NAPMA BUSINESS BREAKTHROUGH TV FORGES NEW GROUND IN MARTIAL ARTS SCHOOL TRAINING 11

READ US "ON THE GO" WITH ANDROID AND iPAD



NAPMA 2011 FINANCIAL POWER SUMMIT
Crisis Becomes Opportunity
See page 14

Martial Arts Professional® presents

Mastering the Martial Arts Business

FOR MARTIAL ARTS SCHOOL OWNERS WHO ARE SERIOUS ABOUT SUCCESS

Winter 2011 / $47.97

Martial Arts Professional.com

NEW INSIDE



NEW AND REVISED...
Staff Development Program and the "Way Of" Training Segments
See page 17

FEATURES

Jhoon Rhee's 45 Years in the U.S. Congress 13
NAPMA Presents at *Action Martial Arts Magazine* Hall of Honors 16
An Attitude of Gratitude... 41 Years Later 19
Is Your Vision Limiting You or Empowering You? 20
Biological Selling: Understanding the What, How and Why of Your Customer 25
Andrew Wood: A Legend in His Own Mind 26

COLUMNISTS

Toby Milroy 30
Lee Milteer 31
Stephen Oliver 34
and more columnists online!

PRSRT STD
US POSTAGE
PAID
MIDLAND MI
PERMIT NO. 131

A Bigger Vision for the Martial Arts Industry

NAPMA's leadership team declares a powerful new vision for NAPMA and the martial arts industry. In this article, we reveal NAPMA's "unstoppable mission." Having worked with some of the most successful millionaire business visionaries in the world, the NAPMA team now brings this knowledge exclusively to our members. In this article, we discuss the lack of vision plaguing the martial arts industry for many years, speaking out about plans to energize and empower a new generation of visionary entrepreneurs who are ready to take the industry to new levels of growth.



NAPMA's team of experts works to help you succeed!

We bring the unique insights and lessons from different industries and their leaders who didn't understand the meaning of the word "limitation." Read more about the exciting new direction and vision for NAPMA and how your school and your future will benefit.

See **VISION**, *beginning on page 20*

An Historic Celebration: Jhoon Rhee's 45 Years of Teaching the U.S. Congress

By Keith Yates
CONTRIBUTOR

Grandmaster Jhoon Rhee, Father of Tae Kwon Do in America and a true martial art visionary, celebrated his 80th birthday at a gala given in his honor at the Caucus Room of the U.S. Capitol. The evening's highlight was a demonstration of his martial arts skills to congressional members, the Korean Ambassador and a veritable who's who of martial artists. Rhee migrated to this country after the Korean War and built a chain of schools in the U.S. and former Soviet Union.



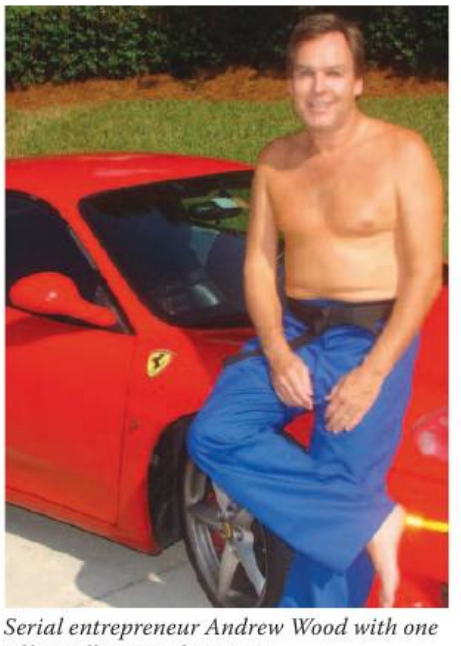
Jhoon Rhee celerates his 80th burthday.

See **Rhee**, *beginning on page 13*

Andrew Wood: A Legend in His Own Mind!

A true visionary in the industry, discover the fascinating world of Andrew Wood, the pioneer who changed lives with his groundbreaking book, *How to Make $100,000 or More Teaching the Martial Arts*. In just seven years, Wood built a chain of 150 martial arts schools and mentored over 275 with his business coaching company, Legendary Marketing. Author of five books, Wood was the publisher of the first successful martial arts business magazine. At the height of his success, he transferred over to the golf industry and did it again! Read this insightful interview of Andrew Wood by Stephen Oliver.

See **WOOD**, *beginning on page 26*



Serial entrepreneur Andrew Wood with one of his collection of Ferraris.

NAPMA to Present at Action Magazine Hall of Honors

Billed as the largest martial arts super show in the world, the 2011 *Action Martial Arts Magazine* Hall of Honors has invited NAPMA to be a featured presenter for this year's version of the show. Join Toby Milroy, Stephen Oliver and Jeff Smith at this exciting event attended by enthusiasts and professionals in the martial arts. The 2011 event is being held at the Tropicana Casino and Resort in Atlantic City, New Jersey.

See **ACTION**, *beginning on page 16*

NAPMA and AMS Team Presents

$100,000

Three Tools to Increase YOUR Income by

Or More This Year!

The FINANCIAL Summit

Don't miss this opportunity to dramatically increase your income and your student enrollment in 2011 and beyond.



Your National Association of Professional Martial Artists (NAPMA) has teamed up with AMS to lift YOUR SCHOOL to new heights following what's been a tough year for many in our industry. At this special event you'll learn three "Insider Secrets" to massive increases in your income in 2011 — while improving your student quality and retention. You'll receive the tools to succeed NOW — in today's economy and finally achieve financial freedom. This is a rare opportunity to learn from the Experts in Filling your School with Quality Students, Dynamic Teaching and Financial Freedom. Don't miss this rare opportunity. Seating is limited and each will sell out — so Register now.



FAST MOVER SPECIAL OFFER

First 50 to register at each location will receive Stephen Oliver's book: "Everything I Wish I Knew When I Was 22."

TAKE ACTION NOW!

Sponsored by:

NAPMA National Association of Professional Martial Artists

AMS Billing Service Management Marketing Instruction

ISAGENIX

VISION

Martial Arts Industry Business Pioneers Team Up



Grandmaster Stephen Oliver

NAPMA CEO; Author: *Extraordinary Marketing*, *Using the Internet to Market Your Martial Arts School*, *Direct Response Marketing for Martial Arts Schools*, *Everything I Wish I Knew When I Was 22*; Co-Author with Dan Kennedy: *Wealth Attraction for Entrepreneurs.*



Grandmaster Y. K. Kim

- Pioneer of Martial Arts Business
- Author of *Success in Martial Arts Business* and *Join the Millionaire Club, Winning is a Choice, Success in Martial Arts Business, Taekwondo, Health is the Foundation of Success, Tae Kwon Do World, 6 Martial Arts World, U.S. National Exercise*, and *The New American Dream.*

Five Compelling Reasons You Must Attend This Seminar

1 

Get your School To Run Like a "Fine Swiss Watch" — Toby Milroy EXPERT IN MARTIAL ARTS MARKETING
Will teach you the **key skills** to **dramatically** increase your effectiveness with every new prospective student and the key steps to making your school consistently produce maximum results.

2 

Use Social Media to FILL YOUR SCHOOL! — Kirk Pelt, MARTIAL ARTS BUSINESS SOCIAL MEDIA EXPERT
Earn an additional $100,000 or more a year the easy way by using social media with the best technology for management and marketing for your school.

3 

Add 25-50 New Students with Special Events at Little or No Cost — Keith Winkle, SPECIAL EVENT EXPERT
Boost your profits and enroll 25 to 50 new students with new special events and fund raising committees.

4 

Double Your Income in 90 Days! — Stephen Oliver, LEGENDARY MARKETING EXPERT FOR MARTIAL ART SCHOOLS
Will show you have to Double your income in as little as 90 days. Learn the three Key Steps to maximize your income and explosively grow your school. No one has taught more schools to FLOOD their school with new students more quickly or effectively.

5 

Become a Martial Arts Millionaire! — Y. K. Kim, PIONEER OF MARTIAL ARTS BUSINESS
Take the three steps to become a new martial arts millionaire with the secrets that can turn any and every economic crisis into a profitable opportunity for you.

FINANCIAL POWER SUMMIT

Saturday, 8:30 a.m.–6:30 p.m.

March 12, 2011 — Dallas
SpringHill Suites Dallas DFW Airport East, Irving, Texas 75038

April 30, 2011 — New Jersey
Renaissance Newark Airport Hotel Elizabeth, NJ. 07201-2113

May 21, 2011 — Chicago
SpringHill Suites Chicago O'Hare Chicago, IL 60631

September 10, 2011 — Washington D.C.
Embassy Suites Dulles — North Auburn, VA 20147

September 24, 2011 — Los Angeles
Embassy Suites Los Angeles International Airport/South El Segundo, CA 90245

$99.50 PER PERSON ALL DAY!

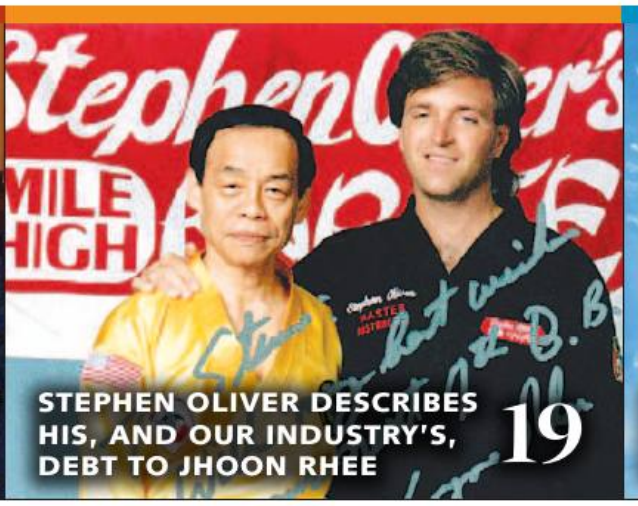
Sign Up Now!

EASY REGISTRATION

Reserve your seat today! Call Now!

Call Bob Dunne:
727-540-0500 EXT. 202
NAPMASeminar.com
Fax: 1-800-795-0583







Features

An Historic Celebration: Jhoon Rhee's 45 Years Teaching in the U.S. Congress . . . 13
A legend is celebrated for his long service to the U.S.

NAPMA Presents at Action Martial Arts Magazine Hall of Honors 16
Stephen Oliver and Toby Milroy to present at this influential and long-running event.

An Attitude of Gratitude…41 Years Later . . . 19
Acknowledging our debt to Grandmaster Jhoon Rhee.

Is Your Vision Limiting You or Empowering You? 20
Your industry association has a whole new vision for the future; and you can be a part of it today!

Biological Selling: Understanding the What, How and Why of Your Customer 25
The little-known secret of effective selling.

Andrew Wood: Martial Arts Masters Reconnect 26
Stephen Oliver interviews the resurgent Black Belt.

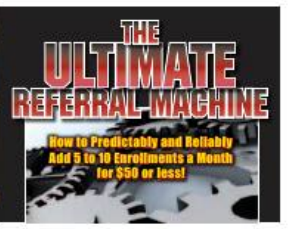
Departments

Sound Off 8

NAPMA News 11
NAPMA TV Is Online!;
NAPMA Introduces New Referral-Generation Systems



NAPMA TV breaks new ground.



New program helps kick off the New Year.

Industry Insider 13
Advertiser Index 32
Classified Advertising 32

Columnists



School Growth Potential . . . 30
Toby Milroy—NAPMA COO
Were You Born With It?, Part 3



Your Success Coach. 31
Lee Milteer—NAPMA Success Coach
Time Integrity for Entrepreneurs: Idea Day, Part 1



The Final Word 34
Stephen Oliver—MBA, NAPMA CEO
Be Careful What You Wish for (You May Get It!)

More columns are online at Martial Arts Professional.com. See page 6 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
Contributing Writer/Editor: Jackie Wells Smith
Martial Arts Professional.com Webmaster: Marek Gahura
Copyeditor/Proofreader: Julie Breedlove
Columnists & Contributors: Terry Bryan, Tom Callos, Elsa Cordero, Jim Graden, Tom Hopkins, Joe Lewis, Karl Mecklenburg, Toby Milroy, Lee Milteer, Stephen Oliver, Brian Tracy and Zig Ziglar.

ADVISORY BOARD

Martial Arts Instruction: Jeff Smith
Martial Arts Instruction: Frank Brown
Martial Arts Business: Stephen Oliver

EXECUTIVE MANAGEMENT

Publisher, NAPMA CEO: Stephen Oliver
NAPMA COO: Toby Milroy

Mastering the Martial Arts Business magazine 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: Martial Arts Professional.com

To advertise in the print or online editions, visit **Martial Arts Professional.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 Martial Arts Professional.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.

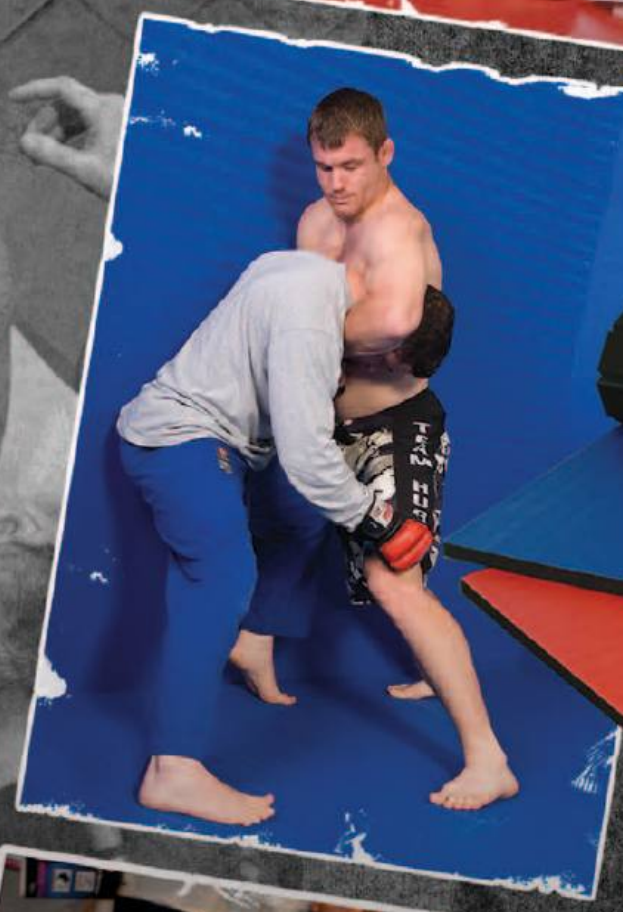
© 2011 Martial Arts Marketing, Incorporated. All Rights Reserved. Any reproduction without permission is strictly prohibited.

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!

Martial Arts Professional.com

Announcing Our NEW COLUMNISTS
Karl Mecklenburg, Jhoon Rhee



Features



An Historic Celebration: Jhoon Rhee's 45 Years of Teaching in the U.S. Congress



NAPMA Presents at Action Martial Arts Magazine Hall of Honors



An Attitude of Gratitude… 41 Years Later



Is Your Vision Limiting You or Empowering You?



