





Martials Arts Professional® presents

Mastering the Martial Arts Business™

FOR MARTIAL ARTS SCHOOL OWNERS WHO ARE SERIOUS ABOUT SUCCESS

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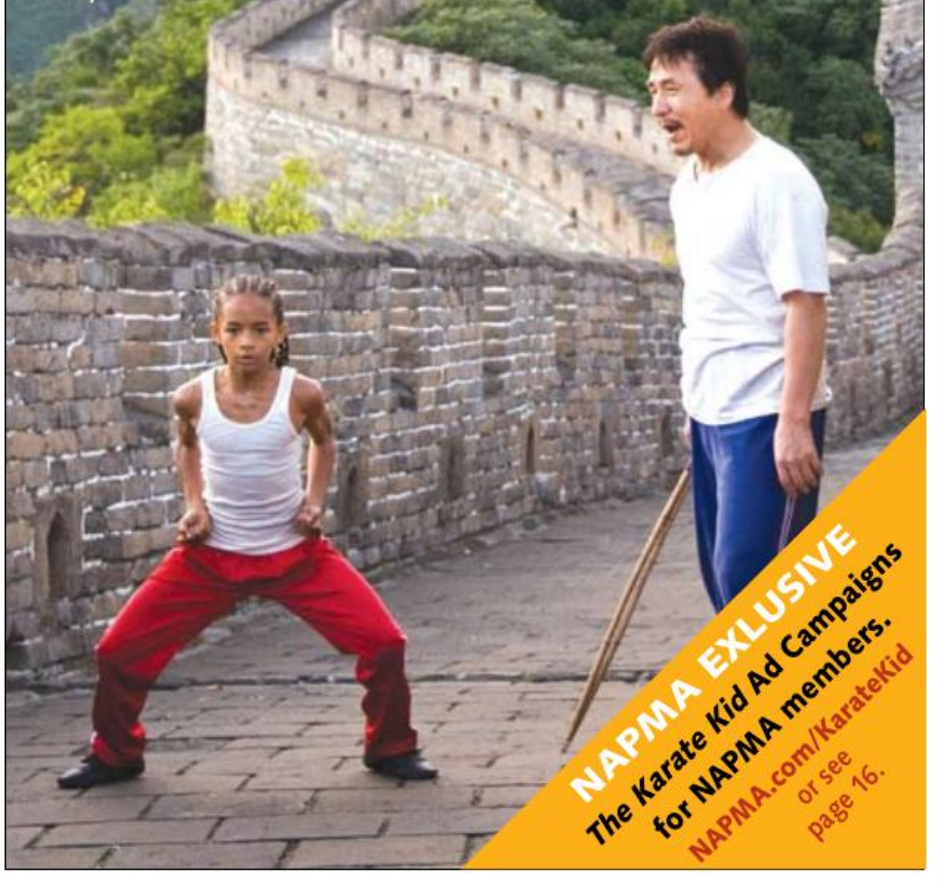
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The Karate Kid brings Massive Growth Opportunity for your School this June!

You can't afford to miss the extraordinary opportunity we have arranged with the upcoming Karate Kid remake. Your National Association of Martial Arts Professionals (NAPMA) has negotiated an exclusive promotion opportunity with Sony Entertainment for an expansive promotional tie-in to Jackie Chan's latest sure to be blockbuster.

NAPMA has exclusive rights to an expanded package of collateral material for member schools. Keep in mind that all *Karate Kid* material and artwork is copyright protected

See **KARATE KID**, *continued on page 20*



Your National Association: Growing and Adapting to Support your Success in 2010 and Beyond

The past two years at your National Association of Professional Martial Artists (NAPMA®) have been a whirlwind of improvements culminating in the re-envisioned publishing of *Martial Arts Professional Magazine*® and the introduction of *Mastering the Martial Arts Business*™ as a new trade journal to our industry. As *Martial Arts Professional Magazine* becomes an in-depth, online Internet magazine, NAPMA is once again at the forefront of innovative thought with a trade journal aimed at the most serious of Martial Arts industry professionals.



Stephen Oliver
NAPMA CEO

The new direction set by Publisher Stephen Oliver is a determined effort to return the publications back to the roots of our Association. The original magazine, *Martial Arts Professional* was intended to support Martial Arts school owners looking to be true professionals, owning and operating martial arts businesses, and not hobbyists or enthusiasts of spectator sports.

The decision to make *Martial Arts Professional* an EVEN MORE robust online magazine will allow more than 25 columnists and contributors — and years worth of accumulated knowledge — to be available on demand 24/7.

While the re-envisioned *Martial Arts Professional* takes full advantage of NAPMA's unique expertise in interactive

See **NAPMA**, *continued on page 28*

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If You Are Frustrated With:

- **Having prospective students** visit your school without enrolling.
- **Doing plenty of intros**, but they never actually ENROLL in the school.
- **Disconnected systems** that don't work together to build the business **YOU** want.
- Your Business **TOTALLY consuming your life** leaving NO TIME for family and friends.
- Tired of running on the **student drop out "Hamster Wheel,"** watching the students you work so hard to enroll go right out the back door.
- **Not earning the level of income** you truly deserve.

Could You Benefit From?:

- Collaborating with **THE MOST SUCCESSFUL school owners in the WORLD**, giving you the roadmap to outrageous success and prosperity.
- **PROVEN successful**, time tested yet innovative marketing systems and campaigns completely written, designed and produced for you.
- **Weekly creative instructor training** and teaching activities, drills and skills GUARANTEED to keep your classroom fresh and exciting, and student retention strong.
- The Latest **"What's Working NOW"** Tactics and Cutting Edge Marketing Systems.
- And **MUCH, MUCH, MUCH More**!

Instead of 20 Leads, I Now Get 200 Plus!



Master Oliver, CEO of NAPMA, gave me advice which changed one of my lead strategies tremendously. Instead of getting 20 leads from this activity, now I get 200 plus. By listening to his advice, I received more leads in a week's time than I have in 4 months."

Brad Fantle
Tallahassee Tae Kwon Do Academy
2785 Capital Cir NE
Tallahassee, FL 32308

So Important to be Surrounded by Success!



I think it's so important for school owners and people who are aspiring to be school owners just to be surrounded by those who really have been successful. There are so many other places you can go to find real negative views, how to stay small, how to stay kind of staggering around, certainly that's the background that I came from in martial arts in the 70's. Today there's a new view of that, a view that no, you can teach well, you deserve to live a life of dignity, a life of success and this is so important for young ones to be surround by people like that here at NAPMA.

Stephen K. Hayes
Black Belt Hall of Fame

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NAPMA®
National Association of Professional Martial Artists







Features

Exclusive Opportunity for NAPMA Members in the Remake of *The Karate Kid*. 1

Learn about this remake of a classic film and kick enrollments into high gear with our exclusive promotional liaison with this new blockbuster movie.

The Re-Envisioned NAPMA: Adapting to an Ever-Changing Industry 1

Change means success, and NAPMA leads the way through these tough times by leading the charge with new and innovative programs, including a new direction for the venerable *Martial Arts Professional* magazine, and a brand new *Mastering the Martial Arts Business* magazine. Hundreds of pages of top-quality information and advice are now available at the online-only MartialArtsProfessional.com. The new print edition that you hold in your hands points the way to the new era of martial arts school management.

Professionalism Done the Right Way With Brian Tracy; Part I. 20

A master in all that he does, Brian Tracy has especially perfected the art of professionalism.

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

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Martial Arts Education Columnists



The Science of Fighting

Joe Lewis—*NAPMA Technical Consultant*

The 40 Most Common Mistakes Fighters Commit, Part 7



Reality Check

Peyton Quinn—*NAPMA EZ Defense Expert*

Speed Can Save Your Life



Fitness Kickboxing

Jim Graden—*Founder, UBC*

Teaching an Introductory Lesson, Part 2: Teaching Basic Boxing



Fitness Track

Keith Yates—*Instructor, University Professor*

Dynamic Strength Assessments



Classical Thought

Douglas Adamson—*Multiple School Owner*

There Comes a Time…



Beyond Technique

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What Matters Most



Championship Success

Jeff Smith—*Mile High Karate Chief Instructor*

Creating Champion Students—Developing VERY Solid Students, Part 5

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The Final Word

Stephen Oliver—*MBA, NAPMA CEO*

The 10 "Secrets" of Leadership



School Growth Potential

Toby Milroy—*NAPMA COO*

Multiply your Print Advertising Results, Quickly and Easily, without Spending Another Dime, Part 9



The Psychology of Success

Brian Tracy—*Human Motivation Author, Speaker*

The Seven Laws of Mental Mastery, Part 1



Sales and Marketing

Rick Bell—*Martial Arts Speaker, Writer, Business Specialist*

Seven Crucial Martial Arts Business Skills



WarriorWiz

Terry Bryan—*Ph.D. and 9th-Degree Black Belt*

What Most School Owners Forget To Ask When They Open A Martial Arts School!



Rotating Column

Harvey Mackay—*Internationally recogmized author and speaker*

Stay Focused on the Big Picture



No B.S. Success

Dan S. Kennedy—*The Renegade Millionaire*

Stopping "Productivus Interruptus", Part 1



Internet Secrets

Elsa Cordero—*MBA, MS Oriental Medicine*

Can a Web Site for my Current Students Really Increase My Bottom Line?



Your Success Coach

Lee Milteer—*NAPMA Success Coach*

Think Your Way to Success



Doing the Right Things

Joe Lewis—*NAPMA Technical Advisor and Regular Contributor*

The 40 Most Common Mistakes Fighters Commit, Part 7

Expand Your Thinking

Jim Edwards—*Small Business Expert*

Just because your Income Increases Doesn't Mean your Taxes Should Too



Dennis Waitley— *Keynote Speaker and Productivity Consultant*

From Motivation to Motive-Action



Eric Sbarge—*NAPMA Inner Circle Group Member*

How My School's Gross Income Increased by 300% and My Net Income by 1,000% in Just Twenty-Four Months



Jim Rohm—*Author and Business Philosopher*

How to Transform Nothing into Something of Value



Sang Koo Kang—*6th-Degree Black Belt and Founder of TNT Program*

Letting the Public Know Who you Are



Personal Development

Tony Robbins—*Black Belt and recognized authority on the psychology of leadership*

Transform Your Fears into Strengths—and Success, Part 1



Expert Tips & Tactics

Dr. Chris Dewey—*School Owner, University Professor*

The Other Side of Strategy

Martial Arts Professional Asks...



Martial Arts Professional Asks…

Zig Ziglar—*Legendary Motivational Speaker and Author*

As the consummate sales trainer, what should martial arts instructors do to become more effective at sales?



Jay Abraham—*Marketing Guru*

How should school owners focus on their marketing approach to improve their results?

Archives

Feature Articles with Additional Content

Sound Off

ONLINE

From MartialArtsProfessional.com you can also access:

NAPMABlog.com

Featured Blogs

Mastering the Martial Arts Business—Introductory Processes for New Students

Building a Solid Introductory Process for Students in Your Martial Arts School

Mastering the Martial Arts Business—Systems You NEED in Your School

Quick Outline of E-Systems You Need in Your School if You're Serious About Operating a Successful School and Truly be a Professional. **VIDEO**

10 Things you MUST Do In 2010 to Thrive! **VIDEO** **FREE REPORTS & CD**

Stephen Oliver has prepared a special report for you that outlines the 10 Things you MUST do in 2010 to grow your martial arts school.

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MartialArtsProfessionalCommunity.com

Featured NAPMA Members

Join these featured members...



Chip Townsend

Tae Kwon Do/Hapkido; Training 24 years, 5th-Dan Tae Kwon Do; Multi-school owner/operator; NAPMA Member



Professor Gary Lee

Okinawan Shorin-Ryu; 45 Years, 9th-Dan Okinawan Shorin-Ryu; Multi-school owner/operator; NAPMA Member



Alan Goldberg

Wing Chun; 45 years, Top Level (no Belts in Kung Fu); Part-time school owner



Zara Phythian

Tae Kwon Do, Kickboxing, Karate, Wu Shu, Stunt Fighting, TCFS, Action Choreographer; 4th Dan Kickboxing/Freestyle Karate, 3rd-Dan Tae Kwon Do, 3rd-Dan San Ryu Do, 2nd Dan Shotokan Karate, Phase 1 Instructor Total Combat Fight System, 1st-Degree Wu Shu; School owner.

Take Part in Our Interactive Poll

What do you consider to be your biggest challenge in running your school?

NEW Events Listing!

Stay up-to-date on the most important activities in the martial arts industry, including the 2010 NAPMA Quantum Leap, May 5–7. It's not too late to register today at **NAPMA.com/QuantumLeap**.

Take Advantage of the Extensive Video Library Our Members are Building!

Join your peers in viewing and learning from our collection of informative videos on many topics. You can even submit your own video for inclusion.

