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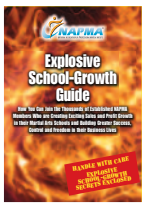
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FEATURES

Would you Believe... Summer Can Be Your Biggest Results of the Year! 14
Mile High Maverick: Don't Confuse Your Hobby with Your Profession 17
Goal Getter Series: Step Three: Create a Concrete Plan of Action 20
A Better Mousetrap Simply Isn't Enough! 22

COLUMNISTS

Jhoon Rhee 29
Terry Bryan 30
Lee Milteer 31
Brian Tracy 34
and more columnists online!

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Would you Believe... Summer Can Be Your Biggest Results of the Year!

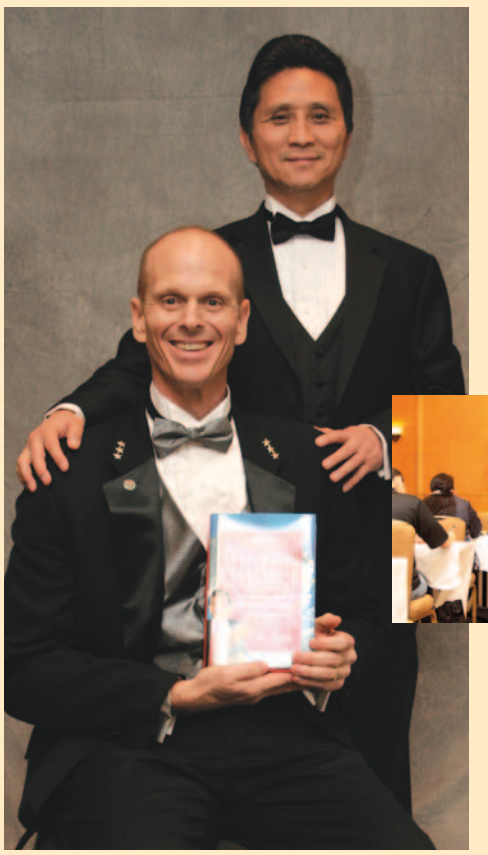
Stephen Oliver, NAPMA's CEO, writes about another one of the many success lessons he learned early in his career from his mentor, Grandmaster Jeff Smith. With an off-hand observation over dinner, he started Master Oliver on the path to super success by mastering the art of turning the worst parts of his business into his best.

While many of Grandmaster Smith's lessons focused on fighting technique or high-level teaching skills, this one observation directed the course of Master Oliver's life to create the mindset of a millionaire. There were many important lessons over the years, both personal and professional, but this one in particular turned out to be worth MANY millions of dollars.

This one concept likely added $20 million or more over the next 20 years just in successive Decembers, each with record profits. Learn it for your success.

Story begins on page 14

Master Kirk Pelt: Unsung Hero of the Martial Arts Industry





Master Kirk Pelt is the right-hand man of Grandmaster Y. K. Kim. With tremendous passion and commitment to elevating the standards of the industry, he is a powerful force in the movement towards higher levels of professionalism and excellence. Now, as part of the team of speakers for the Martial Arts Financial Power Summit, Master Pelt steps out of his behind the scenes role as events coordinator for the Millionaire Network, into the spotlight to share his practical and proven insights into successful school ownership.

Story begins on page 25

Don't Confuse Your Hobby with Your Profession



The number one reason martial arts schools close their doors is that the owners mistake their hobby for their profession. While spending thousands of dollars learning the latest martial arts trend, they neglect the skills and knowledge that contribute to their success. Learn the key to separating business from pleasure.

Story begins on page 17

Movie Icon Jackie Chan Has Momentous Year



Jackie Chan, martial art movie icon and renowned humanitarian celebrated his 57th birthday in April one month before the release of *Kung Fu Panda 2*. Chan is the voice of Monkey, one of the Furious Five, the movie's heroes. Chan also released his 100th movie, based on the Xinhai Revolution.

