

Martials Arts Professional® presents

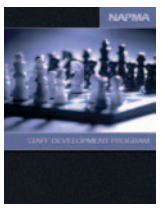
Mastering the Martial Arts Business™

FOR MARTIAL ARTS SCHOOL OWNERS WHO ARE SERIOUS ABOUT SUCCESS

Summer 2010 / $47.97

MartialArtsProfessional.com

NEW INSIDE



NEW FROM NAPMA
Staff Development Bundle
See page 31

FEATURES

Credit Card Processing Policies Crippling Martial Arts Schools Across the Nation. 1, 18
Great Results from "The Karate Kid" and Your Opportunity to Multiply them with "The Last Airbender"! 15
The Next Word on "Mixed-Up Martial Arts" 16
Interview with Brian Tracy . 1, 20

DEPARTMENTS

Sound Off. 8
NAPMA News. 13
Industry Insider 33

COLUMNISTS

Toby Milroy 24
Lee Milteer. 25
and more columnists online!

PRSRT STD
US POSTAGE
PAID
MIDLAND MI
PERMIT NO. 131

New Credit Card Processing Policies Crippling Martial Arts Schools All Across the Nation



Over the last several weeks, we've had several high level members of the National Association of Martial Arts Professionals contact our offices about disastrous experiences with MasterCard, Visa and their credit card processing. Basically, these huge companies have refused to accept business from school owners from across the United States. The problems have begun with pre-paid Black-Belt or Leadership student contracts and snowballed from there."

New security and risk controls have been implemented by the card processing industry due to the difficult economic conditions and higher losses at these companies. This has impacted martial arts schools because of the extended service agreements we have with students. More of the high dollar charges have been flagged by the risk management team within the card processing company. This has resulted in **funds being frozen** for school owners.

When a school owner signs up for a merchant account, the agent for the card processor asks the amount of the typical transaction, the highest expected transaction and total

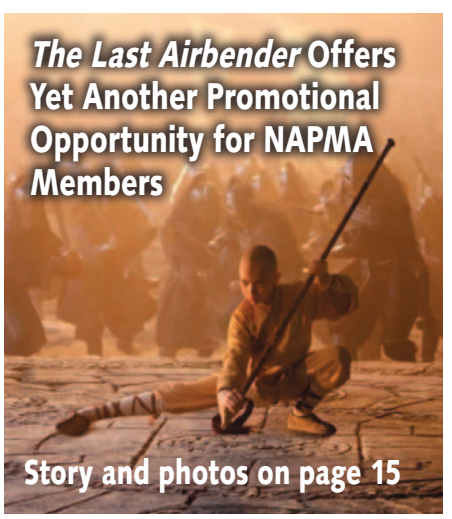
See **CREDIT CARDS**, *continued on page 18*

There's no Nobility in Poverty

By Stephen Oliver, MBA
CEO, NAPMA

I read a fascinating article recently on the cover of the "Weekend Journal" section of the *Wall Street Journal* about the band The Black Eyed Peas. The article was so "spot-on" for our industry that I read it a couple of times and thought about the implications. Before I explain let me step back a second…

See **POVERTY**, *continued on page 28*



The Karate Kid Grosses $106,284,000; NAPMA Strategies Drive Record Numbers Into Martial Arts Schools

NAPMA Members Focused on Results Generate as Many as 263 Intros for New Students in a Single Weekend!

According to NAPMA CEO Stephen Oliver, "Schools that followed our plan will likely add **from 100 to 300 or more new active students this summer**, at minimal cost. NAPMA truly created a $1,000,000 summer for many schools! And, frankly it's not too late to get on this bandwagon." During what many think of as a slow time for enrollments, **our schools are enrolling 15, 20, or more** (often many more) **new students every week!** Our marketing program tied to Karate Kid has many pillars and we have a complete "Parthenon" of activities that will make sure you capitalize on this explosion of interest.

For those who remember, 1984 through 1986 was a major "inflection point" for the Martial Arts Industry. The original *The Karate Kid* grossed a total of $90,815,55 and at peak played on 1,111 theaters. *Karate Kid II,* which



Producers of The Karate Kid *are in the planning stages for the sequel, which means more promotional opportunities.*

grossed a total of $115,103,979, played at its peak in 1,610 theatres. Together, they changed our industry. Suddenly martial arts lessons for kids and teenagers was in HUGE demand. Schools with 1,200

See **KARATE KID**, *continued on page 13*



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

Prepare your business for the future with ASF International.

EFT & Billing

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

School Management Software

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

Marketing Programs

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

Service & Support

Quick, friendly support for you and your students. Training & all upgrades are included.

Put 35 years of experience to work for you.

- Straightforward, competitive pricing
- Software, training, and tech support
- 24/7 control over your business and student info
- Business performance & growth forecasting

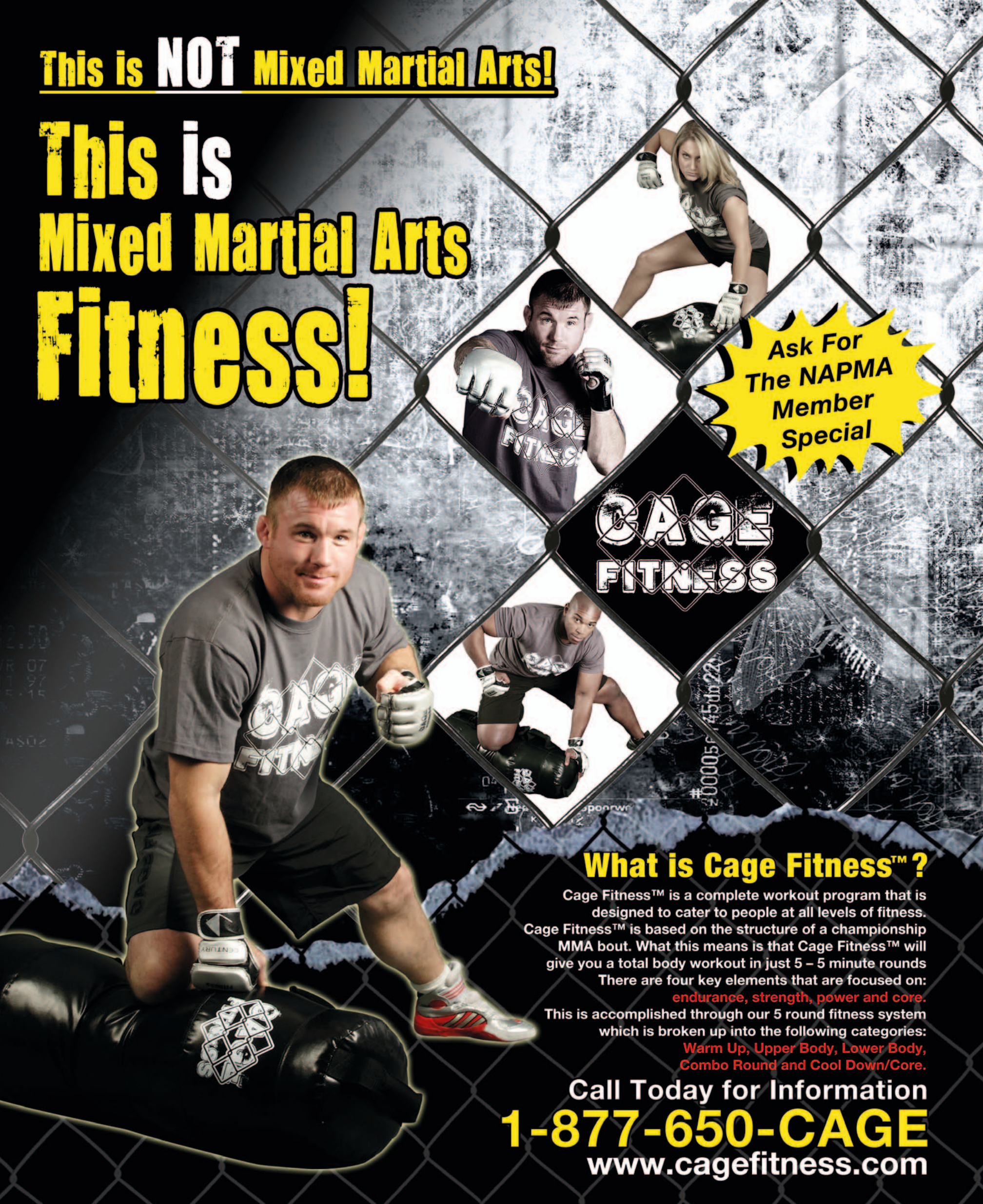
ASF® INTERNATIONAL

Your Business. Your Future.

www.asfmartialarts.com | 800-227-3859

This is NOT Mixed Martial Arts!

This is Mixed Martial Arts Fitness!



Ask For The NAPMA Member Special

What is Cage Fitness™ ?

Cage Fitness™ is a complete workout program that is designed to cater to people at all levels of fitness. Cage Fitness™ is based on the structure of a championship MMA bout. What this means is that Cage Fitness™ will give you a total body workout in just 5 – 5 minute rounds There are four key elements that are focused on: endurance, strength, power and core. This is accomplished through our 5 round fitness system which is broken up into the following categories: Warm Up, Upper Body, Lower Body, Combo Round and Cool Down/Core.

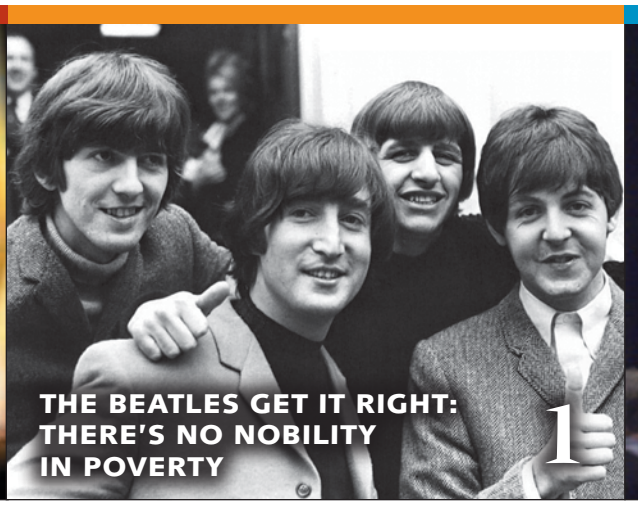
Call Today for Information

1-877-650-CAGE

www.cagefitness.com



NAPMA CREATES A SOLUTION TO THE CREDIT CARD CRISIS 1



THE BEATLES GET IT RIGHT: THERE'S NO NOBILITY IN POVERTY 1



MANAGE YOUR BUSINESS LIKE A FORTUNE 500 CEO WITH BRIAN TRACY 20

Features

The Karate Kid Grosses $106,284,000; NAPMA Drives Record Numbers into Martial Arts Schools 1, 15

Blasting past all expectations, *The Karate Kid* repeats history, motivating kids and parents towards martial arts instruction.

New Credit Card Processing Policies Crippling Martial Arts Schools All Across the Nation 1, 18

School owners report problems with processing credit card transactions that are unique to our industry. NAPMA creates a solution in partnership with National Merchant Bancard.

There's No Nobility in Poverty 16

Stephen Oliver examines the belief that a "commercial" approach to martial arts instruction is to be avoided.

Professionalism Done the Right Way With Brian Tracy; Part 2 20

In part two of our interview with Brian tracy, he describes his concepts of The Seven Key Result Areas in selling and in management; the 80/20 Principle and Zero-based Thinking.

Departments

Sound Off 8

NAPMA News 13



The Last Airbender



Jackie Chan

Advertiser Index 32

Industry Insider 33



Blanket Jackson learns karate in Los Angeles.



New version of The Silent Flute *in production.*

Columnists



School Growth Potential 24

Toby Milroy—NAPMA COO

Two Ears, One Mouth…Any Questions?



Your Success Coach. 25

Lee Milteer—NAPMA Success Coach

Your Greatest Resource — You!



The Final Word 34

Stephen Oliver—MBA, NAPMA CEO

Is Martial Arts Instruction a Real Job?

More columns are online at MartialArtsProfessional.com. See page 5 for a complete listing.



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 experiences.

PUBLICATION STAFF

Creative Director/Managing Editor: Gary Smith
Staff Writers: Nicole Reyele, Jackie Wells Smith
Copyeditor/Proofreader: Julie Breedlove
Columnists & Contributors: Terry Bryan, Tom Callos, Elsa Cordero, Jim Graden, Tom Hopkins, Joe Lewis, Toby Milroy, Lee Milteer, Stephen Oliver, Brian Tracy and Zig Ziglar.

ADVISORY BOARD

Martial Arts Operations: Rob Tucker
Martial Arts Instruction: Jeff Smith
Martial Arts Instruction: Frank Brown
Martial Art Business: Stephen Oliver

EXECUTIVE MANAGEMENT

Publisher, NAPMA Chief Executive Officer: Stephen Oliver

NAPMA Chief Operating Officer: Toby Milroy

Mastering the Martial Arts Business mmagazine is published and distributed by Martial Arts Marketing, Incorporated, DBA/National Association of Professional Martial Artists (NAPMA®).

2578 Enterprise Rd., Ste. 344, Orange City, FL 32763
FAX: 1-747-683-9581; 1-800-795-0583

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

To advertise in the print or online editions, visit MartialArtsProfessional.com, or contact Toby Milroy at FAX: 1-800-795-0583 or TobyMilroy@NAPMA.com

The Publisher and Editors are not responsible for unsolicited material. All contributions should be submitted via MartialArtsProfessional.com. All rights in letters sent will be treated as unconditionally assigned for publication and copyright purposes and are subject to our unrestricted right to edit and comment editorially.

© 2010 Martial Arts Marketing, Incorporated. All Rights Reserved. Any reproduction without permission is strictly prohibited.

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

DOLLAMUR AND SWAIN
ONLY ROLL WITH THE BEST!

CHUCK LIDDELL
DAN HENDERSON
MATT LINDLAND
MATT HUGHES
ROBBIE LAWLER
ROYCE GRACIE
RICH FRANKLIN
RICKSON GRACIE
RANDY COUTURE
GABRIEL GONZAGA
ANTONIO NOGUEIRA
TRAVIS LUTTER
BIG JOHN McCARTHY
CARLOS MACHADO
RIGAN MACHADO
XTREME COUTURE
FRANK SHAMROCK
QUINTON RAMPAGE JACKSON
NAGA





DOLLAMUR
SPORT SURFACES

SWAIN
SPORTSMAT

800.662.4616
www.swainmats.com

CHECKOUT OUR HOME MAT SALE!

NAGA
NORTH AMERICAN GRAPPLING ASSOCIATION

MartialArts Professional®

Growth • Success • Balance

Thousands of pages of expert advice covering all areas of martial arts school operations, marketing, curriculum and more!

MartialArtsProfessional.com

Martial Arts Education Columnists



The Science of Fighting

Joe Lewis—*NAPMA Technical Consultant*

The 40 Most Common Mistakes Fighters Commit, Part 5



Reality Check

Peyton Quinn—*NAPMA EZ Defense Expert*

The Prison Tale Continues



Fitness Kickboxing

Jim Graden—*Founder, UBC*

Double Your Revenue-Generating Hours



Fitness Track

Keith Yates—*Instructor, University Professor*

Implementing a Student Health History



Classical Thought

Douglas Adamson—*Multiple School Owner*

Discipline in a Martial Arts Facility



Beyond Technique

Fariborz Azhakh—*Martial Arts Information Professional*

Crossing the River



Championship Success

Jeff Smith—*Mile High Karate Chief Instructor*

Martial Arts Management Columnists



The Final Word

Stephen Oliver—*MBA, NAPMA CEO*

Is Martial Arts Instruction a Real Job?



School Growth Potential

Toby Milroy—*NAPMA COO*

Two Ears, One Mouth…Any Questions?



The Psychology of Success

Brian Tracy—*Human Motivation Author, Speaker*

A Good Instructor Doesn't Always Make a Good Manager



Sales and Marketing

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

Are Your Classes Too Cheap?



WarriorWiz

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



Bonus Column

Harvey Mackay—*Internationally recogmized author and speaker*



Internet Secrets

Elsa Cordero—*MBA, MS Oriental Medicine*

Internet Inside Secrets You Need to Know



Your Success Coach

Lee Milteer—*NAPMA Success Coach*

Your Greatest Resource — You!

Expand Your Thinking

Jim Edwards—*Small Business Expert*



Dennis Waitley— *Keynote Speaker and Productivity Consultant*



Eric Sbarge—*NAPMA Inner Circle Group Member*



Jim Rohm—*Author and Business Philosopher*



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



Personal Development

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



Expert Tips & Tactics

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

Tactician to Strategist, Part 1

Martial Arts Professional Asks...