Biological Selling: Understanding the What, How and Why of Your Customer



Andrew Wood: A Legend in His Own Mind!

Martial Arts Education Columnists



The Science of Fighting
Joe Lewis—*NAPMA Technical Consultant*
The 40 Most Common Mistakes Fighters Commit, Part 8



Reality Check
Peyton Quinn—*NAPMA EZ Defense Expert*
Confidence in the Face of Aggressive Posturing



Fitness Kickboxing
Jim Graden—*Founder, UBC*
Capitalize on the Seasonal Trends of Your Market



Fitness Track
Keith Yates—*Instructor, University Professor*
The One-Minute Set-up Test



Classical Thought
Douglas Adamson—*Multiple School Owner*
What Should Be My Attitude?



Beyond Technique
Fariborz Azhakh—*Martial Arts Information Professional*
What Matters Most



Championship Success
Jeff Smith—*Mile High Karate Chief Instructor*
The Champion's Reunion, Part 2, with Jeff Smith, Bill Wallace and Joe Lewis

Martial Arts Management Columnists



The Final Word
Stephen Oliver—*MBA, NAPMA CEO*
Be Careful What You Wish For (You May Get It!), Part 1



School Growth Potential
Toby Milroy—*NAPMA COO*
Were You Born With It?, Part 3



The Psychology of Success
Brian Tracy—*Human Motivation Author, Speaker*
The Seven Laws of Mental Mastery, Part 2



Sales and Marketing
Rick Bell—*Martial Arts Speaker, Writer, Business Specialist*
How Balanced Is Your Attack?



WarriorWiz
Terry Bryan—*Ph.D. and 9th-Degree Black Belt*
The Seven Laws of Mental Mastery, Part 2



Bonus Column
Harvey Mackay—*Internationally recognized author and speaker*
Stay Focused on the Big Picture



Internet Secrets
Elsa Cordero—*MBA, MS Oriental Medicine*
Camera, Action! Ready to Make Your Own Movies to Attract More Online Business?



Your Success Coach
Lee Milteer—*NAPMA Success Coach*
TIme Integrity for Entrepreneurs, Part 1: Idea Day



The Heart of a Student Athlete
Karl Mecklenburg— *Six-Time Pro Bowl NFL Player and Motivational Speaker, Author*
Bronco Teamwork, The Legacy of the Orange Crush



The Pinnacle of Martial Arts
Jhoon Rhee— *Legendary Martial Arts Teacher and Educational Entreprenuer*
From Motivation to Motive-Action



Expand Your Thinking
Jim Rohn—*Author and Business Philosopher*
Invest these 10 "Assets" that are More Important than Money to Succeed at the Highest Level



Personal Development
Tony Robbins—*Black Belt and recognized authority on the psychology of leadership*
The Connection Between Money and Your Worth



Expert Tips & Tactics
Dr. Chris Dewey—*School Owner, University Professor*
Similarity of Purpose

Martial Arts Professional Asks...



Martial Arts Professional Asks…
Jay Abraham—*Maketing Guru*
How would you describe the marketing approach of most martial arts school owners? What should be their focus, so they can improve their results?



Tom Hopkins—*The Builder of Sales Champions*
In your view, how much time and effort should instructors invest in generating leads for new students?

Archives

Sound Off

Complete collection of past *Martial Arts Professional* issues and *Mastering the Martial Arts Business* issues, plus the current issue.

ONLINE

From Martial Arts Professional.com you can also access:

NAPMABlog.com

Featured Blogs

Martial Arts Business Breakthrough TV is Live!

Martial Art Business Breakthrough TV, the latest resource from NAPMA, is available NOW for martial arts school owners, of any style. We have taken the best business practices and made them available through the interactive media of web video. We're offering several segments to help your business grow including Business Basics, Ask NAPMA and NAPMA Solutions. Just for watching, we have a free gift for you.

NAPMATV.Martial Arts Professional.com

Featured segments in this episode:

- Managing and Developing a HIGH Performing Staff!
- An Answer to a School Owner's Question about Upgrades.
- A NAPMA Solution to Your Marketing and Retention Problems (and makes your life easier too!!)
- A FREE Gift for you just for watching Martial Arts Business Breakthrough TV!

How to Build the School of Your Dreams, Faster than You Ever Thought Possible

Get the "inside scoop" on the proven practices to build your school and achieve the succes you may have thought was not possible. **FREE DOWNLOAD**

MartialArtsProfessionalCommunity.com

Featured Community Members

Join these featured members...



Romy P. Aguilar

Style: Tae Kwon Do, Kickboxing, Hapkido, Boxing, Kungfu, Karate, Judo, Arnis, Combat Aikido, Aikijujitsu; Training for: 36 years; Status: Full-time (500+ students).



Richard West

Style: Combat Tae kwon Do; Rank: 6th-Dan Tae kwon Do, 3rd-Dan Kyokushinkai Karate; Training for: 38 years; Status: Multi-school owner (101-200 students).



Rod Cook

Style: Jung Sin Yuk-Do; Training for: 33 years; Status: Part-time (0-50 students).



Davud

Style: Tae kwon Do, Hapkido, Farang mu sul; Training for: 20 years; Status: Multi-school owner (51-100 students).

Take Part in Our Interactive Poll

What do you consider to be your biggest challenge in running your school? See **NAPMA.com**

Did you Miss the 2010 NAPMA Extreme Success Academy?

Then you really missed something special. Catch up on what you need to know with FOUR FREE LESSONS from Extreme Success Academy sessions.

Visit **ExtremeSuccessAcademy.com**

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 **Martial Arts Professional.com**.

NAPMA.com

For Members Only

Words Of The Week

(January Basic Package)

Fear: Parts 1, 2, 3, 4

GOLD Leadership Team Training

(January Basic Package)

Cloning Instructors: Part 1, Physical Fitness

FREE Teleconferences



Evander Holyfield

Real-Deal Success

Visit NAPMA.com/EvanderHolyfield



Tony Robbins

Leadership from the Inside Out

Visit NAPMA.com/TonyRobbins

For Members AND Non-Members

Register for the FREE NAPMA "Pulse of the Industry" E-Newsletter

Stay "plugged in" to the latest industry news and trends, proven successful school growth systems and clever marketing strategies.

Visit **NAPMA.com/newsletter**



Virtual Classroom Videos — For Members Only

Your weekly instructor training program for January 2011

Children's Training Videos



Mike Chat— Introducing XMA to Kids, Part 1



Mike Chat— Introducing XMA to Kids, Part 2

Adult Training Videos



Steve Stewart— Innovative Pressure Points, Part 1



Steve Stewart— Innovative Pressure Points, Part 2



Steve Stewart— Innovative Pressure Points, Part 3



Steve Stewart— Innovative Pressure Points, Part 4



Elisa Au— Conditioning for Kumite, Part 1



Elisa Au— Conditioning for Kumite, Part 2

Sound Off

Attendees Share their Breakthroughs from the 2010 NAPMA Extreme Success Academy

"The fact that I had the heads of the industry at my disposal was just priceless!"

"On this weekend, my head is full and then some. I've learned things I didn't know existed. I'm the jujitsu-MMA guy that apparently isn't supposed to come to these things, or so I've been told from my jujitsu and MMA friends. Why aren't they here? I have absolutely no idea. I was told, "You're going to go there. You're going to hear about snap kicks and spinning kicks, none of the stuff we do."

I heard about teachers sending their students to Harvard, making impacts in communities, having a little bit more financial freedom that allows you to help send kids to Harvard and help communities, and I can't speak for jujitsu or MMA in general, but I will say I'm the average jujitsu guy, I'm a professional MMA fighter, I'm a black belt in Brazilian jujitsu, I've competed in Abu Dhabi, some Asian championships, I'm a legitimate jujitsu guy, and I was missing so many things that I think I achieved or was handed the tools to fixing this weekend.

It was almost like an X-Men of martial arts owners. Stephen Oliver is just — the guy is such a genius, you know. He just answers things the way that I need to hear, and he is doing it to a hundred people, but it always sounds like he's talking to the question in my head, like he's in my head, answering the questions that I'm thinking as I'm thinking them. When it comes to the technical aspects of running the websites and the geeky stuff, you can tell Toby Milroy has everything down pat. The fact that I had the heads of the industry at my disposal was just priceless."

Justin Garcia
Jungle Gym Martial Arts
Bronx, NY



"Not just educational, but motivational as well..."

"[Extreme Success Academy] was a great experience. You get to rub elbows with some of the top business leaders in the industry and open your mind to new ways of thinking. Master Oliver brought up a great point. In today's economy, your knowledge is going to be very important and I like to gain as much knowledge about the industry as I can. I came away with a lot of great ideas so it was a fantastic experience. Just the ideas of marketing, retention, staff training are all the vital areas to be successful, and I got great ideas from each speaker. It was also motivational as well, not just educational, but it was also motivational as well.

I think the thing that separates the people that do real well from the people that just get by

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 Martial Arts Professional.com

If you prefer e-mail:

Editor@Martial Arts Professional.com

See Martial Arts Professional.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*

or the people that are struggling is they find out everything they can about the industry. They know the industry inside and out, and putting that knowledge to use has been their key to success. So you get here to see it. They've been there, done it, and that's the best way to learn."

Hilary Sandoval
Americas Best Karate Center
El Paso, Texas
(22-year veteran martial arts school owner)

"I had the 'wake up' moment!"

"I have to say this [weekend] is a wake-up moment for me. I've been involved in martial arts for 34 years. I've had my own school. I'm going in to the 17th year and I've always tried to implement a lot of things that I've gotten from NAPMA conventions. A lot of them are more teaching elements and more personal things, but this one really was my wake-up moment to implement things as far as more enrollments, renewals, retention and my big thing that I really need to focus on is better marketing. So I know I've said it before, but this is actually my wake-up moment and I'm going to commit myself to being a better person which I mean to be a better business owner."

Master Kurt Miller
Bechtelsville, PA

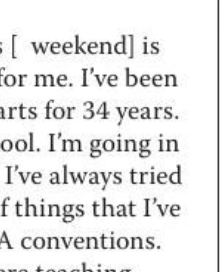
"...You surround yourself with a group of people who are committed to making a difference..."

"You know, this [Extreme Success Academy] weekend has been a great opportunity for me. I always look forward to the opportunity to network with other people in the industry. It's a good reminder to keep your head on straight. A lot of stuff is going on in the economy right now with recession, but you surround yourself with a group of other people who are committed to making a difference, to still growing their business, to overcoming any kind of challenges in front of them, and then of course, a lot of resources for new information, which is always helpful.

I think the main thing that I want to bring back to our staff and all of our schools is just the concept that okay, during the recession, maybe the print ads, maybe the media stuff, that's not working as well as it used to. But the one thing that's going to always work well is going to be that belly-to-belly, face-to-face contact, and that's something that we have resources for in our schools — to really go back and get fired up about it. Hey, we know we've got great services. We know we've got great classes. We just need to get in front of people, show them what we do, connect with them about how beneficial our service can be, and they're going to still get involved. I mean, that was a good message to hear and a good reminder to take back to my team."

Michael Mertens
Master Chongs Taekwondo
Buffalo New York
(five locations, 2,000 students) ■

Mastering the Martial Arts Business
Tablet Edition for iPad
MartialArtsProfessional.com



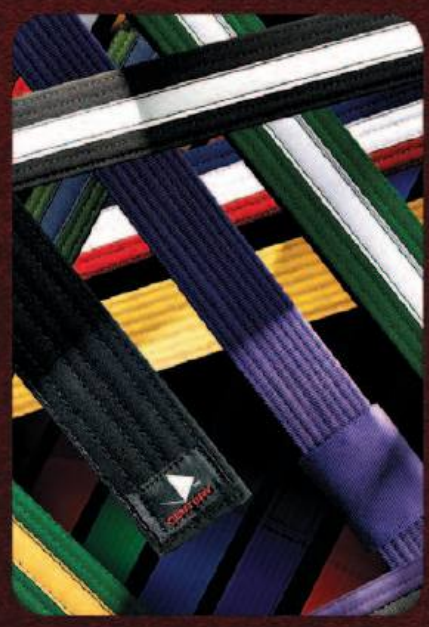


Value. Quality. Selection.

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











Visit **www.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®

©2011 Century, LLC/6554 12.10

1000 Century Blvd. Oklahoma City, OK 73110

www.CenturyMartialArts.com (800) 626-2787

NAPMA News

NEW RESOURCE

NAPMA TV Is Online!

Martial Arts Business Breakthrough TV, the latest resource from NAPMA is available now for martial arts school owners, of any style of the arts. Using the interactive media of web video, NAPMA has taken the best industry-specific business practices and made them available through three regular segments in each episode to help your business grow.

NAPMA's research indicates that some people like print media and best learn from reading a magazine, or trade journal such as *Mastering the Martial Arts Business*. However, many of our members prefer visual media. In an ongoing effort to offer the highest level of support to members, Martial Arts Business Breakthrough TV was created.



Each episode also includes free gifts from the top business coaches in the world.

This new resource is designed to help school owners of any style of martial arts take their business to the next level. Martial Arts Business Breakthrough TV will cover proven strategies and techniques that have been successfully used by the top performing schools in the country. These are the top professional school owners who have experience in running million dollar schools and/or multiple locations including international facilities.

NAPMA has launched Martial Arts Business Breakthrough TV with three segments. The first is *Business Basics*. With this segment we'll address the how-to of business covering everything from new venture start-ups to seasoned school operations. This in-depth coverage of the fundßamentals of business will help new operators survive the difficult first few years that drive many owner operators out of business. NAPMA's mission is to help serious entrepreneurs avoid mistakes and maximize their chances for success.

The Business Basics segment will also help existing business owners to improve their operations and help them move to the next level. With the new emerging economy, this kind of information from the top school owners in the country will allow many members to do more than just survive, but help them grow stronger and more successful.

Ask NAPMA is a segment that will take full advantage of the

See **NAPMA NEWS**, *continued on next page*

Revolutionary New Martial Arts Website Literally "Sucks" In Tons Of Leads and Converts Them Into Paid Introductory Memberships – All BEFORE They Ever Visit Your Academy!

"Imagine Your School Getting Literally 9, 17, 36, 58, 87 or Even 133 Paid Online Enrollments in a Single Month!"

"With all the Enrollments My Site Gets Me... I Need a Bigger School!"



My site brings in more students than my staff and I can handle. I've never seen anything work this well in my 20 years of business. I've gotten 513 students in less than 6 months and I am now looking for a bigger school.

—David Ross, New York, NY

133 new enrollments in 1 month

46 enrollments in 30 days

"46 Enrollments in My First 30 Days...Holy Cow!"



I was a bit skeptical at first but when I got almost 50 enrollments in the first month I was blown away. These guys do everything they say they can do and more. This is the future of Martial Arts Marketing.

—Walter Rowe
Johnston, RI



• Lead Capture System
Collect the "right" prospect information online and build your "Student-Getting" list.

• Email Auto-Responders
Customized high-powered sales emails designed to turn your Prospects into Students...overnight!

• Search Engine Dominance
We dominate your competition by positioning your website to take up 3-9 spots of the first pages of Google and other search engines!