Story begins on page 19

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Grandmaster Stephen Oliver

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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.*

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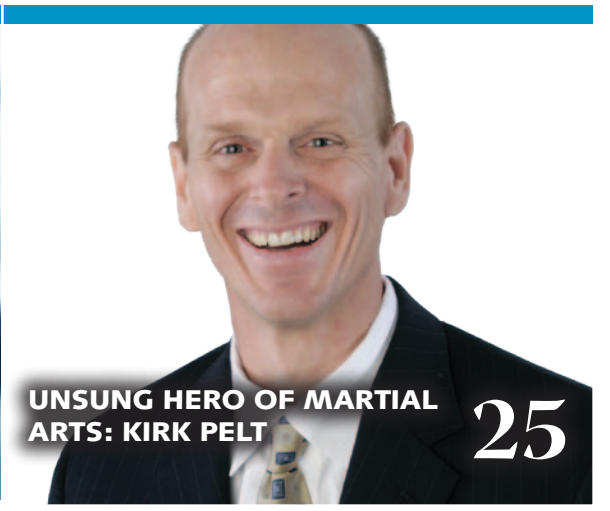
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Features

Would you Believe? Summer Can Be Your Biggest Results of the Year! 14
Here's how to turn downtime into profit-time.

Mile High Maverick: Don't Confuse Your Hobby with Your Profession. . . . 17
It's great to fine-tune your own skills, just not at the expense of meeting the needs of your students.

Jackie Chan Turns 57 and Releases his 100th Movie 19
Successful martial arts groundbreaker is a multi-talented and multi-faceted entrepreneur.

Goal-Getter Series, Step Three: Create a Concrete Plan of Action 20
Goals needs to be written to be realized.

A Better Mousetrap Simply Isn't Enough! 22
Building a better mousetrap is not the way to success. Attaining true mastery makes the difference.

Master Kirk Pelt: Unsung Hero of the Martial Arts Industry 25

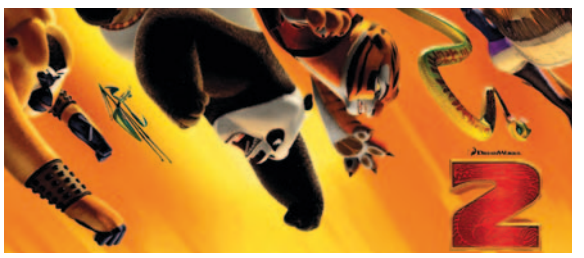
Departments

Sound Off 8

NAPMA News 12

The Ultimate Gift: Incredible Success Stories Told on Exclusive Webinar

Early Kung Fu Panda 2 Results From Our Members



Industry Insider... . . . . . 19, 23

Jackie Chan Releases 100th Movie; New Benefit of K&K Insurance

Advertiser Index 32

Classified Advertising 32

Columnists



The Pinnacle of Success 29
Jhoon Rhee—*Legendary Martial Arts Teacher and Educational Entrepreneur*
Teaching the Character Values of Martial Arts



WarriorWiz 30
Terry Bryan—*Ph.D. and 9th-Degree Black Belt*
Wealth Warrior's Cover vs. Concealment



Your Success Coach 31
Lee Milteer — *NAPMA Success Coach*
Enjoy the Time of Your Life!



The Psychology of Success. . 34
Brian Tracy — *Human Motivation Author, Speaker*
The Three Parts of Your Self-Concept

More columns are online at Martial Arts Professional.com. See page 6 for a complete listing.

Mastering the Martial Arts Business

Summer 2011

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.

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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.

NAPMA IS...

Publisher, NAPMA CEO: Stephen Oliver
NAPMA COO: Toby Milroy
Member Services: Bob Dunne
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Martial Arts Curriculum: Mark Graden
Creative Director: Gary Smith
Web Development: Marek Gahura

ADVERTISING (Print/Online/Digital)

Advertising Program Consultant: Larry Halpern, 727-540-0500 ext. 207; advertising@napma.com

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Goal-Getter Series, Step Three: Create a Concrete Plan of Action



NAPMA Solutions: A Better Mousetrap Simply Isn't Enough!



