon, the Military Channel's *Weaponology* series, and *Celebrity Fit Club*. Many students have enrolled in local CKM courses because they viewed these programs. This has led to considerable local publicity on news stations and talk shows with CKM instructor guests.

This free publicity will help generate many more leads for your program than just newspaper advertising or flyer distribution. The CKM Web site receives thousands of daily hits, creating a constant flow of inquiries about martial arts schools that offer CKM.

To apply for the CKM Instructor Certification Course/ Intensive Boot Camp, and teach the fastest growing reality-based system in the world or for more information, go to the CKM official website at commandokravmaga.com.

Part of a Greater Whole: Combat Survival

Although Commando Krav Maga serves the needs of a large, mostly adult, market, there are other specialized niche markets to consider. That is why CKM is part of a greater whole, the Combat Survival family.

At the Combat Survival Reality-Based Institute, there are five exciting programs: Commando Krav Maga; the Total Officer Protection (T.O.P) Law Enforcement program; smartsafe: Women's Self Empowerment; and WIN! Real Life Skills for Kids and Elite Combat Fitness. You have the freedom to choose from any of these comprehensive, modern programs to target these niche markets. If you take more than one course, you also enjoy significant discounts.

The Total Officer Protection (T.O.P.) Program is a specialized system for the law enforcement/security sector. Rather than disengaging to safety, LE officers are required to subdue suspects and remain at the crime scene. As such, TOP techniques include the most advanced restraint and control tactics that have been designed to maximize officer safety.

Officers also learn highly effective weapons retention and empty-hand defensive tactics in this detailed course. Past participants were extremely impressed with the modern T.O.P. program, since it so clearly and completely addresses the needs of law enforcement personnel.

To apply for the T.O.P. Law Enforcement Instructor Certification Course or to read more, go to commandokravmaga.com.

smartsafe: Women's Self Empowerment is a no-nonsense, effective system that empowers women by giving them the skills and knowledge to enhance their personal safety. Although male and female instructors can teach this system, smartsafe was designed for confrontational situations unique to women.

A fusion of awareness, prevention and physical self-protection techniques, smartsafe offers all women an easy and fun way to improve exponentially their personal security and protect their children better. In addition, many women are more comfortable with "women-only" classes, which is another benefit of smartsafe.

To apply for the smartsafe Instructor Certification course or for more information, please visit womensckm.com.

The WIN! Real Life Skills for Kids program was designed to meet the life skill and safety needs of children from ages 4 to 13. More than just a self-defense system, WIN! was specifically designed to provide all the crucial content that children need to develop self-confidence, health, awareness and physical coordination. The WIN! Program caters to one of the largest markets in the world, making its potential limitless, and is the only one of its kind.

To apply for the WIN! Instructor Certification course or for more information, please visit winlifeskills.com.

Elite Combat Fitness (ECF) is a revolutionary fitness and conditioning system that produces optimal results through relatively short and concentrated workouts. Without the need for any expensive equipment, ECF exercises primarily consist of natural bodyweight routines and kettle bells.

ECF is designed to help students achieve elite shape whether they are training for a specific sport, preparing for street survival or wanting to feel and look better. The ECF Instructor course is highly popular among martial arts instructors and personal trainers, as they receive two certificates: Elite Combat Fitness training and Elite Kettle Bell.

To become a certified Elite Trainer or more information about the program, please visit elitecombatfitness.com.

The Combat Survival Reality-Based Institute provides a solution for every market: fitness, real-world self-defense, children, adults, males and females; there is a program for everyone. Whether you decide to add CKM, smartsafe, WIN or ECF, all of these programs will help you differentiate your school from all others.

Instead of slashing your prices and working twice as hard to earn half as much, you can offer a program that your competitors can't. You can also command a premium tuition compared to other schools, and be able to logically justify it, as you also build a larger and longer-lasting student count.

For more information about Commando Krav Maga or any of the other programs offered at the Combat Survival

COMMANDO KRAV MAGA

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- 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



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Big Ass Fans Combats Stale Air



Big John McCarthy's Ultimate Training Academy

PROBLEM:
Poor air circulation was leading to moisture build-up on equipment and uncomfortable conditions within martial arts schools.

SOLUTION:
Install large-diameter ceiling fans from The Big Ass Fan Company.

RESULT:
The fans worked to circulate the air, reduce humidity and offer a cooling effect for students, while increasing the overall comfort of the facility.

By Nina Wolgelenter

Martial arts studios are as varied as the sport itself. Whether your students are studying Judo, Brazilian Jiu-Jitsu, Taekwondo, Aikido, Karate or any of the numerous striking, grappling or weaponry-based martial arts, the comfort of your facility is essential.

Air conditioning can be both costly and ineffective, and does little to address the need of proper air circulation necessary to combat humidity, stagnant air and uncomfortable temperatures. Big Ass Fans might not know much about proper strikes, joint-locks or chokeholds, but its people do know about air movement.

Grappling with Heat

Introducing Americans to Brazilian Jiu-Jitsu during the late 70s, Brazilian Rorion Gracie started his first martial arts school in the garage of his Torrance, California home. With interest in the sport soaring, he outgrew his modest garage and later moved into the 4,000-square-foot warehouse-style facility he currently occupies.

Not wanting to install air conditioning, Gracie researched other options to combat his lack of air circulation, resulting in the installation of a 12-foot diameter fan from The Big Ass Fan Company.

Gracie said, "We didn't want to use air conditioning because it's not always healthy for people to be sweating in air conditioned environments, especially when there is no circulation."

Another celebrated name in martial arts, Big John McCarthy's Ultimate Training Academy, was experiencing similar debilitating conditions within its 16,000-square-foot studio in Valencia, California. Vast space, a dry desert climate and no air movement left participants feeling hot and uncomfortable year-round.

"We had all different types of floor fans, including swamp coolers," said Denise Cook, Big John's general manager. "We had two (swamp coolers) for 16,000 square feet and they did not work as we expected." Frustrated and hot, Big John's installed a 24-foot diameter Big Ass Fan and "it really helped circulate the air!" she said.

Sleek Weaponry

Ranging in size from six to 24 feet in diameter, all Big Ass Fans are meticulously engineered to circulate air effectively in any environment. The key to their effectiveness is that the fans move massive volumes of air slowly using very small motors.