Martial Arts Professional Asks…

Zig Ziglar—*Legendary Motivational Speaker and Author*



Jay Abraham—*Marketing Guru*

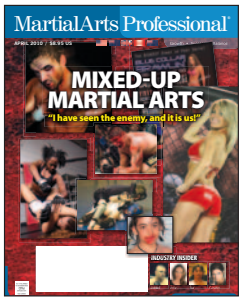
Archives

Feature Articles with Additional Content

Sound Off

Complete collection of past *Martial Arts Professional* magazine and *Mastering the Martial Arts Business* magazine and the current issue.





ONLINE

From MartialArtsProfessional.com you can also access:

NAPMABlog.com

Featured Blogs

The Karate Kid Opening Weekend is a Tremendous Success for Members



- Doug Longoria, Westminster: *263 appointments, 28 intros*
- Les Connard, Monrovia, Los Angeles, CA: *192 leads, 178 appointments*
- Ramil Abratique, Parker: *124 appointments, 21 intros*
- Sacha Williams, Fresno, CA: *159 leads, 102 appointments, 40 intros*
- Allie Marrow,and Sean Smith, Sterling, VA: *297 leads, 209 appointments*
- David Dow, Los Angeles, CA: *173 leads, 71 appointments*
- Brian Howard, Orange City, FL: *108 leads, 48 appointments*
- Jeff Burroughs, Hamilton, Ontario, Canada: *55 leads*
- Mike Freidman, Lake Mary, FL: 40 leads, *17 appointments*
- Joe Ash, Williamsburg, VA: *41 leads, 14 intros, 22 appointments, 24 new students.*
- William Hildinger: *150 leads, 27 appointments*

It's *not too late* for you to take advantage of this hugely effective marketing strategy! In fact, a *new* member followed our strategy and was able to get into the theaters and build a relationship that will last for years!

SEE THE RESULTS FOR YOURSELF AT NAPMABLOG.COM

MartialArtsProfessionalCommunity.com

Featured NAPMA Members

Join these featured members...



George N. Reynolds, Sr.

Okinawan Shorin-Ryu; 42 Years, 9th-Dan Okinawan Shorin-Ryu; Full-time school owner/operator (100-200 students).



Tim Wright

Hsing I, Baqua, Taichi, Long Fist, Arnis and Shorei Goju-ryu Karate; 33 years, 6th-Degree Black Belt, 7th-Degree Black Sash; Part-time school owner (0–50 students).



Daniele Serrano

American Filipino Kun Tao /The Rossi Kun Tao System; 17 years, 1st-Degree Black Belt; Certified Instructor for ESCAPE ALIVE-Survival Skills; martial arts instructor.



Professor Gary Lee

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

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.

NAPMA.com

For Members Only

Words Of The Week



Responsibility: Parts 1, 2, 3, 4

GOLD Leadership Team Training



The 7-Day Leadership Team Challenge: Parts 1, 2, 3, 4

FREE Teleconferences



Motivation for the Martial Arts Professional

Zig Ziglar

Visit NAPMA.com/ZigZiglar



How to Pack Your School Using the Stadium Pitch

Chet Holmes

Visit NAPMA.com/ChetHolmes

For Members AND Non-Members

Register for the NAPMA E-Newsletter

Stay "plugged in" to the latest Industry news and trends, proven successful school growth systems, and clever marketing strategies. Register for the FREE "Pulse of the Industry" NAPMA E-Newsletter.

Visit **NAPMA.com/newsletter**



Virtual Classroom Videos

Your weekly instructor training program

Children's Training Videos



Sherry McGregor—Keeping Traditional Classes Fun, Part 1

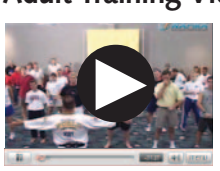


Sherry McGregor—Keeping Traditional Classes Fun, Part 2

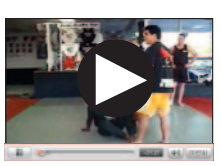


Sherry McGregor—Keeping Traditional Classes Fun, Parts 3

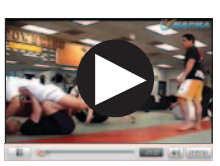
Adult Training Videos



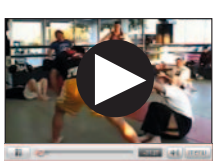
Kevin Ruby—Effective Demonstration Team Skills, Part 3



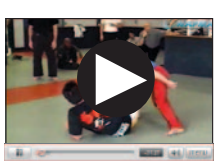
Edge MMA, Frank Shamrock—Ground Fighting Made Easy, Part 2



Edge MMA, Frank Shamrock—Ground Fighting Made Easy, Part 3



Edge MMA, Frank Shamrock—Ground Fighting Made Easy, Part 2-1



Edge MMA, Frank Shamrock—Ground Fighting Made Easy, Part 2-2

Sound Off

Mixing Martial Arts

There is a great deal of effort going into the idea of encouraging martial arts schools to add mixed martial arts to their programs. MMA has become the biggest thing in martial arts.

What we have to consider is how this program will affect our current program and members. Additionally, what can we expect to gain? In most family martial arts programs the idea of hard core mixed martial artists hanging around the school might have a negative impact on our current members. Will mom feel this is the right choice for her and her kids? Will the MMA fighter be setting the right example? Do others really look forward to the idea of rolling around on the ground with these people? Are we really going to draw in enough 18 to 32 year old males to pay the bills? How many current members will we lose? Is MMA a spectator sport or participation sport?

Adding choices and programs is most generally beneficial. Take a look at the successful schools around the nation and most of them are not primarily ground fighting schools. Most of them focus on character and integrity. Most of the successful schools are comfortable for all ages and genders.

How many 18 to 32 year old males will stick with you for years? How many even can afford the tuition?

Most of the MMA fighters have very little art and technical expertise. I'm guessing this is because they learn for three months and feel they're ready to start fighting. From then on the learning is ragged at best. Mostly the school of hard knocks.

There is a place for both character based and MMA types of training, but not in the same school. I do realize how much money MMA is bringing in, and I'm all for it. I'm personally not willing to risk our 350 members to gain 10-20 part time fighters.

Let's focus on both industries and not lose track of our millions of family based martial arts members that have been driving our industry for decades. I would like to see the statistics on actual participation in MMA training and how long they stay with it. A friend of mine went from having both programs to strictly Karate-based training, and his enrollment has soared. Let's not get too mixed up on what is the flavor of the day and stay focused on our core business.

Wesley Lewallen
Pacific Kicks
Kennewick, WA

MMA: Good or Bad?

It's good to see this subject debated. To be sure, there are always exceptions to every position. I'm sure that there are honorable people participating in the UFC. MMA is new and exciting, with many capitalizing on providing what people want. With the alteration of rules in 2002, MMA has become much more a part of the mainstream, to the point of being advocated for children.

I do believe that the UFC is benefiting, to a degree, at the expense of professional wrestling, as well as a seemingly large instant gratification, external reward-driven segment of American society. MMA does represent a certain "culture." And it's nice to know that I'm not the only one that does not want this "cage-fighting" mentality in my school.

On a related subject, why not wait and actually view a movie *(Ed. note: The Karate Kid)* for its content and message before attempting to promote and monetize it simply because it displays martial arts and is potentially popular?

Terry Brule
Napa Taekwondo Academy

MMA has become the biggest thing in martial arts. What we have to consider is how this program will affect our current program and members.

We Are Not a "Fight Club"

I do agree, in at least some capacity, that the image of some of the UFC fighters and MMA fighters in general can be a damaging one.

Some fighters lack the basic values that one might expect from a true martial artist: integrity, sportsmanship, and honor. Seeing these young men and women let wins and losses go to their heads; aiding them in justifying bad decisions, while at the same time becoming role models for children as young as mine (my oldest is 7) saddens me. One cannot attach themselves exclusively to the images of these few people, unless, of course, you wish to attract those people to your academy and to your art. I do not.



Carlos Machado, Jr.

That being said, there is good and bad in every trend. One could argue from an "old view," that *The Karate Kid* (the original version) was bad for martial arts in being the catalyst for child and youth students in an industry that was once only for adult males.

The trend of our industry has always been change and adaptation. Martial arts is fluid — would you "arm bar" someone the same now as you would have when you were a white belt? Those who choose not to adapt to new situations and challenges are those that are frequently left behind.

I do not necessarily agree with the view that the UFC and MMA are destroying the industry, or even schools. I am of the belief that everyone is the master of their own domain — our own success and failures are our own fault.

There is a happy medium to this situation, and if something that we tell every single prospective student that walks through our door, "We are not a fight club. Though there are schools that cater to a survival-of-the-fittest atmosphere, we are an academy for people who want to learn," we make it clear, even to those who were drawn to us by watching the UFC, that we do not tolerate bad attitudes. We make it clear that we are the school that can help anyone and everyone achieve their goals, no matter if it's something as simple as general fitness, or someone who wants to win belts in competition!

Though, the UFC has been a great catalyst for the art of Brazilian Jiu Jitsu gaining fame, I and my staff believe it is essential to attach yourself, your students, and your academy to your own culture. If that culture is fighting, then let it be fighting — use the UFC to its fullest extent! Our culture, as I have stated above, is a culture of learning and cooperation. This a common goal of almost every martial arts academy in the United States. Learning and cooperation should breed tolerance and adaptation — to every situation.

I sincerely respect your opinion, despite the fact that I have slight differences in my own judgment. I would appreciate if you would express my view for future articles reflecting what I have mentioned

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*

above as compared to what has been published in your recent article.

Carlos D. Machado, Jr.
8th-Degree Black Belt
Head Instructor,
Machado Jiu Jitsu, Dallas

Most of the Inner Circle and Peak Performer Members Have Done Extremely Well Considering the Adversity We Have Had in the Market

I just returned from the NAPMA Quantum Leap seminar and the Inner Circle meeting. In a word it was "Awesome." While this has been a tough year for many schools, many



Mike Pace

of the attendees who are regular at NAPMA events have fared very well over the past year. Most of the Inner Circle and Peak Performer members have done extremely well considering the adversity we have had in the market over the past 18 months.

Toby Milroy and Stephen Oliver were, as usual, extremely knowledgeable and helpful to the attendees. In addition, Rob Tucker and Frank Brown were awesome as usual. Many school owners who do not attend these events are leaving tons of money on the table at their schools. I can't understand why more do not attend.

The one thing that impresses me the most is that not only are they helping me and others add more to our bottom lines, they are teaching us how to add huge amounts of value to our schools. Additionally, they have a deep concern about not only the quality of the martial arts we teach, but in helping create much more value to our students.

Shihan Mike Pace, 9th-Dan,
Ghosin-Ryu Karate
Pace Institute of Karate, Vernon, NJ

"Extreme Success" is the Right Description

First of all I would like to give you my compliments on once again an outstanding 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 Maximum Impact packages, attending your seminars, and most importantly, implementing your business systems and ideas, **we are now doing well over $110,000 a month!** We just had our best month ever!

Just as importantly, the quality of our instructors has also drastically improved as well as our student sat-

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



SOUND OFF, *continued from previous page*

isfaction. 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 students' life. However, without the proper marketing and business systems in place you will fail. It is as simple as that.

Why reinvent the wheel while so many dedicated martial artists have already learned through trial and error what works and what doesn't.

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.

Without NAPMA's contribution, I would not be working full-time as a program director at my school, being involved in a 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.

P.S. **The Coaching/Inner Circle Program is fantastic.** We're excited about being able to move up to the next level.

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

Exposing MMA's "Dark Side"

Wow! Sir, I applaud, congratulate and admire you! You are the first martial arts journalist to finally speak out about the damage MMA does to the traditional school. No one in print dares to expose MMA"s "dark side" but instead tells us to embrace the fad as part of our image and actually say we are with them to supposedly enhance our image. I never believed it but could not find an authority who agreed with me, until your bold article hit my mailbox.

I watched MMA teach fighting for fighting's sake, wondering where the respect has gone.

I do not deny their right to exist, but instead feel they should name themselves "reality fighting," or anything else, so as not to be mistaken with what we do.

I grew up learning that the first names of every male adult on our block are "Mister," and taught my own children the same. The Karate Dojo teaches the reverence and manners missing in today's world, and it should not be confused with or replaced by a fighting mentality that places little or no emphasis on respect and conflict avoidance.

You have in my eyes become what should be the first in a movement to take back the rightful place of reverence and respect in the martial arts school.

Frank M. Kushner
FMK Karate
Binghamton, New York

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

iGo® Figure

The Black Belt of Martial Arts Management Software

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

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

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

300-plus Leads in Two Days and We Are Pumped!

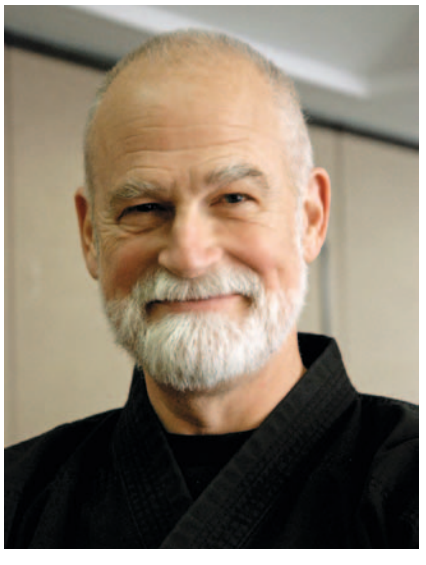
We have been in the Regal Theaters at Carousel Mall here in Syracuse for two days and generated 400 plus leads with demos in the theaters, in front of the screen and in lobby. We had a sharp-looking booth, TV with ads and posters well done. The theater folks want us to set up every weekend for the summer, starting with *Toy Story* and going through *The Last Airbender* and beyond. I like the idea [Stephen Oliver had] of movie staff wearing gis. We are PUMPED! Our ad also runs on 17 screens for six weeks during previews.

We are going to make T*he Last Airbender* a "mind bender" with some of the great ideas you guy have provided is. Thank you.

Greg Tearney
Korean Academy of Taekwondo

I Am Dedicated to Making Martial Arts a Different Place

Two men train to win fights. One of them fights to beat other men and receive glory and treasure. He fights for himself. The other man fights when forced to defend those who are wrongfully endangered. He fights for others. Both are fighters. Which is the more noble? It depends on the state of elevation of your culture.



Stephen K. Hayes

There is certainly a place in martial arts training for testing yourself against others man-to-man. I salute such champions. But, I am dedicated to taking martial arts to a different place. In my remaining years on the planet, I am passionately committed to teaching a method of intelligent personal combat that can be used effectively by a compassionate protector to make peace with the brutal and cruel wish to dominate for their exclusive pleasure or profit.

Some ask how we can tell how good we are without testing in the ring or cage? In my schools, trained instructors in padded armor simulate real world type assaults to let students test their techniques and spirits under high pressure. As a protector school, we train for situations very different from a contest ring.

Our goal is not to defeat competitors, but to develop the fighting skills and knowledge to establish peace when others might choose bullying, violence, or murder. We teach the kinds of awareness, attitudes, and techniques you need to end a fight with a larger attacker, or several attackers, or a surprise attacker, or an unfair fighter, or an armed attacker, and then get everyone to safety – very different from skills needed to win a prize in a mutually consented fighting contest.

I feel it is crucial to teach a code of ethical living right along with an elevated fighting system, and to be able to demonstrate that code of ethical living to my students in every move I make.

I would not hand a loaded rifle to a child who had not been taught to respect the power of the bullet. I will not teach skills of bone breaking, joint damaging, and organ injuring without teaching wariness for the potentially seductive, corruptive power of being able to dominate another man.

Stephen K. Hayes
SKH Quest

I Wanted to Commend You for the "Brass Balls" Factor

Just wanted to say "thank you" for all you do for the industry and what I gain from it personally.

I know I'm not the most vocal NAPMA member, but I still listen to as much as I can and implement as many ideas as I can. The audio from your special Quantum Leap presentation was very inspiring and prompted this message. I LOVED it!

I also wanted to commend you for the Brass Balls Factor you displayed in your recent "anti-MMA" cover story. As usual, you're correct and it was the best expression of my own thoughts I've seen.

Down here in Miami (65% Hispanic) you can imagine how MMA "dominates." So, I'm strategically working on attracting the contrarian remainder in our community who think differently through our websites and direct mail reactivation efforts. Keep Blastin'.



Dwight Woods

Dwight Woods
Unified Martial Arts, Miami, FL

Through *The Karate Kid* Opening Weekend, We Signed Up 64 Students

I thought I would share our results here in Loveland. Through the weekend we signed up 64 students for trial memberships (went into the weekend with 23 students). We have already started converting them to regular memberships. Not bad for a smaller town.