Master Kirk Pelt is an Unsung Hero of the Martial Arts Industry

Martial Arts Education Columnists



The Science of Fighting
Joe Lewis—*NAPMA Technical Consultant*
The 40 Most Common Mistakes Fighters Commit, Part 10



Reality Check
Peyton Quinn—*NAPMA EZ Defense Expert*
Mastering Beyond the Defensive Knife Drill



Fitness Kickboxing
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Classical Thought
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BeyondTechnique
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Crab Story



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*
As My Eyes Glaze Over



School Growth Potential
Toby Milroy—*NAPMA COO*
Locking A Steel Cage Around Your Student Body…the Keys to Ironclad Student Retention, Part 3



The Psychology of Success
Brian Tracy—*Human Motivation Author, Speaker*
The Three Parts of Your Self-Concept



WarriorWiz
Terry Bryan—*Ph.D. and 9th-Degree Black Belt*
Wealth Warrior's Cover vs. Concealment



Bonus Column
Harvey Mackay—
Stay Focused on the Big Picture



Internet Secrets
Elsa Cordero—*MBA, MS Oriental Medicine*
Can a Web Site for my Current Students Really Increase My Bottom Line?



Your Success Coach
Lee Milteer—*NAPMA Success Coach*
Enjoy the Time of Your Life!



The Heart of a Student Athlete
Karl Mecklenburg— *Six-Time Pro Bowl NFL Player and Motivational Speaker, Author*
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The Pinnacle of Martial Arts
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Dr. Chris Dewey—*School Owner, University Professor*
Motivation

Martial Arts Professional Asks...



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Tony Robbins—*Black Belt and recognized authority on the psychology of leadership*
Many small business owners, including martial arts school operators, experience roadblocks to their success. Please explain some of the strategies they can use to overcome those roadblocks.



Brian Tracy—*Human Motivation Author, Speaker*
What tips can you provide martial arts school owners to help them sell more successfully to today's more knowledgeable consumers?

Archives

Sound Off (reader feedback)

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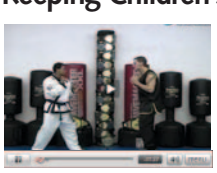
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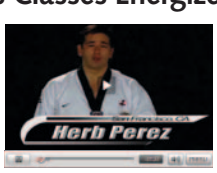
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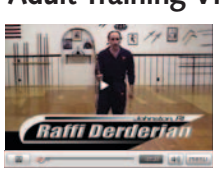


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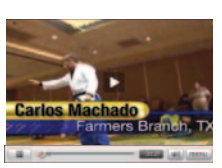
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Sound Off

Stephen Oliver is a Sexist!

I was just reading the latest issue of *Mastering the Martial Arts Business* — presumably a magazine intended for martial arts professionals of both genders, when I came upon the most sexist comment I've read in a long time.

"It is like the average woman buying a purse. If she has a choice to go to Wal-Mart and buys one for $20 or go to Louis Vuitton and buys one for $1,350, she will value the Louis Vuitton. Even if they were identical, her perception is based on the fact that she shopped in a store where nothing is priced less than $1,000. It is a better buy because she values it more."

I won't argue the sentiment: perception is reality — but what planet does Stephen Oliver live on? Certainly not this one. The average woman today shops for cost as well as value because in this economy, every penny counts. The average woman doesn't spend a month's rent/mortgage payment on a purse. She doesn't shop at Louis Vuitton — and if she can find a knock off for $20 at Wal-Mart, she feels delighted in doing so. Reality check: the average woman probably won't buy either, but use the same one she has from last year or the year before, because she's not driven by price tags or brand names but by the fact that dinner has to get on the table — and if it's a choice between feeding her family and a purse, the food wins.

