MartialArts Professional®

NOVEMBER 2009 / $8.95 US

Growth • Success • Balance

MIXED-UP MARTIAL ARTS

"I have seen the enemy, and it is us!"















INDUSTRY INSIDER


Liddell


Jolie


Jaa


Carano

PRSRT STD
US POSTAGE
PAID
BOLINGBROOK IL
PERMIT NO. 753



THE PERFECT COMBINATION OF BUSINESS AND MARTIAL ARTS.

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

All EasyPay clients also have access to:

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

EasyPay Automated Billing

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

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

Do-It-Yourself Billing with EasyPay DIY

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

Traditional Billing with EasyPay

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

800-852-4005

MyMartialArtsBilling.com

Only One

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

REGISTER ONLINE AT MILEHIGHREGION.COM

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

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

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

Please see next paage

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

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

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

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

HOWEVER...

➜ **IF YOU** are looking for "What's next in your career..."

➜ **IF YOU** would like to develop an income stream that doesn't depend upon you for day-to-day marketing, sales and teaching...

➜ **IF YOU** would like to develop a business that truly builds equity—that's very valuable and desirable, in case you want to retire, are unable to work, or just want to move on to other endeavors...

➜ **IF YOU** would like to develop a business with residual income that will keep paying you as you work from your laptop on the beach...

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

REGISTER ONLINE AT MILEHIGHREGION.COM

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

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

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

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

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

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

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

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

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

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

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

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

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

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

"How Does a Regional Developer Develop Schools?"

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

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

But Wait, There's More!!!

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

Add Jet Fuel To Your Existing School(s)!

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

Here's the Secret!!!

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

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

You Might Wonder Why We Developed This Program...

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

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

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

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

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

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

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

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

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

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

Beware: There's Enormous Risk in Waiting!

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

What Should you Do Next?

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

Dedicated to helping you grow in the martial arts business,

Stephen Oliver

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



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

REGISTER ONLINE AT MILEHIGHREGION.COM

MILE HIGH KARATE®

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

"What do I do NEXT?"

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



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

Features



Mixed-Up Martial Arts

The martial arts industry is suffering—with thousands of schools closed during the last year—and the economy is not the only culprit. The popularity of UFC©-style MMA has "mixed up" the positive image of the martial arts you teach; and NAPMA CEO Stephen Oliver thinks the industry has been its own worst enemy.



Your Success Begins as a NAPMA Maximum Impact Member

NAPMA members are eager to step forward with their social proof of why a NAPMA membership has been so important to the successful growth and stability of their school businesses. You may find a story here similar to yours—but you can reach these members' level of success if you visit NAPMA-FreeOffer.com today!



Learn to Laser-Focus on Your Most Qualified Prospects at the 2010 NAPMA Quantum Leap

Now that you must do business in this new economy, you must also acquire the knowledge to identify the most qualified prospects in your community and the tools to attract them to your school, as long-term students. That's what you'll take home with you as one of few smart school owners that will attend the 2010 NAPMA Quantum Leap.



"I Want to Share My Amazing Business Secrets That Will Help You Overcome the Obstacles to Your Success!"

Although Samuel Scott may teach eclectic styles, he's learned, as a NAPMA Inner Circle member, that there are universal business practices that apply to all small businesses. Read his story and you'll learn how a re-adjustment of your mindset can lead to greater success.

COMBAT HAPKIDO!

SCHOOL OWNERS! ATTRACT MORE STUDENTS BY OFFERING COMBAT HAPKIDO. THE FIRST AND ONLY TRULY COMPREHENSIVE REALITY-BASED MARTIAL ART!

Combat Hapkido is not a temporary fad or a gimmicky program. It is a World famous and respected Self Defense system that, for the past 20 years, has helped hundreds of school owners of every style achieve a new level of excellence and success.

World recognized certifications!

Exciting, easy to teach curriculum!

DVDs, books, merchandise!

Seminars!



Grandmaster John Pellegrini, 9th Dan
2004 Black Belt Magazine Hall of Fame
"Instructor of the Year"

Also check out our: MMA, Ground Survival & Pressure Point Programs, Police & Military training!

FOR INFORMATION AND FREE DVD:
WWW.DSIHQ.COM • 480-895-9700

Columnists in this Issue



***Martial Arts Professional* Asks...** **48**

Zig Ziglar
Legendary Motivational Speaker and Author



Tom Hopkins **50**
The Builder of Sales Champions



School Growth Potential **52**
Toby Milroy—*NAPMA COO*
Multiply your Print Advertising Results, Quickly and Easily, without Spending Another Dime, Part 9



No B.S. Success **54**
Dan S. Kennedy—*The Renegade Millionaire*
Fred Herman's K.I.S.S. Principle, Part 2



Your Success Coach **56**
Lee Milteer—*NAPMA Success Coach*
Redefine Future, Part 7



Internet Secrets **58**
Elsa Cordero—*MBA, MS Oriental Medicine*
"I Was Offered Free SEO...Is This Deal for Real?"



Championship Success **60**
Jeff Smith—*Director of Instruction for Mile High Karate, First PKA World Light-Heavyweight Champion, 9th-Degree Black Belt, Internationally Renown School Owner/Operator*
Creating Champion Students—Developing VERY Solid Students, Part 4



The Final Word **66**
Stephen Oliver—*MBA, NAPMA CEO*
Using E-mail to Generate New Students

Columnists Online

www.MartialArtsProfessional.com

Martial Arts Education



Joe Lewis—*NAPMA Technical Consultant*
The 40 Most Common Mistakes Fighters Commit, Part 1



Peyton Quinn—*NAPMA EZ Defense Expert*
Understanding Adrenal-Stress Effects, Part 1



Jim Graden—*Founder, UBC*
Creating a Long-Term Vision, Part 1



Keith Yates—*Instructor, University Professor*
Controversial Exercises, Part 6



Douglas Adamson—*Multiple School Owner*
The ABCs of Your Class



Fariborz Azhakh—*Martial Arts Information Professional*
I Know

Martial Arts Management



Brian Tracy—*Human Motivation Author, Speaker*
The Seven Ingredients of Success: Ingredient Five: Black Belt Goal Setting



Rick Bell—*Martial Arts Speaker, Writer, Business Specialist*
The ABCs of the Martial Arts Business, Part 3



Dr. Chris Dewey—*School Owner, University Professor*
Conditions of Learning, Part 1

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



The Black Belt of Martial Arts Management Software

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

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

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

MartialArts Professional
NOVEMBER 2009
Growth • Success • Balance

Departments

Sound Off 12

Industry Insider 16

Featured in Industry Insider...


Liddell


Jolie


Jaa


Carano

NAPMA News 22

Product & Service Gallery 32

Advertiser Index 64

NAPMA Teleconferences

Log into these free teleconferences now!

NOVEMBER



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



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

DECEMBER



Learn the Secrets to Less Work and More Productivity!
Tim Ferriss
Visit **Visit NAPMA.com/TimFerriss**



The Way of Truth, Beauty, Love and Profits
Jhoon Rhee
Visit **NAPMA.com/JhoonRhee**

JANUARY



Motivation for the Martial Arts Professional
Zig Ziglar
Visit **NAPMA.com/ZigZiglar**



How to Pack Your School Using the Stadium Pitch
Chet Holmes
Visit **NAPMA.com/ChetHolmes**

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

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

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

ADVISORY BOARD

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

EXECUTIVE MANAGEMENT

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

Martial Arts Professional Magazine is published and distributed by:

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

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

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

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

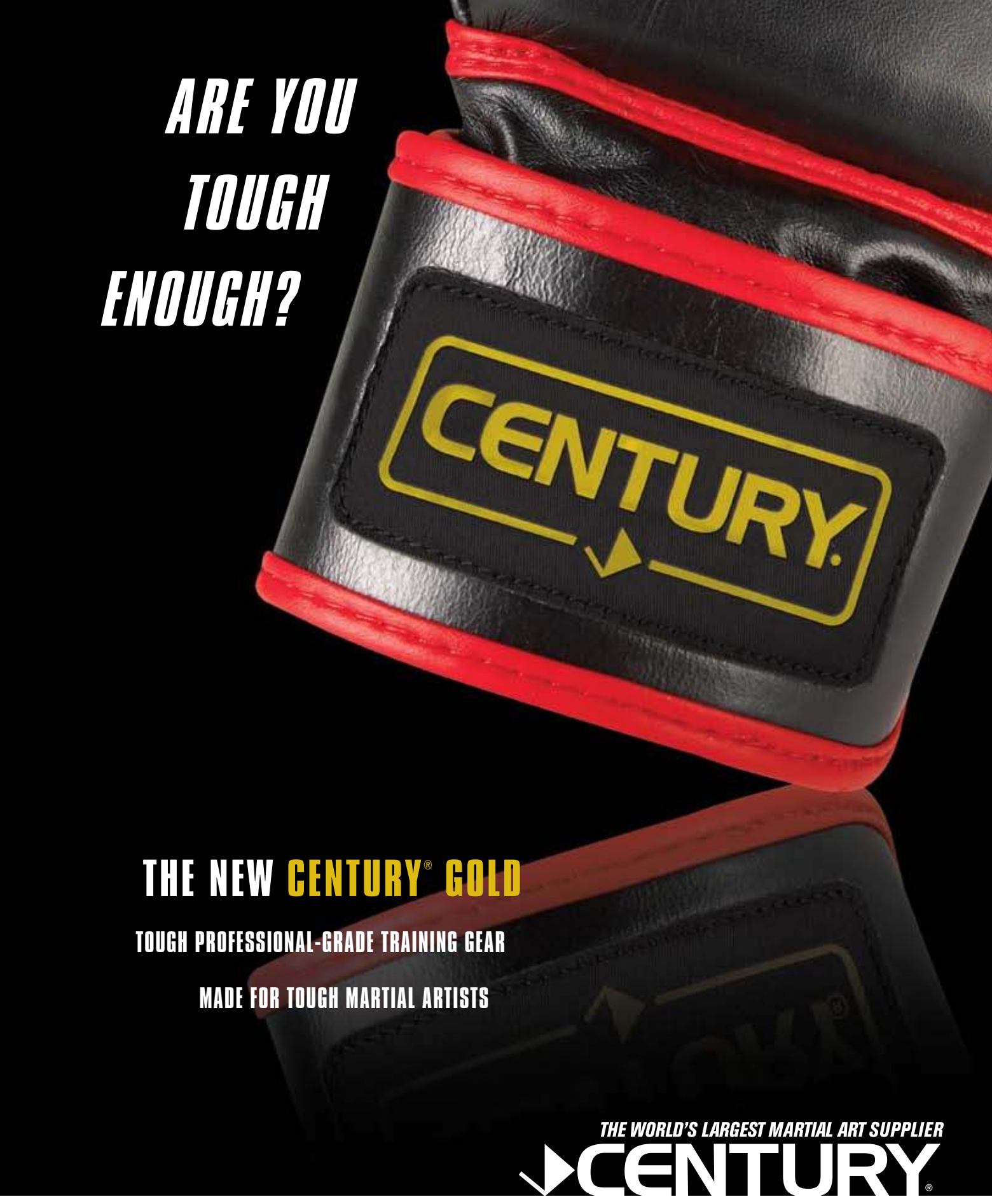
To advertise in the print or online editions,
visit **MartialArtsProfessional.com**, or contact
Rob Colasanti@MartialArtsProfessional.com
FAX: 1-800-795-0583

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

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

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

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



©2008 Century, LLC/5739 12-08

1000 Century Blvd. Oklahoma City, OK 73110

www.CenturyMartialArts.com 800.626.2787

How Do You Avoid Burnout?

Burn out is not an unusual experience for many instructors and school owners who dedicate so much of their time and energy to provide their students with the maximum benefits of martial arts, and grow their school businesses. These school owners may have the answer to your burn out or stress challenges.

"I believe that taking a mid-day break allowed to make it through this period."

I had a very tough time some time ago. My wife and I had triplets, so we hardly slept. My long workdays (five to six days a week of 10 hours a day) as the main instructor and school manager were very difficult.

I believe that taking a mid-day break (nap, read a book, self-reflection, etc.) allowed me to make it through this period. Instructors must be at their peak during the evenings, so I found that simply taking a mid-day break helped to keep me fresh for evening classes.

RANDY HAMILTON
EDMONTON, ALBERTA, CANADA

"Students motivate me."

To date, I have not experienced burnout. I think this is due to remaining active outside the martial arts, with personal and family activities as well as attending numerous seminars with world-class instructors and, of course, the NAPMA business education events.

Students motivate me. When you help others make permanent, positive changes in their lives, you can't help but be motivated to do the same for other people.

For example, one of our students is blind. His attitude and desire to make everyone forget his handicap motivated everyone at the school. As a Brown Belt, he entered the sparring competition at a local tournament. Despite displaying tremendous heart, he lost.

Nonetheless, the center judge was so impressed by his spirit and effort that he had the host stop the tournament, so he could invite the student to the podium. The host removed his Black Belt and awarded it to the students.

JOHN EXUM
SUNRISE, FL

"Talk with other martial artists that you respect and who understand burnout."

Anyone who has been teaching for more than a few years knows that it is natural to feel burned out and in need of rest. This is how I handle this problem:

1. I mentally list students whose lives have been changed, due to my program and personal sacrifice.

2. I meet with my instructors to evaluate the program and benefits. Often, they are able to see positive changes in the students or have heard comments from parents that will encourage all of us teaching the program.

3. I remind myself that I have a school for the benefit of my students. This helps my perspective. Usually, when we are feeling burned out, we have temporarily forgotten why we teach martial arts.

4. Find a parent or student who has a need, and then focus on fulfilling that need. This helps to promote the program, build relationships and show that you care about families.

5. Take a day off to train. Your instructors can run the program for one or two days.

6. Talk with other martial artists that you respect and who understand burnout.

7. I regularly schedule time to speak with parents of students and ask them about the positive materials their children are learning.

8. Attend a good tournament and watch or judge. The financial part of the business seems to take care of itself when I focus on the students and not on what they can do for me.

DR. DENNIS E. MCCAIN
MODESTO, CA

"Read a good book on motivation."

I've talked with other teachers, and even the most dedicated, disciplined martial arts teachers are not immune to burn out, especially when facing the ceaseless demands required by a repetitive and heavy teaching schedule.

During the years, I have discovered some secret methods that have worked for me to avoid burnout and become re-energized. Those secrets have also worked very well with those I've shared them.

1) Ask students what they would like to learn during one special class a

Tommy Lee's

StepbyStep SUCCESS

Platinum Coaching



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

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

Stop Imagining things and make those things a reality.

Get started with a free coaching call....

Join Tommy Lee's Platinum Coaching and Benefit on:

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

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

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

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

FREE Coaching Session

with Tommy Lee

*Limited to the first 25 people registered.

It's Time to Call Tommy Lee!

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

month. Take a poll or install a suggestion box from which different students can draw special-class suggestions. Dedicate a class each month to any constructive suggestion. Make this a regular school treat. Ask students to invite their friends to watch, and put on a great show! What comes from the suggestions will often surprise the instructor; and, therein, is an opportunity for the instructor to learn some new techniques and philosophies.

2) Begin giving each student more personal attention before, during or after class. Touch each student constructively and positively at least once every class. Speak to the whole class, sharing any constructive critique; meanwhile, allow the student being addressed to apply the technique to you or another student during your instruction. In this manner, the student being critiqued, and the entire class as well, will feel like he or she is an integral and important part of the process. It is very difficult, if not downright impossible, to become bored or feel burned out while holding the interests and sharing in the efforts of an entire class of inspired and attentive students.

3) Read a good book on motivation. Books I've found particularly helpful are *The Power of Positive Thinking* by Dr. Norman Vincent Peale; *Think and Grow Rich* by Napoleon Hill; and the essential *How to Win Friends and Influence People* by Dale Carnegie.