Join the Community and Participate in the Forums and Groups

A true collection of folks who are serious about martial arts and the industry. Swap stories, seek and give advice, or just sound off about the latest issues and articles in *Mastering the Martial Arts Business* or MartialArtsProfessional.com.

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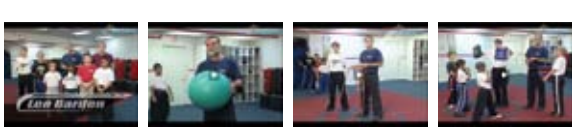


Steve Doyon—Creative In-Class Conditioning Drills: Part 3



Danny Dring—Chokes for Grappling: Parts 1, 2, 3

Children's Training Videos



Lee Barden—Fun Summer Camp Games: Parts 1, 2, 3, 4

For Members Only

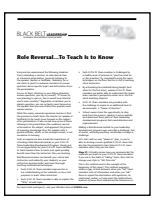
Words Of The Week

Success: Parts 1, 2, 3, 4



GOLD Leadership Team Training

How to Conduct Safe Warming and Cooling Routines: Parts 1, 2, 3, 4



For Members AND Non-Members

NAPMA Teams Up with World Vision to Assist with Haiti Relief Effort

Join us in our partnership with World Vision to relieve the unprecented suffering in Haiti by listening to the teleconference at **NAPMA.com** that reveals how you can make a difference to people in need, and promote your own school at the same time with our downloadable Haiti Marketing Materials. Not a member? You can still help: call NAPMA representative Bob Dunne at 727-560-3755.

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Sound Off

In response to our cover story, "Mixed-Up Martial Arts," in the April 2010 issue of Martial Arts Professional.

Black Belt's Inherent Dignity Must Be Respected

I just finished reading a story from *Martial Arts Professional* magazine ("Mixed-Up Martial Arts," April 2010).

I can't agree more that we should restore the dignity of a Black Belt. When you and I were serving, it was not about violence. Now the news media is all over this MMA stuff.

I have been in the martial arts since 9. At 55 years old, I'm a 2nd-Degree black belt with Shihan Funakoshi and Sensei Sevvatasi, and a 3rd-Dan with the JKF. I come from a good blood line, where a Black Belt is earned, not given.

Now this crap…I have students in my dojo that want to leave to learn MMA downtown.

I've seen so many bad schools now, and good schools changing the standards of excellence and the quality of a Black Belt rank. How sad.

Graydon Lewis

Is MMA an Enemy to the Martial Arts Education Industry? I Think Not.

The CEO of NAPMA (the "National Association of Professional Martial Artists") and my longtime friend, Stephen Oliver, sees MMA as the enemy of "traditional martial arts instruction," but I strongly disagree. There are aspects of competitive sport-fighting which I despise, such as the exploitation of women, the promotion of alcohol, the glorification of thuggery, and other forms of social stupidity, but MMA at its core is not the problem.

MMA is not the stupidity anymore than the auto industry is for idiots drinking and driving erratically in a Ford Mustang. MMA is not to be blamed for the gutter glitter of short-shorts and tattoos any more than NASA can be blamed for that stupid astronaut that tried to kill her boyfriend's lover.

What Stephen says is bad about the MMA world is not one iota as bad for the image of the martial arts as is the school owner heavily influenced by guru-marketers who care only about gross income, sales-sales-sales, how many units they can move, and my favorite, "how are we going to monetize this?"

The martial arts "industry" is hurting itself by lowering its standards, by inadequate instructor training, putting way, WAY too much emphasis on slick and manipulative sales techniques and strategies, and not promoting intelligent, not-necessarily-for-profit ideas and methodology. It's not MMA that is killing martial arts schools, it is a profit-at-all-costs mentality; it's the pursuit and flagrant promotion of the "cheap and easy" and "the next big idea."

I taught—and now work alongside —one of the greatest MMA fighters of all time, B.J. Penn. In a recent video, BJ was talking to young people about dental hygiene. He films what he eats, thus setting a good example for healthy eating, he films his daughter, he treats his friends and fans with respect—and his audience is huge.

On one day last month, his website was visited by 150,000 people. BJ is going to end up teaching many thousands of people about respect and health and courtesy through his site, this year.

MMA players will evolve, as BJ has, from cocky teenagers into mature adults (not all of them, as some people are simply beyond help). They'll have children, their parents will die, they'll accumulate life-experience, and they WILL become the martial arts master teachers, wise and philosophical, of tomorrow. We don't need to oppose MMA in general, what we need to do is oppose the objectification of women and the promotion of alcohol as an acceptable drug; remember, these things happen around MMA, but they are not Mixed Martial Arts.

Embrace MMA as something deeper and more truthful than the consumer-driven idiocy of clothing manufacturers and fight promoters. Align and redirect the movement by recognizing what is bad—and not generalizing and seeing it ALL as bad.

If an instructor molests a child or gets in a fight in a bar or puts his business into bankruptcy by irresponsible money management, it doesn't mean the entire martial arts world is bad. And most of all, "traditional" martial arts practitioners, as I was there with a lot of you, in our teens, 20's, and beyond, when some of the things we were doing and applauding and enjoying were just as raunchy and embarrassing as anything happening around the fight game today, don't think that you all went through this intense character development training. That's a myth.

The stupidity around MMA is half youthful arrogance and half corporate greed.

MMA is a good thing, a great thing to embrace and get to know. It is a "real" martial art—just as Bruce Lee's JKD was.

Instead of seeing MMA as the enemy, we need to be aligning with and influencing all of these young men and women who find the training and sport so interesting. We could be the John Woodens and the Vince Lombardis for these up-and-coming athletes, or we could be like Governor George Wallace, as dumb as dirt, trying to block those kids from walking into the University of Alabama.

Fear and alienation won't direct the future of the martial arts, but understanding, education, and coaching will.

Tom Callos

RESPONSE FROM STEPHEN OLIVER

I appreciate Tom's perspective on my recent article, "Mixed-Up Martial Arts." To be clear, I believe that MMA as a "curriculum" is nothing new. Certainly it's true that Bruce Lee's JKD principles (and, others before him), and my Instructor Jhoon Rhee's curriculum in the 1970's, were both early MMA curriculums (just watch *Enter the Dragon* again).

What I do object to is the "…the exploitation of women, the promotion of alcohol, the glorification of thuggery, and other forms of social stupidity" and, I agree, "but MMA at its core is not the problem."

I also agree with Tom to a great extent: "What Stephen says is bad about the MMA world is not one iota as bad for the image of the martial arts as is the school owner heavily influenced by guru-marketers who care only about gross income, sales-sales-sales, how many units they can move, and my favorite, 'how are we going to monetize this?'"

I've said many times including in my book, *Everything I Wish I Knew When I Was 22*, that nothing kills a BAD School (meaning bad instructor/poor instruction/mediocre curriculum) more quickly than good marketing.

It's clearly true that:

1. Many schools run by otherwise quality instructors fail or suffer due to failure to learn marketing, sales, and business skills.

2. Many "Gurus" push sales and marketing hype at the expense of quality service and instruction.

All that having been said, it's important for any business owner to Master all elements of their business and it's important for school owners to move from athlete, to master instructor, to school administrator, to master of all elements of their business operation. Even Harvard University must have professors, department chairs, admissions officers, and marketing and public relations professionals, as well as the President of the University to find donors and do fund-raising.

As for MMA as a curriculum, I've been practicing and teaching an MMA curriculum since the 1970's.

Stephen Oliver

See **SOUND OFF**, *continued on next page*

Why not send us a letter?

Mastering the Martial Arts Business Magazine 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.

SOUND OFF, *continued from previous page*

I appreciate the extreme courage it took to publish that piece.

I just wanted to tell you how much I loved your article in *Martial Arts Professional* ("Mixed-Up Martial Arts," April 2010). I run a 200 student school in Massachusetts that will have been open for three years in August.

Everyone around me is trying to capture this MMA market at the expense of the art most of us grew up learning. I found your observations of this trend to be the same as my own, and I appreciate the extreme courage it took to publish that piece.

I say courage because I know you're in the tough position of dealing closely with those with strong opposition to what was said. I found it so compelling that I just wanted to commend you, and say you are not the only one out here who is not a fan of what has come to be. I am not a NAPMA member and never considered it, but was so impressed by it I would at least consider it in the future.

Matthew Jacome
Shihan Matt of
American Family Kenpo

Joe Lewis Speaks About "Mixed-Up Martial Arts"

I still do not understand all the fuss.

One prominent magazine initially contacted me inquiring as to why I was "attacking MMA/UFC black belts." That was just one of the "out of context" issues that disturbed me. I told them that I NEVER mentioned UFC fighters. What I'm hearing in the martial arts community is that people dislike hearing any MMA "fighters" cursing and promoting pseudo violence on national TV for kids to see or hear. Some of these fighters are arrogant enough to claim that the rest of us can't fight—I say, we'll learn to fight when they learn to act and conduct themselves like dignified human beings.

I have no energy or time to get into a fight with any publication or the owners of any MMA promotion. I know that some magazines are somewhat forced to support the ugliness (by remaining silent) that we are all subjected to from the various televised broadcasts which depict inappropriate behavior demonstrated by a few of their fighters—and so be it, all magazines have to get advertising revenues from somewhere. And indirectly, this means their payroll checks.

All this I understand—we both have freedom of speech. I also have to stand by my values. If you did a survey (and you should) to query a substantial volume of parents whose kids are just beginning martial arts, and asked them this simple question, you'd understand in part where I'm coming from.

"If you, the parent, had a choice of which role model of an adult martial artist that best represents the values, the character maturity, the self-respect consistent of someone with dignity, and the self-esteem which reflects a respect for all others, then which of these two categories is in alignment with your expectations for your child's development? Would you prefer someone who openly respects violence and curses inappropriately on national TV, or that of a more mature, and socially acceptable martial arts role model like perhaps Chuck Norris? A simpler equation: would you prefer this role model for your child to be someone with class or without?

I travel out here on the road, going from country to country, state to state, martial arts school to martial arts school, and all I'm doing is reporting what these people out here in the real world (the ones always being lectured to) are too afraid to say. It



just seems, that sometimes, I'm the only one with the balls to speak up in hopes that others grant the dignity that martial arts deserves. Thus, I made this quote a few years back in *Martial Arts Professional* magazine, "What personal purpose does being victorious in the ring serve, if you're also not victorious in life?"

I now close the door on this issue.

Joe Lewis

I recognize my responsibility as a new instructor to steer away from bad influences...

I enjoyed reviewing the magazine and your cover article "Mixed-Up Martial Arts" (*Martial Arts Professional* magazine, April 2010). Being an avid fan of MMA, it is hard to envision turning completely away on my approach to teaching. but the case is compelling, I fought twice as an amateur in no-holds-barred tournaments before truly dedicating myself to traditional martial arts, and remember what it was like to "think" I knew everything.

My instructor was younger than me when I met him, and he followed his intro script to the letter and showed me what a successful martial artist looks like and sounds like. I was hooked! Many martial artists, such as George St. Pierre, the Gracie family and Lyoto Machida, show true and admirable sportsmanship and love of their art. Less traditional fighters such as Forrest Griffin and Rich Franklin make the message of their mettle louder by being humble and not favoring a specific art.

The insert from Joe Lewis about the dignity of being a Black Belt, was like listening to late master Richard Feagin speak to instructors after a trip to Florida (where he met with Master Bill Clark every few months).

I know I have much to learn and some growing to do, but after reading your article I recognize my responsibility as a new instructor to steer away from bad influences which might seep in to the Kwon. Maybe we can influence MMA by raising our voices. It has been done with other issues. I don't honestly know how well this might work. It's just another option to be clear how we as martial artists can stand with and at the same time separate of MMA.

Thank you for your dedication to improving the quality of martial arts.

P.S. I never knew you were a Jhoon Rhee student. It shouldn't make a difference — your schools, success and students speak for you. But knowing where your roots are always makes the words more real to me.

Luis Roman

The MMA crowd has certainly brought some attention to the TMA school

Good article. Very good article.

The MMA crowd has certainly brought some attention to the TMA schools.

I personally enjoy the mat time, regardless it being a MMA class or a BJJ class. However, when I walk into a hardcore MMA school, *I'm* the oddball because I don't have a shaved head, no tattoos, and my ears aren't screwed up.

I've had Dan "The Beast" Severn at our school, and he was a good draw. But he taught class like a traditional wrestler, not a cage fighter. He also relied on his classroom teaching experience very similarly to the way Professor George Kirby did when we hosted him. I would host Randy Couture or other top-shelf fighters — it seems most the foul-talking and rough-looking fighters are down the food chain.