Last night, our dojang was nearly busting at the seams. For a brief moment or two I was a little worried because there was a line at the door waiting to get in.

The demographics amaze me. It's a farm-ish type of town, but we have had an extremely diverse group of people signing up and coming through the door — ages 4-56, mostly women and children but some men, and varying economic groups. We had a few Black Belts come to the table as well that have been out of it for a while wanting to return. I'm expecting to keep about 40% of these new students but I'm going to give it my best effort to keep all of them.

We used the NAPMA information to get the results. It's a shame *The Karate Kid, A-Team* and *The Last Airbender* are so close together. To varying degrees, they can all be good opportunities to bring in students.

Scott Granger, Managing Partner
Korean Academy of Taekwondo North

Understand How Big a Positive Impact Your Article Has Had on Me

I really, really enjoyed your recent article on MMA "I've Seen the Enemy and It Is Us." I think you should know a little bit about me to understand how big of a positive impact your article has had on me.

While I was having mat chat conversations with students about the value system of martial arts, they would then go home and having it all undone by watching the Ultimate Fighter on TV and thinking that's how martial artists behave.

I would come home at night edgy and angry because during the day at my school I was fighting for my life almost every day. People were not coming in and openly challenging me (that would require some level of character). Instead, they would pretend to want classes and during the training session they would try to take my head off. Upon asking why, the answers varied from "that's how they do it on the show" to "I am getting ready for a fight" my favorite was " I saw the Grac do that on a video." I would stop and explain the difference between learning, sparring and real fighting.

Upon opening my newest school, I had a very hard decision to make. What style do I teach? What I mean is, traditional or MMA?

Believe it or not, after thinking about it, I realized I could teach the traditional arts and apply some of the strength, agility, training while keeping the traditions of the true martial arts.

Funny thing was when I started developing my curriculum I realized most of my curriculum came from traditional arts such as the Judo and Ju-Jitsu I learned.

Sean Hurst

I Would Like to Thank Master Oliver for Being Honest and Upfront with His Views as Well as the Facts

I received this month's *Martial*

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

SOUND OFF, *continued from previous page*

Art Professional magazine and read an amazing article titled, "Mixed-up Martial Arts" by Stephen Oliver.

It left me with a sense of awe and satisfaction. I would like to thank Master Oliver for being honest and upfront with his views as well as the facts. It shows the true grit of a man to stand up for his beliefs and to go against the grain of popular opinion.

The warriors back 200 years ago were well-rounded battlefield combatants. It was not for sport or personal gain but character development, mental/physical balance, self-mastery and to serve with humility. First, master one's self and then you can have mastery over the enemy.

Today's "mixed martial arts" have lost that "martial" or military application. I don't even really see the prospect of using it as a self-defense.

A knife wielding person is not going to trade blows with you. It has been watered down for sport or personal gain and gotten out of control. I am not spouting that we traditionalists are better than anyone else. The personal gain we should achieve through the martial arts is physical wellness, mental balance, discipline, and spiritual (not meaning religious) strength, not to mention it provides for our family. There is nothing wrong with a martial artist making a good living and providing a good life for his/her family. Our children deserve a good quality education and to grow up secure and absent of fear.

The "mixed martial arts" have just about ruined it except those gaining money and fame from it. For what? Destroy yourself for material gain and to feed the ego? Be yourself and be proud of who you are!

MMA also breeds and encourages angry/violent resolution to simple normal childhood challenges. That is out of control. "Cage fighting" just proves what kind of animals we have become.

I have noticed that half-naked women, alcohol and brawling usually go along with this behavior. Is this what I want my 14-year-old son to believe that this is what it is to be a man?

Children are meant to have fun and enjoy their childhood, not bash each other's heads in. Who wants to have arthritis at the age of 20 or 30 from unnecessary injuries that are basically self-inflicted? For what, to prove how tough you are? They don't have the control we as adults do, or should have, to not use it on the school playground or at public parks and recreational areas. What happened to teaching "walking away"?

Why do we demoralize ourselves for material gain and fame? No. I would have to say it all boils down to low self-esteem, insecurities, and having to prove ourselves to the world that we are tough enough. Isn't that how a bully views life? I believe that ego is the purest evidence of the lack of healthy self-esteem and a humble spirit. In other words, to be a real man is having a strong spirit to always do the right thing no matter what it costs you. Humility, simply put, is knowing your place.

I am not poor by any means, don't get me wrong. Poverty is not humility. This I have learned through my personal convictions that are strong within my personal beliefs.

I was talking to Bob Wall about wanting to get into the movies only to grow my school and to spread the art of Hapkido. Bob Wall told me, "You want to be famous? Then be famous at the bank! There is no better thing than to provide for your family. Poor is an attitude and broke can be fixed." I have followed that advice to this day.

Thank you again for your most wonderful article and your honesty.

Jeff Allen, President
Pan-American Headquarters
International Hapkido Federation





NAPMA News

NAPMA Helps *The Karate Kid* Gross $106,284,000 in 10 Days

KARATE KID, *continued from page 1*

to 2,500 square feet were packing in 500 to 600 students. The market changed from primarily adults to 80% elementary and middle school kids. And, suddenly the "Perceived Value" of martial arts lessons and the prices that could be charged for lessons changed dramatically.

To put the current movie in perspective — it opened in 3,663 theaters (2,052 MORE than *The Karate Kid II*). Opening weekend the movie brought in $55,665,805 versus *The Karate Kid II*, the highest grossing of the original series that opened at $12,652,336. The National Association of Professional Martial Artists (NAPMA's) massive promotional efforts helped fuel to the movie to double industry expectations on opening weekend.

We believe that this is an incredible opportunity now to have MASSIVE growth in the children's and family market. NAPMA will be guiding schools by the hand through this explosive growth with bonus teleconferences, promotional materials, and step-by-step training on how to grow your school to $100,000 or more per month during this "Karate Kid Summer."

We've received numerous success stories including video of the promotions, photos, and full reports on how members who followed Stephen Oliver's plan to the letter generated 20–30 introductory appointments *per day* for the two weeks following the movie's release.

We've also heard from some who listened to those "false gurus" who, frankly, missed 100 or more new students by skipping vital steps to make these promotions truly valuable.

We have a complete marketing plan that uses *The Karate Kid's* success and leapfrogs onto *The Last Airbender* in theaters and shows you how to have the best July, August, and September *ever*.

Many member schools will be setting new all-time records this summer, and so should you. NAPMA established exclusive relationships with National CineMedia (NCM) and discounts of as much as 66% off for on-screen advertising and booth rentals.

We shared the proven step-by-step plan that worked with the original *The Karate Kid* series to help dramatically grow your school. We worked out exclusive relationships with Sony and Paramount for promotional materials. We notified member schools of "word of mouth" premier screenings for them to host and benefit from for both student referrals and media exposure. We created exclusive relationships with AMC Theaters, Regal Cinemas, Edwards, and United Artists, among others, for our members.

During the opening, we shared photos and videos of promotions in progress. We have similar opportunities for members tied to *The Last Airbender,* and our *The Karate Kid* promotions will continue through back-to-school and beyond.

Sony Pictures High-Kicking *The Karate Kid* Sequel

After *The Karate Kid*'s opening weekend gross of $56 million surpassed its $40 million budget, a sequel to the Jackie Chan and Jaden Smith mega-hit was inevitable.

Sure enough, agency sources at Sony's Columbia Pictures say executives are meeting with writers to pitch their ideas on the second installment. This is good news for NAPMA members, who can look forward to another blockbluster summer of enrollments when the sequel is released. ■

The Karate Kid Stars Go All Out to Help NAPMA Members Attract New Students and Schedule Intros

Jackie Chan, (left), Jaden Smith, (center), and Al Agon (far right), meet up at a promotional event to spread the word about the newly released movie. Eye-popping displays in a local theater complex (right) help attract attention from movie-goers, as teams of students pass out guest passes, prizes and other promotional "goodies" to help get leads and make appointments. Visit **NAPMA.com/KarateKid** for more information.



Savvy NAPMA members, such as Al Agon, Mile High Karate Regional Developer, Miami, FL (right), are leveraging the NAPMA/Sony relationship and scoring PR grand slams!





Member schools all over the world attract hundreds of enthusiastic students with the NAPMA promotion.






jaden SMITH
jackie CHAN
the Karate Kid
COLUMBIA PICTURES PRESENTS
AN OVERBROOK ENTERTAINMENT/JERRY WEINTRAUB PRODUCTION
IN ASSOCIATION WITH CHINA FILM GROUP CORPORATION
A FILM BY HARALD ZWART "THE KARATE KID" TARAJI P. HENSON
MUSIC SUPERVISION BY PILAR McCURRY MUSIC BY JAMES HORNER CO-PRODUCER SOLON SO
EXECUTIVE PRODUCERS DANY WOLF SUSAN EKINS HAN SAN PING
STORY BY ROBERT MARK KAMEN SCREENPLAY BY CHRISTOPHER MURPHEY
PRODUCED BY JERRY WEINTRAUB WILL SMITH JADA PINKETT SMITH JAMES LASSITER KEN STOVITZ
DIRECTED BY HARALD ZWART
KarateKid-TheMovie.com
Score Album on Madison Gate Records
verbrook
JW PRODUCTIONS
SONY make.believe
COLUMBIA PICTURES
PG PARENTAL GUIDANCE SUGGESTED
SOME MATERIAL MAY NOT BE SUITABLE FOR CHILDREN
BULLYING, MARTIAL ARTS ACTION VIOLENCE AND SOME MILD LANGUAGE
INCLUDES "NEVER SAY NEVER" PERFORMED BY JUSTIN BIEBER FEATURING JADEN SMITH
6.11.10

Great Results from "The Karate Kid" and Your Opportunity to Multiply them with "The Last Airbender"!

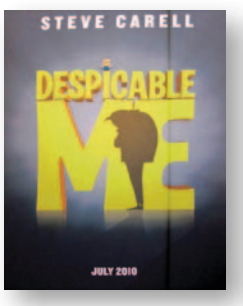
NAPMA members all over the nation, and in fact all over the world, are having AMAZING results with our "The Karate Kid" marketing strategies. This is truly an *immense* opportunity to add 100, 125, 150 or more new students to your school this year!

Keep in mind, that this is a *6- to 8-week* promotion, tying together the releases of:

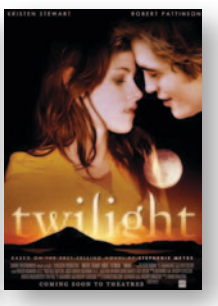
- *The Karate Kid*
- *Toy Story 3*
- *Twilight*
- *The Last Airbender*
- *Despicable Me*
- *The Sorcerer's Apprentice*

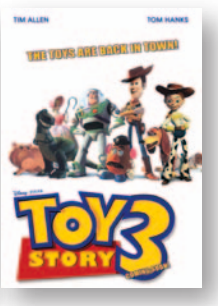
This marketing blitz will fill your school for the summer, leading into a *huge* referral harvest in August, and a *massive* renewal influx in September and October. ■

Now is the time to add 100 brand-new students and $30,000 to $50,000 to your school! Visit NAPMA.com/Airbender to start promoting and profiting.











KID-JITSU

BUILDING THE NEW GENERATION

Kid-Jitsu® is taking applications for Licensing and Instructor Certification in "Kid-Jitsu®". This program is designed for traditional Martial Arts Instructors to learn to teach and implement the fundamentals of Brazilian Jiu-Jitsu into their youth programs in their schools.

If you would like to:

- GAIN NEW STUDENTS
- ENHANCE YOUR CURRENT CURRICULUM
- IMPLEMENT A SAFE AND EFFECTIVE GROUND PROGRAM
- OFFER ANOTHER LEADERSHIP OPTION
- BENEFIT AND PROFIT FROM THE "MMA CRAZE"

WWW.KID-JITSU.NET

904-242-9343

JAXBJJ@YAHOO.COM

KID-JITSU® IS FOR YOU!






BJJ Legend Endorses Kid-Jitsu!

"I believe that Kid-Jitsu is an excellent way to share BJJ with children around the world!".

Roberto "Spider" Traven, 6th Degree BJJ Black Belt
Abu Dhabi Open Champion,
2x Mundial Champion UFC Veteran

"Professor Larry Shealy is a man embodied with a remarkable passion for BJJ and his students. Anyone coming to GB Jacksonville will notice the high level of respect and admiration all students and staff have for him. I heard once that the value of one's live should be measured by how many people use one's live to evaluate the value of theirs. If that is true professor, you should be very proud and happy of all you have accomplished as a BJJ instructor. You have lots of admirers of your work, including my self. Thanks to your services for the growth and expansion of our art and family"

Professor Flavio Almeida,
Gracie Barra America, 2nd Degree Black Belt



The Next Word on "Mixed-Up Martial Arts"

By Stephen Oliver, MBA
CEO, NAPMA

In my book *Everything I Wish I Knew When I Was 22*, chapter seven was entitled "Separate Your Hobby From Your Business." It outlines the problem of an athlete/enthusiast attempting to make a living as a teacher/school administrator.

One of the big issues of "Mixed-Up Martial Arts" is the ongoing saga of martial arts enthusiasts who happen to also run a school as their primary (or, secondary) source of income, chasing the newest "bright shiny object," and using that to reinvent their school and its curriculum.

I've seen many schools at all levels suffer from their owner's preoccupation with the latest thing.

Certainly, this isn't limited to Mixed Martial Arts — frankly it's just the latest iteration. Various "new stuff" has swept through the industry, including JKD, Escrima, Kickboxing, BJJ and now, MMA, to name just a few.

Most school owners end up running a school, as their hobby gradually evolves into a job, then into a career. Maybe they were recruited to teach by their instructor, then had their "entrepreneurial seizure" and ended up self-employed.

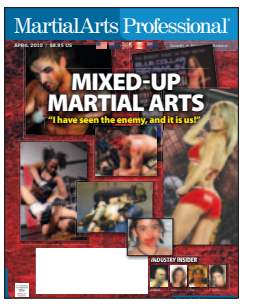
This is, of course, considerably different from the more pedestrian career path of most professionals: complete high school, go to college to pursue a degree in a field expected to produce an interesting and lucrative career, find a job and pursue career advancement and consistently improving salary and benefits.

Certainly in the new economy that model is becoming increasingly less common. However, I walk through this to point out how different our industry usually is. Although there is a newer generation, many like myself actually trained to improve their teaching skills, pursued a degree in business with additional training in marketing, and really approached the martial arts as a career. Generally, that's the exception in the martial arts.

If you are really interested in running a quality school and making a reasonable income, then you must approach your business as a career, and not as a way to pursue your hobby full-time.

As a school owner, to be successful you must always pay attention to your classroom and curriculum: Do you teach what you like or teach what your clients want to learn? Many, many martial artists pursue their own interests and hobbies in martial arts — then immediately convert their curriculum into these areas.

See **NEXT WORD**, *continued on page 26*











Stephen Oliver announces an UNPRECEDENTED FREE OFFER that will help your school grow!

DISCOVER THE HIDDEN FORTUNE IN YOUR MARTIAL ARTS SCHOOL

Learn how you can skyrocket sales by increasing retention, doubling enrollment, and automating your business systems using a proven formula for success.

Respond quickly to receive a FREE DVD, plus two FREE CDs, along with a FREE one-on-one consultation to find the hidden opportunity in your school!



Dear Martial Arts School Owner,

Take a moment to reflect on the last month, year, even five years you've been in business. What dominates your thoughts?

Is it the thrilling, adrenaline-pumping moments that make this career the most fulfilling, exhilarating professional experience you can imagine? Or is it the stressful ones, the never-ending to-do lists and eternal quest for "a better way?"

Do you find yourself struggling to manage the business, market the business, grow the business and lead a meaningful personal life too?

Want to find out how you can get on and in all of this? Great!

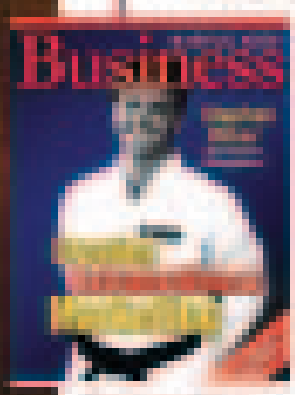
Let's get started...

I started my coaching program several years ago — modestly enough hoping to help a few clients. What happened KNOCKED MY SOCKS OFF!

WHAT HAPPENED?

A BUNCH of schools went from $12,000 to $17,000 a month to $65,000 to $80,000 a month — ALMOST overnight!

Others went from $50,000 a month to as much as $110,000 per month!