It's 2011, folks; the average woman is not the stereotype from 10–20 years ago that you suggest she is. You do us and the people you represent a hideous disservice by spouting these trite generalities and stereotypes.

BTW, the "average" woman at my school puts her wallet in the back pocket of her jeans.

Ke Roth, Initial TKD Martial Arts, Batavia, IL

STEPHEN OLIVER'S RESPONSE

Thanks for your letter. You take the comment way out of context or at last out of intent.

A couple of thoughts:

"Average Women" only because the average man isn't buying a purse for himself. The example I more normally use is a male buying a sports car.

The comment was edited rather poorly so that the point was not clear. The point was about perception of value.

A couple of points to keep in mind. There are a LOT of people who aren't broke and therefore don't have to decide between buying food and a purse. Certainly most aren't buying $1,300+ purses, but the market for for knock-offs and fakes shows the perceived value regardless of actual quality differences.

The point was not meant to be a generalization about women.

By the way, Wal-Mart's had to struggle recently. They tried to move "upscale" and lost middle/upper middle class shoppers as the economy came back, and have begun to lose the low end to dollar stores, etc.

I'd agree that the paragraph was written poorly, but your interpretation of intent is wrong.

Stephen Oliver, CEO, NAPMA

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

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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*

TOBY MILROY'S RESPONSE

Thanks for the reply, however, I think you're reading WAY too much into this. This example had absolutely nothing to do with the sex of the example person.

It was, in fact, an observation of my wife. (It could have just as easily have been about me, any man, or woman in general. Especially me shopping for a watch. I "value" my Rolex MUCH more highly than my old Timex, even though the Timex keeps better time.)

It was an observation of my wife as we walked through the Loius Vouitton store in the Mall at Millenia in Orlando.

She has an EXTREMELY high perception of value of the handbags manufactured by that company, based almost solely on the exclusivity, price, and the "story" of their quality.

The reality is something much different.

This is the reality of the world.

People make buying decisions emotionally, not logically.

The decision making centers of the brain live in the lymbic brain, and not the neocortex.

The lymbic brain has no capacity for language or logic, only emoting and gut feeling — thus the example.

The ONLY lesson to be drawn from this article is this: Absent other criteria, price determines perception of value.

If you're getting more out of it than that, you very likely don't know Stephen or I very well and you've missed the point.

This is a valuable lesson, and one which our industry MUST embrace for us to move forward, get out of the dungeons and raise the level of professionalism in our industry.

It is very useful for us to understand the buying behavior of our customers, so that we can understand what they value, and how to most appropriately communicate the value of what we do to them in terms that resonate with them most effectively.

Were you at the NAPMA Quantum Leap event in Orlando last year?

We actually did an entire afternoon (about four hours) on this topic, and it was a very well received session.

I'm sorry that you misunderstood the intent of the article. There REALLY is a LOT of value in it if you're open to it.

Toby Milroy

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The "Ultimate Cliché" is, of course, *"winners never quit and quitters never win."* It has permeated sports, business and American culture. I bet you've had a conversation on this very topic with more than one student, possibly even this week, or this month. It may be the best known and most repeated cliché of all time. What has made it so popular and enduring? Perhaps it's inarguable truth.

As a Black Belt, you know how many people fell by the wayside on the way to your achieving your coveted objective. You know how important "sticking with it" was to your own achievement, and frankly, how unusual that was within your peer group.

Some of our greatest elected leaders, dating back to Lincoln, have been badly defeated and soundly rejected by the voters at least once before finally securing office and their place in history. An interesting "secret" of a large number of successful entrepreneurs is prior failures and bankruptcy. Going from "humiliated worst" to "celebrated first" in sports is, in and of itself, a cliché.

Former Minnesota Vikings all-star quarterback, Fran Tarkenton, tells this story of doing so badly with the Vikings, he left the team, skipped practices and decided to quit. When coach Bud Grant finally got to him, Fran told Coach Grant that he hated being booed by the hometown fans, was weary of the media criticism, didn't feel he was helping the team and wanted to quit. "Fran, everybody wants to quit," Grant told him. "It's just not okay to quit."