With all that said, I do see that in some ways MMA has been bad

See **SOUND OFF**, *continued on page 30*

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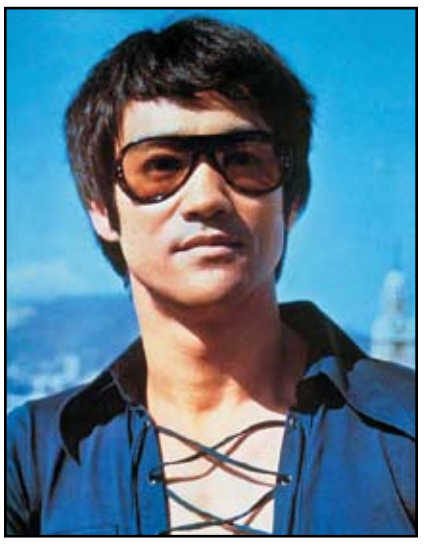
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The Marketing of Bruce Lee's Legacy

Deceased artists and celebrities can generate substantial revenue for their heirs through merchandising and endorsement deals. But that is not what Shannon Lee wants for her father, Bruce Lee, who died in 1973, at the age of 32, a week before the release of his first Hollywood film, "Enter the Dragon." Ms. Lee, 40, a former actress who lives in Los Angeles, was just four when her father died.

Calling herself "the guide" for her father's legacy, she has recently begun an effort to rebuild his image in the global marketplace calling it "relaunching the brand." The estate now generates $2 million a year,



Bruce Lee's estate generates revenues of about $2 million per year.

Ms. Lee said, and she is hoping to increase that to about $5 million.

The huge success of *Enter the Dragon*, coupled with the death of its star, made Bruce Lee famous throughout the world. The film was added to the National Film Registry of the Library of Congress and deemed an American classic. Mr. Lee got a star on the Hollywood Walk of Fame and was named among *Time* magazine's 100 most influential people of the 20th century.

Mr. Lee clearly remains an icon of global popular culture. Rebecca Yau, marketing manager of Fortune Star, owner of the early Hong Kong films starring Mr. Lee, said all his films were still selling well. She said a Blu-ray boxed set would soon be issued.

Over the years, Bruce Lee Enterprises generated comparatively minuscule revenues under the direction of Mr. Lee's widow, Linda Lee Caldwell. There was little supervision of the use of Mr. Lee's image or name. The estate did not even own the Internet domain with Bruce Lee's name.

Shannon Lee plans to build the Bruce Lee Action Museum probably in Seattle where Mr. Lee once lived and is now buried. Shannon Lee became more involved in the preservation of her father's legacy 10 years ago, when her mother passed the daily control of Bruce Lee Enterprises to her. Her main objective has been to assemble Mr. Lee's philosophy, fitness, ambition and work ethic into a saleable concept. "We look at Bruce Lee as a lifestyle," Ms. Lee said.

Ms. Lee went to court to wrest the domain name from an entrepreneur who had bought it years ago

See **LEE**, *continued on page 33*



Experience the HIT

ACTIONFLEX™ HIT™
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HIT™ Series Sword



HIT™ Series Escrima

The High-Impact-Training (HIT) line introduces professional-grade padded weaponry that advanced martial artists have been waiting for! HIT weapons have less flex than the original ActionFlex weapons, allowing more impact while still utilizing the padding of ActionFlex.

- Constructed of nylon bushings with a tensile strength of 11,600 PSI
- Utilizes the non-slip, Sure-Grip impact handle for maximum control
- The sword features a stiff disposition that closely simulates an actual Shinai
- The escrima has a rigid design to mimic true stick fighting

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Industry Insider

Director Tarantino Creating Ways to Kill Bill: Volume 3

With the recent announcement that Quentin Tarantino will make a *Kill Bill: Vol. 3*, Uma Thurman, who played The Bride, is reportedly



Uma Thurman

excited about reprieving her role.

In fact, plot discussions have already taken place with Tarantino, although a complete script is far from finished.

According to media reports, the story line of *Kill Bill: Vol. 3*, scheduled for a 2014 release, occurs 10 years later, so Thurman's character can return to a normal life; however, knowing Tarantino, there will be nothing "normal" about this third installment of the commercially successful film series.

After 30 Years, a Man's Vision for Karate Thrives as a Way of Life

Seido, a blend of traditional Japanese karate with Zen-like meditation, celebrates its 30th anniversary as students from about 40 countries traveled to New York to take part in a seminar event and compete in a two-day tournament.

In addition to physical strength, Seido emphasizes students' moral character and emotional strength. Its founder, Kaicho Tadashi Nakamura, explains that Seido is intended not only to challenge the most physically and emotionally powerful students, but also to help weaker students grow.

Nakamura founded Seido in the mid-1970s, shortly after breaking ties with Kyokushinkai, in which he had trained since age 13, Nakamura wanted to teach karate-do, the "karate way," which he considers less as a sport and more a way of life.

Nakamura, 64, teaches blind and deaf students, as well as others with physical and mental impairments. For the first time, those students are competing with all Seido students in the 30th anniversary tournament.

The Seido karate system counts more than 100 associated dojos in about 40 countries, including nearly two dozen in Japan.

Attention Martial Arts School Owners!

DOES YOUR SCHOOL "SUFFER" DURING THE SUMMER MONTHS??

Experience "Summer Highs" in enrollments, retention and upgrades with FREE NAPMA Super Summer Systems.

Take immediate steps for a PROSPEROUS Summer Season— and call NAPMA to claim these

FREE RESOURCES! FREE!

THERE ARE NO GOOD REASONS WHY YOU SHOULD STRUGGLE AGAIN THIS SUMMER — with huge declines in enrollments and active students — while other school owners FLOURISH!

They're not smarter than you, nor do they live in a community with "Better Demographics."

No, the difference is that they know and use some SIMPLE, POWERFUL strategies that YOU can also use in YOUR area, FLOODING your school with new students THIS SUMMER!

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

To help you make this Summer a HUGE success and leave your Recession Worries in the dust, I'VE PREPARED 2 FREE "WHITE PAPERS" THAT OUTLINE TWO OF THESE PROVEN SUPER SUMMER SYSTEMS!



BOTH ARE YOURS FOR FREE!

Simply CALL Bob or Steven at the NAPMA office to request (between 9:00 a.m. and 5:00 p.m. Eastern) at:
US: 727-540-0500 or International: 001-727-540-0500
or visit NAPMA.com/SummerSuccess

Please ask Bob about how you can access the special Audio Program that reveals how to enroll 100 students in 100 days for $75 or less!

NAPMA

NAPMA News

NAPMA Partners with World Vision International to Assist Displaced Haiti Children, and Help You Attract New Students!

As we're sure you know, tens of thousands of children and families were left homeless, hungry and in desperate need of medical attention following the tragic earthquake a few weeks ago in Haiti. We've partnered with World Vision International to help, and have created a great "Win-Win" for you, your martial arts school and Haiti earthquake victims!



As a NAPMA member, you can assist in relief efforts for Haitian citizens as well as contribute to the success of your own school.

NAPMA has chosen to partner with World Vision International because of their proven track record in these types of disaster assistance programs, their effective use of donations, and their past and ongoing dedication to Haiti.

We've built an unduplicated marketing system for our NAPMA members that will not only help hundreds of these children in need, but will also help drive new students into your school!

NAPMA is providing its members with "done for you" marketing materials and proven successful strategy to approach local businesses, youth groups, elementary schools, day cares, churches, major employers, and other community leaders to collaborate.

This also provides a great local media angle to help school owners attract free publicity, and media coverage!

NAPMA members: simply visit your NAPMA Members Resource Website where you can download all the Haiti Marketing Materials, and listen to our recent teleconference outlining how you can implement this strategy in your school!

We've laid the ground work, and are getting great results with this strategy in schools all over the world, so take action now!

If you are not yet a NAPMA member and you would like to take advantage of this unique and powerful opportunity to help those who desperately need it, and help your school as well, call our Senior NAPMA Representative Bob on his private line at 727-560-3755.

About World Vision International

World Vision is an international partnership working with the poor and oppressed to promote human transformation, seek justice and offer relief. World Vision is a Christian relief, development and advocacy organization dedicated to working with children, families and communities to overcome poverty and injustice.

World Vision responded to disasters and reduced the impact of relief emergencies in 60 countries in 2008, quickly providing food, water, shelter and other essentials to those in need.

NAPMA Supports 2010 IIMAA Training Conference

NAPMA Chief Operating Officer Toby Milroy will appear at the 2010 IIMAA training conference July 16–18. The International Independent Martial Artists Association is hosting a unique series of martial art educational seminars, competitions (including world's fastest punch, and world's fastest kick), and now with the addition of Mr. Milroy's expertise, leading edge business and school operational strategies.

Among the featured contributors are, Bill "Superfoot" Wallace, Grandmaster Greg H. Goepfert, and World Breaking Champion Drew Serrano.

At this event, martial arts professionals can reenergize themselves and enhance their teaching with new ideas and a refreshed appreciation of what the martial arts is meant to be, a physical expression of individualism. The 2010 IIMAA Training Conference will feature free mini-seminars throughout the weekend and extended seminars for those who are looking for more.

"NAPMA is happy for the opportunity to support this type of grass roots martial arts event." Milroy said, "This is an event that's unique in the industry, and we're proud to be able to contribute to the school owners and instructors who attend. Now, more than ever, school owners and their staff need to be investing in their education, and 'sharpening their saw' in both their teaching skills and business strategies."



Toby Milroy will speak on leading edge business strategies at IIMAA Training Conference (IIMAAConference.net).

For more information about the IIMAA training conference visit **IIMAAConference.net**. Call 1-203-410-9222, or email Drew Serrano at drew@iimaaconference.com

NAPMA Pens Exclusive Marketing Tie-In with *The Karate Kid* for Martial Arts Schools Around the World



Jayden Smith as Dre.

The opening of *The Karate Kid* is coming up quickly — remember that NAPMA is your primary source for all Karate Kid related marketing materials. We've been working directly with Sony to put together a complete, and exclusive, marketing campaign to help you use the film to drive traffic to your school.

Stephen Oliver had renowned success enrolling students following the 1984 release of the original film, and we intend to replicate that accomplishment for all NAPMA member schools. Building on what Grandmaster Oliver created, we will have ad campaigns, webinars on how to use the film to your advantage, and more. More information is available at **NAPMA.com/KarateKid**.

The Last Airbender Provides Another School-Growth Marketing Opportunity

Martial arts school owners — and NAPMA members in particular — are lucky to have two feature film-related marketing opportunities coming up this summer. M. Night Shamayalan's film *The Last Airbender* is expected to debut in theaters this summer as well as the eagerly anticipated *Karate Kid* remake. NAPMA plans to work with Paramount Pictures on creating and providing marketing campaigns and materials for you to use to drive even more traffic and achieve even more enrollments due to this increased exposure for martial arts.

Based on the highly successful Nickelodeon animated TV series, the film is expected to be extremely popular with youth familiar with the show. This live-action fi lm is the story of Aang, the last in a long line of Avatars, who can manipulate all four of the elements. As the Fire Nation is waging war on the Earth Kingdom, the Water Tribes, and the Air Nomads, the Avatar, master of all the elements, is the only one who can keep the peace.



The Last Airbender

This film will be a great opportunity for us all. Look for more from NAPMA soon on your member web site and in your member materials.

Take Advantage of the NAPMA Quantum Leap Marketing Makeover

Don't miss the Marketing Makeover at the NAPMA 2010 Quantum Leap live event May 7–9. Our marketing experts from inside and outside the martial arts industry will cover all the basics of marketing, including sales copywriting, ad design, and how to run a cohesive marketing campaign. We'll have special guests from schools with highly successful marketing plans come to speak to us about their techniques. Even better, you are encouraged to bring your own marketing materials to be tweaked and critiqued by our experts.

This workshop is an invaluable opportunity you cannot miss if you want massive success in 2010 — register today at NAPMAQuantumLeap.com.

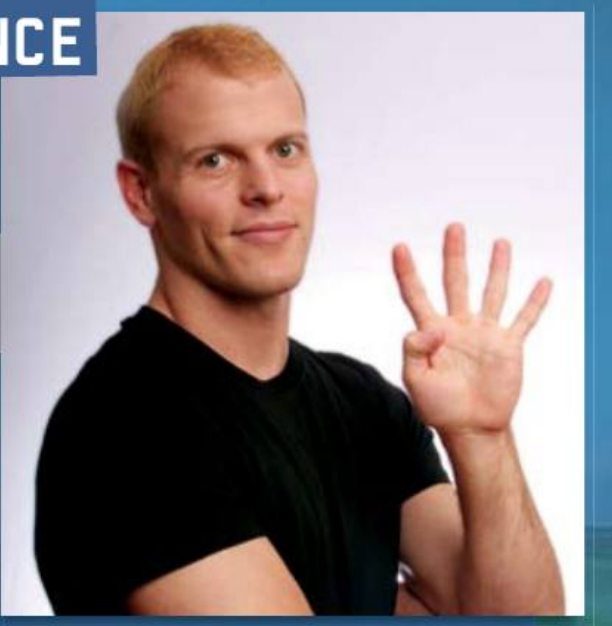
FREE TELECONFERENCE

Learn the Secrets to

LESS WORK

and More Productivity with Tim Ferriss

Black Belt and Author of "The Four-Hour Workweek"



As a martial arts school owner, you are extremely dedicated to your arts and students. You work hard, six to seven days a week, so you might find it unbelievable that you could work a four-hour workweek AND be more productive.