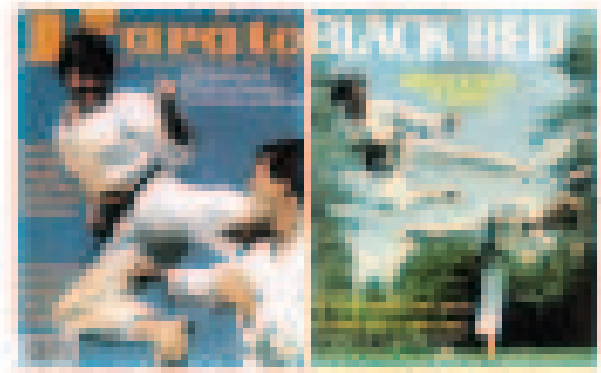
Stephen Oliver featured on the premier issue of Martial Arts Business magazine.

It's strange because, almost by accident, I started out essentially promising a TEN-to-ONE return on investment. What happened ON AVERAGE (not at the extreme) was more like a 15, 17, even 30-to-1 return on investment — EVERY Month!

DISCOVER THE HIDDEN FORTUNE IN YOUR SCHOOL



Stephen's cover is for Martial Arts Industry's leading expert on marketing and success.



Jeff Smith, a fellow elite martial arts school owner (featured in our master school series).

What will you learn in the MASTER-MIND COACHING PROGRAM?

IF YOU'D LIKE 99% OF STUDENTS CLASSES you face the very same obstacles, including how to generate new students, increase student quality and retention, and keep your students renewing. And these are just the basics!

You probably also want to know:

- How two elite school owners have used the power of FREE press to generate over 200 articles and news stories about their schools in just the past 12 months.
- How to use Web sites and other automatic processes to improve

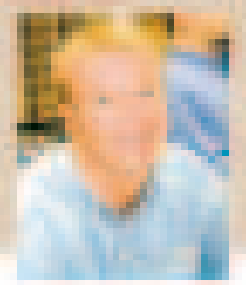
"I've made more than 30 times what I put into this program going from an average of $20,000 per month to $50,000 per month.

I've made more than 30 times what I put into this program going from an average of $20,000 per month to $50,000 per month.

When I first started with the program, all I thought about was how much it cost and how much it's going to cost me. But I know now that I've gotten a return probably 30 times of what I put into it, at least.

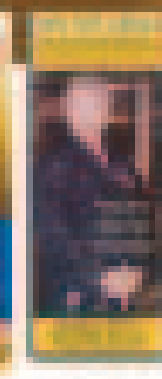
I've had so much material that it's like drinking out of a fire hose. The boot camp itself is so much material, that it's probably going to take me another year to get that all in. I'm looking forward to a successful future and not just the income!

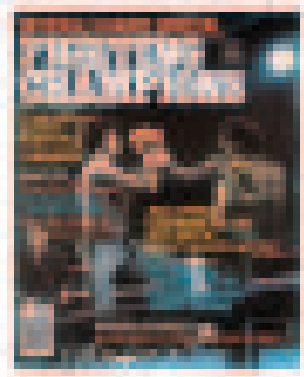
Joe Bianchi, Homestead, MO
masterjb@bellsouth.net

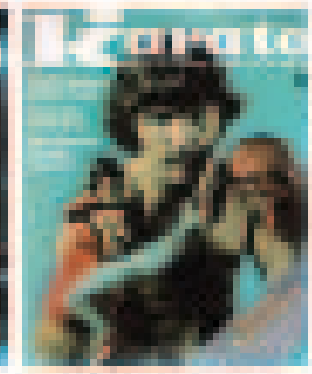


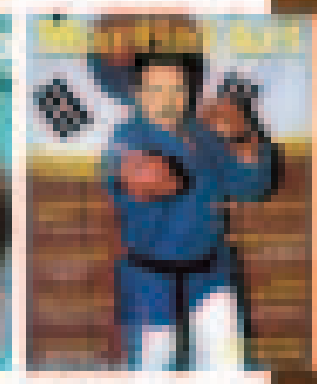












Grand Master Stephen Oliver (top row) and Grand Master Jeff Smith (bottom row) have been featured repeatedly on the covers and within the pages of Black Belt Magazine, the leading publication for...

- Fix your pricing to grow your lessons — with no change in your student body — all the while improving student retention AND improving student quality.
- How one school upped their tuition by 100% with no decline in enrollments at all – thus, improving their revenue by 100% (and...
- How to maximize conversion rates, enrollment numbers, tuition pricing, renewal programs, and effective promotional strategies. Learn to gauge which techniques will work for your own school before you implement them.
- Generate FREE publicity on TV, radio and in print, not once but over and over again the whole year through.
- Automate business growth systems and free yourself up to focus on the parts of your business that you actually enjoy.
- Improve your enrollment and renewal rates without becoming a pushy "Sales Guy"
- Get help from other experienced martial art school owners who've been where you are.

What REALLY Makes Me First-Out, Tried-and-True QUALIFIED to Help You?

I was the first of the 2nd Generation of Martial Arts School owners in the United States. What does that mean? I was doing the unprecedented, running a Martial Arts school full-time—as in a real career – with lots of opportunities and looking at every aspect as a business NOT a hobby.

Not knowing a soul in Denver, I promptly opened five Mile High Karate schools in 18 months — growing to over $1,000,000.00 in revenue and 1,500 active students before I turned 25.

And I gotta tell you. It wasn't because I was cheap. In the early 80's I often charged double the price my "competition" asked AND I had the leading "market share" by no less than 75%. True story. Since then I've:

- Promoted a NASBA World Tour Event
- Served as the Executive Director on the NASBA Board of Directors
- Was inducted into the IFC Hall of Fame
- Received recognition, among other awards, as IFC's #1 multi-school operation
- Owned 3 of the top 10 schools on the ITC "All Stars" report
- Graduated with a Master's in Business Administration



Jeff Smith and Stephen Oliver coaching the World Champion U.S. Team in Geneva, Switzerland

- Enlisted a half dozen Ph.D's to analyze the martial arts business and, using their feedback, put together a 400-page business plan for a large multi-school operation
- Received recognition from schools throughout the world as the leading Martial Arts School marketing and business expert



Jason Rees congratulating Stephen Oliver on achieving his 1st Degree Black Belt

- Expanded my Mile High Karate Schools internationally
- Worked with and strategized with the most successful school owners in the world, whom I'm also fortunate enough to call friends
- As a martial artist, I've been training since 1958, starting with the Jhoon Rhee Institute. I received my 1st Degree Black Belt in 1978 and am now an 7th Degree Black Belt
- Co-author of "40 #1 Realities for Entrepreneurs," along with Dan Kennedy
- Author and creator of NAPMA Squared

What WOULDN'T you give for a FOOLPROOF BLUEPRINT to unlimited success?

ALL YOU ORGANIZED-MINDED MEMBERS WILL HAVE learn new techniques and strategies, for sure. But even more important, you get to brainstorm with other school owners, meet top-flight school owners, share ideas, discover what's working in the real world right now, and have every step of the journey guided by the top marketing and business minds in our industry.

Let's be honest, who do you want on your advisory team? Friends and family who mean well but haven't succeeded on a massive scale in your industry or an elite group of entrepreneurs who have produced nationally renowned results over the course of decades?

What Do You Get With The Unprecedented Coaching Program?

1. A complete, hour-long diagnosis of your school, performed personally by one or one of my regional training directors, covering all aspects of your martial arts business, including:

- A review of your expenses to find cut backs and discover opportunities to increase your profits
- A complete review of your marketing systems to find missed opportunities
- A complete review of your pricing structure to ensure maximum revenue per student, etc.
- Ongoing critiques of all ads, letters, and marketing pieces used by your school

We are often able to **discover $100,000 to $250,000 in "hidden opportunities"** that you haven't exploited — usually with zero additional expenses and therefore, 100% NET profit!

2. Regular one-on-one meetings via telephone where we don't meet face-to-face. This is where we really "fine-tune" your operation and improve your NET profit by 100% to 1,000%, without working harder or longer hours.

3. **FREE Admission** to the yearly "Ultimate Martial Arts Marketing Bootcamp" and Master-Mind meetings (which non-coaching members pay $2,795 a piece to attend), including special coaching sessions with leading industry figures.

4. **One monthly Master-Mind call** (or live meeting) with other coaching and master-mind members and millionaire guests. These one-and-a-half hour phone sessions are about marketing programs, operations, and the challenges of our participants.

5. **Accelerated "Master-Mind" Testing** and implementation across member schools. This is an area that really jump-starts your progress. Sharing with "like-minded" school operators what is working and not working, while hearing about their "wins and losses," plus, sharing ad copy, placement, budgeting and P&L decisions across the table.

6. **Monthly teleconference calls and live class training** with Mile High Karate Director of Training & Board of Directors member Jeff Smith, a 5th Degree Black Belt Master in Tae-Kwon Do, with over 40 years martial arts' expertise. Director of Instruction for Mile High Karate, he is best known as the 7-time "World Light Heavy Weight Karate Champion." He was:

- **Coach of the World Champion United States Karate Team** and the Junior National Team
- A member of the Black Belt Hall of Fame
- **Trained and joined the Bruce Lee Board** of Directors (the Bruce Lee and Karate Magazine) and Editor in the Who's Who of Martial Arts
- On ABC's "Wide World of Entertainment," "The Champions" TV series, Showtime, ESPN and Pay-Per-View weekly
- **On Screen** of many major martial arts publications. Selected by Washington Magazine as one of Washington's top athletes.



Master of Martial Arts Business Jeff Smith.



World Champion Jeff Smith.

7. **Monthly access to my personal coach** and internationally-renowned speaker Lee Milner and her "Millionaire Mindset" Program. A small sample of Lee's programs include:

- Goals for Creating Wealth for Entrepreneurs
- Stress Management for Entrepreneurs
- Exceptional Customer Service for Entrepreneurs
- Change Management for Entrepreneurs
- Dealing with Adversity: Problems and Obstacles for Entrepreneurs
- How to Promote Yourself for Entrepreneurs
- Author of four books. Lee's other clients and associates include Walt Disney, AT&T, XEROX, IBM, Pan American Co., Federal Express, US Navy, Bell Telephone, U.S. Air Force, Dun Bradstreet, Zig Ziglar, Stephen Covey and Brian Tracy

8. **Using my "Quick Start" Program** and $10,000 or more to your monthly gross revenue. Personally Quick Start all phone consultations with Stephen Oliver and his team. Get started quickly on the principles of the Coaching Program and MAKE MORE! pay for the program!

9. **Access to the Master Mind & Coaching private web site** where you can get additional support materials including audio and transcripts of past coaching calls like:

- Master Mind Call, "Dominate the Internet"
- Teleconference with Stephen Oliver
- Interview with Stephen Oliver and Jay Abraham
- Ultimate Martial Arts Marketing Bootcamp
- Internet and Referral Marketing Systems, Brett Bevan, Rob Turbin
- Direct Mail Marketing
- Teleconference with Stephen Oliver and Paul Hartunian about Publicity for your school.

10. **LOTS of other resources including reports, transcripts and calls** to help your school grow. A few samples include:

- "50 Big Things I Wish I Knew When I Was 20" — Updated
- Coaching & Mentoring the Ultimate Martial Arts Marketing Bootcamp
- Generating Endorsements 101
- Developing your Complete Marketing Plan
- One Idea Worth $50,000
- The Science of Getting Rich

11. **Get up and running quick:** "Quick Start" calls each week to help schools with revenues under $50,000 a month get up and running QUICK and on the way to becoming a $500,000-a-year business.

Who do TCU Nation vs. YOUR Team?

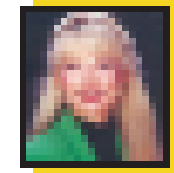
Watch Who in The Master Mind Coaching Program?



Steve Mazur
Jacksonville
Mile High Karate in 1968. The Martial Arts industry is losing its first dojo school marketing and business expert. Featured in many publications.



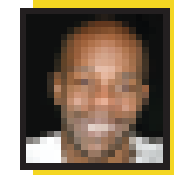
Robert "Mister" Jernigan
Former World Champion and Black Belt Hall of Fame member. He's been running multiple locations for over 30 years and is considered a school operations expert.



Lee Milner
Millionaire Mindset Host and Home Security Industry expert, author and business coach.



Bob Tickner
6th Degree Black Belt in Taekwondo and a 3rd Degree Black Belt in Kyokushinkai. He has been a success-ful multi-school owner.



Peggy Smith
5th Degree Black Belt Master in Tae Kwon Do, has coached over 20 years in the martial arts. He heads up training for Mile High Karate Non-Profit schools.

Before I ask you to invest in me, I'm going to INVEST IN YOU.

[illegible] for a measly penny, aside from the paltry shipping and handling fee, I'm going to invest in you with 4 FREE GIFTS that are yours FREE to keep no matter what.

For a measly $34.97 to cover the shipping and handling you'll receive these 4 FREE GIFTS:

- **FREE 15-Minute Personal Consultation with Stephen Oliver** or one of my regional coaching directors to uncover your hidden potential and discuss your school's specific needs and concerns. (limited to first 30 who respond)
- **FREE DVD featuring a dynamic presentation of secrets** to "Growing Your School To The Next Level," with Stephen Oliver and a room full of $50,000-$100,000 a month school owners and coaching members.



- **FREE Millionaire Mindset Interview CD** with Stephen Oliver and internationally-renowned speaker, author and business coach, Lee Milteer.

Let's get STARTED RIGHT NOW!

[illegible] already. And you are welcome to contact ANY of my coaching members to get their feedback.

For more comments and references go to: www.MartialArts-Mastermind.com. Feel free to talk to anyone who's a champion in our industry about my credibility and capability.

Let's Get Started Right Now

Does this sound like the best freebie you've had in as long as you can remember? If so, let's get started today on growing your business faster and more successfully than you ever dreamed possible!

If you have come this far, and you feel excited about your future and your potential for unlimited wealth, then the choice and the registration process are easy. Just fill out this registration form and fax it to 1-800-705-0585 right now to get started today!

Sincerely,

Stephen Oliver

Stephen Oliver, MBA
8th-Degree Black Belt

P.S. For $34.97 what have you got to lose? That's cheaper than a dinner for two or even a tank of gas! PLEASE this registration form to [illegible] OR fax to 1-800-705-0585

DISCOVER THE [illegible] IN YOUR MARTIAL ARTS SCHOOL

Register for Your
FREE TRIAL and
FREE GIFTS

DISCOVER THE HIDDEN FORTUNE IN YOUR SCHOOL

HOW TO CLAIM YOUR MOST INCREDIBLE FREE GIFT...

☐ **YES! Please send me my FREE gifts today and register me for a 90-day Trial Membership in Stephen Oliver's Coaching Program so I can skyrocket my income using exclusive inside secrets known only to the most successful martial arts school owners in the country!**

I suppose I should point out... just ONE really good idea, strategy, improvement, or kick in the butt you get from all of this can easily provide a HUGE amount of added income in your martial arts school business. In fact the vast majority of our coaching clients end up with a 10-to1 or better return on their regular coaching tuition.

To take advantage of the **MOST INCREDIBLE FREE GIFT EVER** you pay only a one-time charge of $24.97 to cover postage — but this is for everything.

Frankly, you've got to experience everything for yourself because anything I or anyone says just doesn't matter until you try it.

Then, after your **FREE PERSONAL EVALUATION**, if accepted and approved I will automatically charge you the lowest price that I offer for Coaching Members — only $297 per week.

And here's the best part.

If after the first 90 days, you want to cancel your your membership, simply call or fax a note to my office and we will STOP charging your credit card immediately.

No questions, no hassles, no hard feelings. You must be completely satisfied. If not, I want you to cancel your membership.

I'm sure that once you experience my **MOST INCREDIBLE FREE GIFT EVER**, you will discover overlooked opportunities in your school and realize ways to increase income while reducing unnecessary stress in your life.

Go ahead and fax this form to receive your free gifts and to be included in all aspects of the coaching program for two months for free. Register now and all the other goodies will be rushed out to your door with my compliments — totally at my risk.

You also get these FREE Gifts

FREE 15-Minute Private Consultation with Stephen Oliver or one of my regional coaching directors to uncover my hidden potential and discuss my school's specific needs and concerns. To be scheduled at a mutually convenient time – LIMITED to first 30 who respond.

FREE DVD on the secrets to "Growing Your School To The Next Level," featuring a dynamic presentation by Stephen Oliver.

FREE Millionaire Mindset Interview CD with Lee Milteer, an internationally-renowned speaker.

Your Name: _____ ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Credit Card #_____ Expiration Date: _____

Code #_____ (This is a 3 or 4 digit number on the back of your card after the last digits of your account)

Signature:_____ Date: _____ E-mail Address: _____

(I agree to this charge and understand that I will receive a 90-day free trial in the coaching program.)