• Monetization System
Enables your site to "sell" memberships online. Fully automates your lead conversion process.

"Nothing Gets Me More Students Than This!"



My website now gets me 50-65 new students every month. It's the most incredible Marketing Program I've ever used. It has breathed new life into my school and completely transformed my business.

—Wallace Cupp
Houston, TX

257 new enrollments in 6 months

3-5 new students each week

"The Best Money Ever Spent on Advertising"



After having our site up for only 3 months we have enrolled over 25 students on monthly contracts. We now get 3-5 new enrollments each week. This has been the best money we ever spent on advertising in 8 years of owning a martial arts business.

— Jim and Heather Neitzell, Meridian, ID

To find out what our sites can do for your school

CALL TODAY 516.543.0041

90-Day Guarantee
If we can't get you at least 10 new students online in your first 90 days, we'll give you **100%** of your money back!

Full Contact online marketing

www.FullContactOnlineMarketing.com

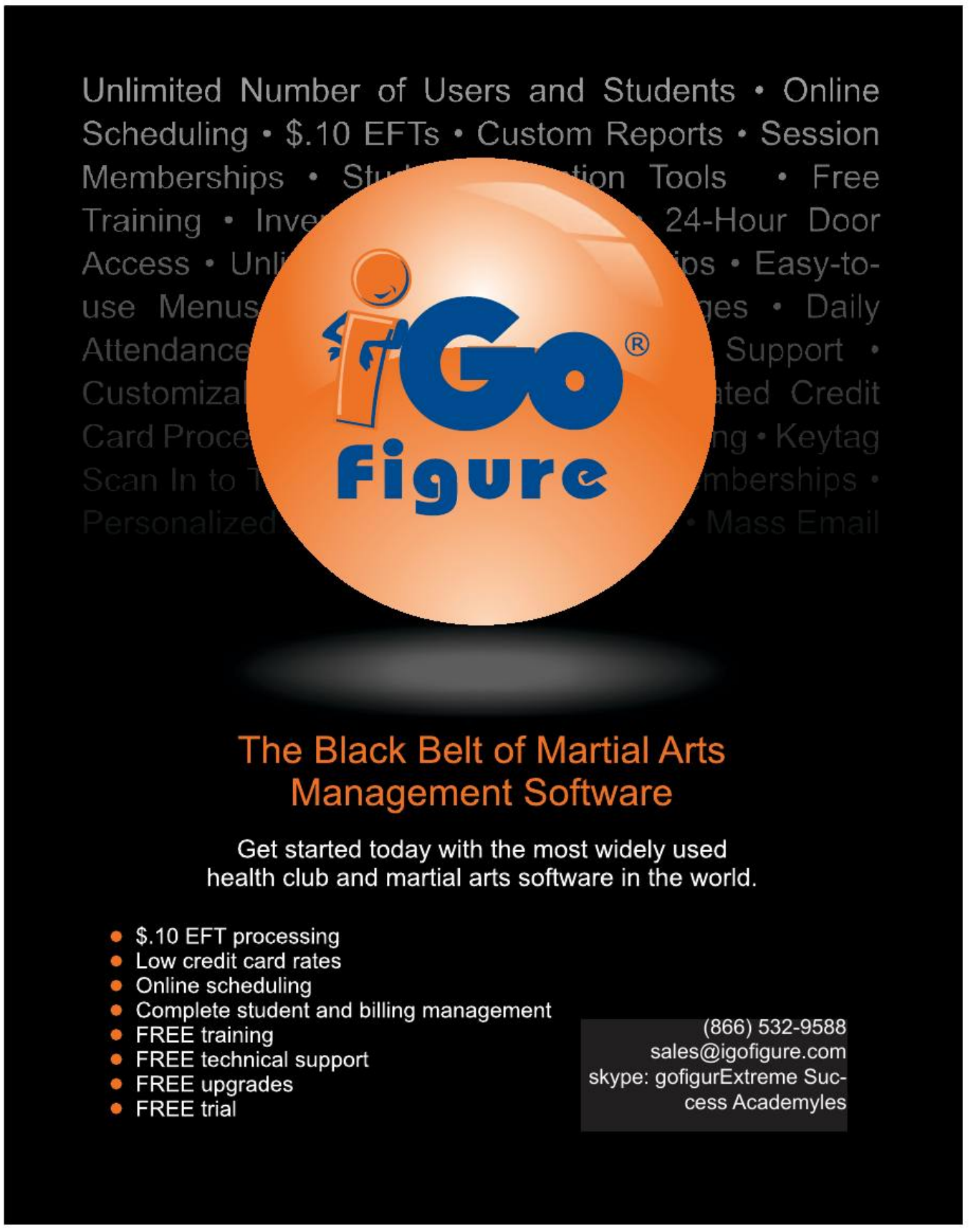
NAPMA NEWS, *continued from previous page*

interactive media. Members can post their questions directly on the web page as they watch the episodes. This will allow NAPMA staff to respond to the specific needs of the industry. We'll be looking at questions that affect the greatest number of members and explore those topics in detail.

In the final segment of *NAPMA Solutions*, we'll demonstrate specific solutions for problems posted by our members. NAPMA exists to solve problems for members, and the interactive format will allow us to do that more efficiently and timely manner. When members have a problem, it is vital to their business that they get fast response as well as quality information from true experts.

We will be posting regular episodes and gradually increasing frequency as the members become more active with this resource. Martial Arts Business Breakthrough TV will also be available to non-members as part of NAPMA's commitment to increasing the standards for quality martial arts instruction.

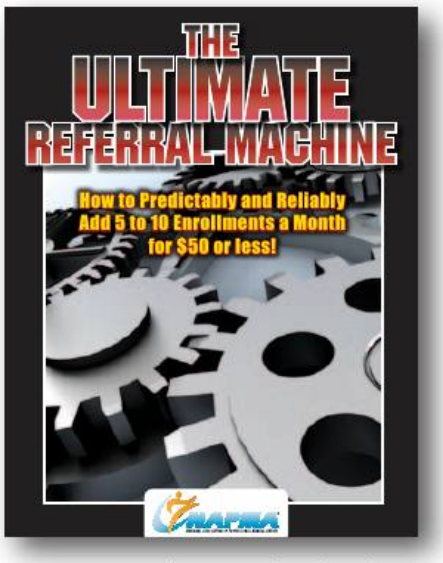
Just for watching, we will be posting free gifts that will include video recordings from some of the top business consultants in the world. Their advice has tremendous value to NAPMA's membership. To check out the first episode, and receive your free gift, go to NAPMAtv.MartialArtsProfesional.com.



NAPMA Introduces New Referral-Generation Systems

Learn how to generate five to 15 new students each and every month, predictably and reliably, for $50 or less with *The Ultimate Referral Machine*.

Referrals are typically the number one source of new students in a professional martial arts school. However, most school owners have almost no consistently reliable referral generating systems to create these



NAPMA.com/UltimateReferralMachine

referrals. They simply hope students will be happy with their school, and will tell their friends. Well, you won't need to hope any longer.

This new, comprehensive informational product includes:

- DVD In Detail Video: Presentation of this unduplicated strategy
- 2 CDs In Detail: Procedure for promoting, executing and follow-up
- Complete "done for you" customizable marketing sales letters promotion sequence
- Complete "done for you" customizable follow-up email sequence (Word document)
- Complete "step by step" outline of the event (both for instructor and program director)
- Complete operations support (all documents, artwork, etc. needed for the event)

Four free bonuses bonuses are included. Order from NAPMA.com/UltimateReferralMachine. ■

Industry Insider



Presenting an appreciation award from the U.S. Congress are (left to right) the Hon. Bob Livingston; Hon. Dick Swett. Hon. Trent Franks, Grandmaster Jhoon Rhee, Hon. Nick Smith, Grandmaster Jhoon Rhee, Hon. James Symington, Hon. Toby Roth, Hon. Connie Morella, Hon. Katherine Harris, and Grandmaster Y.K. Kim.

An Historic Celebration: Jhoon Rhee's 45 Years Teaching in the U.S. Congress

Over 250 VIPs gathered on September 30th in the halls of the United States Congress to celebrate and honor the "Father of Tae Kwon Do in America," Grandmaster Jhoon G. Rhee. The evening was a grand celebration of Grandmaster Rhee's 45 years as a pioneer in martial arts instruction and to honor his 80th birthday. The Caucus Room of the U.S. Capitol Cannon Office Building was packed with a veritable who's who of VIPs in martial arts and politics including former representative Bob Livingston (R–LA), and Grandmasters Y.K. Kim and Jong Soo Park. Guests also included Walter Anderson, publisher of *Parade* magazine; William Cecil, president of the Biltmore Estate; and His Excellency Duk-Soo Han, the Korean Ambassador to the United States.

For four-and-a-half decades, three days a week, Grandmaster Rhee has driven to the U.S. Capitol before sunrise to instruct members of congress in the House Gymnasium. He has taught more than 350 lawmakers and administration officials promoting many of them to the rank of black belt, including Bob Livingston, Jesse Jackson Jr. (D–IL), Mike Espy (D–MS, former Secretary of Agriculture), Pete Hoekstra (R–MI), Carolyn Maloney (D–NY), Gene Taylor (D–MS), Nick Smith (R–MI), Bob Schaffer (R–CO), Howard Pollock (R–AK), Toby Roth (R–WI), Bob Borski (D–PA), James Jeffords (R–VT) and Gerry Sikorski (D–MN).

Grandmaster Rhee has trained some of the biggest names in the martial arts as well. Allen Steen was his first Black Belt in America and became the International Grand

See **INSIDER**, *continued on page 28*





Stephen Oliver and Keith Yates.



Industry Leaders Collaborate in Financial Power Summit to Support School Owners' Success

Five of the martial arts industry's most respected experts have committed themselves to a 2011 series of Power Summits designed to help motivated martial arts school owners create a brighter future, improve the quality of their lives, empower them with the tools to build a more profitable school and envision new ways to serve their communities in a more meaningful way. As the nation's economy sputters toward a recovery in fits and starts, there are proven strategies for leading your school or organization to financial success that have eluded too many school owners. Our all-star team of NAPMA CEO Stephen Oliver and COO Toby Milroy, along with our good friends Grandmaster Y.K. Kim, Keith Winkle and Master Kirk Pelt of Amerinational Management Services, have committed to reveal the five most powerful strategies that actually work in today's emerging economy, to multiply your student count, create high volume retention and build real wealth in your martial arts school.

Surround Yourself With Success

In good times and times of challenge, it's vital that you guard your thinking from those nay-sayers, however well-meaning who have not accomplished what you desire to accomplish for yourself. To give yourself the best shot at success, you must surround yourself with positive people and mentors who have been where you are and have overcome many of the obstacles that you now face. As author and motivational speaker, Jim Rohn once said, ***"You'll become the average of the five people you spend the most time with."***

Our team of true experts have been and continue to be in the trenches operating successful schools. They're having great results in spite of the unpredictable state of this economy. They've been through boom times as well as past recessions and have successfully navigated the treacherous waters of business operations, making mistakes and having breakthroughs along the way. The Power Summit is a great opportunity to cut 30-plus years off your learning curve and avoid the deadly mistakes that your less motivated competitors have made. This summit can save you tens of thousands of dollars experimenting and preserve the most valuable non-renewable resource in the universe — your time!

Attract More New Students

Many school owners are finding it very difficult to attract enough new students into their schools because of what they believe to be the limitations of an economy that is unfriendly to business prosperity. The sessions at the Power Summit

One-Day Financial Power Summit
Saturday, 8:30 a.m.–6:30 p.m.

March 12, Dallas
SpringHill Suites Dallas DFW Airport East
Irving, Texas 75038

April 30, New Jersey
Renaissance Newark Airport Hotel
Elizabeth, NJ. 07201-2113

May 21, Chicago
SpringHill Suites Chicago O'Hare
Chicago, IL 60631
773-867-0000

September 10, Washington D.C.
Embassy Suites Dulles — North
Auburn, VA 20147
703-723-5300

September 24, Los Angeles
Embassy Suites Los Angeles
International Airport/South
El Segundo, CA 90245

Visit NAPMASeminar.com to register!

Register to attend a NAPMA Financial Power Summit in a city near you, and learn from these powerful industry leaders.


Y.K. Kim


Stephen Oliver


Toby Milroy


Keith Winkle


Kirk Pelt

are designed to arm attendees with three unduplicated student attraction systems that are guaranteed to generate 10 to 30 new students every month. By applying these principles, regardless of your specific martial arts style or affiliation, you will build the student count and prosperity rich future you deserve.

Take an In-Depth Look at Your Current Operation

NAPMA's CEO **Stephen Oliver** will advise attendees with an in-depth martial arts business and marketing analysis that will open your mind to a whole new perspective on your operation. You'll be empowered to identify your greatest areas of opportunity and pinpoint the specific areas where you need expert guidance to fill in the gaps in order to maximize your opportunities.

Master Social Media and Technology to Attract New Students

Master Kirk Pelt brings his unique experience to the Summit with an innovative session on the influence and impact of social media like Facebook and FourSquare. The opportunities through this resource are undeniable, but far too many school owners are overwhelmed with ineffective, time-consuming strategies that ultimately produce poor results. However, there are four easy to implement strategies that are generating great results in schools all over the nation. Master Pelt will reveal these strategies, in plain language, to help you leverage the power of these new media opportunities.