With the patented airfoil and winglet combination, Big Ass Fans provide quiet, gentle, non-disruptive air movement year-round for facilities of any size, 4,000 or 16,000 square feet. Energy-efficiency is also at the forefront of all Big Ass Fans' designs, providing a low-cost cooling solution during the summer, coupled with a reduction of a building's energy consumption during winter. This energy reduction is achieved by circulating the heat trapped at the ceiling level to the occupants below.

During the summer months, instead of reducing the room temperature, the fans create a comfortable, cool feeling by evaporating moisture from the skin. The more you perspire, the cooler you feel. By increasing the evaporation process, students and visitors feel more comfortable, enhancing their martial arts experience. Big Ass Fans can operate 24 hours a day, for mere pennies per hour.

"We will be using the fan year-round because it allows us to circulate the warm air generated by the athletes," said Gracie, helping to maintain an even temperature within his facility.

Another advantage of moving large quantities of air within a martial arts school is the resulting effect of humidity generated by numerous students practicing simultaneously. Big Ass Fans keep the air moving, which helps to dry moisture and prevent mildew build-up on mats and other sensitive equipment.

In addition, constant, steady air movement minimizes condensation throughout a facility, which helps ensure a safer, healthier environment for students. With no extra floor space, pedestal fans were not the solution for Gracie. Additionally, numerous small ceiling fans were expensive to install, operate and maintain.

"I like the concept that one Big Ass Fan would do the job of 10 little ones," he said.

> "I like the concept that one Big Ass Fan would do the job of 10 little ones."
>
> *Rorion Gracie, Owner & Founder, Gracie Academy®*

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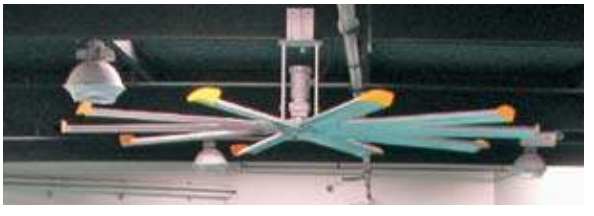
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TOM HOPKINS THE BUILDER OF SALES CHAMPIONS

In your view, how much time and effort should instructors invest in generating leads for new students?

A school owner's most important investment of time and effort is to sell memberships. A major part of that effort is to become known as an expert, an advisor in physical fitness and marital arts, in his or her community.

One of my first steps, if I were a school owner, would be to join the local Chamber of Commerce. I would want to go to some of the local business meetings. I would want to become known as the martial arts expert, and network with everyone I know and meet.

Every business owner is looking for a unique way to generate prospects. If I went to a meeting with five other local businesspeople, then I'd be sure to exchange business cards with them; I'd want them to know what I did. I'd also offer to tell others about those five businesspersons' products and services and refer potential customers.

For example, if one of them owned or managed an automobile dealership, then I might ask for some additional business cards, so I could recommend him to anyone I might meet that was in the market for a vehicle.

That is certainly one prospecting method that would be easy for a small business owner, such as martial arts school owners, to use to generate plenty of new business. The key is to exchange business cards with other local businesspeople and send them a thank you note.

"Dear Jim, it was so nice meeting you, and thanks for exchanging



business cards. As I mentioned, I'm a martial arts specialist in the area. I have a wonderful facility. I'd love to invite you to my school to show what we do, so I can serve you or someone you know who might want to take advantage of our excellent program."

The saddest part of the martial arts business is that school owners fail to consider everyone they meet as a prospect. You must have your antenna in the air. I used to call it the Three-Foot Rule. Whenever you're within three feet of anyone, say hello, let him know what you do and be very excited about your martial arts program, so he will want to know more about it.

> "Martial arts school owners fail to consider everyone they meet as a prospect."

Make sure to ask for a business card and then send him a note, thanking him for discussing your business. That's a great way to develop a network and build momentum.

When you first make the effort to generate more leads, it's all a matter of numbers. Once your enrollments and renewals are increasing and you've built a solid business, you must continue to communicate with your students to retain them as long as possible and not let their memberships lapse. **MAP**

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TOM HOPKINS



Tom Hopkins is the author of *How to Master the Art of Selling*, which has sold more than 1.3 million copies worldwide, and *Sales Closing for Dummies* and *Prospecting for Dummies*. Tom conducts seminars throughout the United States, Canada, Australia, New Zealand and Asia.

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Larry Shealy & Charles dos Anjos

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

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ZIG ZIGLAR LEGENDARY MOTIVATIONAL SPEAKER AND AUTHOR

What should martial arts instructors do to become more effective at building their teams?

Team building comes with encouragement. The research clearly shows that you should praise team members three times as much as you teach them. When you do that you make them feel important.

I think Dr. Joyce Brothers adequately nailed it when she said, "You cannot consistently perform in a manner which is inconsistent with the way you see yourself." In other words, your self-image is very important.

As a youngster, I was small for my age. I'm the tenth of twelve children. My dad died when I was five, during the heart of the Depression; mom had a fifth-grade education. We had some real financial struggles.

Because I was small, and I didn't realize this until I became an adult, I was very angry about my size. I used to fight everyone. If I couldn't settle a discussion in ten seconds or less, then I just ran back and busted him one.

A Mexican boy broke me of that habit. In all fairness to myself, I scared the poor guy to death. I mean he thought he'd killed me. That bully image made me feel like I had to defend myself against everything that came my way.

I'll never forget my first two and a half years in sales; it was a complete struggle. Then, I went to a meeting, which included P. C. Merrill who was everyone's hero, including mine. He had written the training programs and set all of the sales records. There were about 20 people at this small meeting.

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Afterwards, Mr. Merrill called me aside and he said, "Zig, I've been watching you for two years and I've never seen such a waste." I said, "Mr. Merrill what do you mean?" He said, "I believe you could be the national champion. I believe you could go all the way to the top. I believe you could be a great one, if you just believed in yourself, and went to work on a regular schedule."

> Students must see their instructors as personal role models—"I want to be like him or her."

Well, I'd always been loved, but no one had ever told me I could be a national champion or I could be a great one. No one ever said that, but because of Mr. Merrill's integrity, I was motivated by his support.

This is why our personal lives are so important; we should be an example for others, and most martial art instructors are. Students must see their instructors as personal role models—"I want to be like him or her."