Address: _____ City:_____ State: _____Zip: _____

(Billing address for the credit card holder)

Phone: (____)_____ Fax: (____)_____

I HEREBY CERTIFY THAT ALL STATEMENTS IN THIS APPLICATION ARE TRUE AND COMPLETE AND I AUTHORIZE A CHARGE TO MY CREDIT CARD AS INDICATED. By giving my contact information you give permission to be contacted by that method. We will schedule a free 15-min consultation and evaluation by Stephen Oliver or one of our regional training directors. If you qualify to receive these Elite Coaching benefits, I will will qualify you for and accept you into the coaching program on an ongoing basis at the normal fees after the free consultation.

FAX THIS FORM TO: 1-800-795-0563.

MAIL

DISCOVER THE HIDDEN FORTUNE IN YOUR MARTIAL ARTS SCHOOL

DISCOVER THE HIDDEN FORTUNE IN YOUR MARTIAL ARTS SCHOOL

Learn how you can be guided to higher levels of success by the top marketing and business minds in the Martial Arts industry.

"I grossed over $100,000 more last year just by using one little piece of his program!"

I grossed over $100,000 more last year just by using one little piece of his program!"

If you have mastered the art of teaching exciting classes but you are not a martial arts millionaire ... it's probably because you can't get 20 to 30 new students a month in your front door. Stephen Oliver will give you proven, ready to implement methods of guaranteeing a constant flow of "future students" in your school every single month!

I personally added an extra $100,000 to my bottom line last year just from what I learned from "Everything I Wish I Knew When I Was 22" by Grand Master Oliver."

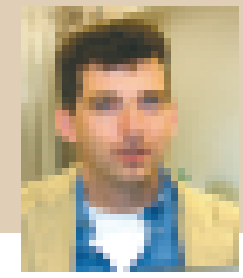
Dale "Hoss" Cook, Waco, OK



"We've added $100,000 to the school gross."

I've been in Stephen Oliver's coaching program for a little over a year now. And off the top of my head, I can say that I estimate we've added $150,000 to the school gross and implemented systems that helped me make my job easier.

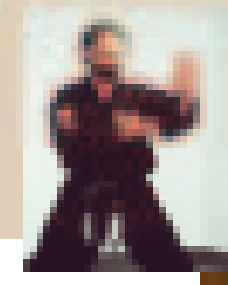
Doug Mooney, Dartek, MD,
dougmooney@hotmail.com



"Don't sign up for this program unless you're ready to achieve phenomenal success!"

With Grand Master Oliver's ideas and his unlimited knowledge, we will likely quadruple our gross at each of four locations. The mastermind work and personalized help have made all the difference! I recommend this program if you want to do the martial arts business right!

Master Art Mason
Founder The Peaceful Warrior
Martial Arts



Register for Your FREE TRIAL and FREE GIFTS

See the Registration Form on the previous page

Value. Quality. Selection.

Get the best value and largest variety of core martial arts products, including uniforms, belts, sparring gear, and more!











©2010 Century LLC. 6260/CMAS/4.10

Visit CenturyMartialArts.com to browse our wide selection of core products or call a Customer Service Representative to place your order today!

THE WORLD'S LARGEST MARTIAL ART SUPPLIER

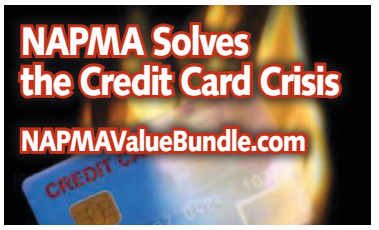
CENTURY®

www.CenturyMartialArts.com 800.626.2787

NAPMA Creates Solution to Credit Card Crisis Limiting Successful School Growth

CREDIT CARDS, *continued from page 1*

monthly volume. The application is approved based on those volumes. In the past when the economy was doing much better, the industry didn't have as many security and risk controls in place. In the current economy, if a school owner exceeds those volumes, a transaction can be held until it is confirmed.



Unfortunately, the card processing industry has also red-flagged extended services contracts as a security risk because of the extended risk to the processor. NAPMA has proactively set up a special relationship with National Merchant Bancard to counter these unexpected problems our members are facing. This special relationship for NAPMA members ensures the processing company understands the special requirements of our industry and our members.

A student could consume three years of lessons, then issue a chargeback, automatically removing three years of tuition from your bank account!

Asked about this industry-wide problem, Chief Operating Officer Toby Milroy answered, "I know a couple of folks who literally have gone belly up because their money was supposed to be there and it is just gone. This is something that I'm embarrassed to say the martial arts industry is not talking about more. They should be."

In a recent interview with Jeff Cole of National Merchant Bancard and NAPMA's resident expert in the financial services industry, he explained that the consumer has legally mandated protections that have caused this tightening in security. Mr. Cole said, "Basically with credit card processing, the card holder has traditionally held most of the rights. They are the ones who are innocent until proven guilty."

As an example, if a student purchases a three-year paid-in-full membership and after two years decides he is tired of karate for whatever reason, he may ask the studio owner for a refund of the third year. Because the lessons were significantly discounted per the contract with the student, the school owner says no and tries to work out the problem. What that student could do is contact his credit card provider and request a charge-back because he's only taken two years but paid for three. The card-holder has all the rights and could demand a refund until the documents are verified with the school owner. Many times, there is insufficient language in the contract to protect the school owner or the card processor. Without this protection, the card processor can be left with a loss.

Not only have school owners had the charge reversed for the pre-paid multi-year contract, they have also had additional reserves placed on their accounts, had their fees increased and in some cases, even had their accounts cancelled because the processors refused the risk of the extended services contract.

This double-edged sword of risk management has been disastrous for school owners. According to Mr. Cole, every merchant processing company has a right to hold your funds if you run a

Credit Card Processing Horror Stories

Local processing company doesn't come through


Eric Sbarge

We used the same credit card company for several years, but after their service got worse and worse, we switched to a new local company recommended by a fellow business owner. The new company seemed great. Their rates were good. They were responsive, brought in the new card machine and showed our staff how to use it right away.

Less than a month later, we ran a card for a pre-pay enrollment. All was well until about three days later when we got a call from the credit card company asking about the charge. When we told them it was for a student's tuition -- the bread and butter of our business -- they said they couldn't allow transactions for any student agreement terms longer than one month or over $1000. **They cancelled the transaction worth $9,000.**

When I told our sales rep it would have been nice of him to let us know about such ludicrous restrictions up front, he more or less just said that's the way things are.

I called Toby Milroy at NAPMA to see if he had heard of such things with other martial arts schools, and he informed me it was becoming epidemic since the economic downturn. The card companies were simply trying to cover their butts. However, he had found a company could handle the larger kinds of payments common to martial arts schools. He me in touch with Jeff Cole at National Merchant Bancard and in short order, Jeff had us up and running with good rates, prompt service and a guarantee that they can handle payments of several thousand dollars for long-term agreements.

Eric Sbarge, Owner
The Peaceful Dragon

Reverse Charges Add Up to $20,000


Joe Borucki

Recently I dealt with an extremly frustrating issue with my credit card processors. It all started with a student registering and paying in full for our Master Club membership.

At this point I had been with my current credit processor for over nine months, doing business as usual. The amount of the charge raised a red flag, and I received a call from the risk department to verify the legitimacy of the transaction. I was asked to supply all the documentation involved in the charge.

After supplying the documents I received another call informing me that the charge was not in compliance with company regulations and to reverse the charge immediately.

The reason for the non-compliance was that the membership exceeded three months. After that EVERY charge that I processed was scrutinized which lead to more reversed charges. Every charge found not to be in compliance also carried a $200 "non-compliance fee."

I returned to my previous processor, who I had done business with for almost eight years. I was told that my charges would be processed as before. I got a phone call from the risk department after my first batch-out requesting the documentation for all of my charges. Apparently the company that I did business with for over 8 years, and charged many memberships in full, only allowed 30 days of service to be charged.

If you added up all of the reversed charges, it was close to $20,000! This did not include all the memberships I was not writing.

I contacted Toby Milroy and he quickly put me in contact with Jeff Cole of National Merchant Bancard. After a few minutes on the phone and a simple application process I was back in business. Jeff went the extra mile for me and all is well since.

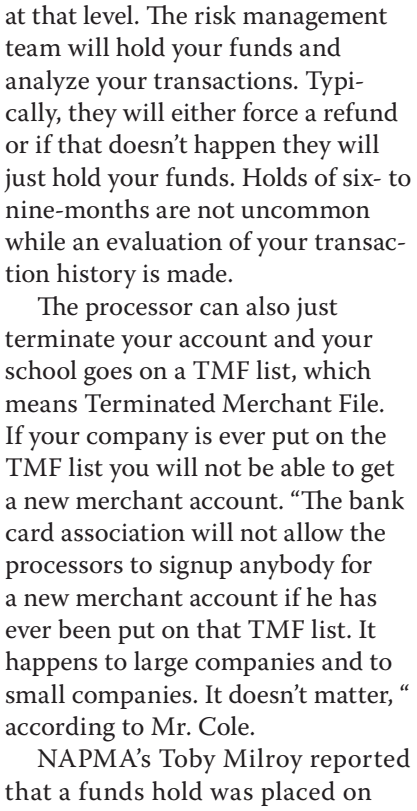
Joe Borucki, President,

high ticket and you are not approved at that level. The risk management team will hold your funds and analyze your transactions. Typically, they will either force a refund or if that doesn't happen they will just hold your funds. Holds of six- to nine-months are not uncommon while an evaluation of your transaction history is made.

The processor can also just terminate your account and your school goes on a TMF list, which means Terminated Merchant File. If your company is ever put on the TMF list you will not be able to get a new merchant account. "The bank card association will not allow the processors to signup anybody for a new merchant account if he has ever been put on that TMF list. It happens to large companies and to small companies. It doesn't matter, " according to Mr. Cole.

NAPMA's Toby Milroy reported that a funds hold was placed on NAPMA a few years ago because of the tightened security restrictions. This prompted him to establish a relationship with a processor that understood the martial art professional school industry. Working with Mr. Cole, Milroy has been able to provide the type of exclusive account support members need to ensure their card charges are safely processed without fear of holds or extended reviews. Further, the wording for the student services contracts is available to protect the card processor through this special relationship. Mr. Cole reports, "The NAPMA portfolio has been up and running very smoothly for a little over two years without any problems."

Most schools have 25-30% of their revenue on credit cards, if not more. If this money is frozen because of a risk management evaluation over a high-dollar charge, the disruption in cash flow could be devastating to most school owners. To prevent this from happening to our members, National Merchant Bancard has a special program for NAPMA members. This program has resulting in cost savings of 10-15% for our members. For more information about this NAPMA exclusive offer, go to www.napmavaluebundle.com. Jeff Cole was a featured speaker at the NAPMA 2010 Quantum Leap Boot Camp held in Orlando in May. ■





Professionalism Done the Right Way With Brian Tracy; Part 2



In the final episode of this martial arts-specific interview, fellow Black Belt and world-renowned "professional" imparts a wealth of knowledge on a wide variety of significant topics. Addressing The Seven Key Result Areas in selling and in management; the 80/20 Principle; the zero-based thinking, and more; we present to you…

Master Brian Tracy.

MABusiness: One of your landmark programs that I've listened to many times is the *Psychology of Selling*. In our line of work, selling is primarily enrolling and renewing students in the school. What advice can you give martial arts school owners that will help them develop the right mindset for selling, but most of all, feel comfortable with the sales process?

Brian Tracy: The most successful people in any business, especially in martial arts, are good sales people. Our business is entrepreneurial. It requires that we find people, talk to them, and convince them that it's a good idea to train, and then we close the sale. The more confidence you have in your ability to ask people to make a decision to sign up, the better you do it. The more relaxed you are, the more effective you are. What we have found is that, if you're not good at selling, you feel uncomfortable or clumsy with it and avoid doing it, or they do it poorly or feel clumsy about it.

What I found—and this changed my life when I was a young man—is that selling is a skill. Like riding a bicycle, you can learn the skill of selling. So, here's the best advice I can give you: Learn how to sell.

MABusiness: While we're on that topic of selling, a lot of school owners are very passionate about what they do, but, as you know, the whole selling aspect is a problem for some people. Can you give us some tips on how to close the sale?

Brian Tracy: The first thing is to be positive. You should be very positive yourself, like you cannot imagine a person not doing the martial arts. The second thing is, use "educational selling." Educational selling is where you don't try to sell so, instead, try to teach the person what they will get. Here are some examples: "When you get this, you will be fitter. You will be trimmer. You will have more confidence, better balance, and better poise. You will feel more confident in new social situations. You will have higher levels of aerobic fitness. You will be more attractive to members of the opposite sex."

These are all the things that go along with the martial arts. Ask the person: "Are these the sort of things that are important to you?" The answer is yes. Now you say one of many things: "When would you like to get started?" "How soon would you like to get started?" "Would you like to start today?" "What is the first day that's convenient for you?"

In other words, ask for the order. Just ask them to make a buying decision. Don't bring them to the edge and say, "Well, what do you think?" Give them a specific action so they can provide a response.

MABusiness: Recently, I've listened to the "Psychology of Achievement," one of our favorite programs that you've ever produced. Could you please give our readers some pointers on how to develop the necessary psychology for achievement as it pertains to growing a martial art school?

Brian Tracy: We say that everything you do on the outside is determined by your self-concept on the inside. The core of your self-concept is your self-esteem, which is how much you like yourself. The more you like yourself, the bigger goals you set. The more you like yourself, the more persistent you are. The more you like yourself, the more confidence you have.

We teach people to say over and over again, "I like myself, I like myself, I like myself." In fact, that's the key to success in your business. The more you like yourself, the better you will do your business—and the better you do your business, the more you'll like yourself.

There seems to be a reciprocal relationship between your level of self-esteem and your level of self-efficacy or how well you do what you're doing. People who really feel good about themselves do what they do much better than people who don't.

One of the keys to building your school, by the way, is that people feel really good about themselves as a result of going there. That's why constantly encouraging people, constantly giving them praise, constantly upgrading them and moving them up, and so on, makes them feel like winners. It makes them have high self-esteem, makes them associate feeling good about themselves with you and your school. That's how the psychology of selling begins.

MABusiness: A martial arts school is a small business and, if run properly, it, too, can be highly profitable. What universal tips would you give school owners on how to grow rich doing what they love to do?

Brian Tracy: In my book, "Getting Rich Your Own Way," and in my program, "Getting Rich in America," we talk about the fact that everybody starts off with nothing. Every successful entrepreneur started off as

an unsuccessful entrepreneur. And seventy-nine percent of self-made millionaires in America are people who started with nothing and built their own businesses. Four out of five of your chances of becoming financially independent, which must be a goal, will come from starting and building your business.

Here's the other thing: You only learn to do it right by doing it wrong. You only learn to do correct things by making mistakes. So, in the first part of your business, you will make a lot of mistakes. And you'll be very frustrated. What do most people do when they make mistakes and they're frustrated? They quit. They just say, "It's obviously not for me; I'm not really cut out for this; I'm not good at this."

There seems to be a reciprocal relationship between your level of self-esteem and your level of self-efficacy or how well you do what you're doing.

Remember, the reason you say that is because you have not yet learned the skills that you need to learn. Here's another important point. It's easy to start your own business, it's hard to succeed in it. Many people think, "Boy, this is easy to start a business or a studio, so therefore it should always be easy."

No. The only thing that is easy is starting. After that, everything is hard, harder, and even harder. So, what you do is…you learn. Become a learning machine and take in information continually.

It may take seven years for to be successful. Seven years from now, you'll either be flat-lined, still struggling or an extraordinarily creative, intelligent, experienced entrepreneur with the ability to make an incredible living anywhere you go.

So you say "What? Seven years? That's a long time!" However, the time is going to pass anyway. So you must constantly be learning. You have the ability to learn anything you need to learn.

Everybody reading this interview can become a millionaire. The very fact that you have your own studio means you have a special instinct that only one percent of the population has. You have the courage, the vision, the daring, the knowledge, and the willingness to take a risk like that, to start a studio. Which means, you've got it! You've got the core. It's almost like having a good physical body, now you can just train that body to accomplish anything you want.

MABusiness: Can you explain the Pareto Principle?

Brian Tracy: Wilfredo Pareto was an Italian economist. In 1895, he was studying to be an instructor of health in Italy. He noticed that the top twenty percent of the people controlled eighty percent of the money. He called these people the "vital few" versus the "trivial many."

He began to apply this ratio to other economic events. He found that, in any industry, twenty percent of the companies made eighty percent of the profit. In entrepreneurship, twenty percent of the entrepreneurs make eighty percent of the money. Even with customers, twenty percent of your customers will represent eighty percent of your business, referrals, and so on.

He said to focus on the top twenty percent. Identify who they are, what they are, where they are. For example, if you survey the students in your studio, you will find that about eighty percent of them come from twenty percent of the occupations available. You may find that most of your people come from sales. You'll find that most of your people may come from one school area. You'll find that most of your young kids come from families where the father does a particular task.