Become Motivated to Reach Your Full Potential

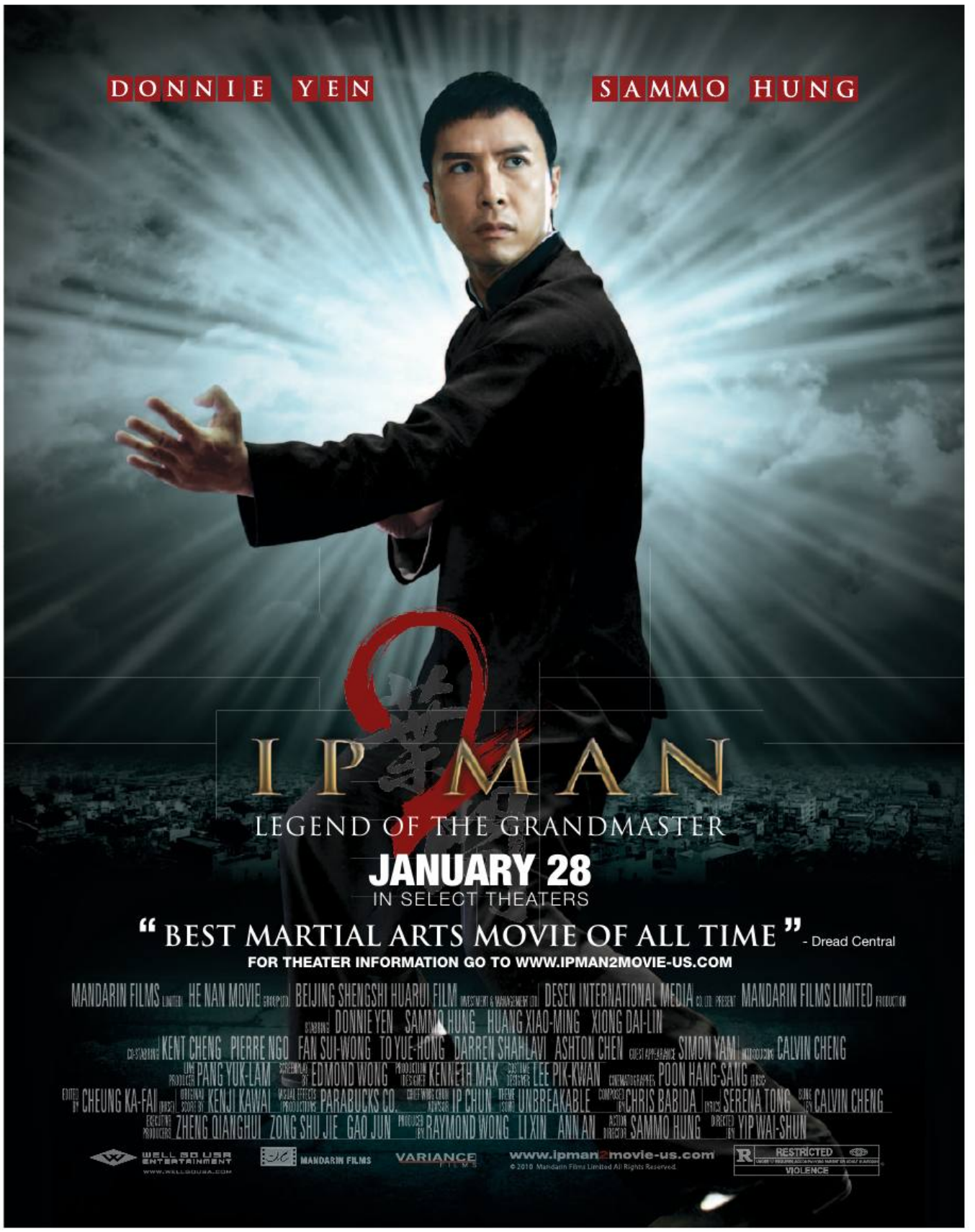
The greatest tragedy in the career of a professional martial artist isn't setting goals that are too high to be obtained, but of setting goals too low that fail to take full advantage of your potential. **Grandmaster Y.K. Kim** will present the three essential steps to becoming the next martial arts millionaire. By following these fundamental principles you'll find the certainty and conviction to accomplish all of your goals.

Plug the Holes in the Bucket

Far too many school owners are running on a daily treadmill working really hard to enroll the next new students to replace the current ones who want to "take a break," which is a polite way to say they are quitting but don't want to tell themselves the truth. To build a truly exceptional business you must master the art of student retention. **Toby Milroy**'s session will show you exactly what you need to do to keep your current students excited, engaged and seeing their progress. You'll discover four successful strategies that will dramatically impact the morale of your students, their families and your retention rate! If you desire meaningful, long-term relationships with your students, you'll love this session.

Keith Winkle, an expert in special events will show you how the art of promotion used for community fundraising for a worthy cause will provide you with a sudden boost of eager new prospects. How would it feel to be considered a community leader for positive change and enroll 25 to 50 new students? Sound impossible? Join us for this Power Summit session and find out how.

The Power Summit is part of NAPMA's new vision for unlocking the full potential of each of our members and to boost the industry to a whole new level of excellence. If you are one of the movers and shakers in this unstoppable movement toward true business mastery, mark your calendar for the Power Summit scheduled near you. ■



NAPMA Presents at *Action Martial Arts Magazine* Hall of Honors

NAPMA will be presenting at the 2011 Action Martial Arts Magazine Hall of Honors Award Show. January 21–22, 2011 at the Tropicana Casino and Resort in Atlantic City, New Jersey, Jeff Smith, Toby Milroy and Stephen Oliver will be featured seminar leaders along with some of the biggest names in martial arts.

This year NAPMA will present free seminars on "How to Turn Your Passion into a Six Figure Income" This is the first year NAPMA will participate in event and Toby Milroy, Chief Operations Officer, is excited to take NAPMA to an event attended by so many young martial artists who are considering making a career out of their passion.

Action Magazine publisher Alan Goldberg began the show in response to an invitation to receive one of many "Hall of Fame" award dinners popular in the martial art industry. In an interview with Toby Milroy, Goldberg explained his reason for starting the show 11 years ago. "I get invited to all of these so called "Hall of Fames" and "Hall of Martial Arts" events and so on and so forth, and it took some time. I wanted to do something, but I wanted to be able to cover the people that come to our event and not just have — you know, a guy says I'm running a Hall of Fame. He's serving a chicken dinner and at the end of it you get a little plaque and you go home. To me, I think it's really a slap in the face."

The event began when Goldberg was approached by Dennis Combs, President of the Tropicana Hotel at that time. Combs showed Goldberg the banquet room that holds 1,400 people and suggested an awards show for the martial arts industry. Not knowing if he could fill a room the size of a football field, Goldberg started to put out the word and promote his event. To his amazement, he sold out the first year and continues to sell out every year since.

The show is now held in an area much larger than the original. It includes free demonstrations, vendor booths and seminars. People from all over the world attend. "It's just come to a point where we have celebrities, I'm glad to say, that I'm able to cross that pond from Europe to here. Even from just the United States, to California. We have people from 22 countries that showed up last year," reports Goldberg.



The Action Magazine Hall of Fame event attracts the top-tier of martial arts practitioners around the world, and more than 2,500 attendees of all ages, experience and styles.



Action Magazine Hall of Honors founder accepts recognition at the podium.



Alan Goldberg.





Top: "The Goldberg Technique" in action; Bottom: Each nominee and award recipient receives a trophy.

Free seminars and presentations for all attendees have been added to the show over the years. With more than 50 free seminars offered this year, an estimated $2,000 educational value, this event is popular with both enthusiasts and professionals. The top martial artists from all over the world, from every style of the art, will be in attendance.

The honors show is billed as "The Academy Awards of Martial Arts," and celebrities from MMA and traditional martial arts attend as well as the top performers on the business side of the industry. This year will be the 11th anniversary of the show. Celebrities scheduled to attend are Jeff Smith, Stephen Oliver, Dan Severn, Joe Lewis, Shonie Carter, Ray Mercer, Chuck Zito, Frank Shamrock, Bill Wallace, Demetrius Edwards, Orlando Rivera, Christine Bannon Rodriguez. Cynthia Rothrock, Ronald Duncan, Don Wilson, Michael Jai White, Phil Morris, Jason Lau and more.

Every style of martial arts, whether it is Korean, Chinese, Japanese or Brazilian, will be included. Goldberg says, " We try to open our doors to everybody. That's actually a vision of mine, to unite people in that manner."

Goldberg is well on his way to achieving his vision. The expected turnout will be more than 2,500 people for this year's show. To learn more about how to register for this event, go to MartialArtsProfessional.com. ■

IP Man 2: Legend of the Grandmaster to be Released Jan 28th

Donnie Yen reprises his role as the real-life kung-fu grandmaster, Ip Man, in *Ip Man 2: Legend of the Grandmaster*, a sequel to the original martial arts spectacular. Presented in the original, uncut international version that broke box office records across Asia, the film is a throwback to the golden age of Hong Kong martial arts cinema that will delight kung fu fans and newcomers to the genre. It hits U.S. theatres on January 28, 2011.

After escaping the Japanese occupation of his hometown, Ip Man and his family arrived in Hong Kong while it was under British Colonial rule. He sets out to support his family by opening a martial arts academy to teach his unique Wing Chun style. His plans are met with opposition from the established martial arts masters led by Hung Chun-nam (played by Sammo Hung). Ip Man proves himself and showcases his skill in a dazzling display of a variety of martial arts styles, including the brutal Hung Ga, practiced in the film by Master Hung.





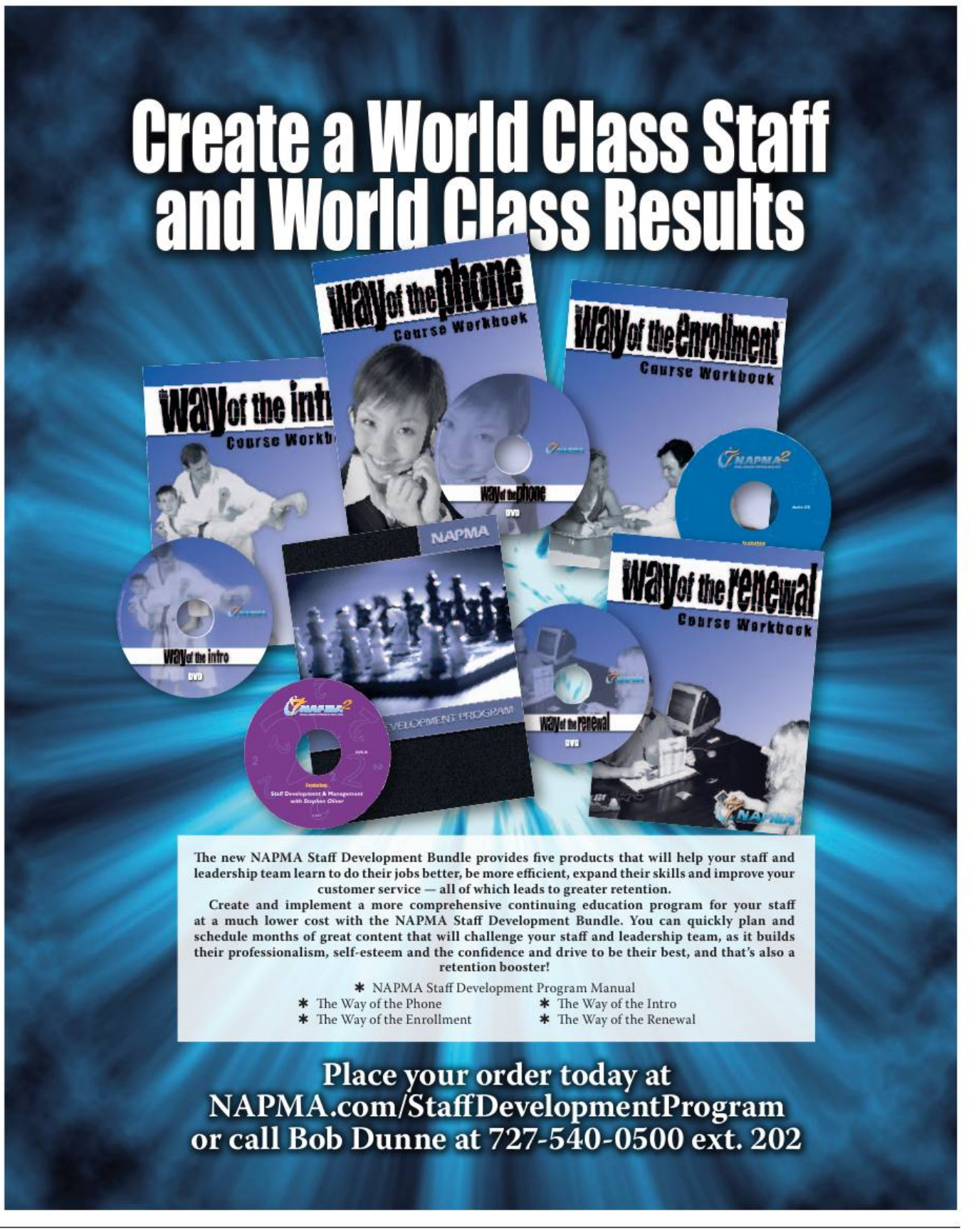
Training and fighting scenes from IP Man 2, in theaters January 28, 2011.

After gaining the respect of the local masters, a British boxer named Taylor "Twister" Milos (played by Darren Shahlavi) forces a confrontation with Ip Man for the honor of the Chinese people in a fight to the death.

Grandmaster Ip Man is widely credited as the man who brought Wing Chun Kung Fu to the world through his star pupil, Bruce Lee.

Producer Raymond Wong announced the sequel before the original was even in theatres after seeing the rough-cuts. Director Wilson Yip and Screenwriter Edmond Wong return as well as the principal cast members. Sammo Hung choreographed both films and played the role of Hung Chun-nam.

The first film was set in Forshan, China in 1938 and *Ip Man 2* picks up the story of the Grandmaster's life in Hong Kong in 1949. Instead of being treated as a sequel, each of the films was written as distinct stories covering a part of Ip Man's extraordinary life. The filmmakers saw the first film as being about surviving and the second as being about living. It is presented in Cantonese with English subtitles. ■



Action Martial Arts Magazine

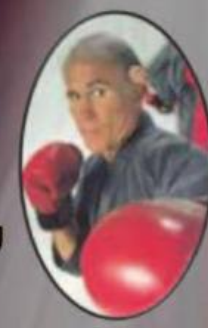
Hall Of Honors 2011

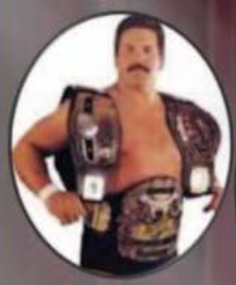
"The Academy Awards of Martial Arts"

Hall of Honors Banquet / Trade Show 60 Vendor Booths,

With Over 50 FREE Seminars / Wine & Cheese Party


















Tropicana Casino & Resort

Atlantic City , N J

Jan. 21 & 22 , 2011

www.ActionMagStore.com **718 856-8070**

A Alan Goldberg Production : 4MartialArts@earthlink.net














Cynthia Rothrock , Shonie Carter, Chuck Zito , Dan Severn , Arnold Chon, Michael De Pasquale Jr., Jason Lau, , Oak Tree Edwards, Stephen Hayes John Pellegrini, Phil Morris, Al & Mark Dacascos, Oso Tayari Casel, Frank Shamrock, Michael Jai White, Jeff Smith, Gary Wasniewski, David Toma, Joe Piscopo, Ray Mercer . Jimmy Snucka , Bam Johnson, Gary Alexander, , Richard Norton, Bill Wallace , James Lew, Christine Bannon Rodriquez ,Don Wilson, Joe Lewis, Olando Rivera, Ronald Duncan, Je Han Jae, Dana Abbott, George Alexander,, Ken MacKenzie, Julius Melegrito, Tom Getling, Bob Mac Ewenn , Danny Lane, Mark Walker, Tommy Dilallo, , Steven Turk Dan Netherland, Richard Bowe, Mike Willett, Joe Venerie, Bob Cheezic, Tim Hartman Jurg Zeiglier, Kevein Cullian, Johnathan Stewart Mark Shuey ,and You (#05)

(Guests are subject to change due to their scheduling / Non Banquet Guest $35 Trade show Entrance Fee for 2 days Free Coffee & Danish on Friday)

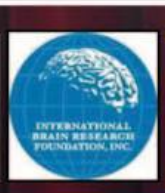
















An Attitude of Gratitude... 41 Years Later

By Stephen Oliver
NAPMA CEO, 8th-DEGREE BLACK BELT

In this issue, we feature an article about a recent event that celebrated Grandmaster Jhoon Rhee's 45th year teaching martial arts to the United States Congress and his 80th birthday *(see page 13)*.