Always remember that a positive and friendly smile for others is like looking into a mirror: It clearly and immediately reflects back.

RICHARD W. JENKINS, II
HOUSTON, TX

"I listen to one motivational tape every day."

Every three months my wife and I schedule a three-day retreat at a resort to recharge our batteries. We motivate our Black Belts by creating a team of Black Belts and leadership team specialists who believe in our mission statement and commitment to our customers.

I listen to one motivational tape every day; sometimes, it's the same tape during a week. If I can motivate the Black Belt team, then they in turn will motivate the other students.

STEVE STEWART
ONTARIO, CANADA

"There are times when you must back off for a while."

I think all of us burn out, eventually. There are times when you must back off for a while. In the early years, I was lucky because I had a full-time job with the Dallas Fire Department. I could not be in the school every day. I also developed students who were excellent instructors. Having them teach helped them grow more, and gave me a break.

SKIPPER MULLINS
GARLAND, TX

"Be a lifelong learner in a variety of martial arts."

I have seen plenty of burnout during the years, and instructors have asks me that question many times. The answer is simple: I love what I do, I love my students, and I don't take myself too seriously.

If I feel overwhelmed, which is seldom, I retreat and take a mini-vacation. An overly serious attitude is like slow poison, so have fun in class, work hard, work smart, enjoy the variety of people that come into your life, and provide your best service.

Be a lifelong learner in a variety of martial arts and complementary topics. I take classes in emergency medicine, massage, hospice, firearms, psychology, philosophy, theology and history of warrior groups and arts. How can one burn out when one's job is so diverse; rewarding, in terms of improving people's lives; rich in opportunity; and much fun?

PETER HILL
MESA, AZ

"I've learned to take pauses."

I've learned to take pauses. Like music, pause is not the lack of music, but a great compliment.

Motivate new Black Belts to continue to train with a very exciting curriculum for them. Most schools have exhausted their curriculum by the time students become Black Belts. There is also too much emphasis on earning a Black Belt compared to being a Black Belt.

FARIBORZ AZHAKH
WOODLAND HILLS, CA

SOUND OFF TO US

Why not send us a letter?

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

To submit online:
Visit MartialArtsProfessional.com

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

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

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

The Only Tool You'll Ever Need



member SOLUTIONS®



Dawn Barnes
Founder Dawn Barnes Karate Kids
CEO Karate Kids World

In 1995 with $15,000 on a credit card, Dawn Barnes started her first school in a single 900 square foot room. Through talent and perseverance her business grew and took hold. As she set her sights on expansion, she realized she could not continue to deliver exceptional service and collect tuition.

"I wanted to be seen as an educator and alleviate the burden of doing my own billing. After an exhaustive search I chose Member Solutions and haven't looked back."

Today, Dawn Barnes Karate Kids is a multi-million dollar enterprise with over 1,500 students and counting, a staff of 28 and 7 locations. With Member Solutions, Dawn has had the time to focus on her dream of inspiring self esteem in every child. **Let us help you fulfill your dream.**

Visit us at www.MemberSolutions.com
Building Your Business One Member at a Time®

SPECIAL OFFER: Call 888.277.4409 TODAY to get a FREE 60-day subscription to our Member Management Solution! ACT NOW. OFFER IS LIMITED.

Jackie Chan Cheers Jaden Smith, *Kung Fu Kid* Co-Star, for Martial Arts Training

HONG KONG, CHINA—Jackie Chan thought so highly of Jaden Smith's progress as he trains for *Kung Fu Kid* that he took the time to congratulate his 11-year-old co-star on



Jackie Chan, Jaden Smith

Chan's official Web site.

At press time, Smith, the son of Hollywood stars Will Smith and Jada Pinkett, is already in the middle of a busy production schedule of the remake of *The Karate Kid* that started filming in Beijing on July 11.

Chan was quick to state that the young Smith is much more dedicated to martial arts than his son, Jaycee Chan, who had the opportunity to train with some of the best martial artists in the world. Jaycee is a singer and actor, but has followed his own path.

Chan also mentioned in his Internet diary that he was genuinely impressed by Smith's work ethic, thinking that the 11-year-old might take advantage of being from an affluent family and the son of a famous celebrity to avoid the hard work that is required to learn the martial arts moves for the film.

Jaden had a surprise for Chan, when he learned and performed for him Chan's drunken fighter routine from his 1978 film, *Drunken Master*.

Florida Martial Arts School Is "Official Small Business of NASCAR"

PANAMA CITY, FL—During one of the last NASCAR races of 2009, the car of racing champion Tony Stewart displayed the logo and name of Dragon Dojo Martial Arts the "official small business of NASCAR," courtesy of Office Depot.

Located in Panama City, Florida, the school received the most votes during an online competition. As the winning small business, Dragon Dojo Martial Arts also received a $14,000 "small business makeover." Master instructor Robbie Wiest and his staff train more than 150 students.

Seth Rogen, Jay Chou to Star in *The Green Hornet*

LOS ANGELES, CA—Production details continue to be revealed about Columbia Pictures' *The Green Hornet*, scheduled to be released during summer 2010.

The film is based on the popular 60s TV show



Seth Rogen

that starred Bruce Lee, as Kato, the Green Hornet's sidekick.

Comedian Seth Rogen will portray the lead role, and has also co-written the script. He and director Michel Gondry recently selected Jay Chou, Taiwanese singer and actor, to play Kato.

Chou stated in an interview that he won't be imitating Bruce Lee, but will interpret the role from Chou's perspective for a 21st century audience.

Karate Doesn't Make Cut for 2016 Olympics

NEW YORK, NY—The International Olympic Committee's executive board has recommended that golf and rugby be included in the 2016 Olympics, excluding Karate among other sports.

Understandably, many international Karate competitors with Olympic aspirations were disappointed with the announcement.

According to press reports, Luke St. Onge, the chief executive of the National Karate-Do Federation, thinks that Karate, although finishing third in the committee's voting, was overwhelmed by rugby and golf's much greater television coverage and the resulting revenue-generating opportunities.

In related news, executives with the United

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

SIDEKICK BILLING.COM

Online Billing Saves Money!



Basic Billing $9.95/mo

Get Paid Faster!

5 Days or Less

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

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

SideKick Online Billing

Rick Bell Knows This Industry:

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

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

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

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

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

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

Kingdom's National Association of Karate and Martial Arts Schools (NAKMAS), are calling for the resignation of Antonio Espinos, president of the World Karate Federation (WKF), blaming him and others in WKF management for Karate's exclusion from the 2016 Olympics.

NAKMAS officials state that certain WKF rules resulted in the International Olympic committee's executive board viewing the sport as being non-inclusive. Inclusiveness and good governance are criteria Olympic qualifications.

The NAKMAS officials believe that rules, such as member clubs of the WKF cannot have links with non-members, must change to elevate Karate's international popularity, and the first step is new management of WKF.

UFC fighter Chuck Liddell to "Dance with the Stars"

LOS ANGELES, CA—Chuck Liddell, who is often considered one of the first MMA superstars, will try to translate his martial arts skills into fleet-footed dance steps, as a member of the cast of the next *Dancing With the Stars* TV show.

Season 9 of the popular show premiered on ABC on Sept. 21. Although professional dancers often do well in martial arts, Liddell will have to prove that the opposite is also true.

Other celebrities and entertainers selected for the show include singers Mya, Macy Gray and Aaron Carter; actors Ashley Hamilton, Melissa Joan Hart and Debi Mazar; models Joanna Krupa and Kathy Ireland; reality stars Mark Dacascos and Kelly Osbourne; entertainer Donny Osmond; and Tom DeLay, former Republican Majority Leader.



Chuck Liddell

The other athletes accepting the challenge are snowboarder Louie Vito, Olympic swimmer Natalie Coughlin and former Dallas Cowboys wide receiver Michael Irvin.

The Self Defense Company Announces New Instructor Program

The Self Defense Company, a global organization of civilian, military and law enforcement instructors and advisors, announces the introduction of the Professional Instructor program.

This turnkey system features training, certification, business and marketing systems, 24-hour support and Web development and management. For information visit teachselfdefense.com.

Boxing Promoter Bob Arum Takes a Swing at UFC and MMA

NEW YORK, NY—During a recent interview with a member of the MMA media, Bob Arum, a major boxing promoter, went on a rant, characterizing the MMA audience as a "bunch of skinhead white guys," the fighters as "guys rolling around like homosexuals," and MMA, in general, as "garbage and junk."

Some observers of the MMA and boxing scenes have speculated that Arum is becoming desperate, as the Ultimate Fighting Championship continues to take audiences and dollars from boxing's pay-per-view market.

During the same interview, however, Arum claims that the boxing and MMA audiences are not similar. Having made that statement, Arum had no choice but to describe the differences—and that's when he started his tirade.

He said, "90% of the people in the [UFC] audience wear tattoos," but seemed to agree reluctantly that a major difference in the two markets is generational. Arum stated that people his age weren't UFC/MMA fans, but "neither are the Mexicans. And the Filipinos. And the blacks."

Arum did admit that the UFC had shown the boxing world the value of online promotion and arena production values, stating that those lessons are being learned and copied by his company.

Angelina Jolie Is Confirmed for *Kung Fu Panda 2*

LONDON, UK—Recent movie entertainment reports confirm that Angelina Jolie will return as the voice of the Tigress character in *Kung Fu Panda 2*, which is now slated to reach theaters on June 3, 2011.



Angelina Jolie

Jack Black has already announced that he will rejoin the cast as Po the Panda. Many other major members of the cast are also expected to participate in the sequel.

LIABILITY INSURANCE

★★★★★
Five Star Service

BBB
Member South Florida Better Business Bureau

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

$2,000,000 Liability

Most Studios Make 6 Easy Payments Of Just

$60.00* ea.

AS EASY AS MAKING A PHONE CALL!

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

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

TOURNAMENT INSURANCE

MARTIAL ARTS GROUP MEMBERS PAY

Only **$330.00**





Instant Coverage Over The Phone With Major Credit Card

1-800-207-6603

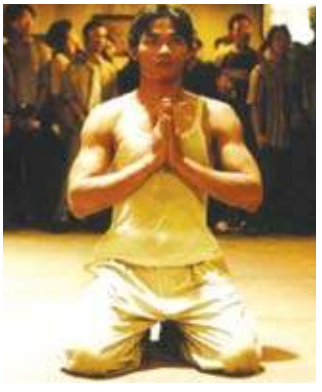
Visit Us On The Web: WWW.igomag.com

*After Down Payment

CONTENTS INSURANCE ☯ TOURNAMENT INSURANCE ☯

Tony Jaa Directs Himself in *Ong Bak 2: The Beginning*

BANGKOK, THAILAND—Tony Jaa, Thai martial arts superstar, has completed his first film as star and director, *Ong Bak 2: The Beginning*, which is scheduled for a limited release to theaters on October 23, 2009.



Tony Jaa

According to press reports, fans are already clamoring for a sequel.

Jaa, the son of Thai elephant herders, is fulfilling his dream to follow in the footsteps of his idols, who include Bruce Lee, Jackie Chan and Jet Li. Jaa started in the film industry as a stuntman, and then was selected for the starring role in *Ong Bak 1*, which was released in 2003.

Martial Arts Technique Saves Woman from Dog Attack

MANKOTA, MN—Jesse Piotrowski didn't go to bed one night expecting to be a hero before morning, but that is what happened when he woke to the sound of a woman yelling for help.

Piotrowski ran from his house in just his shorts and found two rottweilers attacking on woman on the ground. He hit the dogs repeatedly, with the punching technique he learned in martial arts, until they backed off.

He was able to take the woman, who broke her wrist, to her nearby home; the dogs' owner also appeared and was able to take control of them. He claimed the dogs escaped as he was taking them into his yard.

Piotrowski was bitten on his leg, but he said, "The worst part was my toes." He said his feet were painful since he had used martial arts-style pivoting while he was punching the dogs.

Female MMA Star to Appear in First Movie

HOLLYWOOD, CA—Gina Carano, famed female MMA fighter, is set to debut in her first film, *Knockout*, which is to be directed by Academy Award winning director Steven Soderbergh.

Soderbergh is best known for his movies, *Sex, Lies, and Videotape*; *Erin Brockovich*; *Traffic*; *Ocean's Eleven*; *Che*; and *The Informant*.

According to film industry sources, *Knockout* will be an action film, similar to *La Femme Nikita* and *Kill Bill*. Soderbergh plans to cast well-known actors



Gina Carano

to play supporting roles, and will shoot the film in various global locations, including Ireland, Turkey and the U.S.

Carano has trained in Muay Thai and represents, for many fans, the face of the women's mixed martial arts fighting circuit, where, reportedly, Soderbergh discovered her and recognized that the combination of her good looks and fighting skills would work well together on the silver screen.

Most-Famous Chinese Film Stars Boost Government Propaganda Film

HONG KONG, CHINA—Chinese government officials may still adhere to their conservative Communist principles, but they are also practical people. That is why Jackie Chan, Jet Li and many other Chinese film stars, known throughout the world, are part of the cast of *The Founding of a Republic*, a state-funded movie, celebrating the 60th anniversary of the People's Republic.

The government's cultural commissars realize they need the star power of Chan, Li, Zhang Ziyi of *Crouching Tiger, Hidden Tiger*, Stephen Chow of *Kung Fu Hustle* and director John Woo (*The Forbidden Kingdom* and *Red Cliff*) to appeal to young, Westernized Chinese moviegoers.

Most of these major stars only have brief cameo roles. Chan is an unnamed journalist, with only a few lines, and Zhang Ziyi plays an



Stephen Chow

unidentified representative from the cultural sector. Less-known actors will play the major roles in the movie, such as revolutionary leader Mao Zedong.

Young Chinese are not attracted to the government's propaganda films because of their out-of-date messages and those films don't have the big-budget production value of mainstream action films.

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



ASF International will prepare your business for the future.

EFT & Billing

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

School Management Software

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

Marketing Programs

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

Service & Support

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

Your Business. Your Future.

Put 35 years of experience to work for you:

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

ASF® INTERNATIONAL

www.asfmartialarts.com | 800-227-3859

NAPMA Core Curriculum Anchors Your Success

What makes a NAPMA Maximum Impact membership so valuable is that it is always evolving with the realities of the economy and the needs of the industry.

The realities of the economy have changed so drastically that NAPMA realized you needed an anchor point to help you focus on the specific business systems, strategies and skills that will grow your school as the economy recovers.



Created by Mark Graden, NAPMA director of martial arts curriculum, the NAPMA Core Curriculum is a multi-year series of video presentations from leading industry experts and the most successful school owners.

They know what you may not know, and are ready to share their vital information with you on the monthly NAPMA *Innovations DVD*.

Mark strips away the fluff and unproven methods, and selects only those experts and topics that "bore to the core" of the six areas of your school business that you can improve to be more successful: Marketing/sales, enrollments, renewals/upgrades, retention, student quality and systems/management.

"To put it in a physical context, the NAPMA Core Curriculum is similar to your body's core muscle group that must be well developed and finely tuned to become an accomplished martial artist and champion competitor," said Graden. "You must also develop your school's 'business muscles', so you have the sales and marketing power to drive enrollments and upgrades/renewals."

In an early segment, Rick Bell, a martial arts business pioneer and school-building expert, teaches the basics of answering the phone at your martial arts school. The info call is the critical first step in the enrollment system. His techniques, when properly and consistently applied, can double and triple your enrollments.

Tommy Lee explains standard responses to common enrollment objections, and Kathy Marlor leads you through the steps of a holiday shopping day to boost your retail sales during a traditionally slow month of the year.