Mr. Merrill had set the example for sales excellence and that year, of seven thousand salespeople, I was number two in the nation. The previous year, I had not even been in the top five thousand; I mean it was bad. It all came about because the picture I had of myself had radically changed. **MAP**

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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.

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TOBY MILROY NAPMA COO

Multiply your Print Advertising Results, without Spending Another Dime!

Part 8: The Anatomy of an Ad: Body Copy, Part 4

In last month's column, I presented the acronym, A-I-D-A, or Attention–Interest–Desire–Action, as one of several direct-marketing copy formulas or strategies.

A second copy formula is P-A-S, or Problem–Agitate–Solve.

Billy Mays, who recently died, had become the most successful short-form, direct-response television personality in history, and you can learn from analyzing his performances. In virtually all of Billy's infomercials, he used the P-A-S (Problem–Agitate–Solve) formula.

Problem: The simplistic action is to state clearly a "problem" common to many prospects. Immediately after he shouted, "Hi, Billy Mays, here," he would make a problem statement.

For the Steam Buddy®, he asked, "Tired of wrestling with ironing boards and irons? What if you could put the power of your dry cleaner in your own hand?"

For the Tool Bandit®, he asked, "Tired of fumbling with your tools, or wasting time trying to find them? Do you ever wish you had an extra hand?"

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You'll notice that Billy often framed the problem statement as a question, which is a very powerful tool. A question will cause prospects to answer the question (unconsciously) in their minds. Their answers will lead them to want to know more about what you offer. (How you can solve their problem!)

For the martial arts product, consider these powerful problem statements.

For the family/children market:

Does your child shrink from a challenge because of a lack of self-confidence?

Do you wish your child had greater self-esteem?

> As a school owner, you have a huge advantage in the marketplace because your solution solves a problem that people want to solve!

Could your child be more focused?

What could your child accomplish with more self-confidence?

For the adult market:

Would you like to lose 10 pounds in 3 weeks?

Would you know what to do if an intruder threatened your family?

What could you accomplish in your career with unshakeable self-confidence?

Agitate:

During the later stages of Billy's career, he was in a position to pick and choose which products he endorsed and pitched on TV. He had a few important criteria to choose those products.

One of those criteria is that the product had to solve a problem that people WANTED solved, and they WANTED to solve it so much that they would drag themselves off the couch, grab their credit card, remember the phone number, call it and buy! It's difficult to sell a solution to a problem that people don't care to solve.

As a school owner, you have a HUGE advantage in the marketplace because your solution solves a problem that people WANT TO SOLVE! Your product literally changes people's lives, and makes them a better, more focused and confident person. What could be easier to sell?

Next month's column will present the remainder of the Problem–Agitate–Solve formula. **MAP**

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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**.

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Fred Herman's K.I.S.S. Principle, Part 1

Earl Nightingale once called the late Fred Herman "America's greatest sales trainer." It's a title I think he deserved. To my knowledge, Fred is the only salesman ever to appear as a guest on *The Tonight Show with Johnny Carson*.

(Carson said, "OK, since you're the greatest salesman, sell me this ashtray." Fred examined it, and asked, "If you wanted to buy this ashtray, then what would you expect to pay for it?" Carson named a price. Fred said, "Sold!")

I discovered Fred Herman's work after I already had years of selling experience; I wish I had found it when I started. Fred is probably most famous for coining the KISS Principle for Selling: Keep It Simple, Salesman! This is an immensely valuable lesson that I learned the hard way.

In my first sales position, with a publishing company, I was most effective at opening new accounts that would display the entire six-foot-tall spinner rack. The standard procedure prescribed by the company was to review the catalog of books with the buyers, so they could choose the titles to be displayed in the rack.

As the rack held only about one-third of all the available titles, this selection process was a time-consuming chore. The customer and I had to discuss just about every title. Inevitably, he wanted more variety than the rack could accommodate. I found it took almost two hours, on average, to place a new rack.

Then I realized that almost 90% of the racks I placed carried the same titles. I reasoned, therefore, that I knew better than the customers which titles would sell best and that I was wasting their time and mine discussing products that would not be on the rack.

From this realization, I created a "standard rack assortment," which I recommended to every new customer. He simply initialed the pre-completed form, and I was on my way. The average time saving was 90 minutes per new rack placement!

> [Unnecessary complexity] wastes time, drains your energy and enthusiasm and often confuses the customer.

How come none of the company's other salesman had developed this rather simple process?

People have an incredible tendency to complicate their lives. I'm not sure why it happens, but I know it does. I even have a name for it: complexity creep. Complexity seems to creep ever closer when you're not looking. Unnecessary complexity creates a whole host of problems. It wastes time, drains your energy and enthusiasm and often confuses customers—and confused customers do not buy!

You Can Become Rich Making the Complicated Simple

I recently saw an interesting advertisement from a copywriter looking for work. He billed himself as a "professional explainer" who specialized in "making complicated things simple and easy to understand." That's exactly what you must do to persuade others.

Not long ago, I was wrestling with a direct-mail project, involving the sale of a rather complicated financial product to essentially unsophisticated investors. Two consecutive test mailings failed miserably. I thought they were well written, clear and exciting. I thought they offered a great deal to customers. I thought everything was right. There was just one small problem: the mailings didn't work. I read through them a hundred times and still found no clue to the problem.

Look for part 2 of Dan Kennedy's explanation of Fred Herman's K.I.S.S. Principle in the November 2009 issue of Martial Arts Professional. **MAP**