So what is it that enables some people to master difficult, but valuable, new skills, to take on tough challenges, to feel like quitting, but then not quit? It seems that highly successful people in martial arts, as well as in the martial arts business, and in all areas, have a character quality some call "stick-to-it-iveness." Once they see an opportunity, or set out to do something, they stick to it. Such people are a small percentage of the general population and of any specific population. They ARE the people who train with you to Black Belt and beyond. They are the ones that become champions. They are the ones that exhibit the character traits that you've already proven in your athletic training in martial arts. The traits that you now must exhibit in your development as a master of your martial arts business.

There are people who choose a diet and exercise regimen, lose weight and keep it off, but they are few by comparison to the many who briefly try one thing after another, one diet after another, one gimmick after another, but never stick to anything long enough to get sustained results.

In every business or sales field, there are people making high six- and seven-figure incomes, while thousands and thousands of others come and go through the same business, start and quit, often within the same year, and spend their lives hopping from one unsuccessful endeavor to another, like fleas hopping from one passing dog to the next. We have NAPMA members earning from several hundred thousand dollars to more than a million dollars a year. These are individuals in every type of city or town—both large and small. They are individuals teaching every conceivable style. Nearly all started out with little money, and often struggled for months or years before making it really go.

That story, of humble start, struggle and "stick-to-it-iveness," is the story of nearly all the winners I know. The story of quitting is the story of nearly all the losers I know. Each person writes his own life story.

You either have integrity or you don't. If you have integrity with yourself, you don't quit. The other factor is the seeking and understanding the "how-to knowledge," the know-how you need to accomplish what you set out to do. Third, the willingness to do things differently than they have before, in striving for different results.

A relative few "get all this" instantly, know immediately they've arrived at the right place, embrace the strategies and the "tone," grab things to do and do them, and succeed wildly. But far more struggle a bit and for a while, and are, at least several times, tempted to quit. There's little to be gained by quitting. Oh, if you quit in the first few months rather than, say, sticking with us for a whole year before passing judgment, you can keep a few hundred dollars—total—in your pocket. But in the grand scheme of things, will doing so make any difference whatsoever in your wealth and security and success? It's little more than you'll spend taking your spouse and a couple of friends out to a nice dinner one time, or perhaps staying at a good hotel for a night or two. Bluntly, it will have no impact whatsoever on your life. NOT quitting, however, could have million-dollar impact on your life. That's not idle supposition or wild hype. It's a factual, realistic assertion based on the actual, reported and documented experiences of thousands who have come before you.

There ARE many amazing discoveries waiting for you—if you aren't a quitter. ■

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Tony Massengill: very successful writer in the Martial Arts world. 3-Books, Numerous Articles, Columnist for MARTIAL ARTS MASTERS MAGAZINE!

Michael James: publisher of *Black Belt* Magazine for 23 years and was at *Inside Kung Fu* for five years. He also co-managed the world's first and leading Martial Arts book company, Ohara Publications Inc., managed 825 Martial Arts videos and 275 book titles.

Jose Fraguas: founded his own book, video, and magazine company in Europe in 1986. In 1997, he became the General Manager of CFW Enterprises. Currently Editor of MARTIAL ARTS MASTERS MAGAZINE

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Tony Massengill (757) 846-1188

NAPMA News

The Ultimate Gift: Incredible Success Stories Told on Exclusive Webinar

Recently while working on member services projects, I found a package that included more than 480 pages of glowing letters from school owners praising NAPMA, and specifically CEO Stephen Oliver, for enhancing their lives, improving their lifestyle and creating much more success in their martial arts school businesses. As a way of saying "thank you" for the kind words, Grandmaster Oliver, in an extraordinary act of generosity, has decided to give a $38,000 gift to an up-and-coming school owner.