These are just a few examples of the ideas and information that you can implement easily and quickly—and you can just as easily and quickly receive your first NAPMA Core Curriculum DVD presentation when you visit NAPMAFreeOffer.com today!

Take a Quantum Leap into Quantum Marketing

Quantum mechanics, or physics, is defined as a set of principles describing physical reality at the atomic and subatomic levels of matter, where matter can behave simultaneously like a wave or particle.

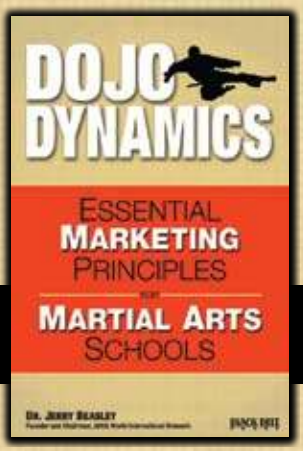
The 2010 NAPMA Quantum Leap won't be quite so complicated, but Stephen Oliver, Toby Milroy, Jeff Smith and the event's many guests will provide you with a comprehensive set of principles for "quantum marketing," which are the marketing strategies and skills you must learn to thrive within the reality of the marketplace, regardless of how the economy behaves.

During this extended weekend of intense business education, you'll be exposed to the proven and the biggest lead generating marketing systems being used by the most successful school owners to increase their enrollments, retention, upgrades and student quality—and profits—way beyond the industry averages.

Look for more details about the 2010 NAPMA Quantum Leap coming in future issues of *Martial Arts Professional* and at NAPMA.com. MAP

EXCLUSIVELY FOR NAPMA MEMBERS!
NOW ONLY $5 FOR A LIMITED TIME!
Use Code NAPMA1 when ordering.

SELL YOUR SCHOOL WITHOUT SELLING OUT!



This book will show you how!

Martial artists no longer need to fear marketing! Dr. Jerry Beasley explains how new and longtime managers can succeed in their martial arts enterprises in *Dojo Dynamics: Essential Marketing Principles for Martial Arts Schools*.

To build a business that thrives, *Dojo Dynamics* includes:

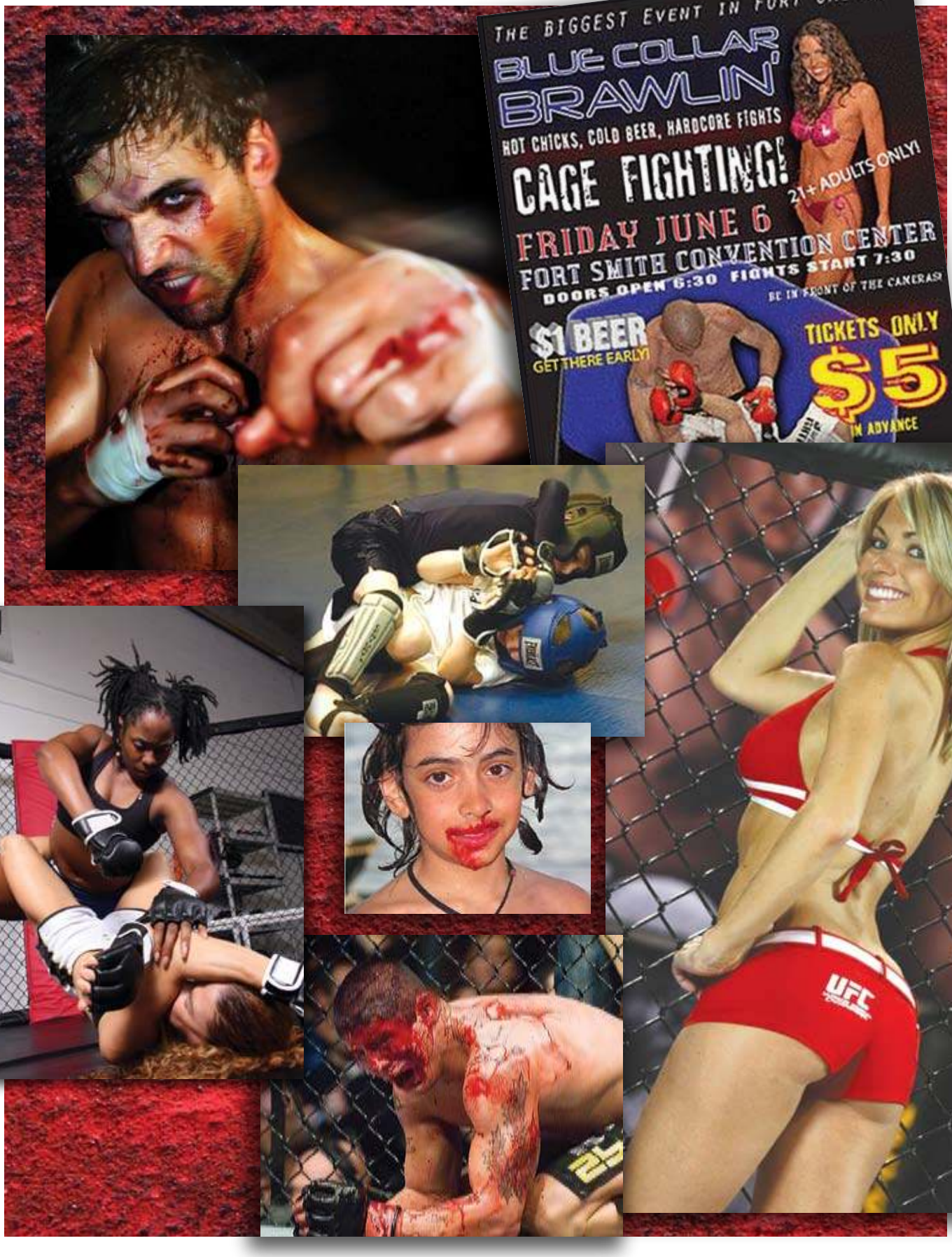
- developing a marketing plan
- creating the definitive product
- finding the perfect place and price for your program
- advertising the right way and at the right time
- using public relations to effectively promote your school
- attracting new clients with successful sales promotions
- closing the deal with 90 percent of potential clients
- staying true to your clients' needs and the philosophy behind your martial art
- illustrative examples that are tried and true



Dr. Jerry Beasley is a professor of exercise, sport and health education at Radford University in Virginia with a doctorate in education administration. In 1978, he founded the American Independent Karate Instructors Association. He is also the founder and director of the famous Karate College, which was recognized in 2008 with the *Black Belt* Industry Award for Best Seminar/Training Camp.

ORDER YOURS TODAY FROM BLACK BELT BOOKS!
ONLY ~~$21.95~~! – Code 496 • 140 pgs. • ISBN 978-0-89750-169-9
(800) 581-5222 • blackbeltmag.com/shop

NEW FROM BLACK BELT BOOKS


THE BIGGEST EVENT IN FORT SMITH!
BLUE COLLAR BRAWLIN'
HOT CHICKS, COLD BEER, HARDCORE FIGHTS
CAGE FIGHTING!
21+ ADULTS ONLY!
FRIDAY JUNE 6
FORT SMITH CONVENTION CENTER
DOORS OPEN 6:30 FIGHTS START 7:30
BE IN FRONT OF THE CAMERAS!
$1 BEER
GET THERE EARLY!
TICKETS ONLY
$5
IN ADVANCE
UFC

"I have seen the enemy, and it is us!"

By Stephen Oliver, MBA, NAPMA CEO

There are three trends in the economy and the martial arts industry that have combined to KILL more than 3,500 schools during 2009! The industry is in crisis. This is the first of a series of *Martial Arts Professional* feature stories that will explain why, and what you can and should do to FIX our industry.

I recently returned from the Martial Arts SuperShow in Las Vegas. For the first time, I noticed the "tipping point" among the martial arts crowd and, unfortunately, it's back to the 1960s. I'd say conservatively 60%–70% of the audience was there for an UFC-fighter autograph and to learn the next way to choke someone out.

At the recent and infamous UFC® 100, Brock Lesnar flipped off the crowd and boasted that he was going home to drink Coors Light® and what he would do to his wife that night.

MMA should be great for the industry, right?

I believe it's a huge paradox that many, perhaps, even most martial artists love this stuff (I am a conspicuous exception), while the industry may be down as much as 25%–30% during the last 12–15 months. Are these two trends related?

Maybe a brief line describing the ratings for UFC and the Ultimate Fighter answers that question, "…managed to win a spot as the top show on cable in the 18-to-34-year-old male demographic."

Interesting. Top spot in 18–34-year-old male demographic?

My description of the 18–34-year-old male demographic as prospective students is flakey and financially unstable, with a high dropout rate. Now, don't get me wrong. As a promoter or TV producer, I'd love that demographic; young males buy beer, deodorant, and magazines; frequent bars and restaurants; they buy Ipods, consume nutritional supplements; and, in fact, this demographic is supporting a wide variety of media, including magazines, such as *Maxim*, *Stuff*, *Men's Health* and others.

So, how has MMA hurt our industry? At its peak, the martial arts school industry thrived (and continues to thrive) predominantly on the kids market. The "stable" section of the adult market has always been older than 18-34.

MMA is a spectator sport that certainly does a great job attracting its target audience of males, 18-34; but, frankly, that's a horrible audience for school owners looking to develop quality students.

As a quick aside—you may not remember, but the first UFC fights were in Denver, Colorado. They happened to be on the night prior to my NASKA World Tour Tournament, The Mile High Karate Classic. At UFC's request, I did a co-promotion with it and, among other things, distributed flyers at its event that read, "You've seen the brutality, now learn about the art." Personally, I was proud of that headline. Unfortunately, it didn't work. The problem: the wrong audience (the male 18–34 demographic).

Karate-Do: My Way of Life by Gichin Funakoshi exemplifies the martial arts that I love, not *Iceman: My Fighting Life* by Chuck Liddell and Chad Millman.

Now, don't misunderstand me. I, and others, have been studying Mixed Martial Arts long before UFC. I studied Judo during the 1960s, as did Bill Wallace, Chuck Norris and many others. Jeff Smith fought in one of the

OPPOSITE PAGE: Images, such as these, have led to the popularity of "Mixed-Up Martial Arts" and misleading your prospects into thinking that half-naked women and major body tattoos bear some relationship to the values you teach at your school. Run, don't walk in the opposite direction; in fact, be very explicit with prospects that your school does not associate itself with MMA and what it represents.

earlier MMA championships during the 1970s in Hawaii. The concept of MMA is not new. Go watch *Enter the Dragon* to see Bruce Lee leading the charge during the 1960s and 1970s.

Unfortunately, the positive image of martial arts, as a clean-cut activity for kids and families that was portrayed in *The Karate Kid* movies and since, is being progressively eliminated by this image of MMA as "martial arts."

Maybe I just miss Mr. Miyagi teaching a progressively aging Ralph Macchio and continuing to hate the Karate Kid villain, Kreese.

Kreese: We do not train to be merciful here. Mercy is for the weak. Here, in the streets, in competition. A man confronts you; he is the enemy. An enemy deserves no mercy.

I guess I continue to prefer the dialogue and images that encourage parents to be enthusiastic about spending money (preferably PLENTY of it) for training for their kids—and themselves.

> "…you MUST not be associated with the expanding MMA image."

Daniel: Hey, you ever get into fights when you were a kid?
Miyagi: Huh, plenty.
Daniel: Yeah, but it wasn't like the problem I have, right?
Miyagi: Why? Fighting, fighting. Same, same.
Daniel: Yeah, but you knew karate.
Miyagi: Someone always knows more.
Daniel: You mean there were times when you were scared to fight?
Miyagi: Always scare. Miyagi hate fighting.
Daniel: Yeah, but you like karate.
Miyagi: So?
Daniel: So, karate's fighting. You train to fight.
Miyagi: That what you think?
Daniel: [pondering] No.
Miyagi: Then why train?
Daniel: [thinks] So I won't have to fight.
Miyagi: [laughs] Miyagi have hope for you.

I blame us; we've been our own worst enemy. Why have so many martial artists been swayed by the popular trends, and destroyed what we do? Many schools really have become "Mixed-Up Martial Arts."

My suggestion: RUN; do not walk in the opposite direction. If you want to attract students who are educated, can pay a reasonable tuition and will stay for several years rather than several months, then you MUST not be associated with the expanding MMA image.

That doesn't mean that you don't integrate various styles. There are many outstanding instructors and clean-cut schools, teaching Mixed Martial Arts, as a traditional style, which incorporates Judo, BJJ, Grappling and other styles.

That form of MMA can be an excellent addition to any upgrade program (Black Belt Club, Master Club or Leadership program) to keep students excited and enthusiastic about progressing through the many years of your program.

I've discussed the MMA challenge with Bill Wallace, Joe Lewis, Jeff Smith, Carlos Machado, Steve LaVallee, Tim Kovar, Keith Hafner and many others in the industry.

All of them agree with my perspective to some extent. Some highly successful school owners have embraced the MMA trend, but, frankly, I think it's a very bad idea.

Be aware that you will soon be competing with UFC facilities, LA Boxing®, Xtreme Couture MMA®, fitness gyms and many others that are opening as national franchises or corporate locations.

Now, wait a minute. Let me put this aside and contemplate…

A few weeks after my trip to Las Vegas, I traveled to



Captiomn to come



Washington, D.C. I attended a NASKA World Tour tournament (The U.S. Capital Classics), met with 25 school owners representing approximately 5,000 students, and then met several times with my instructor Grand Master Jhoon Rhee.

The crowd at the NASKA World Tour event was mostly clean-cut, polite kids and adults, which are a stark contrast to the typical "cage fight" audience. School owners were dressed in suits and focused on their missions to contribute to their communities by helping their students expand their health and character.

Meeting with Jhoon Rhee and attending other events during my quick trip further reinforced my opinion about several important aspects of martial arts instruction in 2009 and beyond.

One of my favorite Jhoon Rhee quotes is: "Martial arts without philosophy is just street fighting." Now, he's obviously a visionary and, at times, not in sync with the current martial arts community because he's focused on how he sees the future unfolding.

We discussed his development of Musical Forms (Martial Ballet). He explained that during the 1960s he foresaw that martial arts "fighting" would be unnecessary in the future; but rather, to safeguard martial arts, the "art" must be preserved over the "martial."

Grand Master Rhee then explained that his concept was 100% congruent with our American Founding Fathers and the true purpose of human evolution. When he saw my skepticism, he quickly showed me the following quote from John Adams, second U.S. President, which will be included in Grandmaster Rhee's soon-to-be-published biography.

> *"I must study politics and war, that my sons may have the liberty to study mathematics and philosophy, natural history and naval architecture, in order to give their children a right to study painting, poetry, music, architecture, tapestry, and porcelain."*

Now, that's very interesting.

To me, it seems that during the 1970s and 1980s most martial arts instructors had come around to Grand Master Rhee's way of thinking. We practiced the "DO" arts to facilitate personal development. The movie, *The Karate Kid*, shared principles and values that were clear about developing discipline and confidence and avoiding violence.

To my great disappointment, it seems that many practitioners and instructors have lost sight of what Grand Master Rhee has kept clearly in focus. For the vast majority, martial arts practice today should be purely about personal development. Clearly, our armed forces and police need effective fighting technique, but, frankly, that's more often about modern weapons, not unarmed combat (hopefully).

If you don't want to take Jhoon Rhee's word for it (or even John Adams), then what about the kickboxing and point-fighting legend, Joe Lewis? He is perhaps the ultimate "old-school" tough guy still training students throughout the world. What does he have to say?

It's vital to recognize that martial arts training is not always about developing high quality physical skills. It's about fitness and self-defense. Those mostly arise, however, from the mental and emotional development that is the result of rigorous martial arts practice.