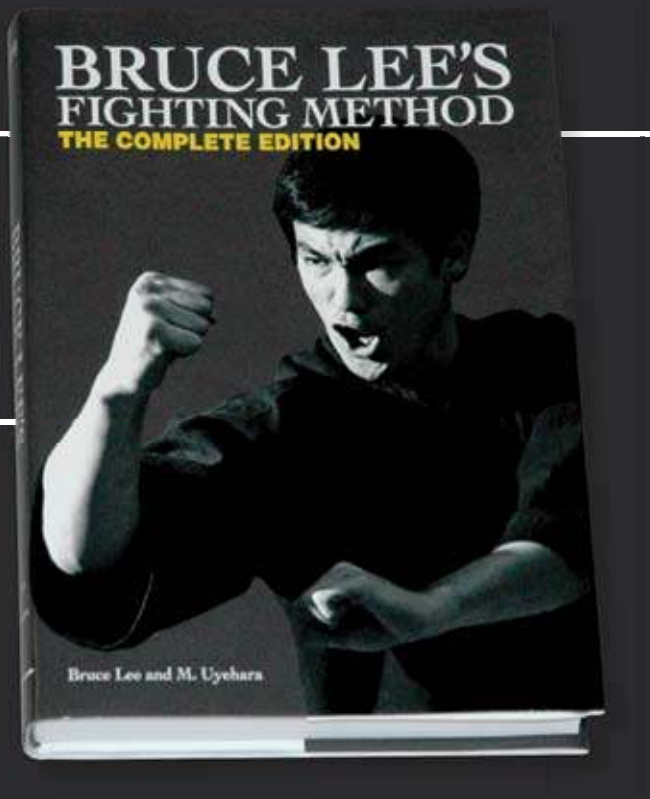
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DAN KENNEDY



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

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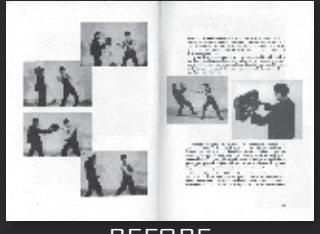
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LEE MILTEER NAPMA INNER CIRCLE AND PEAK PERFORMERS SUCCESS COACH

Redefine Your Future, Part 6

Part of redefining your future is setting specific, measurable, timely, achievable and realistic goals, but you can't accomplish that task with some random thoughts. You must apply a focused process, instead, that lists not only your specific goals, but also the actions you will take to reach them.

Ask yourself the following questions to help you set and work toward these goals. Customize the questions to fit your lifestyle and you.

Physical: What will you do to be healthier?

- What is your weight goal?
- When will you achieve your ideal weight?
- What are you willing to do to reach your weight goal?
- Which foods will you eat to nurture your body?
- Which foods will you eliminate from your diet?
- Which support system will help you reach your goal?
- Which physical exercises will you start?
- Which sports do you want to learn or improve?
- How often and how long will you exercise?
- Where will you exercise?
- With whom will you form a support system to be motivated to exercise?

Family: How will you create closer, more harmonious relationships with your spouse, children, parents, in-laws and friends?

- What will you do to be a better role model?
- Which family activities will improve your relationships?
- How will you reinforce the positive aspects of your relationships?
- How will you express your love to your family better?

Career or Profession: How will you improve your level of enjoyment of work?

- How will you earn more money or a promotion?
- How will you keep a positive attitude?
- Which strategies will you use to continue your education and improve your life skills?
- Which professional groups will you join to improve your networking skills?
- Are you happy in your job role? If not, then how would you change it?

Mental or Self-Development: How will you improve yourself during the next year?

- Which self-improvement courses will you attend?
- How many non-fiction books will you read this year?
- In how many audio programs will you invest this year?
- Which new skills will you learn this year?
- Which programs are you adding to your "personal computer" (your brain)?
- Which lectures will you attend this year?

Financial: How will you improve your finances this year?

- How much will you save this year?
- How much are you saving for retirement?
- What is your education budget?
- Which investments will you make this year?
- How much will you save during the next five years and ten years?

How will you improve your finances this year?

Next month's column will present the remainder of this list, so keep your pencil and mind sharp and focused to complete this exercise in 30 days. You can spend that time reviewing the first part and refining your answers. **MAP**

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LEE MILTEER



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

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



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

Since the late 90s I've been **using technology to help small to mid-sized businesses DOMINATE their local markets**.

In 2002 I started working with Chan Lee, a school owner in Milwaukee, WI. In 4 years, we exploded his revenues 236% as his business grew from 2 to 5 schools.

Our systems were so successful we formed a business in 2006 to provide other schools access to our unique marketing methods and proprietary technologies.

Then, in 2008, Chan and I were given the opportunity to join forces with Tom Callos to form *The New Way Network* – a global association of school owners who are committed to a making a **real difference in their communities by using a NEW style of marketing and some breakthrough Internet tools**.

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

JEFF SMITH
DIRECTOR OF INSTRUCTION FOR
MILE HIGH KARATE

Creating Champion Students—Developing VERY Solid Students, Part 3

There is a process to excite a beginner student about training to Black Belt, and fundamental to that process is that the upgrade or renewal is essential to develop ultimately a phenomenal Black Belt.

You can't be considered an educated person after one year of academic school. Otherwise, everyone would think they had learned all that was necessary during the first grade. Of course, you must know more than the alphabet and how to read and write to progress through life.

That is similar to the typical martial arts school's basic program; however, those "basics" are not enough to have a comprehensive effect on the rest of your students' lives. Black Belt, Master Club or Leadership programs are structured to provide more than physical development; they provide character development.

You must show your students that martial arts is a training model, not just to accelerate their physical abilities, but also their mental aptitude. That will help them do better in school, to be "A" students, the leaders in their schools, the class presidents, the excellent athletes, the best behaved students and the children of proud parents.

You want your students to develop the attitude that they can accomplish any goals because their martial arts training has taught them that all goals are possible, if they think positive and always make a strong effort.

For that to occur, however, you can't be an instructor that thinks your only purpose is to teach techniques. You must be constantly referring to your upgrade programs (Master Club or Leadership) as the best way to strive for Black Belt excellence. You reinforce that concept by telling your students that they've made a Black Belt effort, and if they continue that effort, then they will eventually become Black Belts.

Part of the Master Club or Leadership Program philosophy is that students can't become Black Belts overnight, but they can train like Black Belts overnight. Once they can start giving 100% effort at whatever level they may be, then they're able to focus on the higher levels of training.

> Part of the Master Club or Leadership Program philosophy is that students can't become Black Belts overnight, but they can train like Black Belts overnight.

Explain to parents that what their children learn as students at your school should become habits, almost an automatic reflex. Just as they learn to respond automatically with physical kicks, punches and blocks, their behavior, discipline and respect should also be unconscious reflex action.

With that discipline, respect and concentration, they increase their attention span, listen better and learn more. The self-discipline they learn in the martial arts results in completed homework without being told; the respect they must show their instructors translates into respect for their parents, teachers and peers.