That's exactly what Tim Ferriss claims in his nearly universal bestselling book, *The 4-Hour Workweek*—AND this fascinating free teleconference. Mr. Ferriss explains his "four-hour workweek" concept and how it could apply to you, so that others do most of the actual work, requiring very little of your time to manage your business.

You may never reduce your workweek to just four hours, but Tim Ferris can help you work smarter and more productively in less time.

To listen to the FREE and complete Tim Ferriss interview go to NAPMA.com/TimFerriss

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.

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This Summer Flick Can Be the Center of Your Martial Arts School Marketing Plan...

...with NAPMA's Exclusive Marketing Partnership with Sony Pictures and The Karate Kid

KARATE KID, *continued from page 1*

by Sony. NAPMA COO Toby Milroy made extensive arrangements that give NAPMA members the exclusive right to use the material for local and mass media, newspaper, radio, television, local movie theater tie-ins and community involvement activities. All of this will be available to members only on a website, **NAPMA.com/KarateKid** with tons of support information on how to use it.

Milroy has negotiated directly with Sony Entertainment, and the people in charge of not only marketing the movie, but the people in charge of how the movie rolls out in theaters across the nation. He took that extra step because this is going to be such a good thing for the industry, he wanted to make sure that our members have a tremendous advantage in the marketplace.

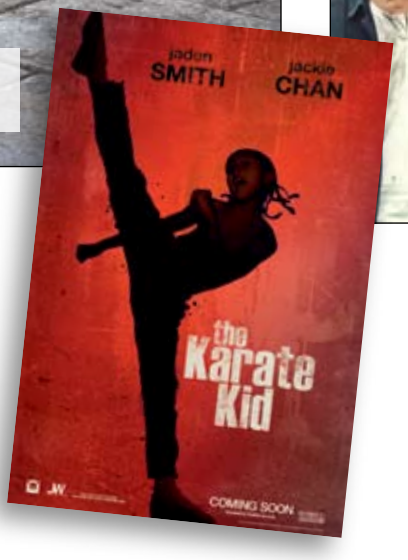
"It's going to be this huge stream, this flood of interest and if you don't proactively go get in front of the water, stand in front of that fire hose, then you don't get any," said Milroy in a recent interview.



NAPMA members enjoy exclusive members-only marketing tools and direct film tie-ins in their area.







Specialized Support for Materials

Milroy has "tweaked" and dramatically expanded what NAPMA offered the last couple of years with *Kung Fu Panda* and *The Forbidden Kingdom* campaigns adding all sorts of print and collateral material that members can use.

This time in addition NAPMA is going to teach our school owners how to tie directly into their local and regional broadcast media so that they can get publicity, public relations coverage, free media coverage, in conjunction with the movie. One of our members was recently featured on the local cable news channel with a five-day series in their martial arts studio that ran over an hour. The new support program is going to teach school owners how to use this as a press and media event for this kind of coverage.

A Public Relations Goldmine

The 1980s release connected to audiences everywhere because it portrayed a real-life situation millions of students face, bullying. Parents loved the character-building aspects of the movie and the themes of doing good in the world and what a hero truly is.

Prior to the original *Karate Kid* movie, many martial arts schools were run by former military specialists from the Korean and Viet Nam wars. The style these instructors taught was what they learned in the wars. The public image of martial arts schools was militaristic, almost abusive and violent. The original *Karate Kid* movie broke down that paradigm and helped parents in large numbers to understand that if they did

Coming June 11 to a theater near you, *The Karate Kid* remake will boom at the box office and can help surge your enrollments to new heights—if you start promoting *NOW*!



Available at NAPMA.com/KarateKid



NAPMA has entered into an agreement with Sony Pictures to allow our members the exclusive use of *The Karate Kid* promotional images to promote martial arts schools. NAPMA will be the sole source of school tie-ins to this sure-to-be-a-blockbuster film, including **TWO complete marketing campaigns**, interviews, access to images, and more. Available to NAPMA members in your monthly package or at your member Web site.

Not a member? Sign up today and take advantage of this exciting promotional opportunity at NAPMA.com/KarateKid



get involved in a professional school with instructors who actually cared about developing the character of their students, they could have amazing outcomes as did Daniel, the lead character.

Milroy believes this new generation of potential students will be even greater. Pat Morita was a relatively well known actor, but he wasn't a huge star like Jackie Chan is today. Jaden Smith, while this is his first big theatrical release, is the son of Will Smith, a box office mega-star. The original *Karate Kid* was a sleeper movie, and this latest release is going to be highly promoted with a multi-million-dollar advertising budget.

The Character of Martial Arts Schools

"The martial arts is about self-defense, but really the true benefit isn't that you can go defend yourself from the bully down the street or from the gang across town. It's that you don't put yourself in that position in the first place because you have a higher level of self-esteem. You have a higher level of self-confidence and you've learned these character skills through

See **KARATE KID**, *continued on next page*

The Karate Kid Hits the Big Screen in Beautiful Re-Envisioning

Categorized as one of the most buzz-filled action/adventure films to hit this summer, *The Karate Kid* will release nationwide on June 11, 2010. Sony Pictures' remake of *The Karate Kid*, stars 12-year-old Jaden Smith as Dre Parker. He could've been the most popular kid in Detroit, but his mother's latest career move has landed him in China. The mother's role is played by Taraji P. Henson.

Dre Parker immediately falls for his classmate Mei Ying, and the feelings are mutual; however, cultural differences make this type of friendship an impossibility. Even worse, young Parker's feelings make an enemy of the class bully, Cheng.

In the land of Kung Fu, Parker knows only a little Karate, and Cheng puts "the Karate kid" on the floor with ease. With no friends in his new-found strange land, Parker has nowhere to turn. Little did he know, maintenance man Mr. Han, played by Jackie Chan, is secretly a Master of Kung Fu. As Han teaches that Kung Fu is not about punches and sidesteps, but maturity and calm, Parker realizes that facing down the bullies will be the fight of his life.

Famed screenwriter Robert Mark Kamen, who wrote the original *Karate Kid* series and *The Fifth Element*, had the pleasure of working with young and aspiring Jaden Smith, and actors of distinction Jackie Chan and the beautiful Taraji P. Henson. Produced by Jerry Weintraub and Jaden Smith's parents, Will Smith and Jada Pinkett Smith, this film is sure to present martial arts in an attractive manner.

Young Jaden Smith said his father, whose action flicks include *Hancock, I Am Legend, Independence Day* and the *Men in Black* and *Bad Boys* movies, was a fan of the original *Karate Kid,* and thought Jaden, who was already studying Karate, would be the right fit for the role of Dre Parker. "My dad had the idea of remaking it," Jaden Smith said. "He's the one who was like, 'We need to make this movie.' I was very excited because I knew this would give me an opportunity to work with martial arts experts."

"Many times people think karate is a violent sport, but they got it all wrong. It's not a fight, it's a challenge with yourself." —*Jaden Smith*

See **MOVIE**, *continued on next page*



The Karate Kid is a big-budget film with beautiful production values, which means it will be a high-imact event with many marketing opportunities for enterprising martial arts school owners!

KARATE KID, *continued from page 17*

the martial arts," Milroy says.

Prior to *The Karate Kid*, martial arts training in many schools was about the survival of the strongest. Vince Lombardi, the legendary coach of the Green Bay Packers, was quoted to say, "Conventional, traditional, participant sports don't build character, they simply weed out the ones who don't have it."

If you think about Lombardi's position as coach of this high-performing NFL team, he didn't have to help people with their problems, he just washed them out, and there's a whole new truck load of people coming in the front door who wanted to try out for the team. So all he had to do was weed out all the weak ones and he's left with only a strong team. It was the same thing in martial arts schools before the professional instructor revolution of the early 1980s when the martial arts instructors began teaching character skills and self-confidence along with self-defense skills.

"This movie will not attract the UFC enthusiasts, which isn't our best customer. This movie will attract the 25-39 year-old mother of two kids who has her kids in private school, wants them to be National Merit Scholars and class president," predicts Milroy, who has successfully owned and operated high-volume schools. "We think this is going to put the genie back in the bottle, or let the genie out."

The similarity of the mixed martial arts fad and the militaristic schools prior to the 1980s *Karate Kid* movie is obvious. The image of the martial arts professional has been downgraded by glorified MMA fighters with 36 tattoos. The release of the Jackie Chan movie is not only an opportunity to promote NAPMA member schools, but to promote martial arts training for character building and reclaim the tarnished image of martial arts professional back from the MMA.

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.

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 respond immediately. There are **only 57 territories available**...so the sooner you participate in the special Webinar, the less likely you'll be shut out forever.

➜ **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**.

REGISTER ONLINE AT MILEHIGHREGION.COM

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

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

REGISTER ONLINE AT MILEHIGHREGION.COM

"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!

"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.** Ranging from $22,500 to $39,900. As a regional developer, you receive half of all initial franchise fees.
2. **Royalties.** Each school pays a 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.
3. **Exciting, New Programs:** All students are enrolled in the "Building Successful Kids" and "Mile High Success Skills" programs; you earn revenue for each student enrolled.

"How Does a Regional Developer Develop Schools?"

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

1. **Conversions**—Converting existing martial arts schools to the Mile High Karate system.
2. **Internal Development**—There are many family members of students who would love the opportunity to own a school and work with you and an international support team.
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Stephen Oliver

Stephen Oliver, MBA
8th-Degree Black Belt
CEO, NAPMA
CEO/Founder,
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MOVIE, *continued from page 17*

Many remember Jaden Smith and his first big-screen feature in the award-winning 2006 drama *The Pursuit of Happyness*. He also co-starred in the science-fiction remake of *The Day the Earth Stood Still*. Indeed the young Smith wants to follow his father's footsteps.

The filmmakers thought about naming the film *The Kung Fu Kid*; however, Smith said they kept the original title out of respect for their source material and because *The Karate Kid* has such name recognition among audiences. "I am very happy to make this movie and keep it's original title, because kids my age can relate to the same topics and problems we deal with now. Maybe if someone watched the original movie, they wouldn't relate to it now, with today's new issues, even if the lessons are universal. So, I hope my part in this movie will help other kids out."

"I feel the film will get people and young kids excited about martial arts. I know I like it, and I have enjoyed everything about it. Of course, you have to stay fast and focused; this is what Master Jackie Chan taught me. Many times people think karate is a violent sport, but they got it all wrong. It's not a fight, it's a challenge with yourself and it works on your self-esteem and makes you a better person, for you," adds Smith. For more information, visit **NAPMA.com/KarateKid**.

Quotable

He who is taught only by himself has a fool for a master. —*Ben Johnson*

Certainly if we were speaking to any of our current martial arts students or prospective martial arts students, and a prospective martial arts student thought that they could learn Shotokan Karate or tae kwon do, or Brazilian Ju Jit-Su, or whatever the style may be, just by watching some You Tube videos and practicing on their own without a partner, without a coach or without an instructor in their basement, certainly we would give them the same advice wouldn't we?

We would tell them that while you can probably learn some of the strategies and be able to "sort of" see from video some of the things that you need to do in this style, or how to execute particular techniques.

What you don't get are all of the fine details and deep understanding of a technique, or how that one technique leads to the next, which then leads to the next. And certainly what you don't get is third-party perspective from someone who has a large amount of experience helping students overcome their challenges and accomplish their goals in the martial arts.

The same is true for our martial arts business training. If you feel that you have the ability to learn everything you know on your own through trial and error, you're certainly going to be costing yourself a lot of time, money, energy and effort that could well be allocated elsewhere.

Obviously if you were looking to train with the best martial arts instructors in the world, you would look for those instructors who have had real world experience teaching, dealing with hundreds and hundreds of students, teaching for years and years, and it's the same in our martial arts business training.

We want to treat this exactly the same as we do our physical training. We want to seek out those experts, those masters of the martial arts business who really have been there and done that, who really are proven entities, not the flash-in-the-pan school owner who just figured out how to run a relatively successful school in one specific demographic last year, but those who have proven year after year after year, in recessions and in boom times, that they have the skill, knowledge, ability and foresight to be able to guide you as a school owner through these difficult times in our industry.

So certainly that's what NAPMA has been ultimately focused on over the last several years, really bringing you the true experts who have longevity of experience in these areas and who really are proven to be able to help you through some of these difficult times and on to greener pastures.

Martial Arts Statistic

On January 10, 2009, German martial arts expert Bernd Hoehle set the world record for Fastest Freestanding Brick Breaking by breaking 12 freestanding bricks in a mere eight seconds.