Grandmaster Oliver has more than 25 years in the martial arts industry and has coached schools all over the world to new levels of success. I have made virtually every mistake you can make when opening and operating a martial arts school in my 17 years in the industry. Most of what I have learned that has worked has been from Master Oliver. In a conversation we had early this year, we were discussing how grateful we both are to the martial arts industry for all the good it has given us.

The Ultimate Gift is a special promotion where we are giving away free coaching and consulting services. It is our way of giving back to the industry. If you're chosen as the winner, you'll receive a full one-year membership in our Inner Circle or Peak Performer programs depending on your school's current level of performance.

In conjunction with the membership, you'll also receive a one-day, on-site consultation by NAPMA CEO Stephen Oliver. He will spend the full day with you at your school, reviewing your operations and making



Toby Milroy

suggestions. He'll walk through each and every part of your business and help you implement the systems and tools that are working in schools all over the world.

If you'd like, he'll even conduct some staff training. These are the same business systems that have taken schools everywhere to higher levels of success. Your specific location, with your specific demographic, and your specific challenges can prosper to an all-new level.

We'll also include a full day of consulting in either Denver, Colorado, or here in Orlando, Florida. We'll fly you out, and either Grandmaster Oliver or myself, NAPMA COO Toby Milroy, will spend the entire day with you in our location to show you how

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these same processes that we're using in our own schools work.

There are so many consultants in this industry and most of them have never run a million-dollar school or a multi-location operation. Grandmaster Oliver and I have been involved in the opening of schools all over the planet. We have so many success stories it would be impossible to pick one as the most exciting or dramatic, so we decided to show you the transformation as it happens.

To give you an idea of just how well these system work and the incredible results you can get, we are offing a free monthly webinar. Go to http://napma.com/newyeargift/ to register and catch a free video about the Ultimate Gift Promotion and get more detail about the incredible value of this gift of gratitude. We have dozens of success stories on this website from people just like you — people who were driven to break through to the next level.

Every week a semi-finalist will be drawn from the registration list. Our goal is to express our gratitude for the martial arts industry by helping one person reach his or her vision of success over the course of the year and then report back on another phenomenal success story for the entire martial arts industry to read. We want to demonstrate, so there is no question, that these business systems work and work extremely well.

Join us for the next webinar and hear more about NAPMA's Peak Performers and Inner Circle programs and the remarkable success stories that are happening all of the time. The next ultimate success story could be yours.

Win the Gift of a Lifetime!

Join us for a special webinar on Ultimate Gift Promotion and to hear some incredible success stories. Register to win the Ultimate Gift and live your vision of success at **NAPMA.com/newyeargift**

Early *Kung Fu Panda 2* Results From Our Members

As you know, *Kung Fu Panda 2* was released a couple weeks ago, and *many* of our NAPMA members are attracting hundreds of new prospective student to their martial arts schools!

The strategies they have been



employing are showing fantastic results and are driving more traffic into schools in just a few weeks — more than most schools see in a year.

If you're "in the loop" as one of our valued NAPMA members you'll know that this is *much* more than just doing a demo or having a buddy day. Our approach is much more effective, and is a staple in our summer marketing systems.

We've developed detailed staff training resources so get you can get your team up to speed and on mission *quickly*; they can help you with much of the heavy lifting.

We've' also negotiated NAPMA member exclusive access and discounts to the largest theater chains in the United States, providing proven effective, complete marketing materials for our members' exclusive use.

In order to beat our press deadline, here are somee *very* early reports of some member results from the NAPMA *Kung Fu Panda 2* Promotion:

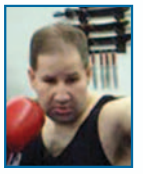
- NAPMA Member Terry Ham: 200-plus leads opening weekend.
- MHK National Trainer Jeff Smith, Sterling, Virginia: 92 intros

See **NAPMA News**, *continued on page 16*

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—David Ross, New York, NY

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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
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"Nothing Gets Me More Students Than This!"