It's amazing, when you start looking for this concept…you'll find it. if that's the case, then the findings is where you focus your efforts on.

MABusiness: Please tell us about key result areas. What are they, and how can school owners use them to create a more efficient and profitable business?

Brian Tracy: This is important. There are "Seven Key Result Areas" in selling. There are also "Seven Key Result Areas" in management and seven in business.

In key result areas, we find that you're successful to the degree to which you have mastered all seven in each area. All of your problems will come from a weakness in one of the seven areas. Here are the seven in selling:

1. Prospecting.
2. Establishing. So that people will like you and trust you.
3. Identifying their needs. Why would they take lessons in the first place?
4. Presenting. Showing that their needs can best be satisfied by your studio, by your method of training, by your location and so on.
5. Answering objections or concerns. What if I miss a class? What if I'm short on a payment a month?
6. Closing the sale. Asking for the order.
7. Getting re-sales and referrals. Getting the person to upgrade and getting them to bring friends.

MABusiness: Can you give us an example in another area of business?

Brian Tracy: Yes. In managing, there are seven key tasks as well.

1. Planning. Just thinking through

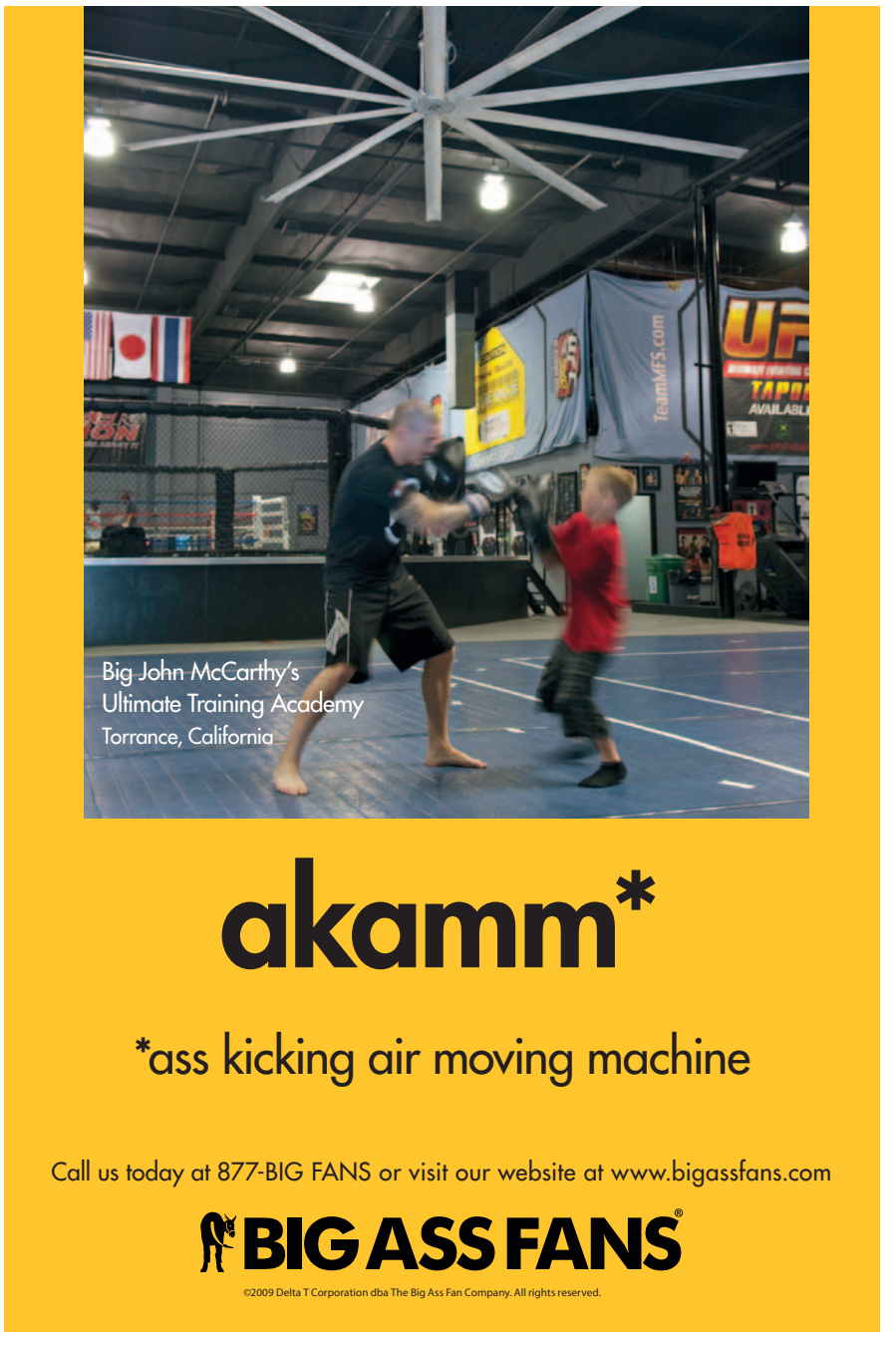
See **TRACY**, *continued on next page*

Free Teleconference from Brian Tracy

Listen to the Free Brian Tracy Teleconference: Success Principles for the Martial Arts Executive

As a columnist for *Martial Arts Professional* magazine for more than 10 years, Brian Tracy has shared a great wealth of knowledge with readers, NAPMA members and Martial Arts professionals throughout the industry. His free NAPMA teleconference is filled with ideas and concepts that will help you shape your thinking and develop skills for success.

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



TRACY, *continued from previous page*

and planning. Now here's a rule from Peter Drucker, who's considered the founding father of the study of management. The leader, the manager, has to think about the future, has to plan because only he or she is tasked to do it. None of your staff is responsible for planning. None of your staff can plan the future of your studio, only you can do that. If you do it well, you're going to have a great future. If you do it poorly, you're going to have a poor future. Therefore, good people think a lot about the future. They plan.

2. Organizing is pulling together the resources that you need. Like finding and opening the studio, getting the money that you require, getting the people that you require, getting things set up. Organizing to fulfill the plan.

3. Staffing is getting the right people to help you. Your ability to find and hire the right people is very often the hinge upon which your whole business turns. You get one wrong person and it can really hurt your business.

4. Delegating is telling people exactly what you need them to do to the extent that they fully understand it and then making sure that they do it the way that you want it done by giving them regular feedback. Teach your people the way that you would teach your students.

5. Supervising and making sure that people do it. Remember, delegation is not abdication. You still own the task, you're still responsible. You're just like a doctor with a patient in intensive care. You keep taking the pulse and watching to make sure everything is okay.

6. Measuring. Set measures and standards for every day. How many people are you going to call each day? How many new students do you want to sign up each day? How many tasks is a person expected to do each day and how will you measure his or her success?

The rule is, if you can't measure it, you can't manage it. And what gets measured gets done.

7. Reporting. Keep accurate records. If you have bank loans, your banks will want to know exactly how you are doing financially. If you have investors, they'll want to know. Your spouse will want to know, your friends might want to know.

Measuring and keeping accurate track of what you're doing and then reporting that on a regular basis is essential to good business management. Now, if you're having any problems at all in your business, there's a weakness in one of those seven areas.

MABusiness: As our industry continues to grow, commercial martial arts schools are in greater need of quality employees than ever before. Can you give us some sound advice on how to build peak performing teams?

Brian Tracy: The two things in building a high-performance team are, number one, everybody feels in the know, and number two, use a very high level of trust. It's based on years and years of research. The key to peak performing teams is that everybody feels like they're a part of the team. There are no insiders; no outsiders.

I have two or three ethics. Number one, my job is to maintain harmony. So I make sure everybody there gets along with everybody else. If we make a mistake and hire a negative person, we encourage that person to go somewhere else very quickly.

Number two, I have an open-door policy. Anybody can ask me anything at any time, so everything is wide open. Everything is printed; everybody can see what's going on. Everybody feels like they're part of



the team. There's no need to know private information.

Number three, everybody is highly responsible. I don't sit on people's shoulders and demand that they come or go. I make sure everybody knows their job and is happy with it. Then, if they need to go out for some reason or they come in late or they leave early or something, I expect them to be highly responsible.

Ninety percent of your people, if you give them high levels of responsibility, will honor that. Ten percent will not. You get rid of those ten percent as soon as you find that they're taking advantage of your system.

MABusiness: In your opinion, what constitutes quality leadership?

Brian Tracy: A leader is a person who has a very clear idea of where the business is going and someone who is able to convey that to other people. The one who says, "This is what we're trying accomplish and this is how we're doing it." The key in the job of the leaders is to get followers. Your followers feel that they can



Brian Tracy in his element.

accomplish more working with and for you than they could accomplish on their own.

Leaders have a vision. They set very clear goals and high standards. And leaders are always optimistic. Being an optimist is one of the most important qualities of entrepreneurship.

MABusiness: If a martial arts school owner feels that he or she is in a leadership position, but they are really not very good at leading, where should they get started?

Brian Tracy: Every person has the natural qualities of leadership. It's really quite amazing. If you found yourself in a lifeboat with your family, you'll find yourself a leader. The leader will push to the front. What Peter Drucker said is, "There may be natural born leaders, but there are so few of them, they make no difference in the great scheme of things." He also said, "Leadership is learned by practice. You learn how to lead by leading and the way that you lead is that you make a decision of where we're going."

For example, you say, "Let's go here. This is what we want to accomplish." Then you discuss how to achieve it. The more people can discuss the plan of action, the more committed they are to it and the faster they will find ways to change or improve it. ■

READ THE REST OF THE STORY ONLINE AT:
MartialArtsProfessional.com

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 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
NATIONAL ASSOCIATION OF PROFESSIONAL MARTIAL ARTISTS

Multiply your Print Advertising Results, Quickly

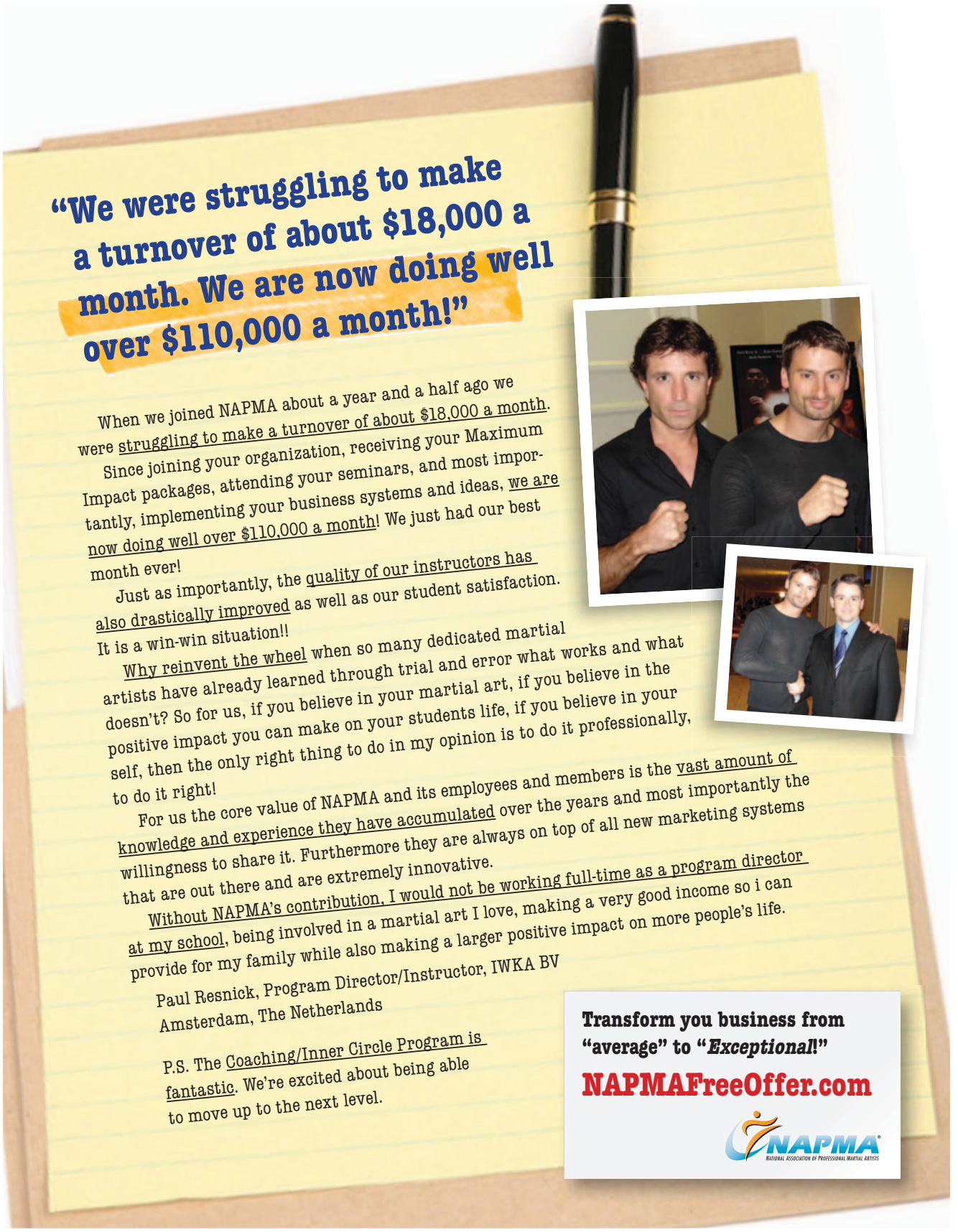
…without Spending Another Dime!

Part 10: The Anatomy of an Ad: Body Copy, Part 6, Unique Selling Proposition (USP)

Why Would They Say "No"?

When someone is reading your ad or other marketing material, they are having a conversation with themselves. They are naturally skeptical of you, after all, you're trying to "sell them something," and they will be "looking" for either reasons to "qualify" themselves, or "disqualify" themselves. You have to be VERY focused on writing your piece in such a manner that the people you don't want in your school disqualify themselves, but the people you do want DON'T disqualify themselves!

A chief consideration you should keep focused on is addressing the reasons someone might NOT take action on your offer. You should create a list of all the things a person might think when seeing, or reading your marketing piece.



Why might they disqualify themselves?

What might they be "concerned about"?

Some considerations you might want to address are:

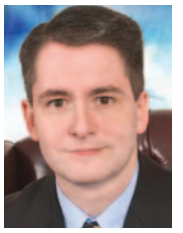
- Am I too old to get involved?
- Am I too young to get involved?
- Might I be injured and not be able to work?
- Will my son or daughter become more violent?
- Will this fit into my busy lifestyle?
- Can I "try it out" to see if my child like it?
- Am I too "out of shape" to get started?
- Why should I believe that this can/will solve my problem?
- Why should I believe that you understand me and my problem?

You'll want to consider what you think is most important to your target market, and why they would most commonly disqualify themselves. Then, help them understand why that particular objection is not a challenge; in fact, it's a benefit.

Social Proof

One of the most effective methods to overcome these objections in your marketing piece is the use of social proof or "testimonials" that address the *specific* objection,

See **MILROY**, *continued on page 32*



School Growth Potential

TOBY MILROY
NAPMA COO

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 **NAPMA.com**.

JOIN TOBY ONLINE:

Facebook.com/TobyMilroy

Twitter.com/TobyMilroy

Your Greatest Resource — You!

Our goal this month has been to remind ourselves how important it is to influence ourselves on a regular basis to stay motivated to do the right things at the right time. Plus if we do not learn the skills of motivation how can we get our support team motivated to do whatever it takes in our businesses. Learning the art of self-motivation is one of the most powerful and rewarding gifts you can give yourself. Until now, you may have depended on others to motivate you, but the truth is — all motivation comes from within. In fact, the difference between a successful person and an average person is their degree of motivation.



The Success Coach

LEE MILTEER
NAPMA INNER CIRCLE AND PEAK PERFORMERS COACH

One of the first steps toward developing self-motivation is to create desire. Napoleon Hill, author of the most popular success books in our time, *Think and Grow Rich* and *Laws of Success,* said, "The starting point of all achievement is desire. Keep this constantly in mind. Weak desire brings weak results, just as a small amount of fire makes a small amount of heat."

Think about it. In order to use your life energy in the most effective way you must tap into your deepest motivation, which is your desires. And when your desire strengthens, your motivation increases ten fold. Your desires are a critical factor in what you accomplish in life. Most of us have been taught to not honor our deepest desires, but to follow more traditional safe paths.