Professionalism Done the Right Way With Brian Tracy; Part I



When it comes to the vast science of human potential, few people in the history of the world have achieved Brian Tracy's depth of knowledge, level of understanding, and teaching mastery. In Part 1 of this extensive martial arts-based interview, fellow Black Belt Brian Tracy volunteers a wealth of time-tested and infallible keys to personal and professional success. Let's take a walk down the avenue of success with the right dose of principles for the martial arts executive.

Brian Tracy is a powerful Black Belt superstar with much to give and teach. Over the years, this world-class achiever has studied a variety of martial arts, primarily Shotokan Karate. He has also studied with a variety of coaches including South Africa's Shotokan giant, Stan Schmidt, and has trained with two legendary traditional Japanese masters, Masatoshi Nakayama and Hirokazu Kanazawa. For the man who has lived and breathed Karate for the most part of his life, he prides himself with his teaching and for building a successful enterprise from a losing school, while simultaneously turning some of his students into champions.

MABusiness: For starters, Brian, can you tell us a little bit about your background in the martial arts industry?

Brian Tracy: Somebody took me to a Karate school when I was about 20 years old and I fell in love with it. Over the next ten years, I ate, slept, and breathed Karate. I was going to classes six days a week and, finally, they gave me a school to teach at. I took over that school, even though it was a branch of another school and was completely demoralized. I used what I had learned and turned it around. I also developed champions and they went on to other levels in their careers.

I took Karate in many places with different teachers. I took it in London, England; Berlin, Germany; Johannesburg, South Africa; Tokyo, Japan; Bangkok, Thailand; and even in Mexico City for a year. I also took it in Montreal and Vancouver, Canada, and in Seattle, Washington. These were all places where I traveled. I would stop and find a Karate school and register to train there.

MABusiness: Who was your instructor?

Brian Tracy: I had different instructors in each location I studied. I trained under six world champions in the course of my career, especially in the 60s and 70s. I also trained under Nakayama, Kanazawa, Ochi and some of the other Shotokan masters; it was a great experience. My first major instructor was Stan Schmidt of Johannesburg and he's still one of my best friends. While I was living in Bangkok, they didn't have a shotokan school so I took Tae Kwon Do for 18 months. It was actually a nice balance.

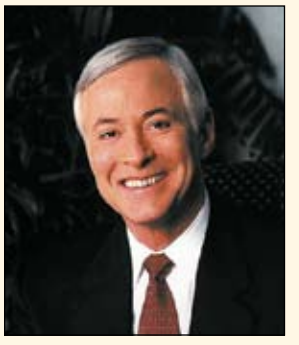
MABusiness: You're kind of an eclectic stylist; you've studied many forms of martial arts.

Brian Tracy: Eclectic, but my first love is Shotokan. The first school you attend is usually your first love. What I found in this business is that people fall in love with their first style and then see it as being better than any other style. Whichever one you started with turns out to be the one that you think is best.

MABusiness: Understood. Brian, We've heard, as a martial artist/athlete, you trained so hard that you developed some challenges with your hips. That's usually common within our field. Tell us what happened and what you might have done differently with your training if you could have a do-over.

Shotokan Master is Also a Master Motivator

As an author, speaker, entrepreneur, and teacher, few people in the world have reached Brian Tracy's level of accomplishment. He is chairman and CEO of Brian Tracy International, a multi-million-dollar company specializing in the training and development of individuals and organizations, around the world. Prior to his CEO days, Tracy was the chief operating officer of a $265-million development company, which obviously provided the adequate training for him to launch his own enterprise with his visualization and passion. Throughout his career path he has successfully built his name within the genres of sales and marketing, investments, real-estate development in syndication, importation, and distribution and management consulting with several multi-billion-dollar corporations.



Tracy is also the best-selling author of more than 40 books. His goal is to write approximately four books per year. In addition, he has written and produced more than 300 audio and video learning programs, including the worldwide best-selling Psychology of Achievement, which has been translated into more than 20 languages.

He speaks four languages and his engagements have taken place in more than 24 countries, and he addresses more than 250,000 attendees per year, sometimes in front of audiences as large as 20,000 people. His exciting talks and seminars on leadership, selling, self-esteem, goals, strategy, creativity, and success psychology have been providing global changes and long-term results.

Brian Tracy: I think there are two things. One is, I've always been a big-risk athlete, so I pulled a couple of muscles. I pulled what is called the "abductor" muscle, inside the hip, and this is the muscle that gives you the maximum flexibility for roundhouse and side kicks. If you don't have that muscle there, it's almost like a rubber band; you just don't have that capacity.

And then, over time, I developed hip problems, which may have come from martial arts. It may have come from the exertion of roundhouse kicks, back kicks and side kicks, and so on. So what I would recommend is that people extensively stretch. Really, there is no better exercise that you can do at any age than to really warm up and stretch thoroughly. That's why most good classes begin with forty-five to sixty minutes of warm-up and stretching exercises before people do things where their muscles can be hurt.



Bryan Tracy explains his tested techniques for achieveing personal and professional success at one his many workshops.

MABusiness: Let's shift gears for a moment and talk about Brian Tracy, the author. You've written more than 40 books now. Give us a synopsis of *Getting Rich Your Own Way*.

Brian Tracy: I started my career so far behind. I didn't graduate from high school, and I worked at laboring jobs for several years. I backed into sales. I struggled and struggled and, finally, I began asking others, "Why are some people more successful than others?"

I began reading books on the subject and I began becoming just as aggressive as I was in Karate. I was aggressive to learn the secrets of success and found that everybody starts off with nothing. Most people struggle financially all their lives, but some people become financially independent. So I studied them.

The rule is to follow the leaders, not the followers. Fly with the eagles and don't quack with the ducks. I began to study the eagles and I found that everybody starts with nothing. Everybody learns certain things and does them over and over again until they master them, very much like Aikido. The first time you do it, you look embarrassing, then the second time to the five-hundredth time; you improve your speed, flexibility and so on.

I learned that making money is a talent; it's a skill. It's the same as driving a car or operating a cell phone. It's like doing aikido; almost anybody can do it at a satisfactory level. You don't have to be a champion to be financially independent.

So what I put in my book, *Getting Rich Your Own Way*, is all the different ways that people start from nothing and become financially independent, if not millionaires. It's probably the best book on personal and financial success ever written. It shows how people can start with nothing and invest their way to success.

One of the recent best-selling books was written by a friend of mine, David Bach. It's called *The Automatic Millionaire*. It has sold hundreds of thousands of copies, and it has received accolades everywhere, in the *New York Times* and so on. You know what it says?

MABusiness: Tell us.

Brian Tracy: It says, "Save 10 percent of your income throughout your life." It runs about 250 pages, but the bottom line is to save automatically. Automatically put aside part of your income. It shows you how you could basically set yourself up on an automatic system that, with time and compound interest, will make you rich. It shows you how to become a money magnet, how to change the way you think, how to start with nothing in your own business and invest intelligently.

READ MORE ABOUT BRIAN TRACY
MartialArtsProfessional.com

MABusiness: I think this is an important book for martial arts school owners, because they're trying to get rich their own way. They're doing what they want to do in life.

Brian Tracy: Well, the dumbest thing in the world is for anyone to work year after year, decade after decade, and be out of money. Espe-

See **TRACY**, *continued on next page*

Free Teleconference

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Visit **NAPMA.com/BrianTracy** for more information.



TRACY, *continued from previous page*

cially since people who make a lot of money are no smarter, no better than you. If you can drive a car, you can learn any business skill. If you can drive a car, you can become financially independent; you just need to learn how.

MABusiness: We've always believed that in business, it's absolutely critical to have a crystal-clear vision of where you want to go. Can you please elaborate on the importance of creating a strong vision?

Brian Tracy: This is one of the most important things I've ever learned: Successful people tend to be future-oriented. Unsuccessful people tend to be present- or past-oriented. You can tell if a person is going to be successful by listening to their predominant conversation.

If people are going to be successful, they can talk about the future most of the time. They talk about where they're going, not where they've been. They talk about what they want to accomplish rather than what's happened. They talk about their goals rather than who's to blame for their problems.

You find that unhappy people are always looking backward, but successful people have a future vision. Ask yourself, what is your vision?

To answer that, we have what is called a "magic-wand" technique. You imagine that you can take a magic wand and you could wave it over your life five years from now and your life would be perfect in every respect. If your life was perfect in every respect five years from now, what would it look like? What would you be doing? How much would you be earning? How much would you have in the bank? What kind of home would you live in? What kind of lifestyle would you have for yourself and your family?

Okay, so now we have a clear vision of where we want to be in five years. Now let's come back to the present and determine what would be the first step that we would take today to begin moving toward making that vision a reality? Then what would be the second step, and so on.

It's absolutely amazing how your life changes when you imagine that you have no limitations. You create your ideal future vision and then you take that first important step.

MABusiness: For a martial arts school owner, the key questions could be, "How big of a school do I want? How many staff members do I want working for me? How much money do I want to be earning? What kind of a car do I want to be driving?"

Brian Tracy: That's right. Now here's an important thing to remember: There are always several ways to get there. So you start off with the end in mind. Let's say, "How much do I want to be earning per month or per year?" Now, there are several different ways you can do that. One person says, "I can increase the size of my school." Someone else, for example, may say, "I'll open another school." There are all kinds of ways you can achieve the financial goal, once you have it.

MABusiness: Without a doubt. Let's focus for a moment on the basics. You developed some of the most powerful and extensive goal-setting programs of all time. I know that many of our listeners might not be setting goals as often as they should. Please share with us some insights on how to set goals and why proper goal-setting is so important.

Brian Tracy: It is exactly the same as the story of the hunter who goes out to the edge of the woods, closes his eyes, shoots his rifle into

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

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

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the woods and says, "Boy, I sure hope something good runs into that."

That's how most people run their lives. They're walking around with their eyes closed, shooting at life and hoping that something good runs into it. When you set goals, you open your eyes, you adjust your sights and you set your crosshairs on very specific targets. Does this mean that you'll hit them every time? No. But your chances of hitting them go up by as much as 50 times, compared to having your eyes closed.

MABusiness: Could you provide us with a goal-setting exercise?

Brian Tracy: Yes. I've shared a powerful exercise with others all over the world, and they've come back and said it's miraculous; it's transformed their lives.

Take a piece of paper and write down 10 goals that you would like to accomplish in the next 12 months. Income goals, health goals, new car, travel, whatever it happens to be. Then go over the list and say, "If I could only accomplish just one thing



Brian Tracy

on this list, which one goal would have the greatest positive impact on my life?"

Now, imagine that you could have all of them sooner or later, but you could have one within 24 hours. Which one would have the greatest impact on your life?

It always jumps out at you right off the page and you know what it is. So take that goal and put it at the top of a clean sheet of paper. Then set a clear deadline for that goal. Now, if it turns out that you don't achieve it by your deadline, then you set a new deadline. Sometimes you achieve a goal earlier and sometimes you achieve it later. But you've got to have a date to aim at. Your subconscious mind needs a date to work on.

Next, make a list of everything that you could possibly think of that you can do to achieve that goal. Henry Ford once said that the biggest goals can be accomplished if you simply break them down into enough small steps. So, write down every single step that you have to take. And the more steps you write down, the more you become aware that this is an achievable goal, that you can do this.

There's a story about a traveler in ancient Greece. He met an old man and said, "Tell me, sir, how do I get to Mount Olympus?" The old man, who turned out to be Socrates, gave him a Socratic answer. He said, "If you really want to get to Mount Olympus, just make sure that every step you take is in that direction."

That logic is a very important lesson. Once you've decided on your major goal, just make sure that every step you take is in that direction.

Organize your list in terms of priority and in terms of sequence. What has to be done before something else has to be done? What is more important? What is less important? And that's how you make a plan.

Now you have a goal and a plan.

See **TRACY**, *continued on page 26*



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Part 9: The Anatomy of an Ad: Body Copy, Part 5, Unique Selling Proposition (USP)



School Growth Potential

TOBY MILROY
NAPMA COO

Although you should replicate PROVEN successful marketing pieces and strategies, it's also extremely important to separate your message from your "competition" and other marketing clutter in the marketplace.

In recent columns, I presented the concept of "agitating" the problem and invalidating all other solutions. Once you've explained to prospects why all other options are not as attractive as yours, you must convince them exactly why your solution is the best!

How would you describe EXACTLY why it's better for students to train at your school than ANY other martial arts school in your town (or any other "activities" they may be considering)?

Does your USP address (solve) a problem of people in your market? Does your USP offer a benefit that the "market" wants, and is willing to buy from you?

Creating your USP starts with some serious thinking about how you want to be perceived in your market, and why a prospective student should choose your school instead of any other available options.

Many (in fact, most) martial arts schools don't have a USP. They (like a weather balloon) are COMPLETELY dependent on the trade winds of the current "economy," or the fad currently popular in the marketplace. Their philosophy (or lack thereof) is simply to be one of many, with the sentiment: "If you're looking for martial arts, then you can pick me if you like…I'm as good as the next guy…"

When the economy becomes difficult, these schools struggle and die the quickest, and ultimately give the industry a bad reputation for being unstable.