I had the good fortune to join the Jhoon Rhee Institute by way of a small branch in Tulsa, Oklahoma back in 1969. It was the era of "blood and guts" instituted by two of Jhoon Rhee's students, Allen Steen, with his first Black Belt in the United States, and Pat Burleson, with his second Black Belt in the U.S. When I was nine years old with a huge bully problem, my mother enrolled me in lessons, placing me in the capable hands of Bob Olinghouse, Gran Moulder, and David Harrleson, all accomplished Black Belts under the Rhee/Steen/Burleson lineage.

By the time I was 10 years old, I had the opportunity to test for my Gold Belt with Grandmaster Rhee. He recalls that I told him at that time that I wanted to move to Denver and open martial arts schools. I have no recollection of that conversation or of meeting Bruce Lee as Master Rhee assures me I did.

Early on I was more or less "adopted" by Master Rhee and by his star student, Grandmaster Jeff Smith. I first met Master Smith when I was 11 or 12, and remember vividly that he failed me for my Blue Belt test when I was 12 or 13 because of a broken hand due to a bike riding accident.

Over the years, I've seen Jhoon Rhee vilified for his so-called commercialism of Tae Kwon Do, and I've heard his organization, based in Washington, D.C., referred to as a "belt factory." At the same time, he produced world champions in point fighting. When star student Pat Worley was injured, Master Rhee created *Saf-T-Equipment* and revolutionized point competition. He, along with Jeff Smith, helped create and produce world champions in kickboxing and in traditional forms. Master Rhee invented Musical Forms and also trained champions in Musical and Open Forms.









Clockwise from left: Grandmaster Jhoon Rhee; Rhee presents 1st-Degree Black Belt to Stephen Oliver in 1978; Grandmasters Jeff Smith, Jhoon Rhee and Stephen Oliver at recent Mile High Karate Black Belt Retreat; Oliver acknowledges members of the audience.

The martial arts masters pictured in the photo taken with Jhoon Rhee and me at the celebration *(see page 13)* cover the gamut of the best in the early years of the industry. In some cases, they are also the best ever in fighting and forms competition.

> ***"'You drive like Bruce Lee,' he tells me. I take this as a compliment, although I'm not sure that's how it's intended."***

I personally learned to fight by modeling Pat Worley and from being pounded on by Jeff Smith, Mike Coles, and others. I learned Musical Forms alongside John Chung and Charlie Lee. More importantly, I learned that you could create the absolute best martial artists while pursuing a very successful, commercial school operation. Jhoon Rhee gave me a life-changing opportunity that included a glowing testimonial to facilitate acceptance to Georgetown University as a full-time student. I studied while earning a living and creating a career as an instructor, then branch manager for the *Jhoon Rhee Institute* in Washington, D.C.

I moved to Washington, hoping to follow in Jeff Smith's footsteps and be the next World Kickboxing Champion. Instead, I followed in his and Jhoon Rhee's footsteps developing thousands of champion students. As NAPMA's CEO, I stand on their shoulders as we take the martial arts industry to higher standards of professionalism and business success. I had no expectation that martial arts could lead to a career when I moved to Washington. I mostly expected to be moving on eventually to Harvard or Stanford to earn an MBA, competing only as a hobby. Master Rhee, along with Nick Cokinos, Ned Muffly and Jeff Smith, opened my eyes to the potential of our industry in 1980, and frankly, I have never looked back, or regretted my decision.

Master Rhee gave me the honor of attending my Black Belt retreat and testing as I had the pleasure of promoting six long time friends and students to 6th-Degree Black Belt. I've been proud to have Jhoon Rhee's continued friendship and mentorship. I've also had him take me to task at times, like while riding in my Porsche Turbo. "You drive like Bruce Lee," he tells me. I take this as a compliment, although I'm not sure that's how it's intended.

Thank you, Grandmaster Rhee, for creating an opportunity to turn my passion for martial arts into a career and for the ability to share that passion with thousands. Thank you for being the nucleus for creating professional and profitable schools with high-quality martial arts instruction in large numbers. Your friend Bruce Lee may have taught one or two students at a time, but you were able to take your concepts and his and teach them to thousands. Your contribution created and shaped the industry as it exists today. ■

Is Your Vision Limiting You or Empowering You?



By Toby Milroy
NAPMA COO

One of the greatest limiting factors to the growth of the martial arts industry today is a wholesale lack of vision among its operators and far too many of its leaders. The martial arts school industry is a very small niche, and one of the primary reasons it's struggling to break into the big leagues is there are too many folks who simply think too small. The industry needs more people with a grander vision of what's possible and the desire to make that broader vision a reality.

What I mean by that is that the overwhelming majority of martial arts school operators in the nation believe that the full extent and realization of their career goals is running one single school with maybe 75, 100 or 150 students and maybe grossing $5000, $12,000 or if they get lucky, $17,000 a month. That's all they believe to be possible, either by being surrounded by the wrong example, or being taught to think "small."

A few years ago Stephen Oliver invited me to join him on an inspiring quest to study many different business models that closely parallel the martial arts school industry. These industries included private tutoring facilities such as Sylvan Learning Center, Huntington, Kumon and Math Monkey. We also studied the chiropractic industry, dance schools, gymnastics academies, cheerleading facilities, private schools, associations and many others. Over the past few years, we've compared our industry to these parallel business models and compared the entrepreneurs and business owners that run them with the intent of using this knowledge to expand the martial arts industry. One of the things this comparison revealed was the mainstream acceptance and brand development that many of these other industries have accomplished, that we in the martial arts industry have yet to achieve.

> *The greatest tragedy in the life of the entrepreneur isn't that they set their goals too high and miss them. Rather, they set their goals too low and accomplish them.*

Let's consider the private tutoring industry that's dominated by several national and international players such as Sylvan, Huntington and Kumon. If you're the parent of a student who needs some private academic help, you instantly think of Sylvan. Why have they been able to accomplish such market domination, and how might we in the martial arts industry accomplish the same thing?

One of the driving forces behind the growth of these businesses is the expansive and vibrant vision of the most successful CEOs and industry leaders. This vision drives its industry to reach for greater heights and to grow beyond what one single business can accomplish on its own. Banding together often helps supports and grow an industry to everyone's mutual benefit.

NAPMA aims to be that driving visionary force for the people in the martial arts industry. By joining together the schools, businesses and organizations that serve our industry, we can empower thousands or tens of thousands of students, clients or customers, and create enormous career opportunities for owners, staff, managers and investors.

Just as others have done in parallel industries, together we can create hundreds and thousands of individual locations, develop thousands of qualified staff members and have a tremendously positive impact on the communities we serve, our country and even the world. Our primary mission at NAPMA is to empower school owners with a supportive envi-

ronment, tools, systems, and strategies to accomplish this type of business growth. Combined with a more expansive vision, our industry is heading for an amazing future.

Visionary Leaders

The first and most important realization is that no one is created with this vision. Donald Trump wasn't born with the skills and ability he has today. Richard Branson wasn't born knowing about the airline industry. Bill Gates wasn't created with the vision he has today. This is a skill that can and must be learned and develop to create an expansive organization.

If you take an example such as Donald Trump, he doesn't know anything about clothing or retail, but he knows a lot about business. Yet he has a very successful clothing line in Macy's. He has successful golf and country club resorts, commercial and residential real estate. It's not that he has the fundamental institutional or operational knowledge of running retail clothing establishments. He has a vision and has surrounded himself with the right people to help him accomplish it.

Richard Branson has Virgin Airlines, cell phones, music stores and retail locations. He doesn't really have a lot of experience in those specific industries operationally, but what he has is the ability to translate his vision into reality.

We have our martial arts business visionaries, like Y.K. Kim, Bill Clark, Jhoon Rhee, Tiger Shulman, Andrew Wood, Mike Dillard, Jeff Smith, Nick Cokinos and Stephen Oliver, to name a few. These are people who realize that there is much more opportunity in our industry than just running a single location with a hundred students. They are visionaries, not necessarily because they're running the big, multi-location operations that they own, but because they've been able to translate their vision into something bigger than what most people think is possible.

Who are the People Surrounding You?

Small business owners in virtually every category have a common problem. According to the late, great Jim Rohn, "You'll become the average of the five people you spend the most time with."

We at NAPMA truly believe that, and this is why Stephen Oliver made possible the opportunities we've had the past few years to meet and work with dozens of millionaire and multi-millionaire business owners and entrepreneurs in this and many other industries. These are people who are at the top of their game in their individual fields.

One commonality among these highly successful people is that they always seek out other people who are doing really well and surround themselves with those people. They choose to spend time with people who inspire them and who have expansive visions as they do. Small business owners, unfortunately, often do the opposite.

If you think about the day-to-day life of martial arts school operators, they get up in the morning and kiss their spouse goodbye. They go to their school where they deal with their staff members, parents and students. Of those four or five people that they just spent their entire day with, none of them are entrepreneurial visionaries, big thinkers or people who can really help them grow to the next level.

Most of our students are children, and we're there to serve them. We can certainly learn from them, but they're not going to help us look at our business strategies and help us grow. We can't have frank, honest, open business discussions with our clients. Our vendors, the people who serve us, are often too busy doing what they're doing to have in-depth business strategy discussions. Our spouses can be very supportive, but are either busy with their own careers or the family. If your spouse is also your business partner, he or she has the same problem you do!

Top performers find other people who have accomplished what they want to accomplish, and deliberately surround themselves with those people. They do this because they know that anything that isn't growing, whether it is a business or an individual, will die.

Finding the Right People

There are an awful lot of industry consultants who have a low opinion of the opportunities available for a martial arts school operator. I've even heard some so-called industry experts make the statement that you shouldn't listen to anybody who says you can be a martial arts millionaire, because it's not a realistic goal. That indicates a dramatic lack of vision and a lack of accurate thinking. That's just the sort of limiting belief system you should block out as you actively work to surround yourself with people who have expansive ideas.

There are many in our industry who are running schools grossing a million dollars a year or more. There are many more martial arts entrepreneurs operating successful multi-school organizations with tens of millions of dollars in annual revenue.

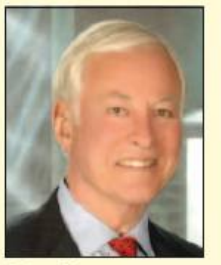
See **VISION**, *continued on next page*

Your Partners in Prosperity: The NAPMA Team

Working to help bring you the strategies and technical information you need to build a successful business.


Stephen Oliver, MBA
NAPMA CEO


Toby Milroy
NAPMA COO


Brian Tracy


Jeff Smith

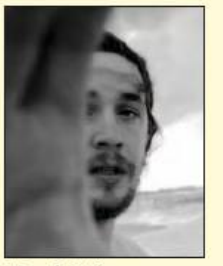

Lee Milteer


Bob Dunne, NAPMA
Member Services


Frank Brown


Mark Graden


Gary Smith, NAPMA
Creative Director


Marek Gahura,
NAPMA Webmaster

NAPMA Helps You Create the Business of Your Dreams with the New *Vision Planner*

Don't simply read about creating a vision — start creating the business of your dreams by articulating your own corporate vision statement. By writing down your vision for a business, you are more likely to achieve those goals. NAPMA will help get you started with our FREE "Vision Planner for the Business of Your Dreams," a set of downloadable worksheets that will get you off to the right start.

The *Vision Planner* incorporates guidance for you to describe your dream business, *S.M.A.R.T. Goals* to specify exactly how you will achieve that business, and a tracking system to help you see your daily movement towards those goals. The new three-part *Vision Planner* is an invaluable tool for effectively converting your school to your dream.

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



VISION, *continued from previous page*

NAPMA's CEO Stephen Oliver is a prime example. He and others like him, such as Jhoon Rhee and Y.K. Kim, have created a huge opportunity for themselves, their colleagues, their students and their staff.

I just had a conversation the other day with one of my favorite people, Brian Tracy, who is also one of my business mentors. He's such an inspiration to me. His mission for 2011 is to help five million people build a better business for themselves. Now that's an expansive vision that gets people excited. Part of Stephen Oliver's vision is to create a martial arts brand in the United States and abroad that rivals Sylvan Learning Center. This kind of inspiring vision can dramatically grow our industry.

That's the kind of expansive thinking that school owners need to embrace to drive the industry forward, and that's the new vision of NAPMA. Our mission is to create an environment that surrounds members with people who are at the top of their game like Brian Tracy and Stephen Oliver. We want to help you be at the top of yours.

There's an awful lot of noise in the industry from some well-meaning organizations, consultants and school owners who have never actually run a particularly successful school, a multi-location operation or a million-dollar school. One of my favorite pieces of advice comes from Tom Hopkins, who says "never take advice from someone more screwed up than you are."

What we really want to do at NAPMA is take the whole industry to the next level. We want to help everyone who really wants to grow get to 200, 300 or 500 students at a single location. Perhaps you dream of running a multi-location operation or even expand internationally. Whatever your vision is, we are creating an environment that gets you there.

We are empowering our members with the tools to solve the problems that they're going to have along the path to reaching their vision — proven, successful marketing systems, retention systems, renewal and upgrade strategies, classroom management processes and much more. NAPMA's vision is to create that breeding ground for exceptional success — not just the "get-by, survival" mentality that has been so pervasive in the martial arts industry. We want our members to kick the lid off of their dreams and achieve their goals.

Decision-Making Systems

As I look at other industries that have accomplished what we are aiming to accomplish, one of the things I notice is that they implement plans very fast. They're very good at making quality decisions based on their return on investment. CEOs and industry leaders are good at analyzing a situation, considering all the options and making a decision based on the impact to the bottom line and the growth of the organization. How will it affect sales and revenue, the brand and product, and the customer? They make a decision quickly because they know what to look for. They have a system for making decisions.

In the martial arts industry, what I often see is that the "hem and haw, gosh it's quite a risk" style of decision-making. Each decision is a struggle. We need to learn how to make good decisions and speed up the implementation of our plans. This is usually a key predictor of success.

General Patton said, "I'd rather have a half-baked plan today than a perfect plan two weeks from now." In most cases, it doesn't have to be perfect, but you've got to get it done. Brian Tracy says the most successful entrepreneurs are good at one thing: taking the first step. After taking the first step, the next step will appear.



Entrepreneurs who are less successful are often paralyzed by fear and never take that first step. It's like they're waiting for all the lights to be green across town before they go through the first intersection. The most successful business owners are the ones who know that there will be some red lights along the way, but they prepare for them and take the first step. Then they solve whatever problems are in their way to the second step, and whatever problems are on their way to the third step.

I've seen many school owners ignore opportunity, or who have hesitated when it required action, and it's cost them dearly in lost opportunity and real money. In this economy, many schools are closing just because they don't have the skills to make decisions quickly enough to generate more students or to serve their students better.

You must have a plan, but you also have to have a system to make decisions. Most business owners don't and they try to avoid making decisions. They put themselves in a position where they just stall and stagger in bewilderment. You have to make a decision based on the impact it will have on the bottom line and the direct impact on the customer. In our industry, that's the student.