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Houston, TX

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Would you Believe... Summer Can Be Your Biggest Results of the Year!



Many years ago I learned a marvelous lesson from my teacher and mentor, Grandmaster Jeff Smith. It wasn't really a "teaching moment." He may not have even realized that he was imparting a lesson. We were talking informally having dinner at a tournament after I had moved to Denver from Washington, D.C. I believe it was in Atlanta at Joe Corley's Battle of Atlanta. As a teacher and mentor Grandmaster Smith has taught me many things, from our days at the Jhoon Rhee Institute to the many years since running separate organizations and now to working together through NAPMA and in Mile High Karate.

Many of the lessons have been on fighting technique or on high-level teaching skills. This one, however, was on the mindset of millionaire school operations. Early on, many of the lessons that I learned from him were from observation rather than directly conveyed. I remember staying at his home during the summer of 1978. While he was out on dates or training I often helped myself to the books on his bookshelf. I learned at the time all about reading self-help and sales books through observation rather than being told to do it. There were many lessons over the years, but this one turned out to be simple, presented totally "offhand," but worth MANY millions to me over the years.

> *"In running my schools I take every month that others would think of as the worst and figure out how to make it my best of the year."*

What was it, you are asking?

His offhand observation was simply… "In running my schools I take every month that others would think of as the worst and figure out how to make it my best of the year."

My first application of that principle was in making December my best month of the year. That one concept likely added $20 million or more over the next 15 or 20 years just in successive Decembers. We taught that strategy to NAPMA members last fall A-Z. I'm sure it's going to add hundreds of millions in revenue to our industry over the coming years.

Now, how does this apply to summer?

Well, many years ago, working with Jeff Smith and others, I immediately applied their concepts to summer as well. Many of the school owners that I talked to back then told me all they could do was take a long vacation over the "dog days of summer." Later, what became popular was running a summer daycare/day camp for kids all summer to make up for revenue that they felt couldn't happen otherwise over the summer. Don't get me wrong. A week or two camp for high-level martial arts is fun and invigorating. Eight or 12 weeks run by you and your staff will make sure you are completely burnt out by the end of summer. Not a great idea in my humble opinion.

Anyway, is there an alternative?

A Few Examples

One summer, with another idea that was actually proffered by my ex-wife, I decided to have a "re-grand-opening" for five schools in summer. In 30 days I managed to enroll 486 new students — in early summer. There were a lot of "moving parts" that I'll be teaching to NAPMA members this month, but if you think about it that was $1,458,000 in business generated from mid-June to mid-July (given a $3,000 average student value) — during a time when many school owners just take the month off or go into babysitting mode.

Another example.

Just last year Sascha Williams in Fresno, California, who's one of the senior Parker-Kenpo instructors in the country, through a little coaching ended up making 258 appointments for introductory classes … and having a record enrollment number for 2010 and any year — in July. (By the way, I know of many schools whose best all-time enrollment month for any year was in July.)

Another example.

Just last year in June, Jason and Sergio Solis, in Mission, Texas, made 128 appointments in one weekend in mid-June and were incredibly busy all summer with new enrollments and with new prospective students.

As an aside, in the two previous examples the schools are located in two of the worst cities in the country for having been hit by high unemployment and declining incomes during the worst recession since the Great Depression. Another mindset illustrated there — good times or bad times, good economy or bad, you can thrive even while those around you are going out of business.

Now, each of the above examples, and many more, are first because of a mindset of not accepting the general opinion that permeates through our industry.

We're gearing up *right now* help NAPMA members to hit all-time records for summer. There are a series of strategies and tools that we'll be teaching on our upcoming tele-coaching calls, sharing in our NAPMA member package and have provided on the NAPMA member website. There are five distinct strategies that include all of the necessary tools to ensure fabulous results for any school that implements them.

I'm hoping that you'll set your sights on your best enrollment month in years in June, then do better than that again in July. I'll personally guarantee you that as a NAPMA member, you'll have every technique and tool that you need to hit new records and be thrilled each year from now on at the onset of summer — your peak enrollment period of the year.