The purpose of Master Club and Leadership Programs is to train leaders, not followers. When your students develop that positive self-image at an early age, they are able to utilize it throughout their academic years. That's the real benefit of your upgrade program because the best opportunity for children to develop their characters so thoroughly is to be long-term students at your school. **MAP**

SEE JEFF SMITH AT THE EXTREME SUCCESS ACADEMY

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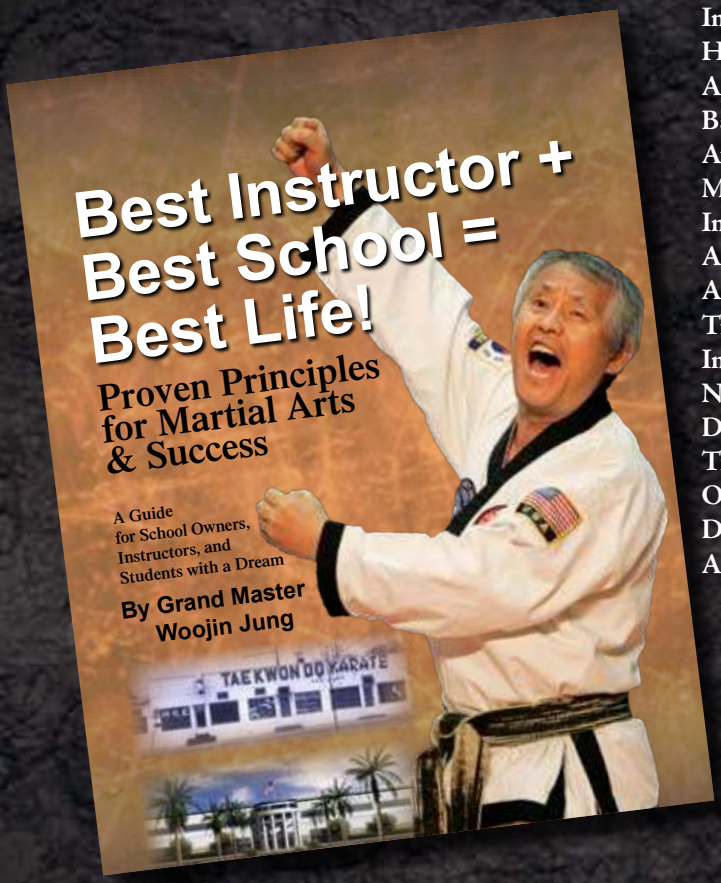
JEFF SMITH



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

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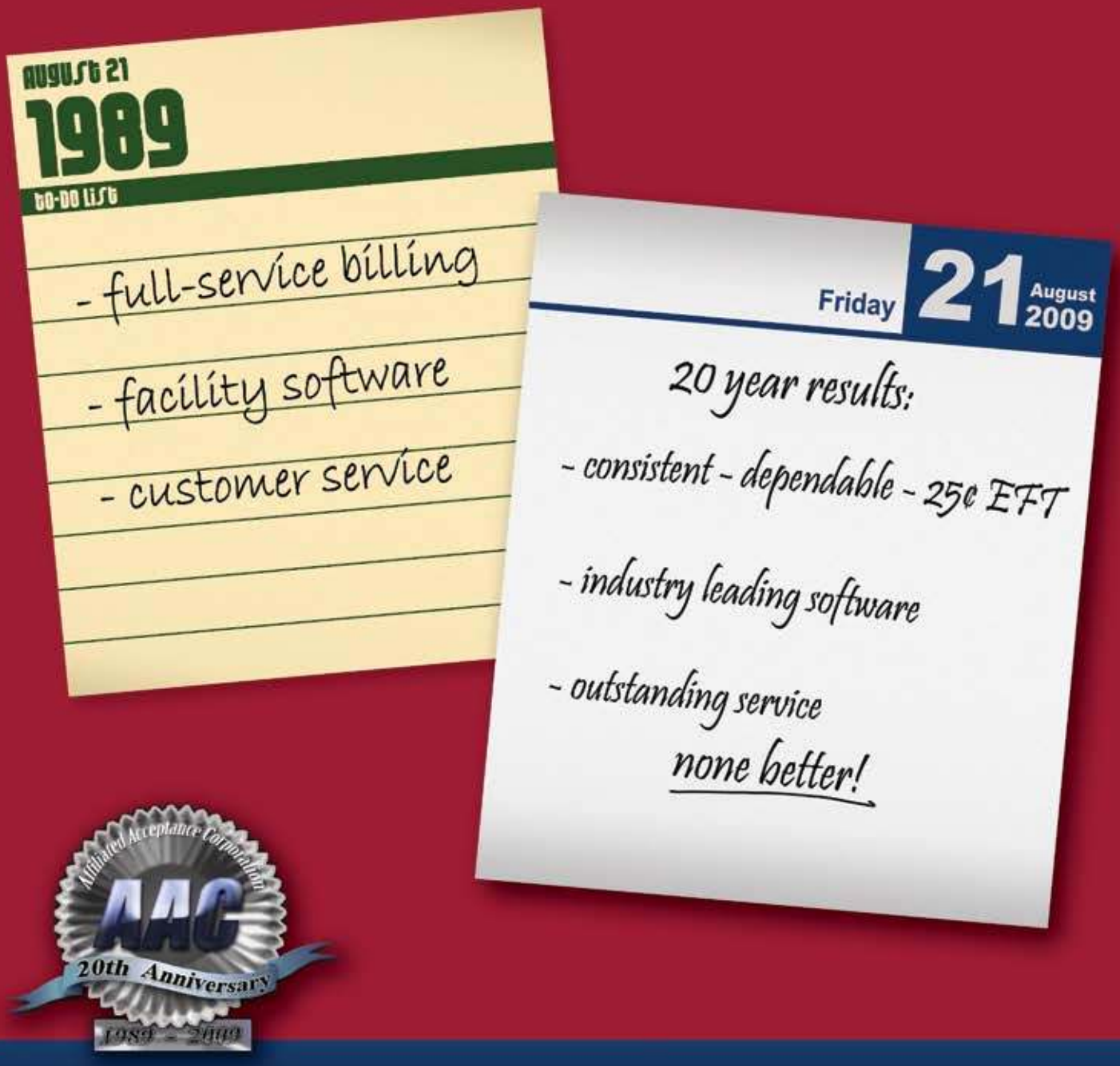
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—GM J.P. Choi, Deanof the Oriental Martial Arts College, USA