You can differentiate your USP in an infinite number of ways. These are a few. Are you the "cheapest" option (NOT HIGHLY RECOMMENDED)? Are you the "we-teach-the-top-competitors" option? Do you provide the safest facility? Are your instructors educated and trained at a higher level? Do you teach a high-level character development curriculum?

You should challenge your sense of what your school is REALLY providing its students, and describe it in concrete terms. Write one or two sentences to describe your USP, keeping in mind that it must accurately describe the value and benefit you WILL ACTUALLY deliver to your students. You can't create a good "sales pitch," and then not fulfill your promise.

You USP will become a part of your school's "culture." Every member of your staff, every system in your school and every graduating student MUST be imbued with this benefit, and be living, breathing examples of how your USP impacts your students.

Another item to consider is what is the relative "value" of your USP.

Are there possible benefits that you can deliver to your students, for which they are willing to pay a premium? Are you providing a service that your students DON'T consider to be as valuable? What do your students REALLY want, and does it match what you REALLY want to deliver?

Differentiating yourself in the marketplace

See **MILROY**, *continued on page 33*

TOBY MILROY NAPMA COO
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**.

JOIN TOBY ONLINE: **Facebook.com/TobyMilroy** **Twitter.com/TobyMilroy**

Stopping "Productivus Interruptus," Part 1



No B.S. Success

DAN KENNEDY
THE RENEGADE MILLIONAIRE

Put a stop to interruptions and you multiply your productivity. It is that simple.

After reading a study that claims the average business owner is interrupted once every eight minutes, I had three of my clients, who spend all day on their business premises, put a watch on it for a day. One reported a better average: once per 10. The other two, six, and the third hollered, "Hey, I need a stopwatch."

When I worked in my offices where I was under the same roof with my staff, I found that average interruption rate to be about par—if I let it happen. As a big rule of thumb, the more employees or associates you have, the more you are interrupted. Some years back, I suddenly had a staff of 42 people thrust upon me.

For a while, I was interrupted every eight seconds, not every eight minutes. It was embarrassing to realize ultimately that this was my fault. I permitted, even invited the interruptions—and I learned to stop them.

There are many reasons for these interruptions, and almost none of them have to do with necessity! If you want to achieve peak personal productivity in such an environment, then use these five self-defense, time-defense tactics.

1. Get lost.
2. Don't answer the phone.
3. Fix the fax.
4. Set the timer on the bomb.
5. Be busy, and be obvious about it.

Get Lost

Your first tactic is simple inaccessibility. When I was in the office I was asked many questions that I knew the personnel answered themselves when I wasn't there, so my being there, and being accessible, actually diminished their productivity as well as mine. The answer is don't be there at all.

Some entrepreneurs think they must set a leadership example by being the first person to arrive in the morning, turn on the lights and the last person to leave and turn off the lights. I made this mistake, and it IS a huge mistake.

Leadership is not about outworking everyone.

I learned by traveling that my people functioned just as well, or better, when I was an absentee leader as they did with me onsite. When I was on the road and inaccessible, they handled 80% of everything themselves, most of it satisfactorily, some with excellence and a little bit unsatisfactorily, but almost always repairable. They asked me about the other 20% quickly and efficiently, in brief phone conversations or via fax.

Since that worked okay when it was necessary, there was no reason it couldn't work all the time; so I stopped going to the office, period. I had a fax at home and the office, so when I was in town, I stayed at home and worked largely uninterrupted. When necessary, I faxed or phoned the office; they phoned or faxed me.

Today, I live and work at my Ohio home more than anywhere else. I have only one staff person, and she is in the office—in Phoenix. That's about as far from underfoot as she can be. Almost without exception, we talk by phone once a day, usually for less than 20 minutes; I receive truly urgent faxes once a day; and once a week, I receive a nicely organized box of other faxes, mail and a list of questions.

She is far better organized in dealing with me than she'd be were I there or more accessible. I am far better organized in dealing with her. I'm certain it equates to at least two hours of productivity saved per day for both of us.

DAN KENNEDY THE RENEGADE MILLIONAIRE
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**.

Think Your Way to Success



The Success Coach

LEE MILTEER
NAPMA INNER CIRCLE AND PEAK PERFORMERS COACH

Have you ever noticed that the people who command confidence, loyalty and admiration are also the most successful? I think the reason can be explained with one word: THINKING.

It's a proven fact that others see in you what you see in yourself. You receive the kind of treatment you THINK you deserve. For example, a person who thinks he is inferior, regardless of his qualifications, is inferior. If a person feels inferior, then he acts that way, and no amount of veneer or bluffing will hide his feeling that he is not important.

If you think you are equal to the challenge at hand, then you automatically give yourself a huge advantage. Remember, how you think determines how you act. How you act, in turn, determines how others react to you. The bottom line is: if you want success and the respect of others, then you must first think you deserve respect.

The more self-respect you have, the more others will respect you. If you are not reaching your business goals, earning what you deserve or struggling in any way, then maybe it's time to review your thinking. The focus of your thinking always expands and you decide what you allow in your mind.

"If you think you can or if you think you cannot, you are always right." Henry Ford's quote is one that you, as an entrepreneur, must display where you can see it every day. Your thoughts create your reality and future. Your thoughts can lead to hope or despair.

During the next week, pay attention to the quality of your thoughts because they are the blueprint of your future. Your thoughts will determine exactly what kind of life you live. Are you a glass-half-full kind of person or have you allowed the media to poison you so much that you're a glass-half-empty person?

Do your best to remind yourself every month that thoughts create your reality, and stop allowing the news media to brainwash you that these are bad times, which only creates fear about your future. These negative statements are very destructive to your business, personal well being and view of the future.

I heard someone on TV say that this is a mental recession. This has some truth to it. The news media have created panic and a negative view of life with their reporting of what is wrong. There are many good stories about many businesses and people who are doing well and making more money than ever before!

As your success coach, I am deeply distressed that many of you are allowing the media to convince you

See **MILTEER**, *continued on page 33*

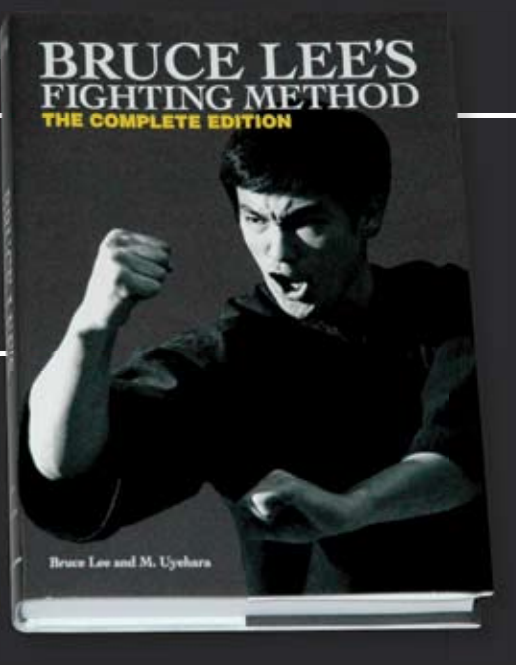
LEE MILTEER SUCCESS COACH

Lee Milteer is a well-known success coach, professional speaker, author and developer of the highly-aclaimed Millnionaire Smars concept. She is also the siccess coach for NAPMA's Inner Circle and Peak Performers Group and a frequent NAPMA speaker. She can be reached at **NAPMA.com/InnerCircle.**

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TRACY, *continued from page 23*

The next step is to take action on your plan. Do something every day to move toward that goal. What I can promise is, by selecting just one goal, you will have your major definite purpose. By making a plan, you will dramatically increase your confidence that it is possible. And by doing something every day, you will eventually achieve the goal and it will transform your life.

MABusiness: On a different subject, Brian, you're considered one of the world's foremost authorities on the subject of time management. This is a critical topic for anyone who owns a martial arts school. What are some proven time-management strategies that you would recommend for our readers?

Brian Tracy: First of all, remember that the quality of your life is determined by your time management. The number-one reason that people fail is because they major in minus. They do things that are of low value—and they keep doing things of low value until it soon becomes a habit.

First, always start with a list. The best time to make a list is the day before. Make a list of everything you have to do on the coming day. Write it down and, if you think of something new, add it to the list. Don't get interrupted. The good news is that martial arts instructors are very good at discipline. I think it's the most important of all qualities for success.

Go over the list and then use what is called the "A, B, C, D, E Method" of setting priorities. A is a must do. This is something that's very important and has serious consequences if you do it or not. Go down your list and write "A" next to every task that is really important.

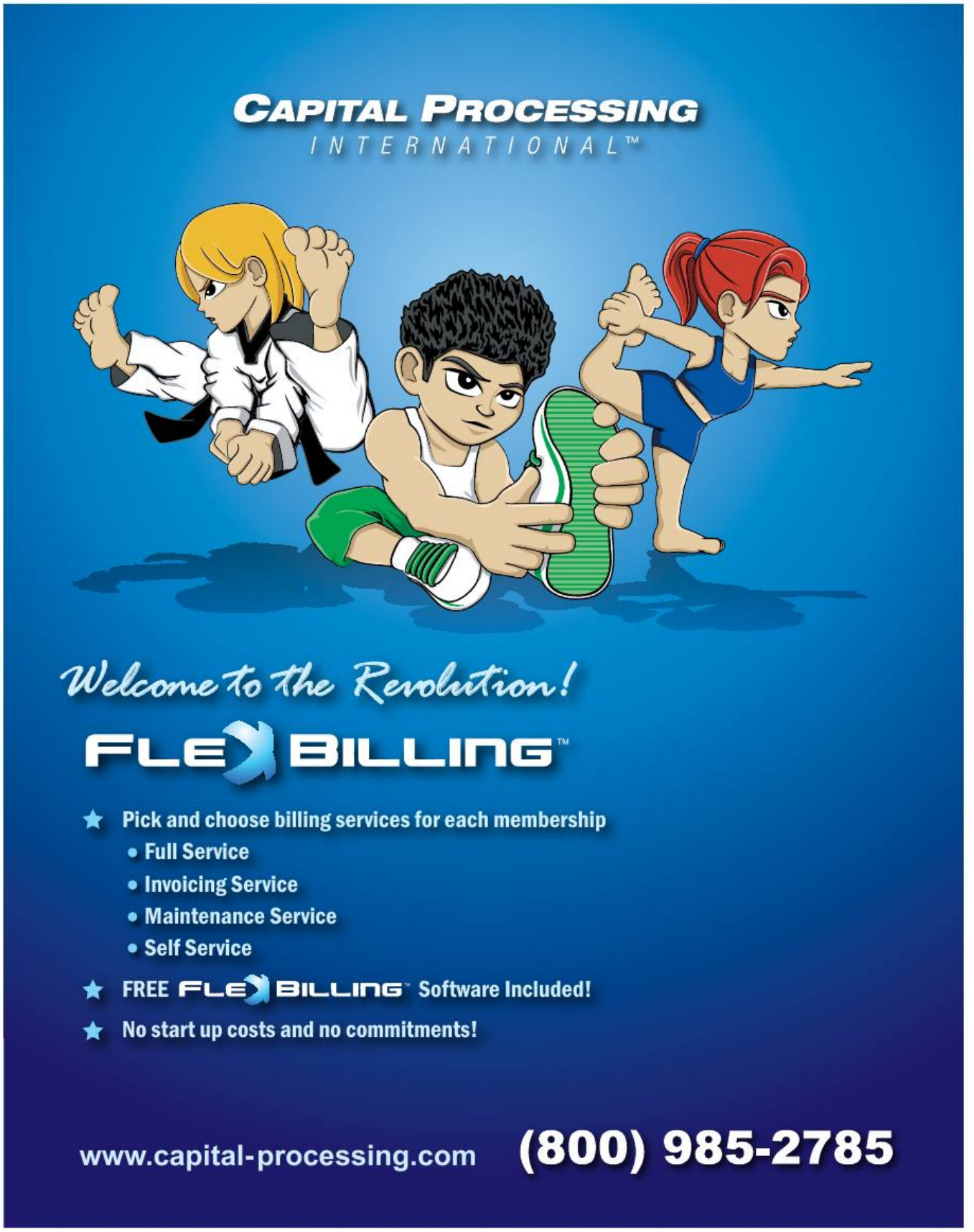
The second task is a "B." This is something that you should do, but if you don't, it has only mild consequences. The rule is, you never do a "B" task when you have an "A" task left undone. The third task you do is a "C." A "C" task is something that will be nice to do. Call a friend, read the newspaper, go for lunch, but which has no effect on your life. Therefore, you put "C" next to the things that aren't that important.

"D" is something that you delegate and the rule is, you delegate everything you possibly can that somebody else can do. Just because you can do it or do it well doesn't mean that you should do it. Delegate. Finally, "E" is for eliminate. You've got to learn to stop doing things that are no longer as relevant as your "A" and your "B" tasks.