To add another point that Joe Lewis makes, the 1st-, 2nd- or 3rd-Degree Black Belt must be a starting point for personal development, just as a high school diploma should be a start to one's learning throughout life. For a beginning student, achieving Black Belt is an appropriate early "benchmark" to begin quality personal development for life. It's not an end in itself.

Quality schools will (and do) constantly expand and enhance the definition of a Black Belt (and 2nd-, 3rd- and 4th-Degree Black Belts) and what students must attain. Marketing for martial arts schools should be about attracting quality students—never diluting the achievement and recognition of students and lowering standards of excellence.

Teaching a curriculum that encompasses a range of techniques, and "uses what works," is a hallmark of quality schools—foul-mouthed fighting, without philosophy, is not. **MAP**

Let's Restore the Dignity of a Black Belt

Joe Lewis, NAPMA Technical Consultant

"In one aspect of what is called 'martial arts', the MMA stuff, many Black Belts come across as heavily-tattooed, cartoon-looking hoodlums, who respect violence and feel free to curse and degrade others on national TV.

"The media completely ignored us during the early sixties, but now seemingly only grant visibility to those who believe that it's in vogue to condone violence and/or that it is okay to send kids the message that adults accept the use of violence as a means to resolve problems. This is not the message to which parents want their children exposed or taught to value. Just as 'Pro Wrestling' is not real wrestling; in a way, perhaps, MMA is not real martial arts.

"Violence by definition is a 'loss of self-co ntrol'. Martial arts teaches self-control; therefore, martial arts is not violent—people are. Guns (for the gun control freaks) do not kill others—bullets do.

"We must wake up—Black Belts are leaving the martial arts in droves. We must re-validate and grant dignity to the meaning of the old definition of a Black Belt. Either it does not mean anything any longer (in this fanatical martial arts marketing atmosphere) or it has become the finish line, which determines at what point during one's journey he call it quits. SAD!"

Could Your School Use a "Shot in the Arm?"

If You Are Currently Running a Full-Time School Grossing $9,000–$25,000/Month and Would Like to Get Just the Shot in the Arm You Need to DOUBLE YOUR CURRENT RESULTS AND REVENUE by the End of the Year in this NEW Economy,

THIS IS FOR YOU!!!



There is one HUGE catch…You MUST be:

- ✅ 100% Committed to running an ethical, honest business.
- ✅ Serious about teaching inspiring classes that change the lives of your students for the better.
- ✅ Serving your Community.

If you are SERIOUS about taking the Next Step in Your Martial Arts Business Career, call Bob or Steve at 727-369-6795.

Ask for your:

FREE! **FREE** thorough, **30-point, 1-on-1 School Business "Check-Up"** with one of our hand-picked expert school-business analysts.

FREE! **Free** FULL-DAY **Extraordinary Marketing Seminar**

NAPMA®
NATIONAL ASSOCIATION OF PROFESSIONAL MARTIAL ARTISTS

K&K Insurance Group Launches Online Purchasing Service for Martial Arts School Owners and Instructors

K&K Insurance Group now offers online quoting and binding capabilities for martial arts schools and independent instructors at martialartsinsurance-kk.com. The new Web site is simple to use and provides an option to purchase coverage immediately, using a credit card.

As a key provider of sports, leisure and entertainment insurance programs for the sports and recreation industry, K&K is pleased to offer this innovative service for its clients' convenience.

The Martial Arts Schools Program provides important liability protection for the organization, including employees and volunteers. For eligible operations, coverage includes premises liability as well as martial arts activities, instruction, practice, demonstrations and exhibitions that are hosted and supervised by the insured for registered members of their program. Coverage is also provided for picnics, award banquets, ceremonies and incidental fund-raising activities.

General Liability Includes:

- Bodily Injury and Property Damage.
- Contractual Liability.
- Personal and Advertising Injury.
- Products and Completed Operations.
- Legal Liability to Participants.
- Additional Insured Coverage for landlords included.
- Coverage for offsite demonstrations, exhibitions and participation in tournaments conducted by others included.
- Professional Liability.
- Medical Payments to Participants.
- Premises Liability.



- Hired Auto and Employers Non-owned Liability (not provided in Hawaii).
- Damage to Premises Rented to You.

Available, optional coverage includes birthday/social parties, subsidiary activities, hosted tournaments, equipment and contents, abuse/molestation defense cost reimbursement and directors and officers.

The program now also offers a higher aggregate limit of $3,000,000. The program is written through a carrier rated A+ by A.M. Best.

K&K Insurance Group is a managing general underwriter offering more than 50 specialty insurance programs to the sports, leisure and entertainment industries. For more information, call K&K Insurance toll-free at 1-800-648-6406. **MAP**







Insuring the world's fun®

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

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

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

K&K INSURANCE

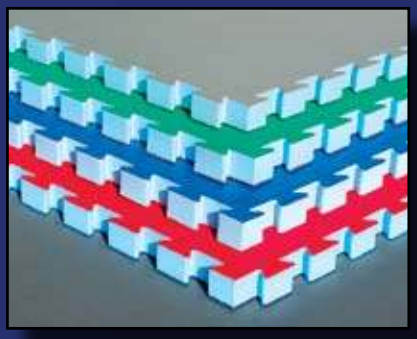
800-648-6406

New! Purchase online at
www.martialartsinsurance-kk.com

MMAMATS.COM

BJJ, MMA and Grappling Mats at Unbeatable Prices





Available in many colors!



No skin abrasion

We also offer crash mats!



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

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

MMAMATS.COM is a Greatmats.com Brand

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

Product & Service Gallery

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

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

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

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

ASF INTERNATIONAL

EFT | Billing | Software | Marketing



Tommy Lee's Platinum Coaching ONLINE coming in 2010

Coming in Jan. of 2010, Tommy Lee will launch his SBSS University Online. Laser targeted A-Z Training for owners and instructors that will skyrocket school numbers quickly. Step-by-step coaching will dramatically increase "RESULTS." One hundred lucky school owners can be part of the "PILOT TEST" for FREE.

Register today at MartialArtSuccess.com, or call Master Lee 443-871-2724.

New Web Site Offers Online Insurance Coverage for Martial Arts Schools

K&K Insurance now offers coverage online immediately when purchasing with a credit card at martialartsinsurance-kk.com. The program provides liability protection for the organization, including employees and volunteers, premise's liability and coverage for activities that are supervised by the insured for registered members of their programs. A higher aggregate limit of $3,000,000 is available.

See our ad on page 30.



TAEKWONDO INSTRUCTORS!

Tired of High Fees and Oppressive Mandates?

The Independent TaeKwonDo Association is the Answer!

- RUN YOUR SCHOOL IN COMPLETE AUTONOMY!
- TEACH YOUR CURRICULUM
- TEST YOUR STUDENTS
- RECEIVE WORLD RECOGNIZED CERTIFICATIONS
- ACCESS TO KUKKIWON (OPTIONAL)

INDEPENDENT TAEKWONDO ASSOCIATION

Free Information Packet
www.dsihq.com or 480-895-9700

Insurance. Fast.



martialartsinsurance.com

888-875-3817

MARKEL INSURANCE COMPANY

Your Success Begins as a NAPMA Maximum Impact Member

For many martial arts school owners, the path to success begins with a NAPMA membership—and they don't hesitate to share their enthusiasm for why NAPMA's support has been so important.

You may find a story below that describes your current situation, and if you'd like to experience the same success that these school owners have, then visit NAPMAFreeOffer.com.

"NAPMA is a great source of networking…"



I became involved with NAPMA approximately nine years ago on the advice of a respected colleague in the business. It was the single best decision of my career.

Nine years ago, I was stuck in a rut and could never attract more than 50 to 65 students. I was teaching classes, but sat back hoping people would come to my school. After all, I built it—they were supposed to come.

I found that I was missing a few key ingredients to make my school more successful. Before joining NAPMA, I knew only one way to operate a school—the way my master ran his! Upon becoming a NAPMA member, l was exposed to the top school owners in the country and quickly recognized there were "more ways than one to skin a cat."

NAPMA is a great source of networking and is basically an "idea pool," developed by the top minds in the industry. Since I was able to improve my teaching abilities and glean so much great information from so many great people, my students are happier and have more skills and abilities than ever before.

Anyone wanting to take his or her school to the next level must simply become a NAPMA member. It will be the single best decision you will ever make.

JAMES THEROS
LEVEL 10 MARTIAL ARTS
INDIANAPOLIS, IN

"I've grown my school from 125 to 250 students."

I would just like to thank you. I'm a charter member of NAPMA, and I've grown my school from 125 to 250 students with the information I receive.

TOMMY STALLARD
ARLINGTON SCHOOL OF SELF-DEFENSE
ARLINGTON, TX

"NAPMA has revolutionized the martial art industry…"



NAPMA is the Black Belt Club of the martial art industry!

Often, people ask me why I joined such an organization? My answer is, "How could I not?"

NAPMA has consistently been the premiere consulting company during the past 15 years. I have received more bang for my buck from NAPMA than from any other organization. The concepts, techniques and tools NAPMA has shared with me have increased my bottom line.

Programs, such as Fitness Kickboxing, Little Ninjas and the ACMA, have helped my school achieve a whole new standard. The *Sounds of Success CD* and *Innovations DVD* segments I receive each month have given me valuable information that makes my school management skills that much better.

NAPMA has revolutionized the martial art industry and, in turn, has revolutionized my personal and professional life.

CHICK GAVITT
ICHIBAN KARATE STUDIO
WAKEFIELD, RI

"Since becoming a NAPMA member, my outlook changed fast."



I opened my first school during 1990, and moved to a bigger school to impress others (my greatest failure) during 1994. My wife, Claudia, and I struggled every month and had many problems.

Since becoming a NAPMA member, my outlook changed fast. During just the first month, I had more than $2,000 in additional income; and, after having experienced so many bad times, it came at the right moment.

During the last four years, I have grown constantly. I now have 281 active students in my first school (the population in my town is only 3,700). In October 2003, I opened my second location five miles away, and had 90 active students in less than two years.

Claudia and I manage the schools. We have three full-timer employees and, after starting the G.O.L.D. Leadership Team (thanks to NAPMA), we have 14 part-timers.

OLIVER DREXLER
MARATHON MARTIAL ARTS
GAU-ODERNHIEM, GERMANY

"NAPMA is pioneering the way to a more educated, professional and caring industry."

The martial arts has been a part of my life since I was a baby. Our basement was a dojo, with mats from wall to wall. My father is Professor Ronald Allen Mertz of Tiger's Claw Martial Arts.

After joining NAPMA, my father's school of 35 students began to blossom. He introduced me to the Little Ninjas program, and I began teaching two to three classes a week for him on the side. My father and his sensei, Professor Richard Mrofka, always told me that one day it would be my turn to open a Karate school. That day arrived.

After much thought, I decided to start a Little Ninja's program as a full-time job. My company is named Tiger's Claw Karate, LLC. If it were not for NAPMA's business education materials, I never would have taken the leap. With NAPMA at my side, I grew from 30 students to 100+ students during less than four months. Combined, our schools now teach more than 200 students.

I also have a large birthday-party program, Tumbling for Karate and a strength-and-conditioning program for children.

I feel NAPMA is pioneering the way to a more educated, professional and caring martial arts industry.

MELISSA MERTZ
TIGER'S CLAW KARATE
HILLSDALE, NJ

"NAPMA is the best!"

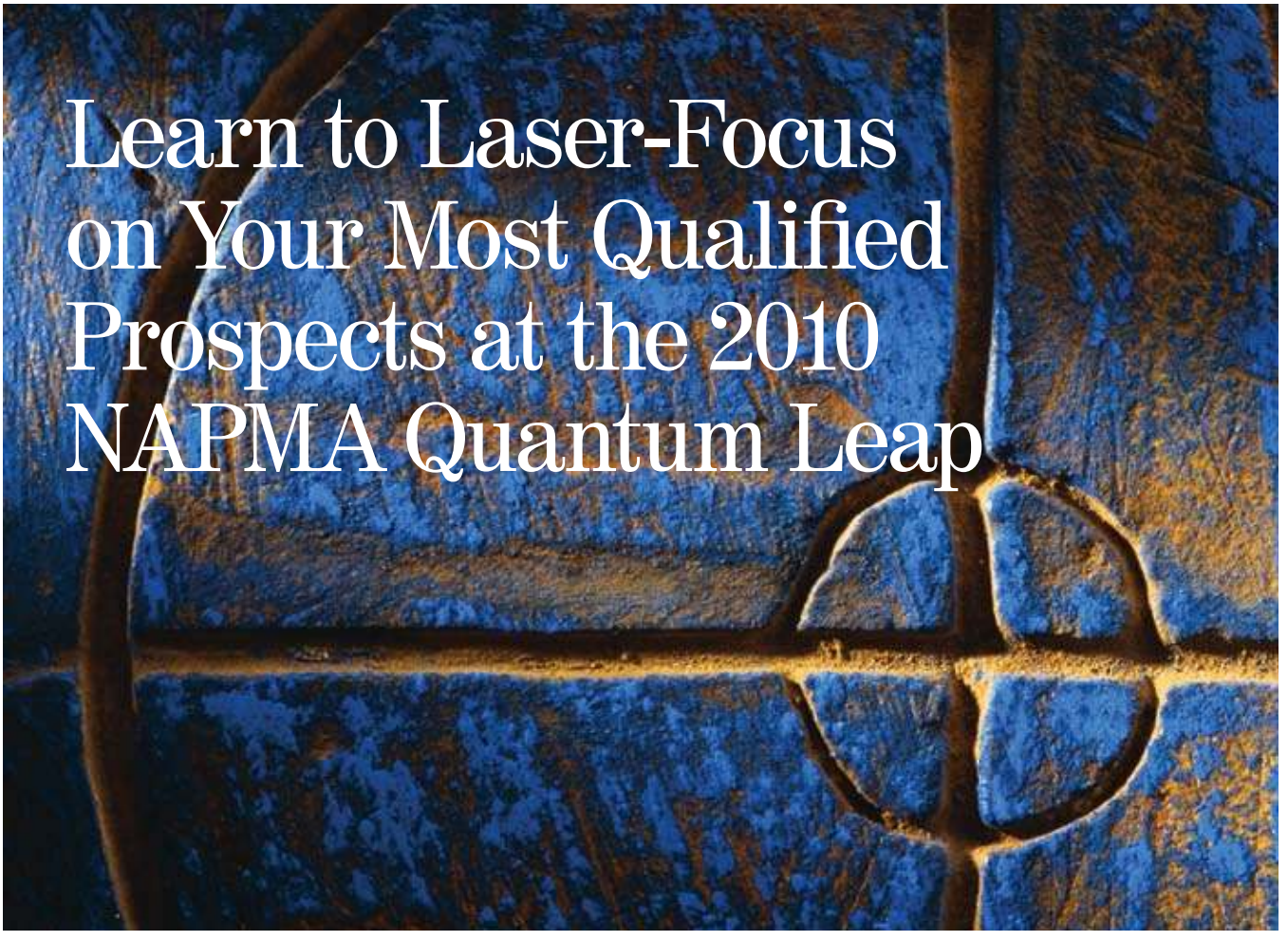
I started with approximately 50 students in 1988. Thanks to NAPMA, I now average 250 and have been privileged to do this as a full-time professional. NAPMA is the best!

MIKE SNISKY
EDA TAEKWONDO
QUAKERTOWN, PA

"NAPMA has changed my whole life."

I was with a big martial arts organization that wouldn't let me grow or try anything new with my students. Then, I discovered NAPMA, and left the other organization with approximately 30 of my students. Just two months down the road, my academy has 70 students and still growing. It's very scary on my own, but NAPMA has changed my whole life.