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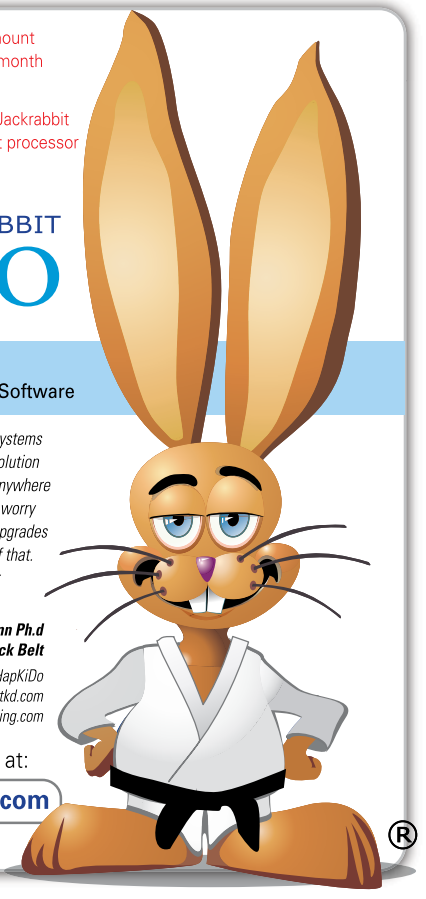
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Angel and Regina Gonzalez, disciples of Grand Master Jhoon Rhee, noticed that, during the last year when the economy was at its worst, their upgrades were at their highest, even with a tuition increase. They were excited, but also curious as to why. 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.

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STEPHEN OLIVER MBA, NAPMA CEO

What's your USP?

In a recent column, I introduced an important concept that deserves additional thought.

If you operate your school in a very competitive market, then you must develop a unique selling proposition (USP). Your USP describes what you offer your customers above and beyond your competitors, and will enhance prospects' experience.

How does that concept apply to your martial arts school? First, many martial arts schools attempt to be "all things to all people"; and school owners never thoroughly define their school businesses and determine what audience they want to attract. For my schools, we teach martial arts as a means to develop strength of character for kids and their families.

What does that mean in practical terms? My ads never present the most effective self-defense strategies, fitness, weight loss, the sex appeal of cardiovascular conditioning, winning tournaments, etc. My ads feature confident-looking kids, with copy that explains some aspect of character development for kids.

What should your USP be? Start by looking at your current curriculum and student body. Assuming you are relatively happy with both, determine the components of your curriculum and the profile of your average student. Next, what is it about running a school that motivates you? In other words, what excites you about teaching that compels you to be at your school early every day?

Once you've evaluated your curriculum, profiled your students and determined your primary driver to run a school, you are then ready to position your school to be much more attractive to your target audience. In doing so, you will also alienate a segment of the market. Ultimately, the clearer your appeal to your target audience, the higher response your marketing will generate from your target audience. Those who don't fit your profile will be repelled, or stated another way:

> The most important factor to position your school against the competition is to determine what competes for prospects' time and money.

"You will not appeal to everyone. In fact, certain USPs are designed to appeal to only one segment of the market. There is a vast gulf between upscale clients and bargain seekers; and you probably can't reach them both. Which do you want as your market niche?" said Jay Abraham.

The most important factor to position your school against the competition is to determine what competes for prospects' time and money. That is your real competition. If you are focused on fitness, then you are competing with health clubs and weight loss centers.

My focus on character development for kids puts me in competition with alternative sports activities as well as schools, such as Sylvan Learning Centers®. For self-defense, you may be in direct competition with concealed weapons permits, mace and stun guns and other self-defense alternatives in the minds of prospects.

It is important to position your form of martial arts training as being a better use of prospects' time and money than competing activities.

We are in a potentially expanding market for martial arts lessons. Unlike the battle between Coke® and Pepsi® or Coors® and Budweiser®, we are not battling for market share. We should be actively convincing a larger portion of our prospects to become interested in martial arts training. Less attention, therefore, must be paid to the martial arts school down the street and more attention should be paid to expanding the market for everyone's benefit. **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**.

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strike back at an economy that sucks!

Take Bold, Dramatic Action to Survive and Prosper–Register for the 2009 NAPMA Extreme Academy Today!

NAPMA professionals and experts from inside and outside the industry are ready to help all school owners that want to become HIGHLY SUCCESSFUL BUSINESS PROFESSIONALS, and change the way they do business, so they can succeed in the new economy.

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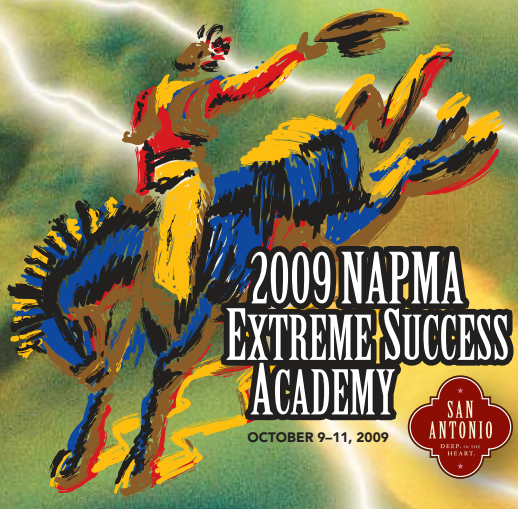
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Plus Many Special Guests, Speakers and Seminars

Plus "A to Z" Blueprint Day

Plus Extended Staff Training Day

Plus Networking & Training Opportunities



NAPMA

we all know the economy sucks...but it won't suck you down when you show up for the 2009 napma extreme success academy!

I promise to help you survive and thrive in this new economic climate…when you join me and the many extraordinary experts and special guests in San Antonio, Texas, October 9–11.

So, here we sit (well, hopefully you are very active growing your school, allowing very little time for sitting), still experiencing a stagnant economy that MAY be showing signs of improvement. None of us can wait for some magical day, however, when a bolt of lightening flashes in the sky to return everything to "normal."

You see, the old "normal" is dead.

Now, the stability of your school and its success depend 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.

No More of the "Same Old, Same Old!"

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 must know to operate a successful school during the next 10 years has changed.