Not too long ago I took my next door neighbor, Mrs. Holly, out to dinner. In the midst of our conversation, she said, "It's never your mistakes that eat you alive — it's the missed opportunities. Mistakes are simply chances to try again, but missed opportunities are lost forever and remain to haunt you." As a young woman in the early 1950's, Mrs. Holly had a passionate desire to become an artist, but no one in her family believed she had talent. Eventually she gave up her heart's desire, to become a housewife like most women of her day. Today, she still gets teary-eyed when she talks about it. What's more, she said, if she were young again, nothing on earth could stop her from going abroad and becoming an artist. As Pearl Buck said, "There were many ways of breaking a heart… but what really broke a heart was taking away its dream — whatever that dream might be."

The truth for many of us is that the passionate desire to live out our dreams has been forgotten. All too often, we have put them on

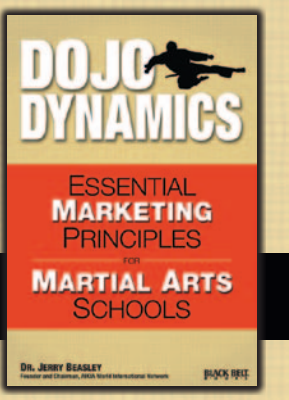
See **MILTEER**, *continued on page 32*

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.**

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

SELL YOUR SCHOOL WITHOUT SELLING OUT!



This book will show you how!

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

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

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



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

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

NEW FROM BLACK BELT BOOKS

The Next Word on "Mixed-Up Martial Arts"

NEXT WORD, *continued from page 16*

As UFC has taken the martial arts community by storm, school owners around the country took up grappling and pursued any of the Gracie clan or Machado family to teach them this kick-ass Brazilian martial art.

Convinced that it was the ultimate fighting method, and enamored of the viciousness of the telecasts, they immediately begin teaching grappling classes on a regular basis and exposed their entire student body to this new curriculum. Overnight ,Tae Kwon Do or Karate Masters dubbed themselves "Grappling Experts," and integrated BJJ into their curriculums, sometimes with disastrous results.

As UFC has progressed from the Gracie Clan to Dana White, they now pursue "Mixed Martial Arts" as a separate curriculum and clientele.

Ultimately, many moderately successful schools that previously had a solid children's and family clientele eroded. The owner has great fun with this new curriculum, but the students don't share his newfound interest. The owner convinces himself that the kids and parents just love this new curriculum, yet his active count slowly dwindles.

The next evolution of that is to aggressively pursue marketing for "Mixed Martial Arts Students." Is there a market for that as a curriculum? Sure there is. However, it may or may not be the correct decision for a school owner, any more than Cardio Karate or Tae Bo was the right decision for all traditional schools.

Keep in mind that your personal hobbies in the martial arts and your career running a school should be kept separate. That doesn't mean that you shouldn't pursue those things that you enjoy. Just step back and objectively evaluate whether what turns you on is the same thing that your clients and prospective clients are looking for when they come to your school.

Is there a Difference between a Spectator Sport and Participant Activity?

Now, let me step back a second and remember that UFC is a *spectator sport*. Different from Tae Bo, it's never been presented as or accepted as a grass-roots participant activity. My best analogy is with boxing and wrestling.

It's been a while now, but I remember at the time that the Mike Tyson-Evander Holyfield fight was one of the most anticipated fights of all time. It included the largest purses to date for both fighters. It was wildly hyped and anticipated. The Pay-Per-View audience was *huge*. As a spectator event it was certainly a highlight — perhaps *the* highlight of 1996. The fight was a huge upset and led to even more excitement for Tyson-Holyfield II. That fight set PPV "buy" records (1.9 million households) and was the highest boxing purse ever, until 2007, when Tyson earned $30 million, and Holyfield earning $35 million.

Now, let me ask you a question: Do you think that after the first or the second fight that boxing gyms were flooded with new students?

See, there's a big difference in a *huge spectator event* (think NASCAR, UFC or WWE) and a *huge grassroots participant activity* (think soccer). For a more thorough discussion of this subject, see the video at MartialArtsProfessional.com "Spectator Sport vs. Participant Activity."



The Pollution of our Language, a Major Regression in Process.

I guess I'm mostly concerned about a regression from the major progress we've made since I started in lessons. In the 1960s, it was "Blood & Guts," mostly a roughneck activity — not a family environment for sure. I trained in an environment where safety and a philosophical underpinning was often missing.

In Tulsa, I remember Roger Green having a sign in the school that read, "There are Meat Eaters and Grass Eaters, Which are you?" Tournaments were more often about who bled the least or who was the toughest.

Much of what we consider martial arts courtesy really didn't exist in that era. Black Belts would stay out drinking & smoking all night before and after major tournaments. They would chase any and all female students, and at times, there was pervasive racism.

In the 1970s, Jhoon Rhee implemented a minimum "B" average for aspiring Black Belts under the age of 18. He implemented the student creed, "Might for Right," and brought the early stages of character development into schools.

Nick Cokinos would ask, "Are you running a gym or a school?" He'd remind clients that they had to become a "Master Teacher" and treat their students with respect and rise to the occasion for professionalism.

Another early leader in this vein was Eternal Grand Master H. U. Lee, who was determined to establish the most professional martial arts organization possible. In 1973, he introduced the first instructor manual, which provided information and procedures to standardize the operation of all of his ATA schools. He worked to great a positive family environment in his organization.

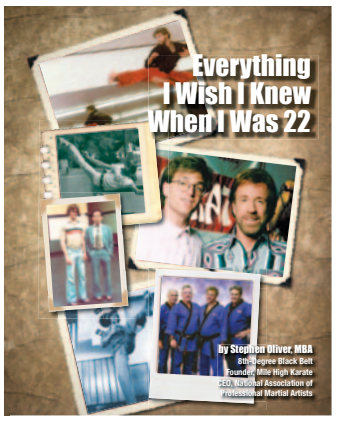
From those roots and others, school owners became more respectful of their students and taught a curriculum that combined what their students wanted, and frankly, need to learn. More and more instructors focused on safety and creating a family environment.

Through the years, there have been occasional voices for a move back to the adult audience and away from traditional uniforms. Away from courtesy titles and formality towards being on a first name basis, and training in sweats or other workout attire. Towards martial arts being exclusively about athletics or fighting, and not about character development and personal development.

Frankly, language is important. In your school are you a teacher or a coach? Is your school an education facility — school — or is it a gym? Do your students treat you respectfully and deferentially, or are you treated like a coach or personal trainer? Do you enforce traditional values and traditions such as bowing onto the floor and bowing at the beginning of the class, or do you have an "open gym?" Does your facility have clear rules of behavior or is it pretty loose?

Now, I want you to note this: Nothing in the above favors one type of martial art over another. I am not advocating Tae Kwon Do over BJJ or any other iteration. Clearly, for sport application and for self-defense, you should evolve and modernize.

Many of the exercises that we did in the 1960s and 1970s led to the rash of hip replacements in recent years (Chuck Norris, Bill Wallace, Nasty Anderson, Tom Callos, Tim Kovar, Larry Carnahan and *many* others). That curriculum should modernize.



Stephen Oliver's remarkable book contains more than 40 chapters of essential lessons for any martial arts school owner.

There's certainly no reason to believe that the "Masters" of the last century had even a fraction of the knowledge that we posses now. That having been said, it's vital to make a decision about who you want to teach and what is in their best interests to learn. Then stay true to that decision.

If you haven't read *Everything I Wish I Knew When I Was 22*, I recommend that you do. It's available free for NAPMA members in the member site as a digital download e-book that can be read on your iPhone, Kindle, iPad or any of the other e-book readers. If you prefer a print version, you can also order a printed and bound copy at MartialArtsProfessional.com. ■

Kid-Jitsu Offers Onsite Instructor Training in 2010!



Attendees of the Kid Jitsu seminar in Columbus, OH, not only enjoyed the company of other school owners and instructors, but came away with valuable training.

Kid-Jitsu® Founder Larry Shealy recently announced that Kid-Jitsu® will offer onsite Licensing and Instructor Certifications at traditional martial arts schools throughout 2010, and moving forward.

Certification seminars, conducted by Gracie Barra, Black Belt Larry Shealy, and Master Roberto Traven, Brown Belt, and 2nd-Degree Chip Coffey, prepare martial arts instructors to teach and implement a safe, technically sound and thoroughly organized BJJ curriculum in Kid-Jitsu® for children and Team United for adults.

Onsite Licensing and Certification seminars at your school will be held on a mutually agreeable date.

Kid-Jitsu® and Team United has certified more than 125 schools and more than 300 traditional martial arts instructors nationwide and in Europe. The decision to include onsite seminars allows school owners the opportunity to certify their entire staff, without incurring the associated travel costs.

The Instructor Certification will be the beginning of a life-long journey into an extremely effective martial art: Brazilian Jiu-Jitsu! The benefits of adding Brazilian Jiu-Jitsu to your current curriculum, or as a stand-alone discipline, are many:

• Safely capitalize on the MMA craze.

• Market BJJ safely to children and adults.

• Increase pro-shop sales with DVDs, T-shirts, rash guards, uniforms, patches, etc., at incredibly low wholesale prices!

• Enroll new students, sell upgrades, increase retention and motivate your leadership teams.

• Promote children through a 10-Belt BJJ Program: Kid-Jitsu®.

• Kid-Jitsu® and Team United follow strictly IBJJF, International Brazilian Jiu-Jitsu guidelines.

Read what UFC Fighter Alan Belcher and school owner had to say about Kid-Jitsu® after he and his staff went through Kid-Jitsu® Licensing and Certification:

"The Kid-Jitsu® program is what we needed to take our school to the next level. The kids love it and the parents love the structure and safety.

This program will grow your school and will retain the students you already have. I feel confident that my staff is trained to run the Kid-Jitsu® Program like a machine."

Alan Belcher
Remix MMA, Biloxi, MS

For information about becoming a Kid-Jitsu® and Team United Instructor, opt-in at www.kid-jitsu.net, call 904-242-9343, or email Larry@graciejax.com. ■

POVERTY, *continued from page 1*

I started guitar lessons about the time I started martial arts. I ended up dropping out of guitar to focus on "Tex Kwon Do," i.e., Jhoon Rhee Tae Kwon Do with a "Blood and Guts" twist in Tulsa, Oklahoma. However, I always had a fascination with — if not talent for — music and the music business. Long before I learned it was possible to make a living with martial arts (which happened when I move to Washington, D.C. to work for Jhoon Rhee) I thought I'd end up making a career as a concert promoter or perhaps band manager. I promoted a couple of big events while still in high school. Devoured "This Business of Music I & II," which outlined how to create a career in the music business, and then while in high school and college in Tulsa, I managed a rock band and taught martial arts part-time. Before transferring to Georgetown University and the world of professional martial arts instruction at the Jhoon Rhee Institute.

Little did I know that the arguments that I'd have with the "artists" in the band I managed at the time would replicate themselves later in the martial arts business. You see, the members of the band I managed kept telling me how they didn't want to be "too commercial." They'd rebel against anything that seemed like they were recording or playing anything for any reason other than their own personal entertainment. To the "We don't want to be commercial comments" I'd reply, "Well. I thought you wanted to make a living doing this? Or maybe you should play something that someone other than you want to listen to. My job with them was to get airplay for their recordings. To book gigs. And to try to sell the songs we had demo'd to other acts. Anything too "artsy" to get airplay or be sellable may have been fun to write and sing but certainly wasn't very useful for me.



Stephen Oliver, NAPMA CEO

It's interesting that the music business is made up of artists, the vast majority of whom are both "anti-commercial" and "starving." In fact a quote I came across from the Beatles reinforces my beliefs about that industry (and, unfortunately much of our own):

> *"Somebody said to me, 'But the Beatles were anti-materialistic.' That's a huge myth. John and I literally used to sit down and say, 'Now, let's write a swimming pool.'"*
>
> —Paul McCartney

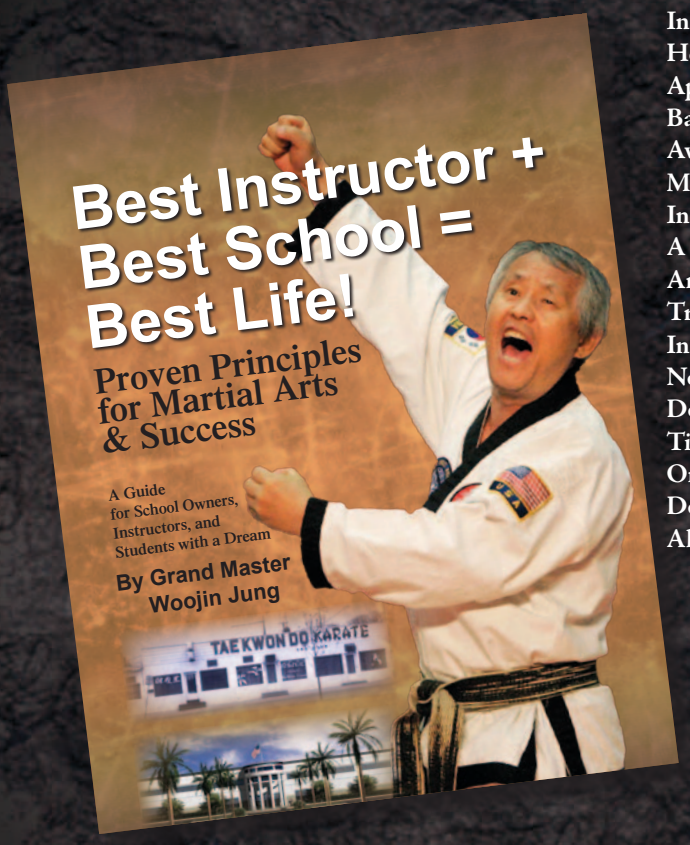
Ok, so the most successful group in history had the intent of making lots of money from their art?

In fact, just one of McCartney's songs has been "covered" over 3,000 times (*Yesterday*), making it the most recorded song in history. The band which broke up in 1970 remains one of

See **POVERTY**, *continued on page 30*

SPECIAL OFFER!

BEST INSTRUCTOR + BEST SCHOOL = BEST LIFE!



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

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

Coming Soon in Spanish and Russian!

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

"This book contains the secrets for being 'unbeaten' in running a dojang."
—GM J.P. Choi, Deanof the Oriental Martial Arts College, USA

TO ORDER CALL 800-388-5966
OR ORDER ONLINE AT TAEKWONDOTIMES.COM

Why on earth would you even want to consider joining with Mile High Karate for your school, your students and yourself?

The key reasons why business owners in any business join a franchise rather than go it alone are: robust and complete systems, an opportunity to create real equity and therefore wealth from their business, and the incredible power that comes with organization.

Why would you?

For your particular situation the reasons are clear:

✔ **First:** Be a Martial Artist. We eliminate your need to be a "marketing expert," "sales trainer," "accountant," and "curriculum and education expert." You get to be a Martial Artist-Teacher, and we overlay all of the other systems for you.

✔ **Second:** Cut 10 to 20 years OFF of your LEARNING curve. That's time that if you do it yourself you'll never get back. Overnight, you'll turn on "Plug and Play" systems without having to develop them. Immediately implement proven processes and methods that make your school operate more efficiently and profitably.

✔ **Third:** Affiliate and work together with other "Winners," all working to develop a powerful national (and international) brand and school system. There's incredible power in lots of smart and success-oriented owners working together.

✔ **Fourth:** Plug your students into a huge national support system that helps them grow and enhance their character development, success skills, focus and achievement. You don't have to be the expert in all things since they will plug into web sites, webinars, and teleconferences.

✔ **Fifth:** Immediately start using unparalled sales and marketing materials. You'll have immediate access to our series of infomercials for upgrades, our infomercial for enrollment, and sophisticated AUTOMATIC sales processes to develop and support your students.

Reasons why some schools think they shouldn't consider Mile High Karate, maybe you are one of them:

It's not for me because: I'm a Shotokan, BJJ, Goju, Kenpo or _____ (fill in the blank for yourself) stylist.

Did you know that ... It's NOT about changing your style, changing the root of what you teach your students, or abandoning your lineage or your first love?

It is about creating an INCREDIBLY strong "character development" program for kids and families, and overlaying effective marketing, sales, business and accounting systems over your existing curriculum and style. It's about having access to great teaching support if you need it, but it's not about changing what or who you are as a Martial Artist.

It's not for me: because I'm a member of _____ (fill in the blank for yourself; i.e. WTF, ITF or any other martial arts style association.)

Did you know that ... It's not abandoning your current association or Master Instructor. It's about honoring that association by overlaying more effective business practices and student support to help your income SKYROCKET!

It's not for me because: Well, it says Mile High Karate and I'm BJJ, Kung Fu, Tae Kwon Do or _____ (fill in the blank for yourself) school.

Did you know that ... It's really about Martial Arts instruction in a high-trust, clean-cut and professional environment. It's about creating a SCHOOL that teaches character, confidence, focus, and discipline to all ages.