WAYNE BEADELL
CRAWLEY BLACK BELT ACADEMY , CRAWLEY, WEST SUSSEX, ENGLAND



Learn to Laser-Focus on Your Most Qualified Prospects at the 2010 NAPMA Quantum Leap

Your business education is a continuous, never-ending process—just as is identifying, attracting and enrolling the most qualified prospects in your community. To reach those kinds of prospects requires a laser-focused marketing system, which is what you'll learn at the 2010 NAPMA Quantum Leap.

You can choose to be one of the few smart school owners that will be sure there is a seat reserved for him or her at the only kind of industry event that produces real results for those attending.

You can also choose to remain at home and continue to operate in a "marketing muddle," not sure of which strategies and tactics work in the new economic paradigm, or attract the attention of those prospects that will be students longer and generate above-average student value.

That is the goal of the 2010 NAPMA Quantum Leap: to send you home with a marketing knowledge base you simply can't acquire from any other source.

You can count on NAPMA to gather a unique group of marketing experts that have proven what works in the martial arts as well as other industries. This is one of the special benefits of attending the 2010 NAPMA Quantum Leap: you won't waste your time learning recycled ideas from those not in touch with 21st-century marketing practices, or who decided last week that he or she had the secret to effective marketing.

In fact, within less than two years, NAPMA's business education events have earned a stellar reputation for presenting only fresh, new approaches to implementing the school business models or systems that are critical to your future success.

Experience Your "Aha" Moment at the 2010 NAPMA Quantum Leap

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

Those that attended the first 2009 NAPMA Quantum Leap were similarly amazed when they discovered the

one idea that clicked in their heads, and the first action they would take when they return to their schools.

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

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

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

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

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

MATT EDGINGTON
BOISE, IDAHO

"The Quantum Leap was a home run!"

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

The Quantum Leap was a home run!

MICHAEL FERREIRA
100 PERCENT MARTIAL ARTS
GLASTONBURY, CONNECTICUT

Look for more details about the 2010 NAPMA Quantum Leap coming in future issues of *Martial Arts Professional* and at NAPMA.com.



Big John McCarthy's
Ultimate Training Academy
Torrance, California

akamm*

*ass kicking air moving machine

Call us today at 877-BIG FANS or visit our website at www.bigassfans.com

BIG ASS FANS®

©2009 Delta T Corporation dba The Big Ass Fan Company. All rights reserved.

COMMANDO KRAV MAGA

THE FASTEST GROWING REALITY–BASED SYSTEM IN THE WORLD!



BE A PART OF THE GROWING SUCCESS!

BECOME A CERTIFIED INSTRUCTOR:

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

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



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



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

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



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



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

NO LICENSING FEES!
NO HIDDEN COSTS!
NO POLITICS!

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

THE WORLD GRAPPLING CHAMPIONSHIPS

coming to Ft. Lauderdale, December 11-13

USA Grappling

Swain Dollamur

OFFICIAL MAT SUPPLIER



World Grappling Committee

FILA

DEDICATED TO THE GROWTH AND DEVELOPMENT OF GRAPPLING IN AMERICA

USA Grappling
themat.com
1.719.598.8181

Dollamur/Swain Mats
dollamur.com - 1.817.534.3344
swainmats.com - 1.408.370.4040

Request your FREE "Back-to-School" Success System" AND $2,312.10 Worth of "Pure" Martial Arts School Explosive Student Growth Tools and Tactics GIFTS... Absolutely FREE!

This is Your Big Opportunity to Discover How to Generate a Virtual Flood of New Students, Keep Your Classes Fresh with Exciting New Teaching Material, Automate Your Marketing Efforts, and Join Some of the Most Successful School Owners in the World...plus, Receive $2,312.10 Worth of FREE Gifts...

All FREE when you enroll in NAPMA's PROVEN SUCCESSFUL "Maximum Impact" Program!

Interviews with Zig Ziglar, Tom Hopkins, Tony Robbins, Jay Abraham, Tony Robbins, Jet Li, Jackie Chan, Jean Claude Van Damme, Stephen Oliver, Lee Milteer, Jhoon Rhee, Stephen Hayes, Brian Tracy and MANY MORE..."

Twenty Five in Total!



FREE 25 exciting and fast-paced school-building "Interviews With The Experts" ($581.23 Value)

FREE 7 POWERFUL, High-Level School Business Development and Profit Maximizing Webinars ($997.00 Value)

FREE 1-on-1 Personal School Business Analysis (value: PRICELESS)

FREE "Everything I Wish I Knew When I Was 22" Manual ($97.00 Value)

FREE "Direct-Response Marketing for Martial Arts Schools" Manual ($97.00 Value)

FREE "School Growth EXPLOSION" DVD and Manual ($97.00 Value)

FREE Monthly Maximum Impact School Growth and "Best Practices" Teleconference

Maximum Impact Membership (plus extras) includes: (Value $399 per month)

NAPMA's "Virtual Classroom" ($229.00 Value)

NAPMA "Best Practices" On-Demand Library ($110.94 Value)

The NAPMA Basic Tool Kit:

- NAPMA Innovations DVD, with exciting martial arts drills and teaching tools.
- NAPMA Sounds of Success Audio CD, with success stories.
- G.O.L.D. Leadership Team Curriculum Report.
- NAPMA NOW, with "Best Practices in the Industry" and the Ultimate Grow-Your-Martial-Arts School advice for Success.
- Words of the Week Character Education Lessons.
- Full-Color Motivational Poster for Retention.
- "Done-for-You Student Kickin' Newsletter,
- MUCH, MUCH More!

Maximum Impact Business Building Kit:

- NAPMA Strategies Implementation "Success Models" CD.
- NAPMA "Advanced Marketing and Martial Arts MBA" DVD.
- Exclusive Monthly Teleconference with Stephen Oliver, Toby Milroy and guests.



Simply enroll in NAPMA's PROVEN, SUCCESSFUL "Maximum Impact" Membership Program, and we'll immediately begin shipping you your FREE Gifts!

Visit NAPMAFreeOffer.com Today

"I Want to Share My Amazing Business Secrets That Will Help You Overcome the Obstacles to Your Success!"

Interview by Toby Milroy, NAPMA COO

Toby Milroy: This month's Success Story guest is Master Samuel Scott, a NAPMA Inner Circle member. Master Scott has been operating a very successful business for many years.

Master Scott is a former corrections officer and a member of emergency-response teams. As a tactical expert, he has real-life experience, using martial arts and self-protection techniques, unlike many instructors and school owners, which will be very cogent to our discussion.

Having completed our most recent NAPMA Inner Circle meeting, let's talk about your experience and the big breakthroughs you plan to implement at your school during the next 12 months.

The lesson to learn from your experience is one NAPMA has often shared with its members. It is very common for school owners to think that their businesses are different because of their style, location or demographics.

In reality, there are universal business practices that apply to all small businesses. Master Scott teaches eclectic styles that are very different from Karate and Taekwondo, which are considered the core styles taught at many U.S. schools.

Highly successful school owners, such as Master Scott, understand this concept and are eager to implement the universal business practices that have been proven to work in a great cross-section of small business types.

Master Scott, how did you develop your eclectic style that is very reality-based to become a successful curriculum for junior and teen students as well as adults?

Samuel Scott: Typically, our program is strictly for teenagers and adults, but I've incorporated an abbreviated version into our Black Belt Club. Members may have seen a brief example of our leg check takedowns on the May 2009 *NAPMA Innovations DVD*.

I hate to say it, but self-defense training will always be a big part of our business because of the times in which we live. People are becoming more aware that they must learn how to protect themselves. We are doing extremely well with women's safety programs. We offer a two-week women's safety workshop, and then introduce them to our street-combat program.

Toby Milroy: Too many school owners offer short-term, special seminars for a weekend or a week, but don't understand how to transfer those short-term participants into long-term paying students.

The cardio kickboxing trend is a perfect example. Much like a gym or health club, cardio kickboxing

Samuel Scott

Master Samuel Scott is a 6th-Degree Black Belt. He teaches a system called Talahib Kuntao, a mixture of Indonesian and Filipino martial arts. Master Scott was also a nationally ranked fighter, and was inducted into the Black Belt Hall of Fame and named the Instructor Of The Year for 1996.

customers provided only marginal value to martial arts schools.

You, however, were able to crack the code. You have a very sophisticated understanding of how to use short-term seminars to feed your core program, which is where you can maximize the value of every student. Please describe how you market your women's self-defense seminar, and then motivate those participants to become students in your regular program.

Samuel Scott: I've implemented the Internet strategy that has been discussed during our Inner Circle meetings. We drive interested women to a landing page, with postcards and advertising in a local newspaper circular that is distributed to approximately 20,000 to 30,000 homes.



Samuel Scott, 6th-Degree Black Belt and NAPMA Inner Circle Member

Those materials market the free program and provide the Web address for the landing page. We ask visitors to the Web page to provide their names and email addresses to register. Once they attend our free seminar, we work to build lasting relationships.

We don't hammer the seminar participants to enroll in our regular program. We educate them about personal safety, with handouts, presentations and neighborhood crime statistics.

Much of the crime that takes place in any neighborhood is never seen on TV news, so I pull the police blotter from the newspaper or contact my friends in the police department that provide me with that information. Once we can show the women in our seminars that crime is occurring in their neighborhoods or within close proximity of where they live, then it hits home with them.

After a week or two of presenting those facts and the importance of scheduling time during their busy weeks to learn how to protect themselves, they start to understand why they need the comprehensive training of our regular program.

The key is that the women in our regular program look, dress and behave much the same as the women in our free seminars. We ask the women in our regular program to demonstrate their skills to the free seminar participants; and once they realize that women just like them are succeeding in our regular program, then the seminar participants are hooked, and more likely to enroll.

Toby Milroy: Let's review each of the component parts of your approach, so our readers understand how to implement this approach at their schools.

First, you decided to offer a free women's self-defense course that would attract women to your school with which you could build enough relationships to enroll a maximum number of them into your regular program.

You were marketing your course with offline and online techniques that drove interested women to a Web page where they could register for your free class. For example, you ran display ads in a circular newspaper. What information did your ads provide?

Samuel Scott: The ads announced a free women's safety workshop, with the date and time and, of course, call-to-action copy that included a telephone number and the Web address.

Toby Milroy: That is what we call a blind lead generation ad because you didn't mention martial arts. Instead, you applied a fundamental marketing principle, which is that your ad's message was relevant to the market and used language to which women would respond.

Your ads identify a problem that many women experience or a benefit that they want, instead, of presenting your martial arts credentials: your styles, number of fights and medals, etc. Unfortunately, too many school owners create ads and other marketing materials that are egocentric and irrelevant to the market.

The second step in your approach is to develop a cleverly crafted Web page that is a direct-response lead-generating tool. Its only purpose is to collect leads or registrations for your seminar by offering visitors something of value.

Even in 2009, this is revolutionary thinking for the average martial arts school owner; but, for you, Master Scott, and many other businesses and industries, it is a common marketing strategy.



Students at Samuel Scott's Full Circle Martial Arts Academy are intensely focused on their training in an eclectic style known as Talahib Kuntao, a mixture of Indonesian and Filipino martial arts.

Master Scott, you also mentioned the use of databases of local homes and women to which you market with postcards, emails, etc. Please describe how those techniques work for you.

Samuel Scott: I purchase databases from various sources, such as salesleads.com and salesgenie.com, for women, 18-45, within an eight-mile radius of my school, which are approximately 2,000 names. I send postcards to that list.

Another technique that has worked well is the creation of a T-shirt, with "Women's Safety Ambassador" printed on it. I organize a team of people to wear the T-shirts and circulate throughout the neighborhood to distribute our postcard.

As we talk with women, we inform them of the recent crimes in the neighborhood and invite them to our free seminar. An important motivational key is that we frame our seminar as a community service, with no requirement to continue. That eliminates most objections or negative responses, but also ensures that a maximum number of prospects attend the seminar.

We've discovered that once they experience our school's environment and staff, the seminar participants are more likely to enroll in our regular program. We make sure to state that our purpose is not to sell them, but to help them.

Based on our experience, talking with women face-to-face in their neighborhoods is very important because they perceive by what we say and our body language that we truly care about their safety.

Toby Milroy: Another important lesson is that it's difficult to create relationships at a distance, and within the few seconds that most ads are viewed.

As you've related, however; when you can speak with consumers directly, face-to-face, you have a much greater opportunity to develop those relationships and make them much more solid and lasting.

Many school owners do a great job, utilizing their leadership skills, to motivate individuals or groups to become excited about how the benefits of martial arts will solve their problems. Those same school owners, however, don't take the process to its obvious conclusion, and that is to ask for the sale.

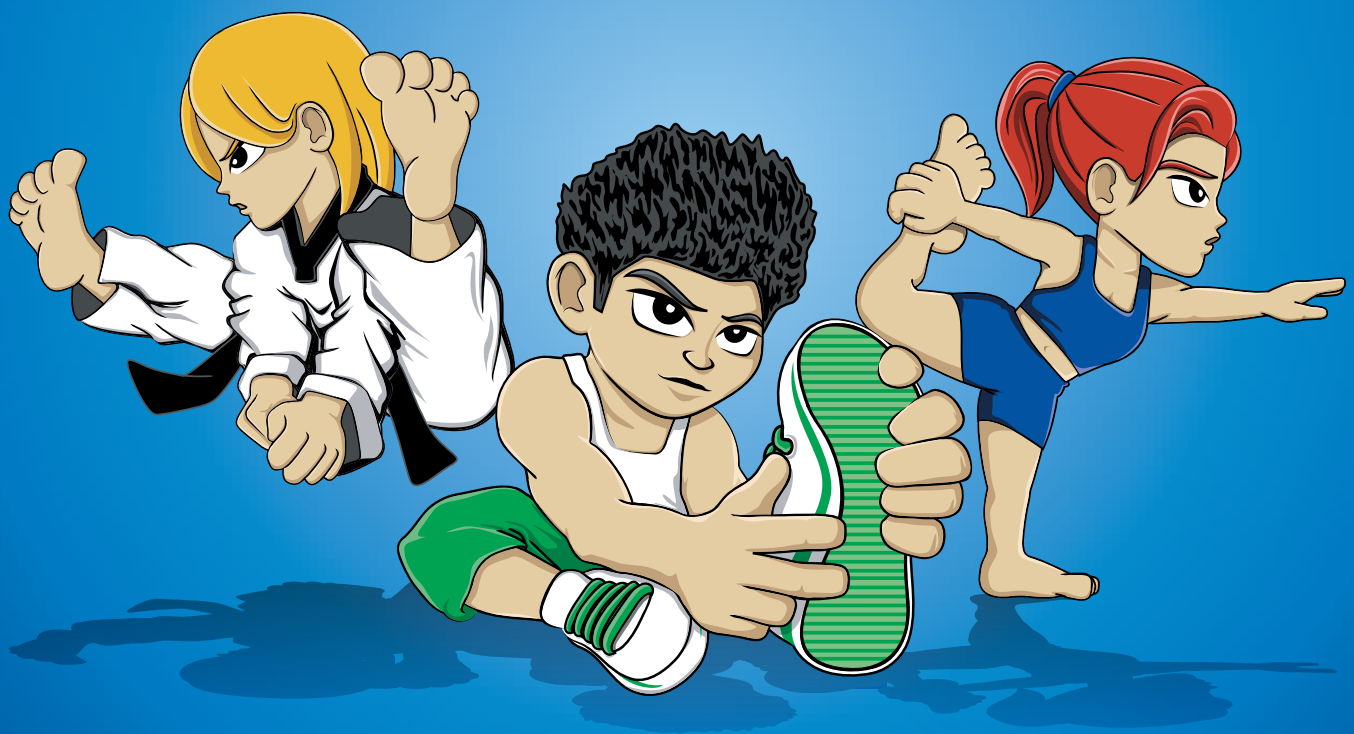
What techniques have you used to take that final step, and convert your free seminar participants into paying students?