Our Academy event is the clear alternative to the "same old, same old"…because this is the only place where you can experience the ULTIMATE MASTERMIND EFFECT at the Summit of Martial Arts Millionaires—Steve LaVallee, Bill Clark, Dave Kovar, Keith Hafner, Jeff Smith and myself.

One of the secrets to success is speed!

With only days until the doors of the Academy open, you must register you and your staff immediately at ExtremeSuccessAcademy.com or fax the registration form on the last page.

In all honesty, we are the only group that 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 we've used successfully for 15, 20, even 30 years to grow many of the top schools in the industry.

You Must "Crack the Code" of the New Economy with Lightening-Like Implementation of New Success Systems and Strategies

That's why we've added a special, late-night bonus session, where I'll teach you these "change" strategies and reveal the secrets of 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. My special session will show you how to translate what those industries have learned into new success for your martial arts school.

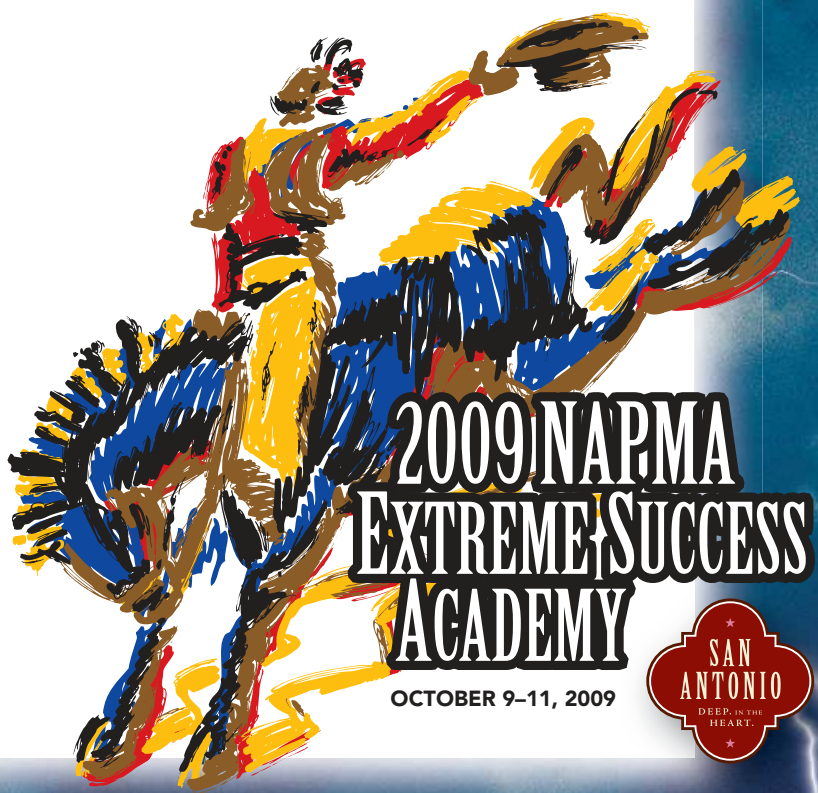
You can only learn those secrets at the 2009 NAPMA Extreme Success Academy…and you'll need them if you expect to be one of the big winners when the economy rebounds.

Dedicated to Dramatically Growing Your School,

Stephen Oliver

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

P.S. 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 take bold action by attending the 2009 NAPMA Extreme Success Academy.



you're invited to the summit of martial arts millionaires!

A Once-In-A-Lifetime Gathering of the 6 Most Successful and Most Influential Martial Arts School Operators in The World!

What makes these outstanding "agents of change" 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.

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 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!

Teaching Techniques that Create High Quality Students Ready to Upgrade, with Jeff Smith



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.

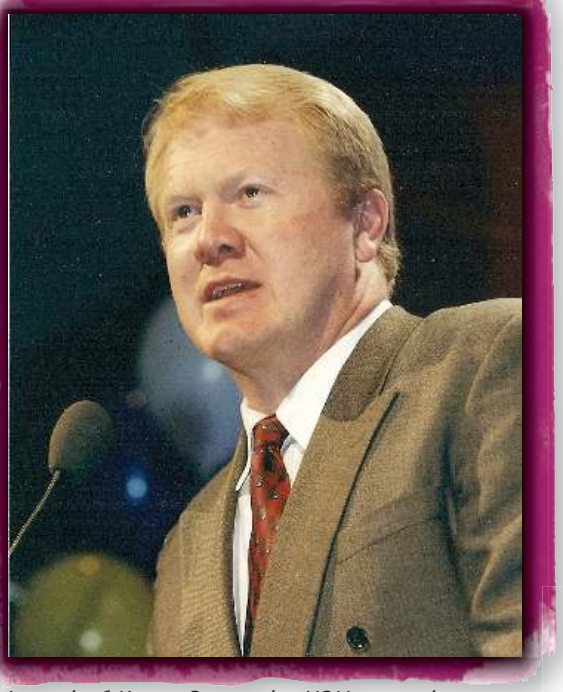
Grand Master Smith will share his time-tested instructional tactics and strategies because maximizing the value that students and parents perceive they receive at your school is paramount to success in the new economy.

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.

be inspired by the "rags-to-riches" story of nfl great karl mecklenburg



Learn the 6 Keys to Success that YOU can apply to your business that took a 310th-draft pick to 6 Pro Bowls and the "Ring of Fame!

Mr. Mecklenburg's story embodies the very don't-give-up spirit that you instill in your students. As a virtually unknown college football player, picked 310th in the NFL draft, Mecklenburg overcame the odds and had an outstanding twelve-year NFL career that included three Super Bowls and six Pro Bowl appearances. He has been inducted into The Colorado Sports Hall of Fame and The Denver Broncos Ring of Fame.

Now, NAPMA is proud to announce Karl Mecklenburg, NFL Pro Bowl defensive lineman with the Denver Broncos, as a special guest speaker at the Extreme Success Academy.

Mecklenburg, who is now retired, will not only share his inspiring story, but also present many of the topics in his new book, *Heart of a Student Athlete: All Pro Advice for Competitors and Their Families*

Mecklenburg's seminar and book offer youth sports families, middle school, high school and college athletes inspirational advice about how to dream, achieve and succeed not only in sport, but also in life.

Heart of a Student Athlete focuses on basic keys to success—teamwork, desire, honesty and forgiveness, dedication, courage and goal setting—many of the same principles you teach your students every day.