You could just as easily think of it as:

Mile High Martial Arts
Mile High Kung FU
Mile High BJJ
Mile High Tae Kwon Do

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

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

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

MILE HIGH KARATE®

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

POVERTY, *continued from page 28*

the most popular and highest grossing acts, year after year. Their CDs are huge sellers. Their remastered CDs last year on the 40th anniversary of their breakup set sales records, again. Their game "Beatles Rock Band" was a huge seller last year.

Anyway, back to the *Wall Street Journal* article. The headline is "The Most Corporate Band in America." In it, Black Eyed Peas leader Will.I.Am discusses his own industry. He calls those who are anti-commercial "Y.P.'s" — for "Yesterday's People." According to lead singer Fergie, "You have to take the criticism and sometimes it hurts a lot (about being corporate shills or too commercial)."

All of this reminds me of the very enlightening conversation that I had in San Antonio, Texas, with Pat Burleson about the early days of martial arts in the United States and my own experiences with Jhoon Rhee and others. Grand Master Burleson talks about how he shared early operations methods that he picked up from Fred Astaire Dance Studio executives (who by the way have over 120 franchise locations currently spread among 28 states and in Canada) with Ed Parker, Jhoon Rhee, Chuck Norris, Bob Wall, Joe Lewis and others. He says he was worried that Jhoon Rhee might not embrace the "commercial ideas" but instead all were enthusiastic about the marketing and sales concepts and moved to implement in their schools.

He talks about those early days when he and Jim Harrison competed to see who could have the highest gross (he was first to hit $5,000; Harrison first to hit $10,000!) By the way neither could be termed "sell-out" martial artists. Harrison, Burleson, and Allen Steen along with Jhoon Rhee are the "founders" of the "Blood and Guts" Texas crowd.

It's interesting to look back. Until recently I had pretty much every *Black Belt Magazine* and many others from the early 1960s through the late 1970s. It's interesting that the "Case Against Commercialism" raged alongside articles such as "Jhoon Rhee Piped Piper of Tae Kwon Do." Those who pursued professionalism are in many cases still running schools or are "icons of our industry. Those railing against them are in most cases a distant memory, if they are remembered at all.

I guess our own version of John Lennon driving a Rolls-Royce and sitting down with his partner to write a swimming pool might be Bruce Lee. Certainly, no one looks back on Bruce Lee now as anything but the ultimate icon for progressive martial arts instruction. He's become *the* icon of our industry to the world, one of the early high profile proponents of realistic and progressive martial arts. A true martial artist, with thousands of books, ranging from grappling and fencing to boxing. A collector of films on all styles of fighting and an early innovator, he was hated by the mainstream and embraced by only a few innovators.

So how's one to reconcile that Bruce drove a Porsche and a Rolls Royce, and charged as much as $1,000 an hour in his back yard for private lessons? I've had Jhoon Rhee in my Porsche Turbo yelling at me, as he did Bruce, "You drive like Bruce Lee." I'll take it as a compliment, though probably not as intended.

In the marvelous book *Bruce Lee & I,* Jhoon Rhee and Bruce Lee share letters back and forth about martial arts business ideas. Bruce was often sending Jhoon Rhee copies of advertisements that Chuck Norris was running or discussing other marketing ideas.

According, at least in part, to Jhoon Rhee, he and Bruce parted only in their vision of the economic viability of martial arts schools.



Jhoon Rhee went on to open a large chain of schools teaching professionally, and star in two movies lined up by Bruce Lee.

Bruce Lee pursued acting before his untimely death. Jhoon Rhee was on the phone with Bruce about the time when he wrote the following (which you can see a copy of the hand-written original in any "Planet



Hollywood" who bought it from Linda at auction for $30,000):

> *My Chief Personal Aim In Life, I, Bruce Lee, will be the highest-paid Oriental superstar in the United States. In return I will give the most exciting performances and render the best of quality in the capacity of an actor. Starting in 1970, I will achieve world fame and from then onward till the end of 1980 I will have in my possession the sum of $10,000,000—then I will live the way I please and achieve inner harmony and happiness.*
>
> —Bruce Lee, 1969

How do your reconcile the many artists in our industry who rebel against making money with your own goals and objectives?

Strive for professionalism. Strive to become the very best instructor and school administrator that you can possibly be.

As you develop your school as a business always do so with "Enlightened Self Interest." That can best be summarized by Zig Ziglar's famous quote: "You can have everything in life that you want if you help enough other people get what they want."

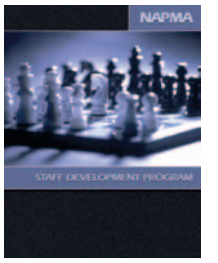
If you run your school to "take the money and run," it won't be long before the line of those disgruntled will run you out of business. However, if you continue to elevate your standards of service and expand your influence you can make an excellent living running your school and contribute immeasurably to your community. ■

Martial Arts Statistic

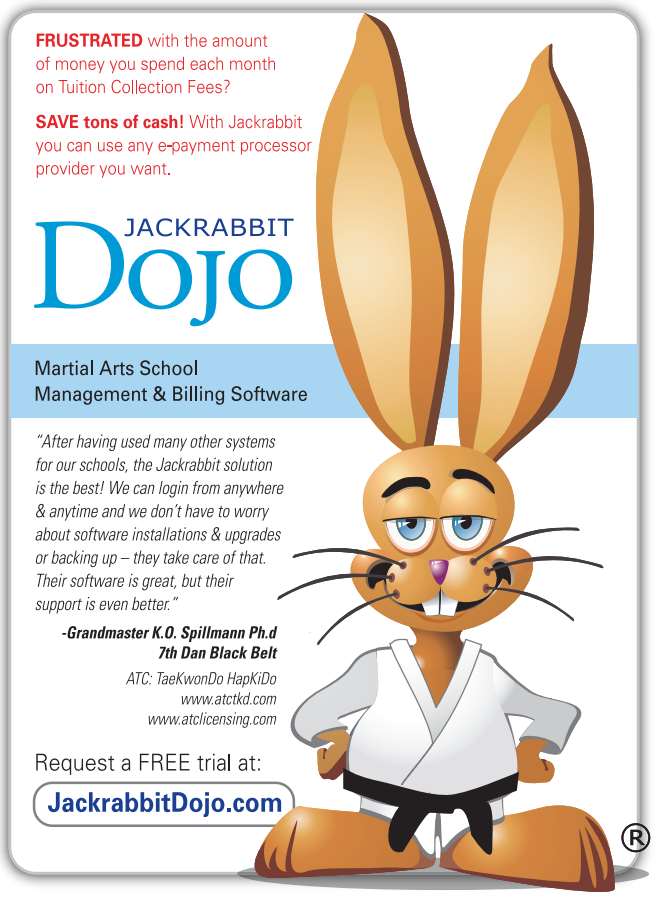
Paddy Doyle set the world record for sparring bouts in a month with 467 full contact rounds over 23 days. The events were held throughout September, 1996, at the Holly Lane Sports Centre in Birmingham.

New Resource

The new **NAPMA Staff Development Bundle** provides five products that will help your staff and leadership team: *The Way of:* ✱ The Way of the Phone ✱ The Way of the Intro ✱ The Way of the Enrollment ✱ The Way of the Renewal ✱ NAPMA Staff Development Program. **Place your order today at the NAPMA Pro Shop!**









Classified Ads

Rates for classified ads: $50.00 for the first 30 words. $1.00 per each additional word. 50-word limit. To place an ad, or for additional information, contact TobyMilroy@NAPMA.com.

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

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

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

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

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

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

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

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

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

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

The Studio Organizer — Just $99 a Year. Powerful, easy to use software for managing your martial arts school. Everything you need with no monthly fees. Compatible with any payment processing service including Pay Pal. www.StudioOrganizer.com. 800-726-3492.

Advertiser Index

Affiliated Acceptance Corporation. 30
Angercoach.com 16
ASF International . . . . . Inside Front Cover
Big Ass Fans. 21
Black and Blue Productions, Inc. 31
Black Belt Books 25
Capitol Processing International 26
Century Martial Arts . . . . . 25, Back Cover
Commando Krav Maga 22
CageFitness.com 3
K&K Insurance 9
Kid-Jitsu 15
Jackrabbit Dojo 31
IgoFigure. 10
Markel Insurance Company 12
Martial Arts Group 19
MauriceMartialArt.com. 16
Mile High Karate. 37
Sony Pictures, *The Karate Kid* 14
Sports & Fitness Insurance Corp. 31
Swain/Dollamur 5
Swords of the East. 33
Tae Kwon Do Times 28
World Class Awards 34
Zebra Mats . . . . . .Inside Back Cover

Next Month

Be sure to watch for the August issue of *Mastering the Martial Art Business* when we profile Ken Mecklenburg and his appearance at the NAPMA Extreme Success Academy.

MILROY, *continued from page 24*

and tell that person's story.

For example, if you feel that people might be disqualifying themselves as they read your piece because they think that their son or daughter is "too young," you might include a testimonial from a parent that had the same concern. Someone else telling their story about their experience with you is MUCH more believable and effective than you telling the story yourself.

Legendary marketing guru Jay Abraham says: "What someone else says about you is 1,000 more believable that what you say about yourself, even if what you say is 1,000 times more articulate."

We provide a *life-improving* service!

Our "customers" have their lives enhanced in such a powerful, positive way, that most of your prospective students can't truly understand how valuable the experience is. *Copious* use of social proof, testimonials, reviews, stories from your students and their families *cannot* be overdone or overemphasized! ■

MILTEER, *continued from page 25*

a shelf to care for others' needs and desires. We are the cheerleaders and supporters of others, yet we haven't given ourselves permission to go for our own dreams and desires. Don't let yourself be another Mrs. Holly, with memories of what you wanted to do, but didn't because of circumstances. Life is too short to not look honestly at yourself and ask, "What do I want? What desires do I have that I have not yet fulfilled?" What can you do today to really live your life, not just exist?

You need to listen to the inner you, reawaken your deepest desires and begin to take specific action toward fulfilling them — no matter how long it takes. Remember, destiny is not a matter of chance — it's a matter of choice. Your power to be rich starts with the desire to use your talents, skills and abilities in ways that make you happy. I love the old saying "Success is not a still picture, it's a moving picture." It says to me that success is the way you live your life, its what you do every day that counts. ■

The new **NAPMA Staff Development Bundle** provides five products that will help your staff and leadership team:



* The Way of the Phone
* The Way of the Intro
* The Way of the Enrollment
* The Way of the Renewal
* NAPMA Staff Development Program.

Place your order today at the NAPMA Pro Shop!

Industry Insider

Michael Jackson's Kids Take Up Karate

Late pop legend Michael Jackson's children Prince, Paris, and Blanket have recently been caught on film dressed in white gi's and headed to karate classes in Los Angeles.



Michael Jackson's son, Blanket, seen leaving a youth karate class in Los Angeles, CA.

The youths have apparently been attending classes and making progress, as signified by the yellow belts they have been seen wearing. According to several news sources, the three take lessons alongside their cousins Jaffar and Jermagesty, Jermaine Jackson's children.

Study Finds Self-Control can be Contagious

We in the martial arts world know the value of self-control; it is one of the cornerstones of character-based martial arts training. Yet, as an abstract concept, it can be a particularly challenging skill to teach. The good news is that "Leading by Example" may take us even further than we though in this regard.

Michelle vanDellen, a visiting assistant professor in the University of Georgia department of psychology, studies how social context affects the state of self-control. In her studies, she has found that "How we make decisions about our behavior can be greatly affected by the people we are with" and that "even more importantly, the people around us can actually make it easier or more difficult for us to be successful at self-control."

This means that students of the martial arts may be more likely to exercise good self-control simply by being in class. "By exhibiting self-control, you're helping others around you do the same" says vanDellen. Therefore, students and instructors of the martial arts reinforce one another's ability to exercise good self-control, not to mention the time students spend around their instructors. Martial arts schools create a self-fulfilling community that encourages good decision making for all — just by being there.

Blurb on *The Silent Flute* film based on original Bruce Lee conception

Shortly before his death in 1973, Bruce Lee wrote a story about a rebellious martial artist who sets out on a quest for the Book of Enlightenment. On his journey the young man encounters several challenges which ultimately teach him about various aspects of Zen philosophy. The story was called *The Silent Flute*, but was renamed *Circle of Iron* when the film was made with David Carradine and released in 1978.



Bruce Lee

According to several online sources, producer Paul Maslansky intends to make a new feature length film based on Lee's original concept. In an interview with trade paper *Daily Variety*, Maslansky said *The Silent Flute* will be an epic martial arts adventure film that promises to honor Bruce Lee's original artistic and philosophical conception. It also promises to "reach new levels of action and adventure never before seen in martial arts filmmaking." ■

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

Welcome to Swords of the East!

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

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

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

order@swordsoftheeast.com

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

Call us anytime at
1-877-704-3600

www.swordsoftheeast.com

Is Martial Arts Instruction a Real Job?



The Final Word
STEPHEN OLIVER

When I started in martial arts over 41 years ago, I never would have imagined martial arts would become my profession rather than just my passionate hobby.

When I founded Mile High Karate in 1983, it was an alternative to using my degree in International Economics to landing a job in banking or working for a corporate giant. My instructors and friends all thought I was crazy.

My key martial arts instructors gave me encouraging words that went something like this: "Well, you can play karate for a few years, then get a real job! You can imagine how satisfying it was to make them all "eat crow."

In the years since its founding, Mile High Karate has achieved an international reputation for combining quality teaching with financial success. We've been the leading martial arts instruction organization in this region since our inception.

In Denver's Mile High Karate, we have taught over 25,000 students directly in our commercial facilities. We've been featured on all the major TV news programs and in local newspapers. We've even hosted Chuck Norris and other celebrities in the industry.

I originally pursued martial arts as an athlete, intending to follow the path of my mentors (Jeff Smith, Pat Worley, and others) to become a professional fighter and competitor. I was soon to grow out of the narcissistic focus and to realize the potential for true significance through teaching.

My focus for Mile High Karate since the early 1980s has been elementary school age children and their families — teaching character, values, self-esteem, focus and goal-setting skills. We've developed a program that enhances a child's achievement in school and teaches children to contribute at home and in their community. Mile High Karate students have contributed to Children's Hospitals, and local public and private schools.

I can think of no other way to combine financial growth and security while significantly contributing to individuals, their families and the local community. As instructors, our direct impact on our students is huge. The ripple effect throughout our communities is immeasurable.

Many times in the past 20 years, I have been criticized for running "a belt factory" or the "McDojo." I answer that I am in business to make money. The martial arts business gives me a satisfactory income and the ability to impact a huge portion of my community in a positive way. I could make more money in other industries, but not enough to make turn my back on what I love.

My wealth from martial arts is only in proportion to the number of students I serve and the depth of their enthusiasm for my service. Or, as Zig Ziglar says, "You can get everything that you want in life if you help other people get what they want."

I believe that the broader significance of a career as an educator far outweighs my own youthful enthusiasm for becoming a better fighter. The satisfaction from watching a beginner grow into a Black Belt and a shy and withdrawn child grow into a community leader makes all the difference. I cannot imagine spending the last 20 years selling real estate, marketing fast food, or working in a corporate bureaucracy. ■

STEPHEN OLIVER NAPMA CEO

Stephen Oliver, MBA and 8th-degree Black Belt, has been training as a Martial Artist 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.

JOIN STEPHEN ONLINE: Facebook.com/StephenOliver
Twitter.com/StephenCOliver
LinkedIn.com/in/StephenCOliver



ZEBRA™

MATS | CAGES | OUTFITTERS | TOURNAMENTS

JIMMY PEDRO'S JUDO CENTER
Wakefield, MA

Jimmy **Pedro**
4 Time Olympian
World Champion



ZEBRA MATS™

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

DESIGN & INSTALLATION services available

ZEBRA™
SIMPLY Z BEST

1.800.989.8085
www.zebramats.com

©2010 Century LLC. 6352/CMAS'5.10



Wavemaster® XXL



Kid Kick® Wavemaster®



BOB® Body Opponent Bag

KEEP THEM KICKING

Check out our exclusive line of training bags – perfect for all styles of martial arts!

Visit **CenturyMartialArts.com** to browse our wide selection or call a Customer Service Representative to place your order today!

Wavemaster® is a registered trademark of Century, LLC. Kid Kick® is a registered trademark of Century, LLC. BOB® is a registered trademark of Century LLC. The BOB design is a registered trade dress of Century, LLC. BOB© 2003 Century, LLC. U.S. PATENT #5,624,358.

THE WORLD'S LARGEST MARTIAL ART SUPPLIER

CENTURY®

www.CenturyMartialArts.com 800.626.2787