We give the participants a free, no-obligation offer at the end of the free seminar. We emphasize that, although the free seminar is completed, those women who recognize the value of this training and are seriously concerned about the safety of their families and themselves can choose to continue their training.

We specifically offer a six-week program, instead of

Please see SCOTT, *continued on page 47*

CAPITAL PROCESSING
INTERNATIONAL™



Welcome to the Revolution!

FLEX BILLING™

- ★ Pick and choose billing services for each membership
  - Full Service
  - Invoicing Service
  - Maintenance Service
  - Self Service
- ★ FREE FLEX BILLING™ Software Included!
- ★ No start up costs and no commitments!

www.capital-processing.com **(800) 985-2785**

Action Martial Arts Magazine • Hall of Honors
January 8th & 9th, 2010

24 Free Seminars by the World's Best
Giving Back to Our Martial Arts Community



Cynthia Rothrock , Michael Jai. White , Bill Wallace , Joe Piscopo , Joe Lewis, Phil Morris . Hank Garett , Don Wilson, Jeff Speakman, James Lew, Christine B. Rodriques . Olando Rivera, Jason Lau . Chuck Zito, Oaktree Edwards . Ronaid Duncan . ,Dan Severen , Gary Alexander . Stephen Hayes, Bernard Kerik, John Pelligrini ,Mike DePasquale Jr., David Toma, Jeff Smith, Mike Willett, Gary Wasniewski & More of Your Favorite Celebrities.

(Note: All Guest Appearences are based on their Schedules)

Seminars to be held on January 9th from 8am to 2pm

At The World Famous Tropicana Casino & Resort

Atlantic City, New Jersey (On the 4th Floor North Tower)



Hall of Honors Banquet • 6:30PM • 1/9/2010

For the 10Th year in a row, the Banquet of 2010 looks like it will again be a huge success. It is sure to be sold out, So don't hesitate and send your paper work in ASAP, come on down and join us. Be part of history.

The Tropicana has given us a space in the North Tower to run our World Famous seminars. We will also have a limited areafor vendor spaces. It wont be our usual event but Action wants to give back to our dedicated community by offering the seminars, FREE and OPEN to all Martial Artists or just fans." So come down and join us and be part of the Action. Dinner Guest have VIP Access to full event.

Thank You and Keep Your Eyes Open • Sincerely, Alan Goldberg

For More Information Call or Contact Master Alan Goldberg

(718) 856 -8070 • Email: 4martialarts@earthlink.net • www.ActionMagStore.com

NOW YOU CAN REGISTER ONLINE, Now Accepting PayPal At www.ActionMagStore.com

WORLDS LARGEST & MOST ELITE MARTIAL ARTS EVENT OF IT'S KIND

asking for a big, one-year commitment; it's still a bit of a soft sell. We tell the participants that what they learned during the free seminar is just a fraction of what they could learn during the next 90 days or six months.

We also price the six-week program at a more affordable tuition level. Once they start the six-week program, we begin to pre-frame them during the second week to enroll in our regular program. We achieve a 20- to 25%-conversion rate.

Toby Milroy: Your approach works so well because you've made a promise and your free seminar participants are under no obligation to continue. The biggest problem for many school owners, however, is that they



are shy about asking prospects or free seminar participants to take that next step.

Samuel Scott: Let me be brutally honest. I had to learn that skill myself because I was a victim of low conversions. I would hold workshops, and being a martial artist, I viewed my first and foremost duty was to serve the community. The workshop participants would praise us, provide wonderful testimonials and then walk from the school, never to be seen again.

As soon as we changed our system and asked prospects to join, they started enrolling. My point is that prospects will do what you tell them because they recognize you as the expert. Tell them that they must schedule the time to learn how to protect themselves. It's not an option anymore. This is our program and it costs X. You ask if the tuition will be a problem. They respond that the tuition is affordable and they're excited to start.

That must be your mindset. Prospects want to be guided; and if you let them enter and leave your school without guiding them, then they will consider you an entertainer and not a martial arts instructor that will teach them how to protect their families and themselves. In a sense, asking for the sale is an extension of your expert status; prospects wouldn't expect you to advise them to pay for a program that wouldn't deliver on its promises. MAP

There's more! Read the complete interview with Samuel Scott at MartialArtsProfessional.com



SWORDS OF THE EAST
SOTE
Professional Martial Arts Equipment
www.SwordsOfTheEast.com

Welcome to Swords of the East!

Swords of the East, Inc. is proud to offer a peerless selection of functional Japanese Samurai swords and authentic, functional katana for collectors and practicing martial artists.

Here you'll find premium Japanese swords from Cold Steel, Paul Chen swords by Hanwei, authentic Samurai swords hand-forged from Imperial Forge and Thaitsuki Nihonto, Musashi, Dynasty Forge, Masahiro, Ryumon, Chris Zhou, and Cheness. We offer premium wakizashi, tanto, laito and functional Chinese swords and accessories for those desiring the finest quality swords at prices unmatched in the industry.

We have recently added a category called "Other SOTE" in which you can find additional types of Eastern style weapons as our product lines continue to expand. If there is a product produced by any of our manufacturers that you don't see listed, we probably carry it, so please inquire here at:

order@swordsoftheeast.com

Just send us an email to get the best price... it's that simple!

Call us anytime at
1-877-704-3600

www.swordsoftheeast.com

ZIG ZIGLAR LEGENDARY MOTIVATIONAL SPEAKER AND AUTHOR

What's the secret for martial arts instructors to set and achieve goals, and teach their students to do the same?

During his extensive research, Dr. Dave Jensen of UCLA discovered one truth that applied to people from every walk of life, including effective business owners, salespeople, sales managers, physicians, college professors: Those with a program of balanced goals earn more than twice as much money. They're happier, healthier and have better relationships.

Goal setting brings the future into the present, so you can do something about it now. Those with goals simply do much better. The goal-setting process is not simply sitting with a piece of paper and making a list of what you will do. You think it through carefully. You evaluate your priorities. Then, you look at the way you spend your time.

You must consider the physical, mental and spiritual because if you don't manage all three, then you will never be able to accomplish your goals, and learn from the process.

Some years ago, I heard the speaker Steve Brown state that anything worth doing is worth doing poorly until you can learn to do it well. Now, that's a tremendous motivational poem. A good martial arts instructor knows that students won't be experts when they first enroll, but learning the marital arts is really worth doing.

I guarantee that every first-time martial arts student was not overly confident that he or she could do all the things the instructor wanted him or her to do. Each student takes that first little step; and then the instructor builds on that step; that's where their motivation continues to grow.



I recommend that you start by writing on a piece of paper everything you can possibly imagine that you want to be, do or have. Many people think that it will take days to do it, but I guarantee that, in about an hour or an hour and a half, you will complete your list.

> Those with goals simply do much better.

Then, 48 hours later, review your list (which will be ridiculously long) and ask, for each item on your list, "Why do I want to be, do or have this?" You will quickly discover those items that are not important, right now; and you eliminate them.

Then, look at your remaining list and ask, "If I reach this goal, then will it have a positive effect?" Some will, some won't. Most of them won't. I've discovered that people throughout the world want to be happy, healthy, at least reasonably prosperous and secure. They want to have friends, peace of mind, good family relationships and the hope that the future will be even better.

Decide which of your goals are really important now. Then, you can focus on those few goals (four or five at the most)—and keep a daily record as you separate your goals into sub-goals. **MAP**

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

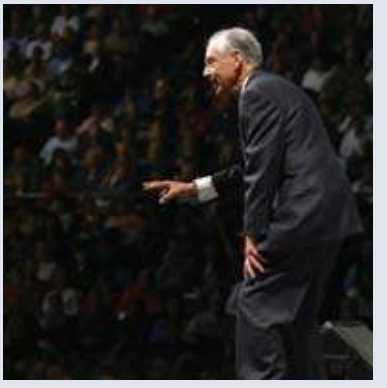
ZIG ZIGLAR



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

TELECONFERENCE

Listen to the Free Zig Ziglar Teleconference



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



TOM HOPKINS THE BUILDER OF SALES CHAMPIONS

Please explain how instructors can apply low-profile selling when presenting a membership to a prospective student?

The low-profile selling concept is very applicable to martial arts schools because it's more of an interested-introvert approach. You're more sensitive, you ask more questions; you don't come across as a real talker and, in doing so, prospects don't become defensive.

Some of the best people I've ever taught in the membership field are wonderful, soft, nice, gentle people. They master the art of questioning and they learn the low-profile approach of closing the transaction and the membership today. When you act the opposite of what prospective customers expect, they relax, lower their defensive barriers and want to listen to you.

Many years ago when I first joined a health club, the man that enrolled me was probably one of the nicest, warmest men I've ever met. In fact, if you met him, you'd never realize he was a top producer in one of the largest health clubs in the United States. He had the skills to qualify customers, according to their needs. He asked many questions and was an excellent listener.

My experience proves, once again, that there are no secrets to selling. I think the reason I did so well as a full-time salesperson for eight years, before I started writing books and doing seminars, was that my clients really liked me because I liked them. I was polite, I followed up and I kept my commitments.

Many salespeople forget their commitments. They'll say anything to market a membership, but then, often, forget to take care of the details they promised the customer. If



you say you will do something, then you must keep the commitment.

With low-profile selling, you seem much differently than prospects expect. You ask many questions. You're low-key, but you definitely close like a lion, meaning you will make the sale because you are lowering their defense barriers and you're asking the right questions. You maneuver them to a chair, so you can explain the membership and the financial arrangements.

> "If you say you will do something, then you must keep the commitment."

You finish with a minor question. Maybe, "What days work best in your schedule?" Explain that your class schedule is flexible and move them toward a commitment. Ask the test-closing question, "Bob, how do feel about a membership right now?" It's so simple. Bob answers, "Well, it's something I think I probably will do." You respond, "Lets go ahead and start right away, by the way, do you have a middle initial?"

Go right to the paperwork and invite Bob to become a member today. Too many salespeople provide prospects with all the information about the club, memberships, blah, blah, blah, but they never ask the test-closing question to convince a prospect to say yes. **MAP**

Join Tom Hopkins online. Visit MartialArtsProfessional.com for direct links to these pages.

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.

TELECONFERENCE

Listen to the Free Tom Hopkins Teleconference: Mastering the Art of Selling



During this FREE NAPMA teleconference, Tom Hopkins shares his valuable insights on key topics, such as prospecting, enrolling new students, effective closing techniques, student retention tips and sales training for program directors. These are the insider secrets you need to improve your lead generation, presentations and follow-up process. Visit N**APMA/Tom Hopkins** to listen!



Larry Shealy & Charles dos Anjos

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

Over 350 Instructors Certified Since 2007.

Next Certification Program Dates:

February 6–7, 2010
April 10–11, 2010
June 12–13, 2010

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

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

Building the New Generation!

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

Kid-Jitsu® will allow you to:

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

Ask us about our BJJ Program for Adults: Team Wolfpack

The International Kid-Jitsu® Association

TOBY MILROY NAPMA COO

Multiply your Print Advertising Results, without Spending Another Dime!

Part 9: The Anatomy of an Ad: Body Copy, Part 5

Strategy #2: Problem–Agitate–Solve, Part 2

Last month, I presented the "Problem" statement, and I began "Agitating" readers.

Agitate, continued:

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 better, more focused and confident. What could be "easier" to "sell?"

It is your obligation to help as many people as possible and to serve your community in a meaningful way that creates a better world. You have SO much to contribute, so master the skills to attract people to your school and present the benefits they will achieve!

You must put yourself in the shoes of the prospective student (or their parents). You must emotionalize the problem by describing how painful it is to have the problem, all the opportunities you miss by having the problem and all the benefits you'll gain by having the problem solved for you!

Next, you must invalidate all other solutions, but your own! You must describe why your product (school, program, unique approach to teaching, etc.) is not only THE BEST solution to the problem, but also the ONLY OPTION for those who are serious about solving it!

You'll want to describe your "USP" (Unique Selling Proposition), or what separates you from your competition, in terms that your potential student (or his or her family) understands. Describing the specific features and techniques of your product, in terms of your "style," WON'T attract prospective students. You create infinitely more impact when you focus on deeper, more meaningful problems.

Becoming more coordinated, flexible and better balanced are great benefits, but there are MANY solutions for those problems. Baseball, dance, gymnastics and cheerleading can all make those claims.

> Liberal use of testimonials, success stories or social proof is critical.

Consider the BIGGER problems you can solve. Certainly, the students that are interested in solving BIGGER problems would be more motivated to solve them.

Solve:

This is the part that most school owners understand unconsciously.

You're able to describe why your "product" solves the problem or delivers the benefits you are promising.

Again, this is where ol' Billy Mays really warms up!

Billy does his "Wow Demo," dumps the scoop full of "OxyClean™" into the massive bowl of inky water and, almost magically, the water virtually and instantly turns white, and then transparent!

You must describe (in terms the prospective student will understand) how you will solve his or her problem, or provide him or her with the promised benefit. Think of it just like an "intro" lesson. After an effective intro lesson, the student and family clearly understand you, like you and believe you. You must create this same level of relationship when the prospective student reads this section of your copy.

Liberal use of testimonials, success stories or social proof is critical. Keep in mind that people are naturally (and rightfully so) skeptical. Anything you write about yourself is "suspect," but if many other people are making statements about you, then it is infinitely more believable.

Applying P-A-S (Problem, Agitate, Solve) will dramatically increase the effectiveness of your advertising in virtually every media! **MAP**

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

TOBY MILROY



Toby Milroy is a 4th-Degree Black Belt, former school owner, Mile High Karate Regional Director and NAPMA's Chief Operating Officer. He can be contacted through **NAPMAFreeOffer.com** or **MileHighFranchise.com**.

MARTIAL ARTS STUDIO MANAGEMENT SOFTWARE



"MINDBODY is bar none the top dog.
Like a good arm-bar, this is a very powerful tool!"

-Amal Easton, Easton Brazilian Jiu-Jitsu

MINDBODY
UNIVERSAL BUSINESS MANAGEMENT

877.755.4279 | WWW.MINDBODYONLINE.COM

$100 OFF!

Contact us today to learn more.
Mention code BLACKBELT909 and receive
$100 off your purchase! Expires: 10/30/09

Fred Herman's K.I.S.S. Principle, Part 2

One evening, I had the idea to add a little diagram at the end of a piece of literature that showed—in cartoon form—the gist of the product. The addition of this little drawing made the piece a huge success. The mailing with the drawing produced phenomenally good results. That one little drawing made the complicated simple and understandable.

P.T. Barnum once said, "No man ever went broke overestimating the ignorance of the American public." Maybe that judgment of the American consumer is a little harsh, but it does introduce a major mistake made by the majority of sales and marketing people again and again: overestimating the sophistication of their customers.

It's natural for you to insist that your customers are smarter than other businesses' customers. It's good for your ego to think that you're serving a "better class" of people. It may be good for the ego, but it's bad for the bank account! The best way to succeed in advertising, selling, marketing or persuading others (regardless of who they are or how smart and sophisticated you think they are): present your message in the simplest possible language and form.

Close the Doors on the Sales Prevention Department

Many companies have a more active Sales Prevention Department than they do a sales operation—overrun with sales-skills policies, rules, laws and forms. Often, this happens because lawyers and bean counters gain excess power at the home office.

My first and only sales job was with a company that had such a department; but, even more so, its management focused on everything but the ease and simplicity with which an account could be opened and a new customer brought into the fold. I was able to circumvent the home office and invent my own streamlined, simplified sales process.

It's natural for you to insist that your customers are smarter than other businesses' customers.