If you have more than one "A" task, then you number them by A1, A2, A3 and so on. You start on A1 and you work on those until it's done. If you get thrown off track, you come back to it and keep coming back to it until it's completed. If you finish your A1 task, you'll feel a burst of endorphins; you'll feel happy, elated. You'll have more energy, and you'll feel in control of your life. All successful people work on their A1 tasks and drive them through to completion. All failures don't.

MABusiness: What do you recommend as to blocking out time for e-mails, then a block for phone calls, then a block for meetings, and then one for personal items?

Brian Tracy: That's a very good idea because you get what is called a "learning curve," and it's a very important part of time management. Take a group of tasks that are all similar and do them all at once—and you'll get more and more efficient. In fact, if it takes you 10 minutes to do one phone call, it will take you eight minutes to do the second one, and seven or six minutes to do the third. Eventually, you get to the point where you're making phone calls that are even more effective in two minutes rather than in 10 minutes.



Here's the flip side: As you do a few phone calls, do a little e-mail, do a little work with your staff, some marketing and so on. This way, you never get efficient in anything.

MABusiness: The success or failure of a school often depends on the personality of the instructor. Tell us about the importance of having charisma and strong communication skills in the martial arts field or, for that matter, in any field.

Brian Tracy: Here's an interesting discovery: In professional speaking terms, the most important thing is for people to like you. If they like you, you can't make a mistake or do wrong; if they don't like you, you can't do anything right.

Likeability is a No. 1 priority. But where does likeability come from? Likeability actually comes from caring about the other person. The very best martial arts instructors are people who genuinely care about other people. I told you earlier that I once took over a martial arts school. The school was completely demoralized; it had about 30 students. They were thinking of closing it down. They'd had an ex-sergeant teaching who was a high-level Brown Belt.

I found that he always taught with negatives. He would say things like, "Don't do this." "Don't do that." "Stop doing this." Then he would stand up in front of the room and say, "Now, do this," and he'd demonstrate it. Then he would criticize, again.

What I've found very interesting is that you cannot teach with negatives. You can only teach with positives. The human mind cannot conceptualize something negative. If you say to a person, "Don't trip," the person cannot visualize not tripping. But if you say, "Pick up your feet," a person can visualize doing that.

I learned from my instructor how to teach in terms of positive talks. Within two weeks, the whole school was transformed. Everybody was thinking in terms of positive performance; they could visualize themselves doing it well. That's what gives you charisma and personality; what causes people to like you.

Always compliment people. Even if a student practices a martial arts move poorly, you can always find something that he or she did well. Say, "You're moving your feet really well. What you have to do now is to coordinate your hands with your feet." Never criticize and always be positive. Positive comments cause people to like you because they feel happy; they feel more empowered; they feel that they're making progress; they feel they're growing. You simply have to be yourself and be positive.

MABusiness: And once you can get the people to like you, it will have a very positive effect on your retention of students, as well.

Brian Tracy: Absolutely.

READ PART 2 OF THIS INTERVIEW WITH BRIAN TRACY IN THE JUNE 2010 ISSUE.

Quotable

Who overcomes by force, hath overcome but half his foe. —*John Milton*

This reminds me of a dangerous trend that you might have, through the training of your staff and especially of that of your salespeople or program directors — I see many schools that get off track by going to a sales conference or training session, and then making the mistake of thinking that being an effective salesperson means that you have to usr a hard closes, or the Ben Franklin close, or the puppy dog close, or these type of tools. Now, while these tools are useful in communicating the benefit and the value of your program to a prospective student, what if it works?

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NAPMA, *continued from page 1*

Web media, the new *Mastering the Martial Arts Business* trade journal introduces a wealth of information from consulting experts outside the industry. Toby Milroy, NAPMA COO, explains: "We have built this tremendous faculty of folks who are proven experts in other fields that parallel and support the martial arts industry." These experts include Ron Ipack from the auto industry, Chris Hurn from the commercial real estate industry, Larry Donnithorn, the former Director of Character Development and Education at West Point, U.S. Military Academy, Lee Milteer, Personal Performance Expert, and Dan Kennedy, marketing and business building expert. In addition to our expert consultants, NAPMA staff studies business and marketing trends in a variety of industries to find fresh and innovative ideas for its members.

NAPMA was founded, in part, on information Stephen Oliver and Jeff Smith had pioneered. He has remained actively involved as a speaker, then developer of NAPMA Squared (now Maximum Impact), becoming majority owner and CEO in August 2008.

His vision is to continue growing our Association to become to martial arts professionals' the equivalent of the American Bar Association for lawyers or the AMA to medical professionals. He is supporting this vision by providing quality information that is unsurpassed in the industry.

In a recent interview, Milroy said, "We have all sorts of folks out there in the industry who frankly haven't even run a school. Or, they have a limited amount of success in a specific geographic area in one school, in one location. Some of these consultants last ran a martial arts school 10. 15 or 20 years ago and think that the same things still apply today."

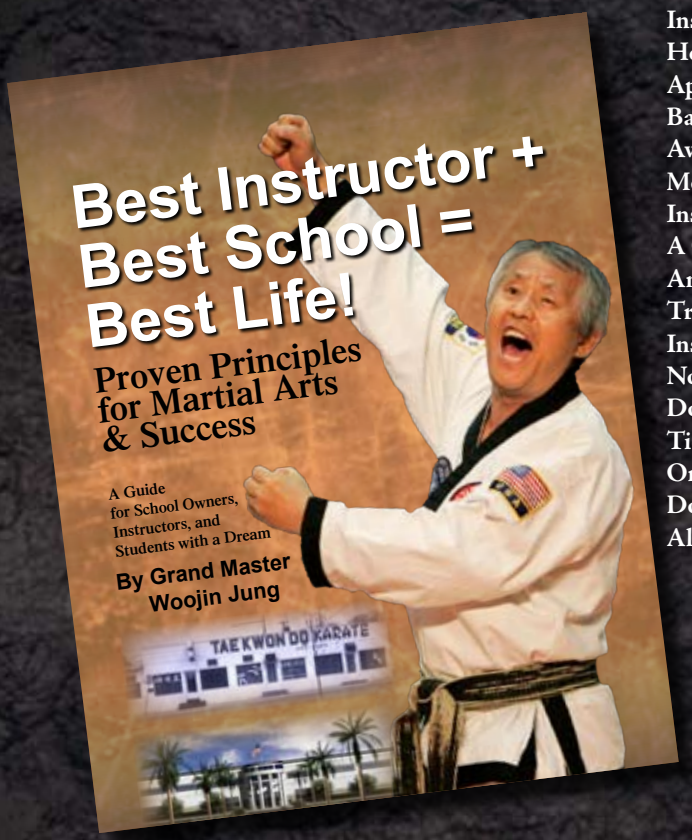
Stephen Oliver feels somewhat responsible for the dearth of unqualified martial arts gurus currently in the consulting field. "I did coaching with quite a few school owners, and a lot of them rapidly went from really small schools to mid-size schools and suddenly thought they were an expert. We are not doing a good job of showing people who had really weathered the storms, run successful schools in down markets, and who know the time-tested, proven business strategies in the field. So many of the current gurus have never run a school earning more than $20,000–$30,000 a month and then they thought they knew everything. Unfortunately, they often don't know the nuances of how to coach others to that same level, and limit their own growth thinking they've 'arrived,' rather than understanding that much higher levels are possible."

The NAPMA membership ladder includes the Maximum Impact, Peak Performers and the Inner Circle Coaching Experience. Milroy explains the system this way, "If you have a student that is a brown belt, it is not a really good idea for him to be training as a white belt."

The programs at NAPMA are designed to tell a school owner what he needs to know to be successful at his current level and how to accelerate his growth to get to the next. Stephen Oliver, Toby Milroy, Jeff Smith, Frank Brown, Rob Tucker and the other core of NAPMA's consultants have successfully coached schools in Australia, New Zealand, United Kingdom, suburban Vancouver, Indianapolis, Louisiana, New York City, upstate New York and Texas, along the Mexican border and all points in between. Using proven strategies that have been used in schools all over the world, they have taken schools from $10,000 to $50,000 a month and more, even in the current

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economy. With this vast experience, they have been able to identify what works consistently in any kind of market and under any market condition. Unless you have personally experienced the pressure of trying to sell 200 or more new students every month, you are simply not qualified to advise other school owners.

NAPMA's current management is skilled at identifying trends that directly benefit school owners. The Cardio-Kickboxing trend is a case in point. This trend was fueled by a multi-million dollar marketing effort from Billy Banks. Schools across the country were getting 40-50 calls per month asking for classes. The current UFC movement is a spectator sport that is driving no traffic to martial arts school and yet it is pervasive on the covers of enthusiast magazines, and at martial arts conventions. "None of the NAPMA members I have heard from are getting 40–50 calls per month saying can you teach me how to be a UFC fighter," comments Oliver. The next major event is a remake of *The Karate Kid* (**NAPMA.com/KarateKid**) which will have a huge impact for our industry, again!

NAPMA now offers two live events per year that are high- intensity boot camp learning experiences. The NAPMA Quantum Leap in the spring and the NAPMA Extreme Success Academy in the fall are designed to give school owners something they can use to build their schools, increase their standing in the communities they serve, create a wealth-building plan for hard-working school owners and how to install professional management systems to protect their schools. "We believe this is far more valuable information than the latest grappling hold," quips Milroy.

The current strategy is to build two professional information conferences every year to support the serious martial arts professional and avoid attracting the UFC fan- crowd. NAPMA's goal is to create a supportive atmosphere where high- quality information can be delivered and professional contacts can be made with experts in and outside the martial arts industry.

With a huge email list of over 40,000 that includes virtually every professional school in the country, NAPMA's services now include online resources, tele-coaching, Webinars, videos, on-line classrooms, and Q&A tele-conferences that are unparalleled in the industry. The entire NAPMA team is delivering on their commitment to provide the real information school owners need to achieve their goals and not just another box of ad slicks.

Over the past two years they have combined their experience running multiple school locations with high volumes, added the expertise of industry outsiders and identified the things every school owner must know, regardless of their current level of operation. The membership levels are designed to fit the needs of any school, in any market area. Oliver and Milroy are committed to building the kind of association that will give members the information that will not only provide a living income today, but provide a nest egg for the future.

"We are not the right association for the part-time hobbyist enthusiast running a school in their garage or the YMCA who never intends to be more than that," says Milroy. "Our members have higher aspirations and we are going to help them get there."

NAPMA is educating individuals and giving them a wide range of tools and resources. We are tapping into the very top operators all over the world, finding out what is working and what is not working in the market today. We have members that

See **NAPMA**, *continued on page 33*



SOUND OFF, *continued from page 10*

for traditional martial art schools. And in some ways, it's brought out some more students and even students that see that and choose to avoid that type of environment because of the yearning for the attributes that only traditional martial arts can give.

Master Thomas Gordon

Since implementing your systems, we now generate over $110,000, up from $18,000 a month!

First of all I would like to give you my compliments on once again an outstanding NAPMA Extreme Success Academy just last October in San Antonio, Texas.

I couldn't think of a better two words than Extreme Success.

When we joined NAPMA about a year and a half ago, we were struggling to make a turnover of about $18,000 a month.

Since joining your organization, receiving your marketing packages (as Maximum Impact members) attending your seminars and, most importantly, implementing your business systems and ideas, we are now doing well over $110,000 (one hundred thousand usd) turnover a month, with less effort and labour!! We just had our best month ever!!

Just as important, the quality of our instructors has also drastically improved as well as our student satisfaction. It is a win-win situation!

Of course, you need dedicated people who believe in the value of what they are teaching. People who believe they can contribute in a positive way to people's life and have a life changing impact on their student's life. However, without the proper marketing and business systems in place you will fail. It is as simple as that.

Why re-invent the wheel, while so many dedicated martial artists have already learned (through trial and error) what works and what doesn't. So for us, if you believe in your martial art, if you believe in the positive impact you can make on your student's life, if you believe in your self, then the only right thing to do in my opinion is to do it professionally, to do it right!

That means putting the same amount of time, effort and dedication to the business side of your martial arts school as you have done (and still do) to your martial art. That way your students benefit from a professional organization with well paid, high quality, well-educated and extremely motivated instructors.

We have therefore made the only right choice and have upgraded to Inner Circle members so we can continue to improve and grow and share our experiences and learn from others.

For us the core value of NAPMA and its employees and members is the vast amount of knowledge and experience they have accumulated over the years and most importantly the willingness to share it. Furthermore they are always on top of all new marketing systems that are out there and are extremely innovative.

For any martial arts school that is now struggling, there is something out there besides mere hope. It is called NAPMA. For schools that are doing well and would like to improve, there is NAPMA as well.