Overcoming a "Conditioned" Failure Mechanism

People have a conditioned failure mechanism that is always looking for a reason to fail. It's always looking for an out, an excuse to not try. It's looking for a reason not to take action, to just be good enough and not do anything that makes you step outside your comfort zone. All breakthroughs in your business come from changing something by stepping outside your comfort zone.

"If you always do what you've always done, you'll always get what you've always got."

Many people will go to a seminar or business conference, visit the NAPMA website or open a NAPMA package and take pages and pages of notes, then promptly go back to their schools and do absolutely nothing differently. Unapplied knowledge is an even greater sin than ignorance in terms of business success.

You must manage how you input new knowledge and information into your brain. If it's just information maybe you take action, maybe you don't. No big deal. It's kind of like this in weight loss. If a man or a woman is 30 pounds overweight, they might say to themselves, "I'm going to try to lose weight."

The "try" is an escape hatch. It's an open excuse not to do it. You didn't say you were going to do it; you just said you were going to try. The people who are successful say, "Look, by November 30th, I will lose nine pounds and this is how I'm going to do it."

Those are the people who are much more likely to actually accomplish it.

We at NAPMA want you to declare to yourself, to your staff, everything you're going to do to accomplish your vision. It's a useful technique to make a declarative statement that your brain remembers and you have a much higher likelihood of actually accomplishing now you've put positive pressure on yourself to get it done.

We want you to succeed to your fullest potential and achieve more success than most believe is possible! We are here with the resources to help you get there. We are available with monthly membership support materials, online support, educational and inspirational conferences monthly teleconference, and personal coaching. We have online classrooms and discussion forums and the *Mastering the Martial Arts Business*, and the new NAPMA TV *(see page 23).* ■



Focus on the things that really need your attention.

Affiliated Acceptance Corporation has been dedicated to the growth of Martial Arts facilities since 1989! Our integrated billing services allow you to focus on training and growing your school... Not bill collecting!



- Facility management software
- Complete customer service
- Automated billing
- Pursuit of bad debt beyond statute of limitations
- Up to the minute web reports
- Industries most competitive rates

SEE what you've been missing...
Call AAC today
1 (800) 233-8483

AAC www.affiliated.org
SOFTWARE • BILLING • COLLECTIONS

Affiliated Acceptance Corporation
Sunrise Beach / Kansas City
Missouri

Biological Selling: Understanding the What, How and Why of Your Customer

Biological selling is the most effective method of closing a prospect and the most natural. It doesn't require you to be a super salesman or a fast talker. All you have to do is be passionate about what you do, how you do it, and most importantly, why you do it. Biological selling is simply communicating to prospects in a way that they really connect with you, not just listening to your pitch — they hear you. They connect with your mission and your passion and want to be a part of it.

To fully understand how biological selling works, you need to know a little about how your brain works. The human brain has three layers. The outer layer, or neo-cortex, where language, analysis and other complex processes are handled. The second layer is the limbic brain, where emotions come from and the fight, flight or flee responses happen. The innermost layer is the reptilian brain where most of our basic instincts and functions are processed.

What is really interesting is that decision-making is not handled by the logic and reason of the neo-cortex. Decisions are made in the limbic system where feelings of trust, skepticism and emotions are generated.

We hear it all the time in sales training, put a little differently. People buy based on emotional impulses and later justify their decision with logic. Biological selling is exactly the same thing; it's just a higher level of understanding of the process. People buy because of the emotional connection they feel, not because of the words that are said, or the features of the product or what the product does. They buy because of the feeling of trust and connection with the person selling.

One of the most effective ways to use this information is to not sell the product, but enroll prospects in your mission. Get them to connect with your goal as being the same as their goal. An example would be a favorite opening used by Toby Milroy when he was running his chain of martial arts schools. When meeting with prospects he would introduce himself with, "Hi. My name is Toby Milroy and I'm on an unstoppable mission to help local youths increase their self-confidence and self-esteem until they become unstoppable."

Biological selling is like a bull's eye with three rings. On the outside of the bull's eye you have what you do. Most martial arts school operators, unfortunately, focus on only that, educating the potential customer about what they do. "I teach tae kwon do and it's the best self-defense on the planet," or, "I teach judo" or some other style.



The next tier in the bull's eye is how you do it. The school owners who sell from this tier are more successful become they focus on how they teach it. For example, if you were looking for math tutoring for your daughter and you went to a Sylvan Learning Center, they might explain their educational method. You may not understand what they are saying, but it doesn't really matter because they seem to understand it. It's their business.

As a school owner, you educate the customer on how you're going to help their son or daughter become more confident or how you're going to help them build their self-esteem. The "how" tier explains benefits and is more effective than the "what" method.

The third and most effective tier is the innermost bull's eye. It's actually the real bull's eye. This is when you explain why you teach and connect emotionally to the customer.

While this is often the most neglected part of the sales process, it's the most important.

Apple Computer is an example of this type of selling. The reason Apple has become so successful in their field isn't because they talk about the technical specifications of their computers. In fact, they almost never talk about the technical specifications of their computers. They connect to their customer on "why" their computers are superior choices for superior customers.

That's really the mission of a martial arts school. We are changing the world by improving the lives, confidence, self-esteem and focus of children. When that's your mission, people connect with you.

If you think about the most successful TV personalities, Oprah Winfrey, for example — her show isn't about politics or religion, necessarily. It's not about books, or other products. It's about connecting with the audience, with their spirit and their souls. That's why when her face is on the cover of a magazine it sells three times as much as when anyone else is on the cover. It's because people connect with her on that level.

Biological selling is really about understanding and using the way the mind processes decision-making to your fullest advantage. All you need to do is demonstrate just how passionate you are about what you do. Enroll the customer in your mission, not just your instructional program, and your sales will show a dramatic increase. ■

Andrew Wood: A Legend in His Own Mind!

By Stephen Oliver
CEO, NAPMA

Martial Arts Business Masters Reconnect

Recently I sat down with my old friend Andrew Wood, who made a surprise guest appearance at this year's NAPMA convention. Andrew was a true pioneer in the martial arts business, writing the book that changed the life of many instructors: *How to Make $100,000 or More Teaching Martial Arts.* He started the first successful martial arts business magazine and built Martial Arts America from a single school in San Marcos, California, to a national chain of 150 in just seven years.

In the last 10 years, he has gone from being the world's leading expert on the martial arts business to become the world's leading expert in golf marketing. So, I thought it would be a great idea to check in with him and see what happened along the way. By the way, the headline we have used was Andrew's idea!

Stephen Oliver: The obvious question is, where have you been, and why did you get out of the martial arts business?

Andrew Wood: Steve, I had a great run in the martial arts business. At its peak, Martial Arts America had 150 locations and I had another 275 schools using my sales and marketing material via the Masters Club. My goal was to get 500 schools, but due to a number of factors it became clear that I could never reach that goal. Once I taught school owners how to run a school like a business and make money doing what they loved, many of them broke away and stared their own organizations, which eventually took its toll on my organization. I just lost interest. That's not to say I did not have a loyal core of schools; I just realized I could never make the bigger dream happen.

Stephen Oliver: Did the owners who left make it on their own?

Andrew Wood: It depends what you mean by "make it." They didn't need my help to stay in business, but most failed to build anything significant beyond a school or two.

Stephen Oliver: What did you do after you left the business back in '98 or '99?

Andrew Wood: I think 2000 was officially my last year, but I actually took a couple of years off, played a lot of golf, and wrote five books.

Stephen Oliver: You love to write, don't you?

Andrew Wood: I really do, Steve. I have lost count of how many books I have written, but it's over 20. This year I wrote *Cunningly Clever Selling* and *Cunningly Clever Entrepreneur* and have already started another.

Stephen Oliver: I really enjoyed your *Cunningly Clever Marketing* book. We think alike in many ways.

Andrew Wood: No doubt, I think we were both ahead of our time in marketing the martial arts business, that's for sure!

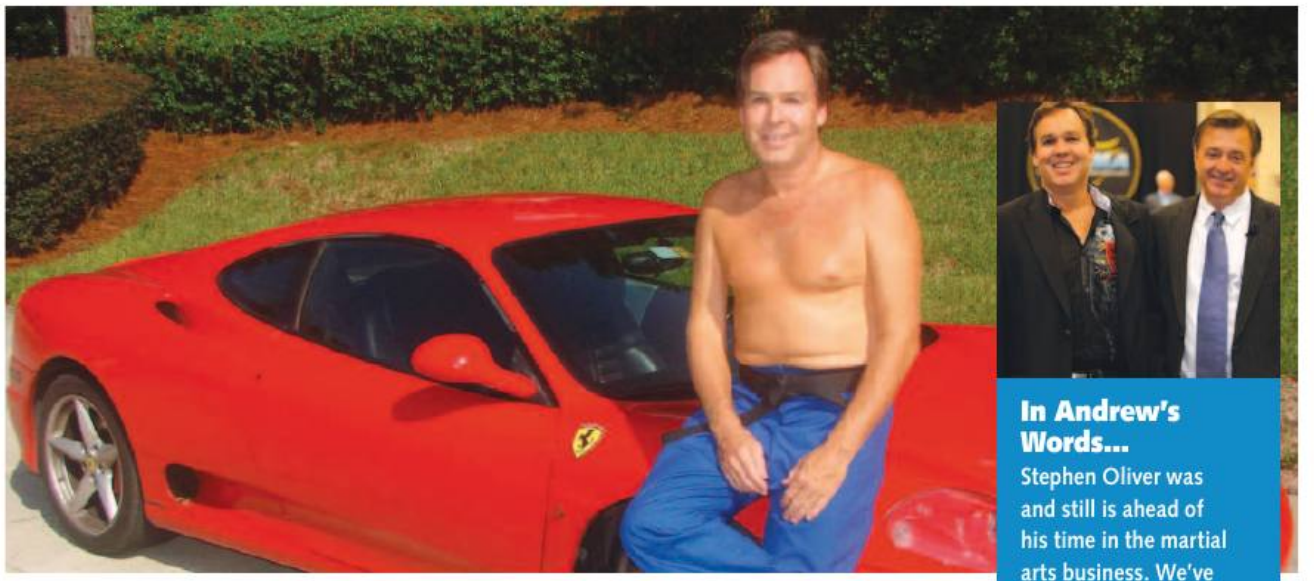
Stephen Oliver: So what's next?

Andrew Wood: As the money I had saved began to dwindle, I thought hard about what to do next and what my real talents were. I decided to start a golf marketing company called Legendary Marketing. It was the perfect business for me as it combined my lifelong love of golf with my true skill, sales and marketing!

Stephen Oliver: Was that an instant success?

Andrew Wood: No, it took a couple of years, but by year three I was the world's leader in the field. I made millions in the martial arts business by looking at what worked outside the martial arts industry and then bringing it back in. Then when I went into the golf business I did the exact same thing there. I brought the successful ideas I had used in the martial arts world back to the golf world. I have built websites for over 1,500 golf clubs and resorts, in ten countries and have a staff of 18. But here's the best part, I get to travel the

See **WOOD**, *continued on page 29*



Andrew Wood, a self-made millionaire in the martial arts and golf industries, returns with his trademark Ferarri.

> ***"I am always looking for new ways to get the word out. Believe it or not, it's all because of Facebook. Once I started being serious about making connections... a lot of my old martial arts friends came out of the woodwork."***

In Andrew's Words...

Stephen Oliver was and still is ahead of his time in the martial arts business. We've been friends since the 1980's. He was an industry leader in the 1980s, 1990s and now. I was remarking to a mutual friend just last week. Stephen Oliver's problem is really that he's "too smart" for the industry. In the 1980s he was 20 years ahead of 95% of the industry, and he's still operating ahead of most people's understanding of their own business and industry.

He brings with him a unique combination of impeccable martial arts credentials possessed by a few and business credentials possessed by almost no one. This combination of vision, martial arts history and ability and business acumen keeps him and the programs he provides on the cutting edge of the industry. Instructors would do well to heed his advice and take advantage of the experience and success his programs provide.

— Andrew Wood

WHAT A UNIFORM SHOULD BE!

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



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

OUR MOST POPULAR UNIFORM!

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

THE WORLD'S LARGEST MARTIAL ART SUPPLIER

CENTURY®

©2011 Century, LLC/6554 12.10

1000 Century Blvd. Oklahoma City, OK 73110

www.CenturyMartialArts.com (800) 626-2787

INSIDER, *continued from page 13*

Champion at Ed Parker's 1966 tournament in Long Beach. Pat Burleson earned the unofficial title of the "grandfather of American sport karate," after winning the first national championship at the 1964 tournament sponsored by Grandmaster Rhee. Jeff Smith, John and Pat Worley, Ishmael Robles, Keith Yates, John Chung, Dennis Brown, Joe Lewis, Joe Corley, Stephen Oliver and dozens of other pioneering martial artists were there to credit Grandmaster Rhee with inspiring them to further develop the arts in America. Besides well-known martial arts champions, Grandmaster Rhee has taught celebrities as diverse as Muhammad Ali (who credits the grandmaster with helping him develop his punches) and motivational guru Tony Robbins (who earned his Black Belt and acknowledged Rhee as someone who helped shaped his philosophy). Bruce Lee once said that Grandmaster Rhee refined his kicking abilities.

Grandmaster Rhee was one of the recipients of President George Bush's "Points of Light" awards to outstanding contributors to American society. He was also named to the list of the Top American Immigrants and is the only Korean on that list. He has served on several national councils such as the National Council on Vocational Education and the President's Council on Physical Fitness.



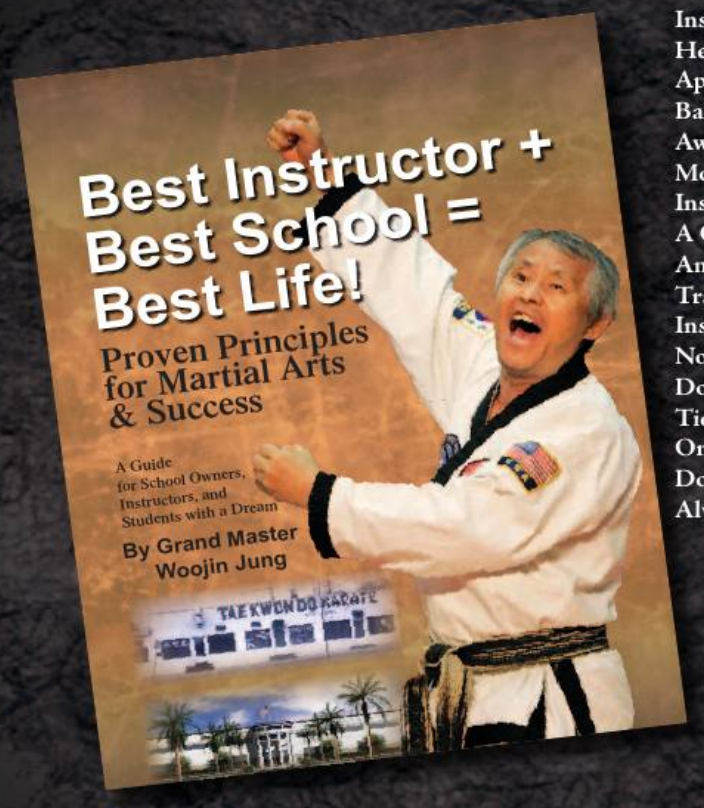
Theresa Rhee steadies the boards for her husband as he prepares to punch through them.