Maybe you can too; but if you must try dragging the powers-that-be from the sales prevention mode, then this story that may help you sell your ideas. Feel free to use it as your own.

I sometimes eat breakfast at a little neighborhood, mom-and-pop coffee shop near my home. There, on the counter next to the cash register sit three different receptacles for charitable donations of coins—one for Kiwanis, one for some organization for the blind and one for disabled veterans. One morning, as I dropped my change into one of the receptacles, it registered with me that I always plunked my change into the same one. Why? I stood there for a few minutes, pondering my behavior.

Then, it hit me. The reason I always put my change into the disabled veterans jar was

- NOT because I had any preference for that charity over the others.
- NOT because of any reasoned decision to support it instead of the others.
- NOT because of the graphic design or appearance of the different containers.
- NOT because of any sales copy on the containers.
- NOT because of their arrangement on the counter.
- NOT for any thoughtful or logical or admirable reason.

The reason, and the only reason, I put all my change into only one of these charity jars, each and every time, is because the hole in the top of my favored jar is bigger than the holes in the lids of the other two jars. **MAP**

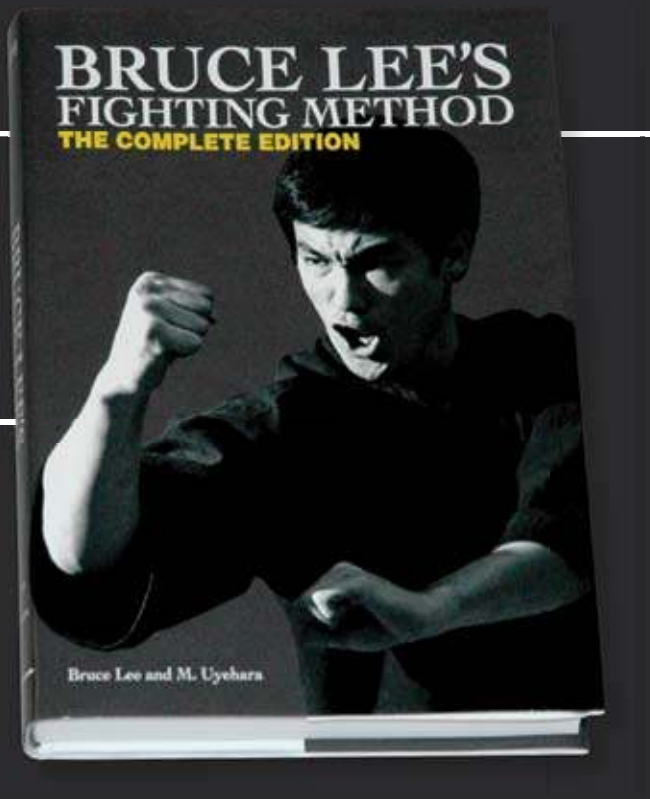
Join Dan Kennedy online. Visit MartialArtsProfessional.com for direct links to these pages.

DAN KENNEDY



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

NEW FROM BLACK BELT BOOKS



FOUR BOOKS IN ONE

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

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

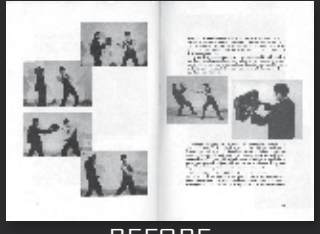
Intended as an instructional document to complement Lee's foundational *Tao of Jeet Kune Do*, this restored and enhanced edition of *Fighting Method* breathes new life into hallowed pages with digitally remastered photography and a painstakingly refurbished interior design for improved instructional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

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

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


BEFORE


AFTER


BEFORE


AFTER

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

Order yours TODAY!

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

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

LEE MILTEER NAPMA INNER CIRCLE AND PEAK PERFORMERS SUCCESS COACH

Redefine Your Future, Part 7

If you've remained focused on the first part of my exercise in last month's column, then you have helped yourself redefine your future by setting specific, measurable, timely, achievable and realistic goals.

Now, that you've had 30 days to review and refine your answers to the first group of questions, you're ready to complete the second set of questions below. Once you do, wait a week and return to the second group of your answers to review and refine them also. Then, you'll have a comprehensive description of what actions you will take to accomplish the goals you've set.

Remember to customize these questions to fit your lifestyle and you.

Community Support: How will you be more active in your community?

- What volunteer work will you do this year?
- Which civic office or committee could benefit from your time?
- How much of your time and money will you donate to worthwhile projects?

Spirituality: How will you improve your spirituality this year?

- What can you do daily to be closer to your creator and yourself?
- What are you doing to heal yourself emotionally?

Personal Appearance: How will you improve your appearance this year?

- What will you do to look and be your very best?
- What part of your appearance requires your attention?
- Which clothing, hair, makeup and personal styles need to be updated?

Free Time and Hobbies: How will you give yourself more free time?

- How often can you play every week?
- When can you enjoy playful activities with your family and friends?
- Where do you want to go on vacation this year?

Stress Management: How can you reduce your negative stress load?

- How can you relax and enjoy your life and blessings?
- How can you create an environment that supports you?

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

Creativity: What will you do to foster your creativity this year?

- How can you use your creativity to improve the quality of your life?
- How can you tap your creativity to make more money and secure your future?

Personal Relationships: How will you improve your personal relationships this year?

- What will you do to strengthen your relationships with friends, neighbors, co-workers and associates?
- How can you release all blame, guilt, anger and grudges you may have toward others?
- How can you show your appreciation to your friends more often?

Start Now

Spend one hour fantasizing about what you want your life to be at the end of this year. Answer all the questions above and some of yours. Write detailed answers. Setting goals helps you produce specific, measurable, long lasting changes in your life. The simple act of starting this process will do more for your success than nearly any other action. The only real limitation in life is your lack of belief in your abilities.

This strategy to redefine your future will transform you from being a thinker with good intentions to a doer and achiever. You'll be more motivated and optimistic, and you'll feel more in control of your life than ever before. Your point of power is always in the present. Focus your energies in the direction of your heart's desires. **MAP**

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



LEE MILTEER



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

Teach Anger Management

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

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

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

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

the AngerCoach Online

We Have a Black Belt in Billing.

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

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

No Billing Downtime with EasyPay.

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

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



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



My name is Chan Lee and I own JK Lee Black Belt Academy – the largest and best known martial arts school in Milwaukee, WI.

How did we become the top school in our area?

Many would guess it's the result of our excellent programs and marketing – but **they'd be wrong**. The real reason for our success is that **people in Milwaukee KNOW the impact we have on our student's lives**.

They **KNOW** because we **demonstrate** it every day rather than trying to advertise it.

When I started **DEMONSTRATING** the magic we perform – **on the mat, in our community, and online** – my business jumped from 2 to 5 locations with over 1500 students.

This success led to the opportunity in 2008 to join forces with Allen Oelschlaeger (my business partner since 2006) and Tom Callos to form *The New Way Network* – a global association of school owners who are committed to making a **real difference in their communities by using a NEW style of marketing and some breakthrough Internet tools**.

The goal of this exclusive network of school owners is simple – to work **together** to dominate each of our local markets.

Most of our members have grown their schools in this tough economy without spending a nickel on traditional advertising

See more results at www.MembersSpeakOut.com

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

ELSA CORDERO MBA, MS ORIENTAL MEDICINE

"I Was Offered Free SEO... Is This Deal for Real?"

Recently, a prospective client told me that her Web designer had offered her free SEO.

Sarcastically I thought, "Free?? Yeah, right!"

SEO, or search engine optimization, is important to your business. SEO is the method by which your Web site will be found, using Google®, Yahoo! ®, Live® or other search engines, according to the search terms you've selected to define your products or services.

SEO encompasses all the techniques I have presented throughout these articles. When implemented correctly, these SEO strategies will elevate your Web site above the millions of Web sites on the Internet. Remember, your Web site can't generate business if it is buried among your competitors' Web sites.

Imagine a system with plus, minus and zero points. Every SEO item that you implement on your Web site equals one plus point (or more than one, depending on its importance). If you miss essential items entirely, then you receive zero points. Use non-approved methods that search engines recognize, and you receive negative points. The Web site with the most points will be ranked the highest on the search engine results, and will appear on their first pages.

This ranking system has a direct effect on your Web site's power to generate interested prospects. Since your Web site is competing for top positions with many other Web sites, you must implement as many SEO items as possible, so search engines will rank your site high, and highly qualified prospects can find you easily.

If you don't have a strategy to accomplish this goal, then don't even bother with a Web site. Sure, a Web site will help you communicate with current students and their parents, but a properly implemented Web site can do more than just help you retain more students; it can attract prospects and pre-frame current students for upgrades.

Remember, your Web site can't generate business if it is buried among your competitors' Web sites.

This leads me back to the original question: Can you obtain free SEO services? No way! It is a labor-intensive process.

There are two "flavors" of SEO—the useful and useless strategies. If a Web designer or consultant offers you the latter, then it will likely be free. Listen for these claims:

- "We can submit your Web site to hundreds of search engines."
- "We guarantee your Web site will appear on the first page of Google within two months."
- "Once your site is ranked, the work is done."

Web experts that understand the SEO concept thoroughly will describe a useful SEO strategy quite differently. SEO is a continuous process that maximizes search engines' recognition of your Web site. Much like martial arts competition, it's often easier to reach the top than stay there!

The Internet is always changing, so to remain on top, it's important to test, evaluate and adapt. SEO campaigns that involve a variety of strategies and incorporate Internet marketing are the most successful, and they require careful attention, constant evaluation and change.

Every school owner should consider an SEO strategy for his or her Web site. If your Web site is not generating at least 20–40 qualified leads per month, then you need to focus on your optimization efforts and determine the reason for such low performance.

Your site may not attract enough visitors, or they are not providing sufficient information on your Web forms. An SEO strategy tracks these issues and many more, so you can discover the weaknesses in the process. SEO is a continuous, necessary part of your online marketing strategy. **MAP**

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

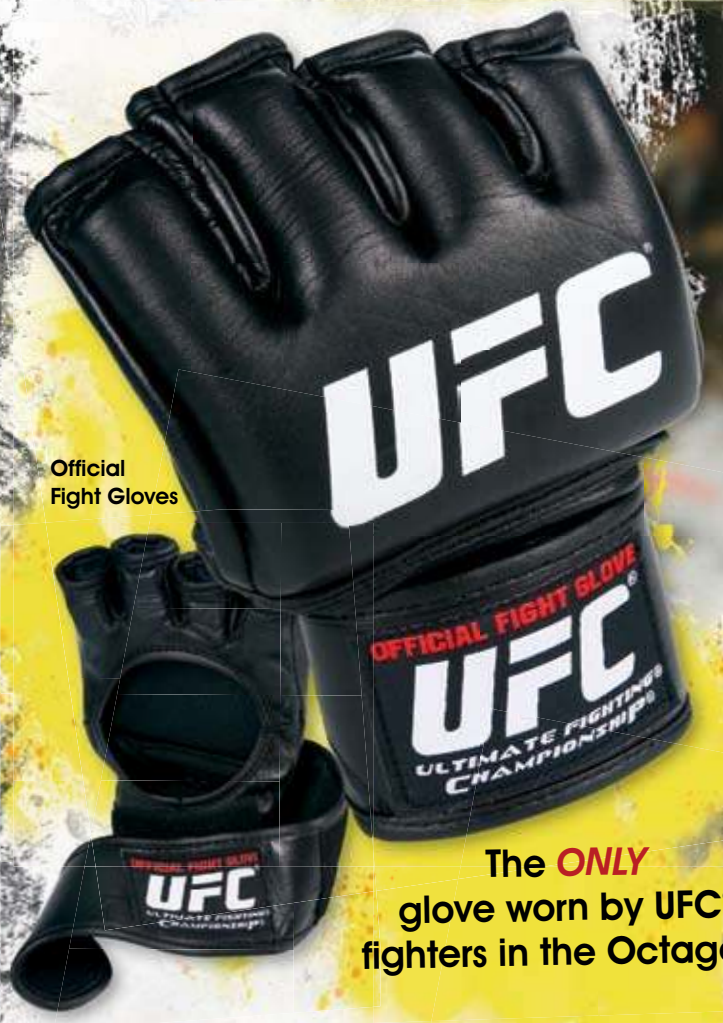
ELSA CORDERO



For 15 years, Elsa Cordero was involved in the martial arts—teaching, competing (seven-time National and International Forms Champion and Inductee of the Diamond National's Hall of Fame), and co-owning three schools. Elsa completed her Master of Business Administration in 2003, and then earned her Masters in Traditional Chinese Medicine. You can contact Elsa through **Martial ArtsProfessional.com**.

OCTAGON™ TESTED. UFC® APPROVED.

GET YOUR OFFICIAL UFC® GEAR AT CENTURY



Official Fight Gloves



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



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

THE WORLD'S LARGEST MARTIAL ART SUPPLIER

CENTURY®

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

©2008 Century, LLC. 5723/CMAS/09.08

1000 Century Blvd. Oklahoma City, OK 73110

www.CenturyMartialArts.com 800.626.2787

JEFF SMITH
DIRECTOR OF INSTRUCTION FOR
MILE HIGH KARATE

Creating Champion Students—Developing VERY Solid Students, Part 4

You can operate a highly successful, high volume school, without diluting the quality of your curriculum or Black Belts.

First, I tell instructors that it is easy to play games all the time and never teach students meaningful curriculum, but they will never be examples of the benefits of your training, and become excellent Black Belts.

I suggest that you teach your instructors disguised repetition and to present the curriculum as fun.

Once students know a basic form, you can have them perform the form with their eyes closed. Another method I've used is to break a form into, for example, six segments. Students practice each segment until they understand it and can perform it properly.

After learning the second segment, students will return to the first, and practice it again. Then, they move to the third segment and once they learn it, they return to the first and second segments again. This pattern is repeated until they've learned all six segments and worked through the repetitions.

Students will often repeat the form four or five times. They may not know the form well enough to practice it at home, but if they learn blocks #1, #2 and #3 of that form, then they know that material sufficiently to practice it at home.

With your curriculum divided into segments, you can develop a very unique approach to monitoring, checking, double-checking, rewarding and double rewarding students for their efforts. You want a properly structured curriculum, from White Belt to Black Belt, with a set number of lessons students are required to learn and a set cycle of testing, approximately every six weeks, similar to children's academic schools.

To improve students' basic kicks, I suggest kicking drills with X-ray paper. Make a game of this exercise: each student does multiple kicks to determine who can do the most kicks without putting his or her foot on the mat. The strategy behind all these activities is to keep it at high energy and make sure students are yelling and motivated.

When I walk into a school I can usually recognize how well that school is doing by just standing in the classroom for five or ten minutes and watching and listening to instructors and the responses of the students.

I call it checking the pulse of the school. If there's no energy in the class and I don't hear plenty of yelling, then I know that the students are falling asleep (maybe the instructor too); it's a boring class. You must make sure your classes are fun and high energy and that students are learning the curriculum in segments or blocks. Sometimes, it's the system that fails the student; it's not the student that fails the system.

> Sometimes, it's the system that fails the student; it's not the student that fails the system.

Many schools' systems are designed for failure; however, in the Mile High Karate organization, we separate the advanced curriculum into levels 1, 2 and 3. There is a basic version of advanced curriculum, an intermediate version of advanced curriculum and an advanced level of advanced curriculum; and then there's a fourth, or Black Belt, level.