Now, you can enhance your understanding of these concepts and return to your school with the inspiration, motivation and knowledge to give your students much more value, which results in longer retention and growing upgrade numbers. It's all the incentive you should need to register today before this event is full.



NFL GREAT Karl Mecklenburg's new book, Heart of a Student Athlete, is sure to inspire your entrepreneurial spirit and re-ignite your martial arts fire!

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.

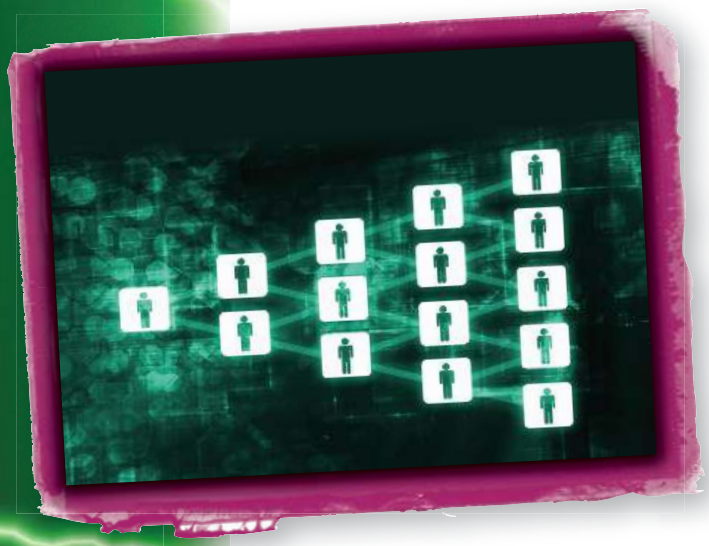
Now, at this special Academy session, you'll have access to NAPMA's very comprehensive knowledge about how to use social media as a lead generator.

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!



Social Networking tools can multiply your student base. .

more expert speakers to electrify your success!

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.

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!

3 important reasons why the extreme success academy is like a bolt from the blue!

#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 welcomes those who want to have a sincere, positive impact on their students and their communities for decades. That is the mindset that leads to a marvelous living and long-term wealth, equal to or exceeding any other financial opportunities.

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."

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, 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



Rub elbows with the NAPMA team including Toby Milroy, NAPMA COO and the nations top school owners!



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



You'll meet the key vendors suppliers and partners that can help you drive enrollments, serve your students better and make life easier.

martial arts and today will be his last class.

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

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

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

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

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

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

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

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

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

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

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

extreme success begins with the practical topics at the "a to z" blueprint day

APMA has set aside the day before the 2009 Extreme Success Academy—Thursday, October 8—for the second "A to Z" Blueprint Day.

This is clearly one of the major reasons the Academy is so much different than most industry events. A full day is devoted specifically to educating you and your staff about the practical issues of school operations. No theories or distractions—just you, your staff, industry experts and successful peer owners—focused on helping you create a "blueprint" for your school business and a path to success.



The "A to Z" Business Day. will reveal the business blueprints that are flourishing in TODAY's market, and those to avoid like the plague

Creating Payment, Billing and Collections Systems

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

Attracting New Students to Your School, Predictably and Reliably

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

Scheduling and Class "Blocking"

Developing a class schedule that uses your facilities, staff and equipment, efficiently and effectively, and provides your students with a great experience is a complex task. Learn the strategies that the most successful owners use every day to simplify their lives while offering what their customers demand.

Session leaders will also reveal some simple strategies to help you motivate your students to stay focused on their goals, practice harder and upgrade regularly, just by structuring your class schedule effectively.

Program Management Strategies that Improve Long-Term Student Retention

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

Multi-School Operations Strategies

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

develop a more results-driven staff at the extended staff training day

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

How to Transform Information Calls into Paying Students

Every information call is valuable. You must have an effective phone sales presentation that any staff member can use successfully, so you're sure they have the highly developed skills to transform those class into paying students. 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 members that answer 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 to retain more students, and upgrade them to higher tuition.

"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. 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 they must continue their education in martial arts business!

Your Staff Will Also Learn…

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

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

For more information, visit ExtremeSuccessAcademy.com.

focused on the future

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

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



You won't find a more Exert Group of Martial Arts Entrepreneurs gathered in one place for YOUR benefit!

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.

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.

chuck norris to receive 2009 napma living legend award



To most people, Chuck Norris is known as an action movie and TV star. To those of us in martial arts, however, Chuck is also known as the winner of many championships, including six-time, undefeated World Professional Middleweight Karate Champion. Chuck was also a renowned teacher of many celebrities.

Chuck thinks his most rewarding accomplishment was the creation of his Kick-Start Foundation. With the help of President George W. H. Bush, Chuck implemented a program to help high-risk children raise their self-esteem, instill discipline and respect, and avoid the gang lifestyle. The program has grown from 150 students in one school to 30 schools with more than 4,200 young boys and girls experiencing more positive and goal-oriented lives.

The recipient of the 2009 NAPMA Lifetime Achievement Award will be announced at the Academy.

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

previous lifetime achievement award winners

1998

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

1999

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

2000

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

2001

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

On the occasion of its 40th anniversary, **BLACK BELT** magazine received the second Lifetime Achievement Award of 2001. No other publication has been synonymous with the last 48 years of martial arts in America. It is truly an American success story.

2002

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

2003

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

2008

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

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-per-centers' who traveled to Denver to gain a 'slight edge'. Many don't understand that a key difference between winners and losers is that slight edge.

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

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

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

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

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

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

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

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



Will Master Stephen Oliver let loose the answer to your biggest challenge, so you can predictably and reliably enroll enough students? YES!

create an outstanding reputation for service and excellence

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

the 2009 napma extreme success academy early registration form

- **OCTOBER 9–11, 2009, San Antonio, Texas**
- **Includes FREE Staff Training Session on Saturday the 10th**

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

LAST CHANCE REGISTRATION DEADLINE OCT. 6

- ☐ Non-NAPMA Members $997.00
- ☐ NAPMA Basic Member $997.00 **$549.50**
- ☐ Maximum Impact $997.00 **$397.50**
- ☐ 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 **Phone:** 727-540-0500
Mail to: NAPMA, 5601 116th Avenue North, Clearwater, FL 33760
Register online: **www.ExtremeSuccessAcademy.com**