In fact, physical fitness has been one of the hallmarks of Jhoon Rhee's career. He still does a thousand pushups and sit-ups a day and at the age of 80 can do full splits. Former representative Dick Swett (D–NH) commented that "Jhoon Rhee is like the humanoids on 'The Event' TV show—they don't age and he is one of them!" Grandmaster Rhee demonstrated his 100 pushups in just 60 seconds at the September 30th gala, exceeding his own standard with 103. He also broke two boards with a front snap kick while balancing a full glass of water on top of his head. Grandmaster Rhee quipped that if he could balance that water perhaps Congress could balance the budget.

Then turning serious, Rhee remembered his time in the Korean army during the Korean War in the 1950s. "I fought side by side with young American soldiers who came

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

Get Jhoon Rhee's *Trutopia* Today!



Trutopia: The Art of Happy Living is available for $24.95 (hardcover) and $19.95 (soft cover). That includes a DVD which features Grandmaster Rhee's *65 Years of My Tae Kwon Do Way of Life* and his speech to the United Nations in April 2007.

Visit **JhoonRhee.com** for more information.

to defend my motherland, a land they had never seen before. That touched me, and I wanted to repay America."

Rhee arrived at the airport in San Francisco in 1956 and he says he encountered a "wonderland." He could not believe the prosperity in the United States. Grandmaster Rhee began teaching the Korean form of martial arts to help support himself as he went to the University of Texas. He was the first to teach what would become Tae Kwon Do in America.

Grandmaster Rhee is also the father of musical martial arts forms, now a staple in all martial arts competitions, and the creator of the first foam-rubber sparring pads revolutionizing sport karate competition to cross over into the mainstream. For his contributions *Black Belt Magazine* named him one of the top ten most influential martial artists of the 20th century. Walter Anderson says Rhee is "one of the great people of the world." Representative Ike Skelton, Chairman of the Armed Forces

Left to right: Keith Yates, Allen Steen, Joe Corley.

Committee, called Rhee "a national treasure."

Grandmaster Rhee is currently promoting his new book, *Trutopia: The Art of Happy Living*, in which he lays out his lead-by-example philosophy. Summarizing the book, he said, "When I am truthful, my heart is beautiful; when my heart is beautiful, people love me; when people love me, I am happy."

Grandmaster Rhee says it can be a new social awakening campaign for a peaceful global society in the Third Millennium. He says he will gather everyone together for another celebration on his 100th birthday. ■

WOOD, *continued from page 26*

world, stay in the best hotels and play golf for free!

Stephen Oliver: Sounds delightful. So why come back into the martial arts world?

Andrew Wood: I have a second company which publishes my books and audio programs. So, I am always looking for new ways to get the word out. Believe it or not, it's all because of Facebook. Once I started being serious about making connections a few months ago, a lot of my old martial arts friends came out of the woodwork and reconnected with me. They naturally asked what I was doing and some even suggested that I do a seminar on all the things I had learned.

Stephen Oliver: That's why you are doing the martial arts marketing boot camp at your ranch?

Andrew Wood: Exactly, and to support the event I launched a blog (cunninglyclever.com) and started a newsletter. I am offering a free special report to remind people in the industry who I am!

Steve, like you, I have always been a sponge for information, for trying to do things better, smarter faster, stronger.

I think my greatest asset is that I am on the outside looking in. I have enjoyed tremendous success, especially on the Internet, and see a lot of opportunity there for school owners that they are simply NOT capitalizing. I see very few owners using social media to boost their school or aid in retention. I see the same ads being passed around by many that I wrote 15 years ago. There are literally 100 different ideas I have that could easily be adapted.

Stephen Oliver: What's with you and the Ferraris? It seems like they are in every picture you take?

Andrew Wood: I fell in love with Ferraris at the 1973 London Motor Show as a 10-year-old! Other than golf and marketing it's my main passion. Tom Callos wrote me the other day and said how cheesy it was that I use Ferraris in many of my pictures. Then I told him that it was actually a Ferrari that got me into the martial arts business in the first place!

I was working as a bag boy at a golf course in Florida in 1981 when a guy drives up in a Silver 308 Ferrari. I complimented him on the car.

"Yea, thanks kid," he says in a Boston accent. "Hey kid, you play golf?"

"Yes," I said.

"You any good?" he asked me.

"Yes," I said.

"Then maybe you can teach me because I suck!" I traded him golf lessons for karate lessons!

Stephen Oliver: So who was this mystery instructor?

Andrew Wood: It was Fred Villari. He took a lot of stick for a lot of reasons, many valid, but he himself was the real deal. In his prime, he was a good as anyone who ever lived!

Stephen Oliver: And what about you? How good a martial artist were you?

Andrew Wood: Steve, I was a 2nd-Degree Black Belt. Once there, I really threw myself into the business rather than training. Plus, I had so many other interests; golf, skiing, tennis, racing my cars. There was never enough time to go further. But, for what it's worth, I can still get out of bed at 7 a.m. and kick the door jamb!

Stephen Oliver: Now why did you ask for that semi-derogatory title to this interview?

Andrew Wood: Actually Steve, it's a bit of a side joke. My main company is called Legendary Marketing and my title is Marketing Legend. When people ask me, "How are you?" instead of saying "good" or "great," I always say "legendary." They either go, "Wow, I never heard that before!" Or, if they are a smartass, they may say, "In your own mind." My come back is always, "Well, you've got to start somewhere!"

Stephen Oliver: Indeed! ■

Want More?

For full information on Andrew's martial arts marketing boot camp, go to http://mc543.legendarymarketing.com/?page=106358



Were You Born With It?, Part 3

If not, is your school DOOMED to mediocrity (or failure)?

In the last two installments, we've been exploring the "Environment of Support" you are creating for yourself and how it relates to the success of you and your business.

I was thumbing through one of those silly desk calendars loaded with cute little quips, and I stumbled across one that I couldn't help but remember. Let this guide you as you choose the people and environment that surround you.

"You can't soar like an eagle if you work with a bunch of turkeys."

I got a chuckle, but more so, I began to reflect on my life as a school owner.

Take a moment to think about your average day. For most of us, we wake up in the morning, "kiss the wife" and head off to the school.

I block out the late morning through early afternoon hours for external marketing activities for me and my staff, so between approximately 10:00 a.m. and 3:00 p.m. we are "kicking the bushes," so to speak, in our community.

Then, obviously, from roughly 4:00 p.m. to 8:00 p.m., we teach classes and enroll and renew students.

Then, it's back home to finish up administrative duties and plan for the next day.

Lather, rinse, repeat.

Does that sound familiar?

I thought so.

Let's review.

In the morning, you are dealing with day cares, youth groups, Scout troops and elementary schools. In the afternoon, you are training your staff members, who are mostly 18- to 24-year-old Black Belts. Then, in the evening, you are teaching students (typically six- to 12-year-old children, and their parents), and lastly, it's back home to the family.

Now, before we go any further, please, don't misunderstand. I love running martial arts schools. I feel very passionate about this business, and I absolutely believe that every child and adult would be better off as a Black Belt.

Also, I think it's important for us to agree that an entrepreneur/business owner and most everyone in the world think VERY DIFFERENTLY! The paradigms of the entrepreneur, in many cases, are at odds with the "conventional" go-to-work-and-punch-a-clock part of society.

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



School Growth Potential

TOBY MILROY
NAPMA COO

All the Things I Wish I Knew When I Was 22

I've spent millions experimenting and learning, and frankly, I've wasted a huge amount of money learning very expensive lessons. The good news is that you can learn from my experience and keep the money for yourself.

Really there are only a very few things that really matter for you with your Martial Arts School Business:

1. Lifestyle
2. Wealth
3. Contribution

What's that mean?

Well, a huge number of school owners end up working 100 hours per week — barely making a living. Even if you make $200,000.00 or more per year, do you really want to spend every waking moment at your school?

I'll share with you some of the lessons that I've learned on how to "Get a Life" and still run a successful school.

Wealth.

Everyone talks about gross revenue. Well, certainly that's important, but, let's face it, for your business, gross is only relative to what your expenses are. What would you rather have: $170,000 per month gross with $165,000 in fixed expenses (I've done that before — really), $35,000 in gross revenue with $20,000 in fixed expenses?

Ok, once you get the net up, what's really important?

Well, two things: How well you live now AND how much you keep and invest for the future. Most people — but frankly, a much higher percentage of martial arts school owners than the general population — get to 65 or 70 years old with no assets and no retirement income, and must continue to work or live on Social Security. Do you really want to be teaching martial arts daily, to make a living dependent on income from your students when you make it to 60 or 65?

In "All the Things I Wish I Knew When I Was 22" I teach you why most things that school owners think of as success are really just ego, and why the truly important things get missed by most.

Among the topics covered:

- The employee problem. Why more is not necessarily better.
- How to simplify your life and improve your income.
- How to separate EGO from business reality in building your school and in developing your facility.
- Save on your rent and work with your landlord effectively.
- The many foolish distractions that school owners pursue, and how to avoid these mistakes yourself.
- What gets measured gets done, or the art of unshakable numbers in management.
- Grow your own, or no one knows the troubles I've seen.
- A crisis must never be experienced for the second time!

I'll also share with you some incredible networking ideas:

- How I got Chuck Norris to visit my school and generated huge amounts of FREE press and favorable publicity.

"Steve was the most help of anyone in the country in promoting our movie, Side Kicks. *I want to recognize and thank him" — Chuck Norris*

Note: His visit was covered by CBS, NBC, ABC and FOX Affiliates here in Denver, and *Interviews* filmed at our martial arts school, with the school mentioned by name, and were aired city-wide. We also ended up on Entertainment Tonight and a host of radio shows. Additionally, we had so many people there that we had 14 Arvada, CO police officers directing the traffic. Quite a PR accomplishment!

- How I've networked with some of the finest business minds in the country. Who is it you want to get to know?

Using some of these ideas, I've had the opportunity to:

- Have breakfast with Jay Abraham and discuss martial arts marketing ideas, including the content for my infomercial.
- Brainstormed with Brian Tracy.
- Met and networked with the *INC. Magazine* Entrepreneur of the Year (he changed my entire "paradigm" of our industry!).
- Hung out and brainstormed with some of the top marketing minds in the Internet today.
- Hung out with Chuck Norris at his ranch in Texas and developed an ongoing win-win relationship.
- Shared "lesson of the week" ideas with Denis Waitly.
- Met, worked with, and in some cases, trained some of the best known marketing experts in the martial arts industry.



Jump-start the success of your martial arts school by learning from Stephen Oliver's experiences.

"What I Wish I Knew When I Was 22"

By Stephen Oliver, MBA; 8th-Degree Black Belt; Founder Mile High Karate; CEO, National Association of Professional Martial Artists

Available from MartialArtsProfessional.com amazon.com

Chuck Norris on Stephen Oliver assistance with the EFC:

"I just wanted to let you know how much I appreciate your efforts to develop a long-lasting relationship between EFC and KDOO. I can see why Nick has you on the Board." — *Chuck Norris*

"**I don't know how you're able to study and come up with this much great material!** I was just AMAZED at the content and the exciting ideas in this system. it's really given me some great ideas. Every school owner must have it — NOW."

What I really like is anything that I want to run with and implement immediately — you give me ALL of the tools, all the steps, and even the click-through links to web sites, authors, software tools, etc. that I need to get up an running right away. This really is the most comprehensive, yet easily readable material that I've ever seen." — *Joyce Santamaria, Empire State Karate*

"**I enjoyed your book "All the Things I Wish I Knew When I was 22", especially the part about firing students and staff.** At least now I know I am not alone, when no matter what I do, I cannot please everybody. All the books you have authored all seem very informative and relevant. There are several new concepts that I have not seen before, as well as many that I have seen, but need to see over and over again anyway. Thank you for providing all your information."

—Glenn Finke, Traditional Karate-Do Center

"**Your genius is the ability to see things from a perspective that virtually no one else does.** Your combination of an MBA and 20 years pioneering ideas for professional martial arts instructors is a valuable treasure for school owners such as myself. School owners have a choice of either spending 20 years in the process of trial and error coming up with new ideas, all the while wasting precious time and energy, plus thousands of dollars, or they can get the "Cliff Notes" of success, which is your "EVERYTHING I WISH I KNEW WHEN I WAS 22." That's a starting point to standing on the shoulders of your wisdom!"

—Chris Rappold, Personal Best Karate, Norton, MA

"**Stephen, I have to say that I would have paid the fee just for your "Everything I wish I knew when I was 22."** It was absolutely brilliant and really forced me to think about my own set up in the UK. I sat there reading it thinking, "This is me!" Many of the problems you highlighted I am currently dealing with myself, and your views were certainly a balanced and well thought out comment on my current situation. Keep up the good work."

—Stephen Cowley, Steve Cowley's Martial Arts Academy, High Wycombe, Bucks, United Kingdom

"**I do want to thank you for marketing such an extraordinary package of materials.** Awesome is the only word I can use to describe your package at such a low cost. I have had an academy (six days a week) open for the last twelve years and before that worked for one of my instructors for about six years in his five schools. The reason that I say low cost (and you know what I am talking about) is that we have paid out thousands of dollars over the years for business ideas and teaching ideas! The software is super! We have over the years tried everything that came along. Master Vision beats them all. The little book "All the things I wish I knew when I was 22" was worth the cost of your program. Anyway, it has been the shot in the arm that we needed and we thank you for the dose of medicine. Anyway, thanks for your program. Keep the faith and keep plugging "if you never give up, never quit and you never surrender you will never fail".

—-Gordon Dixon, Tupelo Martial Arts Academy, Shannon, MS

"**Although we are worlds apart, the similarity of our markets is absolutely scary!** I am currently reading through the "Things I wish I knew....." for a second time and really enjoy your aproach. I am (was) a technical fighter and teacher all my life and only loved Karate-do. I am now rapidly changing to become a marketer, seller, business person etc. It had been an eye-opening experience to read the material you had sent. I am eagerly awaiting to apply nearly every single suggestion in the program. The similarity in our markets are really amazing! Although we are continents apart! I enjoyed the line, "I have not found even a single advantage into entering my students into the external tournaments." I am currently working through all the material."

—Soon Pretorius, Karate Academy of South Africa, Pretoria, South Africa

TOBY MILROY NAPMA COO

Toby Milroy is a 5th-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

Time Integrity for Entrepreneurs: Idea Day, Part 1



The Success Coach

LEE MILTEER
NAPMA INNER CIRCLE AND PEAK PERFORMERS COACH

As business owners and entrepreneurs, each of us invests our time and money in information. Each month, you receive a massive amount of materials from various sources.

Many business owners have *no time* to study the information they receive. I have a wonderful solution that I promise will bring you to a new level of time integrity.

I challenge you to schedule an *IDEA DAY* once a month. If you really want to *take back your power*, then schedule the time to seed your mind with materials, newsletters, magazines, books, CDs and videos which have the educational value to help you reach your goals.