Our Master Club students can start learning some of the more exciting and advanced curriculum. We know they will continue their training after earning their Black Belts, so we can start teaching them some of the Black Belt material earlier. Not only are students motivated, but also what they're doing is so much more fun and exciting. **MAP**

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

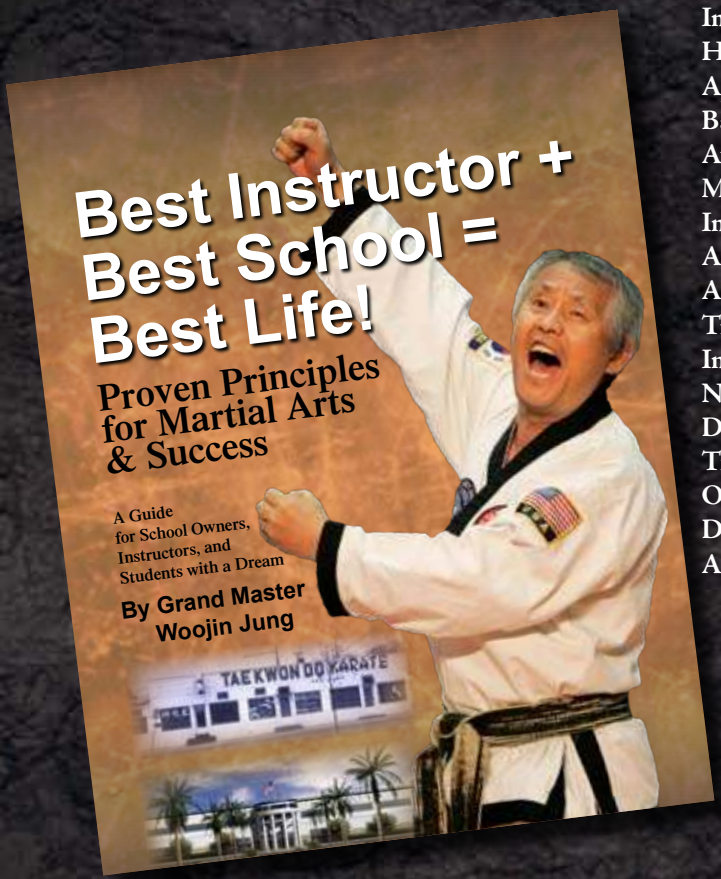
JEFF SMITH



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

Special Offer!

Best Instructor + Best School = Best Life!



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

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

Coming Soon in Spanish and Russian!

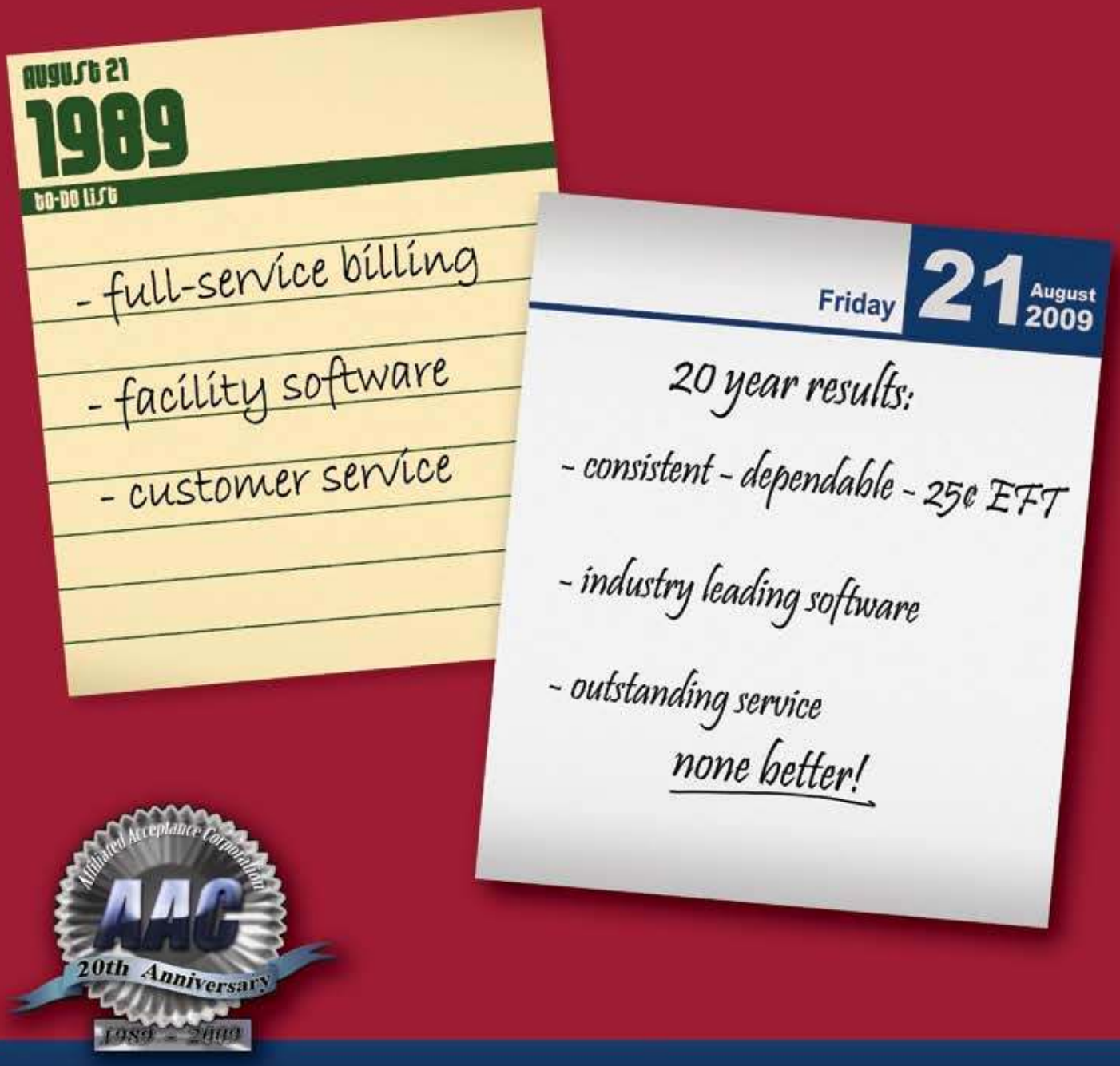
"This is a great book for the practitioner who owns a school and aspires to better his school. For the student it will help in his achievement of technique and comprehension."

—Bill "Superfoot" Wallace

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

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

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



Affiliated Acceptance Corporation
AAC
20th Anniversary
1989 - 2009

The best just keeps getting better.

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

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

AAC

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

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

JACKRABBIT Dojo

Martial Arts School Management & Billing Software

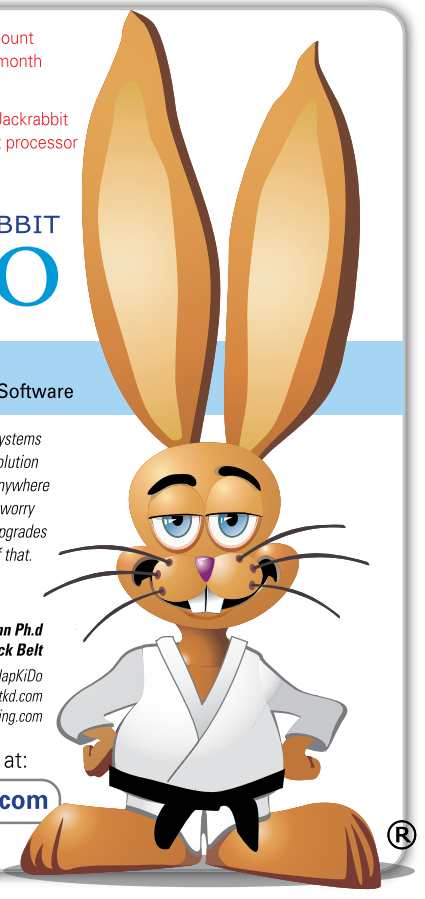
"After having used many other systems for our schools, the Jackrabbit solution is the best! We can login from anywhere & anytime and we don't have to worry about software installations & upgrades or backing up – they take care of that. Their software is great, but their support is even better."

-Grandmaster K.O. Spillmann Ph.d 7th Dan Black Belt

ATC: TaeKwonDo HapKiDo
www.atctkd.com
www.atclicensing.com

Request a FREE trial at:

JackrabbitDojo.com



®

BLACK AND BLUE PRODUCTIONS, INC.

www.blacknbluevideo.com

Our Motto: If will help you win we have it!

WE HAVE ALL OF THE NUMBER ONE COMPETITORS ON OUR LABEL:

Jennifer Espina Josh Quartin Becca Ross
Casey Marks Daniel Sterling Marc Canonizado
Diandra Kirk Fan Form
Master Young Won coach of number #1 ranked KICK Team
Master Li Pei Yun Wushu
And other top talents teaching the latest and best techniques seen on the tournament circuit.

-With our DVDs in your pro shop you will see more profits.
-Selling our DVDs will benefit your bottom line.



SPECIAL WHOLESALE RATE FOR NAPMA MEMBERS OF 47% WITH A MINIMUM OF FIRST ORDER OF $200.00, THEN NO MINIMUM PER ORDER.

Let us put your curriculum on video! Call for details!

1-800-711-9403

BJ PENN'S LIVE LIKE A CHAMPION PROJECT 2010

300 INSTRUCTORS • 365 DAYS • 1 BJ PENN



BJPENN.COM

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

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

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

Wecome to Swords Of The East! We are proud to offer a huge selection of functional Japanese Samurai swords and functional katana for collectors and practicing martial artists. 1-877-704-360; www.SwordsOfTheEast.com

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

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

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

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

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

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

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

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

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

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

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

Advertiser Index

Action Martial Arts Magazine 46
Affiliated Acceptance Corporation 62
Angercoach.com 57
ASF International 21
BJ Penn 63
Big Ass Fans 37
Black and Blue Productions, Inc. 63
Black Belt Books 23, 55
Capitol Processing International. 45
Century Martial Arts 11, 59, 68
Combat Hapkido. 7
Commando Krav Maga 38
Easy Pay Automated Billing. . Inside Front Cover, 57
K&K Insurance 30
Independent Taekwondo Association. 33
International Kid-Jitsu Association 51
IgoFigure 9
Jackrabbit Dojo. 63
MMAMats.com 31
Markel Insurance Company. 33
Martial Arts Group 19
Martial Arts Success / Tommy Lee. 13
Martial Arts Marketing Network. 57
Maurice Pro Martial Arts 48
Member Solutions 15, 65
Mile High Karate 3–5
MindBody Universal Business Management . . 53, 65
SidekicksBilling.com 17, 65
Sports & Fitness Insurance Corp. 50
Swords of the East 47
UltimateStriker.com 49
Tae Kwon Do Times. 61
The Company Corporation. 65
The World Grappling Championships 39
Zebra Mats. 67

Coming in the December 2009 *Martial Arts Professional*

Special Holiday Issue!

Learn how to make what is supposed to be a slow time of the year at your school a celebration of growth in the New Year!

BE PREPARED FOR ANYTHING
with Member Solutions



member SOLUTIONS®

CALL US TODAY! 888.277.4409
www.MemberSolutions.com

Incorporate
for as little as $99

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

THE COMPANY CORPORATION®
INCORPORATING WHAT'S RIGHT FOR YOU

Get Your Business or Service in Front of 17,700 Martial Arts School Owners Who Need to Meet You!

Martial Arts Professional Advertising

Contact Rob Colasanti for information at
robcolasanti@MartialArtsProfessional.com
or visit
MartialArtsProfessional.com

BUSINESSMASTERED
MINDBODY will kick start your Martial Arts business!

BUSINESS MANAGEMENT SOFTWARE

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

MINDBODY
UNIVERSAL BUSINESS MANAGEMENT

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

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

Stop Billing Company Rip-offs and Get Your Money On Time

SIDEKICK BILLING.COM

Online Billing Saves Money!

Basic Billing $9.95/mo
Get Paid Faster!
5 Days or Less

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

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

SideKick Online Billing

Rick Bell Knows This Industry: Veteran Instructor, Magazine Columnist, Author and Speaker, Former President of a Top Billing Company, Developer of the "No Intro Enrollment Tour"

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. If this is happening, you are being taken advantage of.

With **SideKick Billing's online program**, **there is No Software to Buy and Nothing to install**. With **SideKick**, everything is **Online, Easy, and Affordable**.

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

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

STEPHEN OLIVER MBA, NAPMA CEO

Using E-mail to Generate New Students

There are several types of e-mail you can use to market your school to prospective students. Among the most common are e-zines, flyers, school newsletters and promotional pieces. An e-zine, or "electronic magazine," is delivered to subscribers via a Web site or an e-mail newsletter.

E-zines are sometimes referred to as "opt-in" lists because everyone who receives an e-zine has chosen to do so. The E-zine format is an asset for any business wishing to reach a particular audience with a small investment.

When searching for opt-in lists, localize your choices within a 3.5-mile radius of your school. You may also be able to create your list with the help of local radio and television stations and merchants and your students who may have access to e-mail lists from children's athletic teams, Boy Scout and Girl Scout troops, elementary school list, work associates, church members, etc.

You can also include a "tell-a-friend" option for your Web site visitors.

The key to successful e-mail marketing is to make sure prospects feel like they wanted the information or that it is relevant to their needs. Include the prospect's name in the subject field and body of the letter. Make sure the e-mail is readily identifiable as coming from you.

An example of the first e-mail a prospect receives is: "Thank you for joining the Family Martial Arts Center mailing list. This e-mail is being sent as a follow-up to a request made by you. You may be removed from our list at any time simply by clicking the "unsubscribe" link at the bottom of this email." For referral or endorsed mailings, make it obvious that the e-mail came directly from someone with whom the prospect is already familiar.

Continually e-mail your prospect once she is in your system. You are more likely to receive a response on the fifth to seventh mailing than you are on the first. Put your prospects into an "auto-responder" e-mail program. An auto-responder sends messages to people who have requested information. It can be as simple as sending one message to anyone who writes to a specific e-mail address, or it can be as sophisticated as offering multiple response messages, each one sent based on the text of the received e-mail message.

The key to successful e-mail marketing is to make sure prospects feel like they wanted the information...

The series of mailings you create can include both valuable information and sales offers for your target audiences. For example, you can send complimentary one-month guest passes to birthday party participants, demonstration leads, opt-ins from your Web site, introductory students who didn't enroll and after-school program leads.

Next, your copy and headlines are vital to generate a response. Too promotional and your message will be ignored. Too passive and no one will take action. It's more effective to combine information and sales offers in one. For instance, you might send a newsletter containing parenting tips with a link to your Web site, and then follow up with a third or fourth letter inviting them to try your introductory program. Ask them to call or register at your Web site to receive future information and newsletters.

A word of caution: In the offline world of marketing, many of us have sent direct mail to targeted lists. Rarely did any of them complain nor did we worry much if they did. The online world of marketing is much different. People become very upset when they receive unsolicited e-mail (SPAM) and the consequences for you can be quite damaging. **MAP**

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



STEPHEN OLIVER



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

ZEBRA™

MATS | CAGES | OUTFITTERS | TOURNAMENTS

JIMMY PEDRO'S JUDO CENTER
Wakefield, MA

Jimmy **Pedro**
4 Time Olympian
World Champion



ZEBRA MATS™

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

DESIGN & INSTALLATION services available

ZEBRA™
SIMPLY Z BEST

1.800.989.8085
www.zebramats.com

WHAT A UNIFORM SHOULD BE!

Our Brushed Cotton Uniform is designed for comfort and made to last.



- *Soft and durable*
- *Available in a variety of colors*
- *Numerous styles for men and women*

OUR MOST POPULAR UNIFORM!

Visit our online store at CenturyMartialArts.com or call 800-626-2787 today.

THE WORLD'S LARGEST MARTIAL ART SUPPLIER

CENTURY®

©2009 Century, LLC/5863 09.09

1000 Century Blvd. Oklahoma City, OK 73110

www.CenturyMartialArts.com 800.626.2787