Without NAPMA's vast contribution, I would not be working full time as a Program Director at my school involved in an martial art I love, making a very good income so I can provide for my family while also making a larger positive impact on more people's life.

So I thank my sifu, GM Sergio P. Iadarola, for introducing our organi-



zation here in Holland to NAPMA, and I wish to thank Master Oliver, Master Smith, Master Brown, Toby Milroy, Rob Tucker and all other staff members for your never ending pursuit of high-quality education and dedication to make all instructors, all schools and all students more successful!

Can't wait till the next event. P.S. The Coaching/Inner Circle Program is fantastic. We're excited about being able to move up to the next level and appreciate your incredible leadership.

Paul Resnick
Program Director/Instructor
IWKA BV
Amsterdam, The Netherlands

The Challenges of Teaching Autistic Students

I have an autistic child and his brother in my 5–7-year old class. The brother is sharp and the autistic boy is improving. However, I have had a parent complain that the boy is too distracting for her granddaughter. The girl is pretty sharp too.

This week in class the boy got sick and now it is becoming a bigger issue. Do I cut out the special needs boy and deny him an activity that is helping him a lot and risk losing his brother or do I let the little girl go?

Howard Munding

MEMBER RESPONSE

Most important realization: If the child is not mainstreamed in school, then it's not appropriate to mainstream him in a martial arts program, at least, not right away.

What we have now is a 12-week summer program for autistic children. It's one 30-minute class per week with a student-to-instructor ratio of about 2 to 1. With higher functioning students, we work towards mainstreaming them into the regular program. For one class a week, we charge the same tuition as our basic program. As you can see, the staffing needs and teaching needs are greater.

Okay, how do you mainstream them? Well first, you need to properly evaluate the student's needs. Here's the questions you need to ask:

1. Where are they on the spectrum? ADHD, PDD-NOS, Asperger's or autistic.

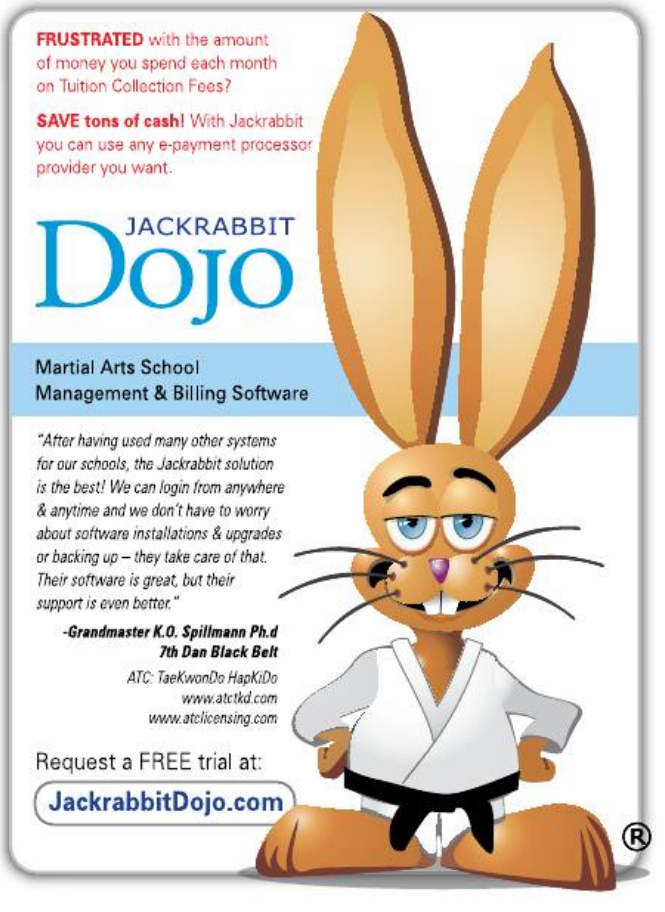
2. Do they have any repetitive behaviors? Spinning, hand flapping, and scripting are common. If you incorporate their repetitive behaviors into the workout, they respond incredibly well.

3. Do they have any sensitivities or obsessions? Sensitivities to touch and noise are common. Obsessions could be anything, I had one student who was obsessed with electric sockets (that's an important one to know). I had a student obsessed with time so I made him the time keeper in class. He told me when it was time to start and finish.

After the evaluation, determine what the student needs to get into the regular program. Continue to provide 15-minute private lessons. Once they are ready, let them go into one regular class and one private per week. When they go into the regular class, you need to assign a leadership team member to assist them in the regular class. If they are higher functioning, in time they should be able to participate in the class without an assistant.

Sensei Tim Rosanelli
Maximum Impact Karate







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Next Month

In the June 2010 issue of *Mastering the Martial Arts Business,* we'll present part two of "Professionalism Done the Right Way," with Brian Tracy, the second installment of our year-long series on the keys to success in with your martial arts school, and a profile of Pat Burleson.

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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:

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LEE, *continued from page 11*

and was using it as a portal to other unrelated businesses. The new Web site includes some of Mr. Lee's writings, an authorized biography, a blog and a shop with the usual celebrity merchandise. Ms. Lee reacquired her father's licensing rights from Universal Studios, which had held them for years.

In July 2008, the estate signed with a company called Green Light to negotiate the Bruce Lee "personality rights" that is his name, image, likeness and signature. The company also handles the rights for such celebrity estates such as Albert Einstein, Steve McQueen and Johnny Cash.

MILROY, *continued from page 26*

will allow you to virtually eliminate "price shopping" and price objections, as well as clearly carving a unique niche in your market. You can't attract everyone, so use a strong USP to attract exactly whom you want!

MILTEER, *continued from page 25*

that conditions are bad. I think the reality is just the opposite: people are spending money. They are taking vacations, buying at retail stores and moving ahead with their lives. Your focus always becomes your reality. Stop focusing on what the media are spoon-feeding you, please.

You have the power to create new solutions, give yourselves more leverage and overcome outdated fears that hold you back from creating a satisfying and wealthy life.

The price to allow the media to program you will be lost opportunities, time, self-esteem and misuse of potential and talent. Take back your power: shut off the media that are draining you, and replace the with new thoughts that empower you!

NAPMA, *continued from page 29*

have grown from $5,000 a month to $35,000 a month in the last nine months and members who are doing $100,000 a month. We have members who have grown from 50 students to 300 students and we are educating them on ROI (return on investment) and how to think properly about investing in their business."

Martial Arts Statistic

On January 9, 2009, Tae Kwon Doe world champion Ali Bahçetepe set a new world record by breaking 888 cement blocks in less than a minute. The event took place outside in Madrid, Spain, with temperatures near freezing.

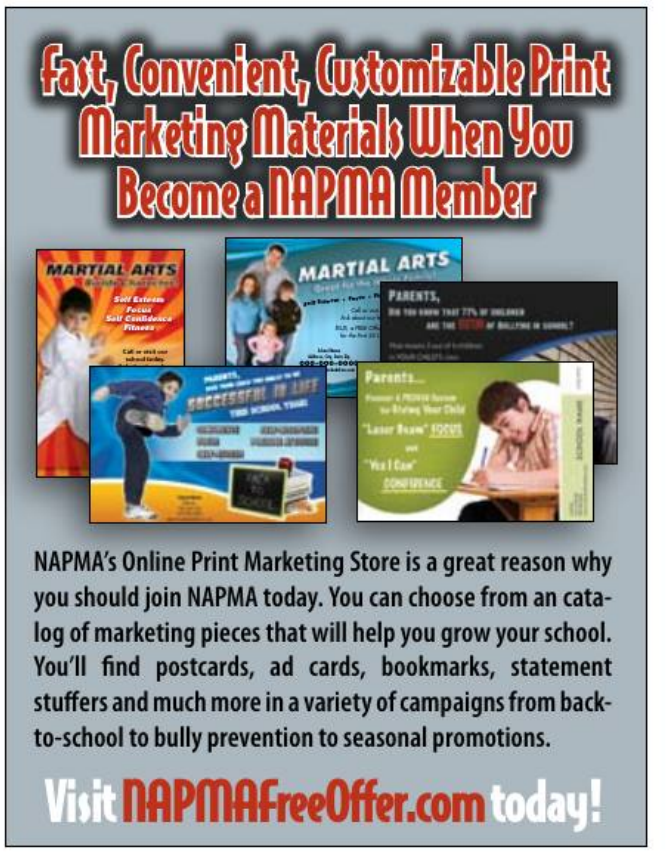
New Resource



As part of our mission to help you build a successful school, our newest product will teach you how publicity and media coverage attracts new prospects into your school. Watch for our announcement of the new *"Mastering the Art of Attracting Free Press and Media Coverage for Your Martial Arts School,"* available soon at **NAPMA.com/FreePR**.







The 10 "Secrets" of Leadership



The Final Word

STEPHEN OLLIVER

There are many effective styles of leadership, but there are several "secrets" to leadership in any organization.

Vision: You must have a clear and compelling vision of the future of your organization. It's the big picture of how your business should look, in as much sensory-rich detail as possible.

Leadership starts from within. If you have a clear picture of the future of your organization, then your conversation, actions and goals will tend to fall in line with this vision, and, ultimately, manifest it.

Communication: Having a clear vision of the future is valueless unless you are exceedingly effective at communicating that vision to others. You may communicate your vision through pictures, public speeches, written communications or ANY media, but your audience must receive your message in as compelling a manner as possible.

Emotional Commitment: You must lead people from their heart and not their head. Daily commitment comes from an emotional attachment to the leader, mission or vision. All leadership is based upon the emotional commitment of the followers much more than an abstract intellectual understanding of goals and objectives.

Values-Based: Although financial rewards are motivational, ultimately, people will wake early and work late with the highest levels of intensity when they are contributing to others and the community. Long-term motivation in any win-lose environment is nearly impossible. Be clear about your overriding values, and operate daily within those espoused values.

Congruence: Your words and actions must be congruent. You cannot motivate people to contribute and encourage them to a higher purpose if, ultimately, your integrity is questionable. Long-term leadership must be based upon honesty and the highest integrity.

Team Orientation: Someone said once: "You can accomplish anything if you don't care who receives credit for it." In the martial arts, this attitude is exceptionally rare. Many "master" instructors have started to believe their own press, and act as if anything good that happens to them was their idea. Give credit to the entire team. Work to accomplish new directions through consensus. It's better to play a supporting role and let the team members find the "means" to accomplish the "ends" of your vision.

Results Orientation: Focus on results, NOT process. Demand accountability from every team member and student for the end result, not the activity. Allow people, within limits, to choose the means to achieve your agreed-upon goal. Manage based upon results.

Goals: Once you've implemented all the other "secrets," establish daily, weekly, monthly, quarterly and yearly goals. Make sure that they are all congruent with your mission, values and vision. Keep records and statistics on everything in your business, but focus on two, three or four key numbers, and then watch them like a hawk. Post them in your office, at the reception desk, in the employee break room, or even on the front door. Look at your key numbers daily or even hourly to maintain focus.

Walk Your Talk: Nothing fails to motivate employees or students more than hypocrisy. Make a decision to live by your values and to be who you say you are 24 hours per day, seven days per week.

STEPHEN OLIVER NAPMA CEO

Stephen Oliver, MBA and 8th-degree Black Belt, has been training as a Martial Artists since 1969 and operating professional schools since 1974. He's run a multi-million dollar school operation (Mile High Karate) since 1983, and has been a former EFC Board Member and former NASKA World Tour Promoter. He is the leading consultant and coach to Professional Martial Arts School owners in the world.

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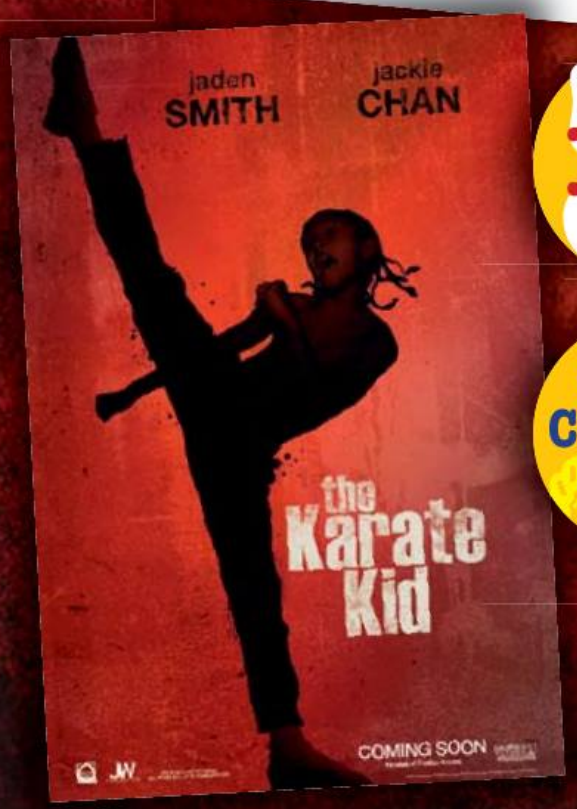
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