Today, I want you to have real integrity with yourself and your investment of education. This is a new strategy that you may never have used, but if you decide to commit and implement an *IDEA DAY,* then it will immediately pay huge dividends for your business and personal life.

If you dismiss this advice, then I promise it will be detrimental to your business. You can implement a new *IDEA DAY* monthly; and, if you will keep an open mind and plan to spend a day reviewing knowledge that you have paid for, but have not had time to implement, then the results will amaze you!

One of my coaching members called this day the *HUMP DAY.* He said HUMP stands for Help Unleash Maximum Potential. Actually spend time reading and studying the materials you have invested in and look for BIG IDEAS to assist you to generate new profits, new ways of doing things and new ways to make life easier!

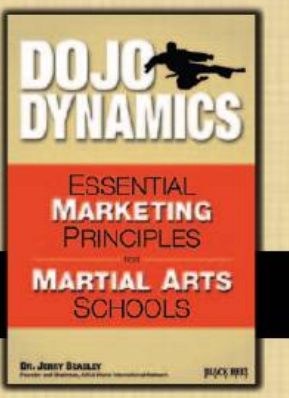
Create an Idea Box, drawer or anyplace you can store materials you want to study. Before your appointed *IDEA DAY,* put newsletters and important books you want to read (but simply keep putting off because of no clear scheduled time) into your *IDEA DAY* storage place. Include information from any of the sources that send you printed materials and educational CDs and DVDs that may still be in their cellophane wrappers or sitting on a shelf. Start collecting materials that you have wanted to study, but simply have never given yourself permission to take the time. Use your awareness skills to determine what is important for you to study and learn from your *IDEA DAY.* Be discerning about what goes in your mind for you to come up with a BIG IDEA. ■

LEE MILTEER SUCCESS COACH

Lee Milteer is a well-known success coach, professional speaker, author and developer of the highly-acclaimed Millionaire Smarts concept. She is also the success coach for 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

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

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

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.

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



Jackrabbit Dojo Web-based martial arts school software featuring automatic billing, attendance and belt tracking. Monthly subscription fees start at $45. Request a Free Trial at JackrabbitDojo.com

Advertiser Index

Action Martial Arts Magazine
Hall of Honors 18
Affiliated Acceptance Corporation 24
Big Ass Fans 8
Black and Blue Productions, Inc. 33
Black Belt Books, Dojo Dynamics 31
Century Martial Arts ..... 10, 27, Back Cover
Full Contact Online Marketing 11
K&K Insurance 9
Jackrabbit Dojo 33
IgoFigure 12
Markel Insurance Company 29
Martial Arts Group. 23
MartialArtsMedals.com 34
Mile High Karate. 30
NAPMA/AMS Financial Power Summit ... 2, 3
Sports & Fitness Insurance Corp. 33
Swain/Dollamur 5
Swords of the East 32
Tae Kwon Do Times 28
Variance Films, IP Man 2:
Legend of the Grandmaster. 15
Zebra Mats ..... Inside Back Cover

Coming Soon

Watch for these informative articles in a future issue of *Mastering the Martial Arts Business Magazine*: We reveal advance details about the new **NAPMA Financial Power Summit**. Are you one of the **Top 100 Martial Arts School owners**? We search for the best of the best. The first in the **"Planning for Success Series: Goal Setting."** Get to know **Zig Ziglar** and his thoughts on **Motivation for the Martial Arts Professional**. **Jhoon Rhee** and **Ken Mecklenburg** will have new columns online at Martial Arts Professional.com.



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

Welcome to Swords of the East!

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

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

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

order@swordsoftheeast.com

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

Call us anytime at
1-877-704-3600

www.swordsoftheeast.com

MILROY, *continued from page 30*

Having said that, reflect on the day we just discussed.

In the first part of our day, we were dealing with day care providers and the like. In some cases, we have the opportunity to meet other business owners who can relate to us relatively well, but, in more cases than not, we speak with employees and staff members of the other business or school.

Then, in the afternoon, you are surrounded by 18- to 24-year-old Black Belt students who are now your employees, and looking to you for leadership. Obviously, they view the world with very different eyes!

According to Peter Drucker, business author and Fortune 500 consultant, in 98.9% of the cases, an employee, because of the simple structure of trading hours for dollars, will find "equilibrium" at the lowest common denominator. They naturally settle to the minimum level of performance to "keep their job" in relation to, among other things, other employees, managers and owners.

Certainly not a very "entrepreneurial" attitude! They certainly don't understand what it is to be a school owner. They don't know what it's like to wake up Monday morning and sweat about how to make payroll by the end of the week, right?

Then, we teach classes all evening, meeting parents and students, but can you "talk business" with them? Of course not!

So, moving on, we finish the day, go home, where the spouse and family are waiting. I can't count the number of times I've had the conversation with my "well-meaning" brother in law..." Why don't you get a real job, and get some security for your family?"

We've lived an entire day as an entrepreneur and have spent exactly zero minutes interacting with other business owners or entrepreneurs. There are no opportunities to share business ideas or explore solutions to our business challenges with anyone who would understand.

For many years, NAPMA has wanted to create an entrepreneurial environment for school owners where they could come together and learn from each other.

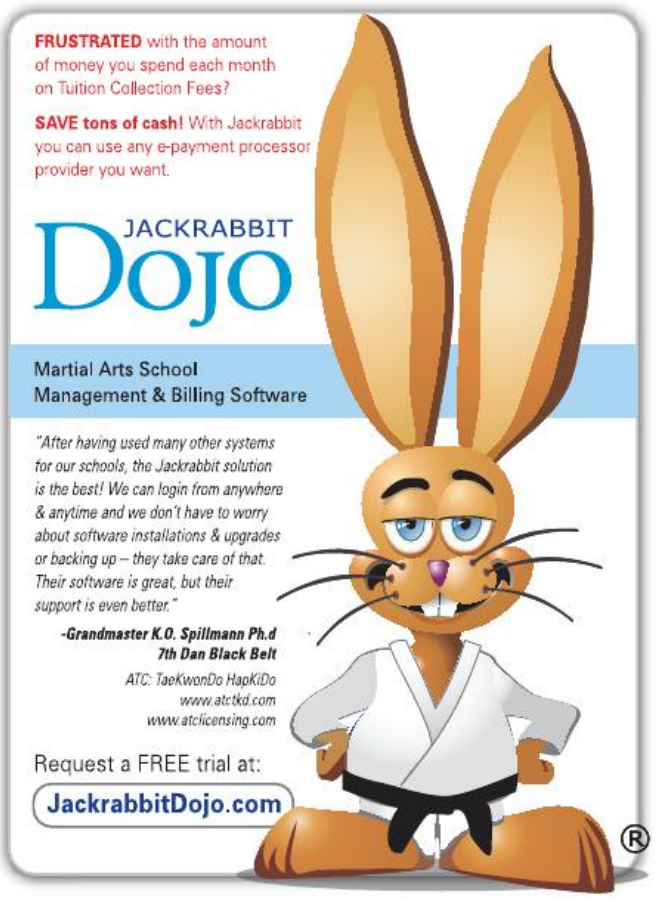
Finally, after months of planning, NAPMA is now accepting applications for two such groups: NAPMA Inner Circle and NAPMA Peak Performers. The Inner Circle is limited to 20 TOP-NOTCH school owners who want to take the next step in their business. The Peak Performers group will include approximately 5% of the NAPMA membership base. There are MANY more details about these programs on the way, but for more info, visit NAPMA.com/InnerCircle!

If you feel you and your business would benefit from this type of group, shoot me an e-mail at TobyMilroy@NAPMA.com, and I'll put you on the list of interested school owners! ■

Mastering the Martial Arts Business
Tablet Edition for iPad
MartialArtsProfessional.com







BLACK AND BLUE PRODUCTIONS, INC.
www.blacknbluevideo.com
Our Motto: If will help you win we have it!

WE HAVE ALL OF THE NUMBER ONE COMPETITORS ON OUR LABEL:
Jennifer Espina • Josh Quartin • Becca Ross
Casey Marks • Daniel Sterling • Marc Canonizado
Diandra Kirk Fan Form
Master Young Won coach of number #1 ranked KICK Team
Master Li Pei Yun Wushu
And other top talents teaching the latest and best techniques seen on the tournament circuit.

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



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

Let us put your curriculum on video! Call for details!
1-800-711-9403

Be Careful What You Wish for (You May Get It!)



The Final Word

STEPHEN OLIVER
NAPMA CEO

I've just been listening to the audiotapes from my boot camp, "The Summit of Martial Arts Millionaires." As I sit here listening to over 22 hours of tapes, I am blown away by the incredible content.

As I facilitated this discussion of how to most effectively run multiple locations, one theme surfaced early: Most school owners who want to do multiple schools — shouldn't!

Before you even consider opening a second location, ask yourself some penetrating questions:

Why do I want another location?

Is your motivation to make more money, have more students, or is it to provide a career ßpath for very competent staff members who are being stifled in the current situation? The only real justification is that you are busting at the seams with quality staff and want to provide a career path for them.

If you want to make more money or have more students, you can do that by growing your existing school. I know of single school locations with over 1,000 active students and know of at least one school that NETS $500,000 per year. If you haven't exceeded those numbers, you probably haven't maxed out your current location.

Am I capable of managing multiple locations?

Step back and look at your current school operation. Is it systems driven or purely personality driven? What happens when you take a week off? (Do you ever?) When you are gone, do things just keep clicking along, or does your operation grind to a halt until you get back and make things happen? Document, organize and systematize your existing school. Train your staff. Teach them to follow processes that have been proven while striving for the monthly goals of your school.

Is my existing staff focused on our growth objectives?

Do you have a strong team that implements well-developed systems and strives to hit your growth objectives? If not, get to work on sharing the numbers for the school and creating a team that is focused on your goals rather than carrying all of the weight yourself.

If your staff members don't know active count, dropout rate, enrollments, renewals, gross, and other significant numbers, how can they effectively contribute? I would never have an instructor who wasn't focused on the active count and who didn't know how many people dropped out, who they were, how many enrollments we added and how many students upgraded or renewed in a given period. I would never have a program director who was not intimately aware of intro flow, conversion ratios-to-enrollment, gross revenue and renewal rates.

Am I capable of managing a large staff?

Many school owners are excellent motivators and salespeople with students, but aren't good at teaching employees those same traits. Once you go from a single school operator to a multiple school operator, you give up the role of "doer" and move to the role of trainer and supervisor.

It's very important that you evaluate your interests, temperament and perspective to determine if people management and staff development is a strength that you have developed. ■

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

DESIGN & INSTALLATION services available

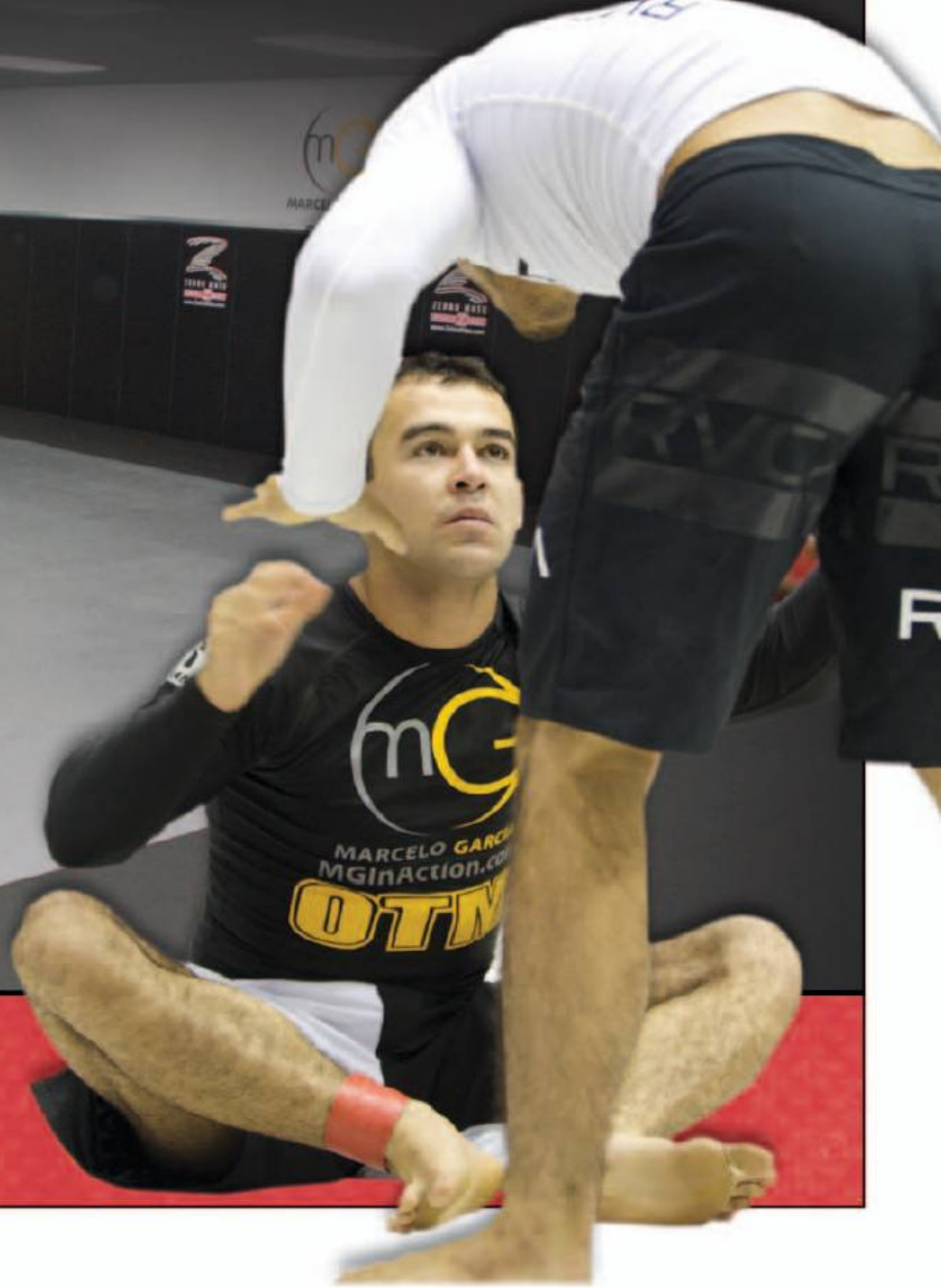
MARCELO **GARCIA**
3 Time ADCC World Champion & BJJ World Champion

MARCELO GARCIA BJJ ACADEMY
Pembroke Pines, FL



ZEBRA MMA MATS

- **SMOOTH** SURFACE!
- **REDUCES** MAT BURNS!
- **SOFTER** FEEL!
- **EASIER** TO CLEAN!



ZEBRA™
SIMPLY Z BEST

1.800.989.8085
www.zebramats.com



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

THE WORLD'S LARGEST MARTIAL ART SUPPLIER

CENTURY®

©2011 Century, LLC/6554 12.10
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.

1000 Century Blvd. Oklahoma City, OK 73110

www.CenturyMartialArts.com (800) 626-2787