You can have a record summer as well. Visit us at NAPMA.com/SummerSuccess to learn how. ■

See NAPMA News on page 12 for some early results of the* Kung Fu Panda 2 *summer movie promotion as reported by NAPMA members.

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NAPMA News, *continued from page 13*

scheduled by Saturday on opening weekend.

- NAPMA Inner Circle Member Robert Blum: 150 leads on opening weekend.
- NAPMA Member Joe Ash: 71 leads from the theater and



KFP2 party with Lowe's Theater attendance; 9 trial enrollments and more appointments coming in via follow-up calls.

- MHK Owner Sasha Williams, Fresno Calif.: 120 intros on opening weekend.
- NAPMA Inner Circle Member Jon Metcalf: 13 leads and 12 appointments within four hours.

If you are participating in this promotion, we'd love to know how it's working for your martial arts school, and to see any photos, video, press releases, advertisments or other marketing materials you've used, as well as the results. We'll share the best with other NAPMA members. Send to TobyMilroy@NAPMA.com.

Still Time to Hit a Home Run!

There is still plenty of time for generating high prospect traffic for *Kung Fu Panda 2*, *Cars 2*, the last Harry Potter movie and *The Smurfs* opening soon, with *Captain America* for teens. If you missed out on promoting during the opening weekend of Kung *Fu Panda 2*, there is STILL time to get into the fight with the remaining summer openings. ■

Hit Your Home Run

Don't miss out on the biggest home runs you can hit with these proven summer movie promotions. If you're not a NAPMA member, visit: **NAPMA.com/Panda**



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MILE HIGH MAVERICK:

Don't Confuse Your Hobby with Your Profession



By Stephen Oliver
NAPMA CEO

One of the most common mistakes I see when working with school owners is that they confuse their hobby with their business. As martial artists, our passion is learning anything and everything that falls under the umbrella of martial arts. We are athletes who have achieved as high a level of physical mastery as we can. In many ways, this is admirable and I also think this passion is necessary to a successful school operation.

The mistake many school owners make is thinking that any of this matters when a student enrolls in his school. I came to love kickboxing and still do. I don't mean the cardio kickboxing. I love training with mitts and going toe-to-toe with a whole bunch of other world-class kickboxers. I like the process of training and the challenge of sparring. However, the fact that I love it doesn't mean that's what is most appropriate for me to teach the average nine-year-old student in my school. It doesn't mean the average parent of that nine-year-old is going to want me teaching this to their child.

These trends, these waves that keep washing through the industry of some new physical or technical thing are exciting to us because our passion is the martial arts. But think hard and long before you decide to add the new "latest and greatest" to your curriculum or you may find your school getting washed away when the next trend rolls in.

If you go back as long as I've been in martial arts — back in the '60s — Judo was very trendy. In the '70s Kung Fu was the trend with David Carradine in the television show *Kung Fu*. Then Bruce Lee, of course, made it big and everyone wanted to be "Kung Fu fighting," as that terrible hit song from the '70s put it.

Over the years, an endless number of things have become really trendy to martial artists, and some of them were also exciting to the general public. An example: at one time, suddenly everybody wanted to learn Jeet Kun Do. Another trend that went through the industry is the cardio kickboxing fitness fad, which I think is a little different than most of these styles. Another trend that caught on was Brazilian Jiu Jitsu. Then it was Krav Maga. The current trend is MMA. I could come up with several more that martial arts school owners suddenly decided they had to learn, but you get the idea.

So what's the problem? Why not learn all of those styles? Learning isn't the issue, but trying to convert them to a curriculum in your business is a big problem and could cost you your business.

> ***What you <u>don't</u> want to do is take whatever is trendy and exciting for you to learn and think that's what your students are also going to want to learn.***

Look at it this way: if you have a football team, there are several levels of well-paid professionals, right? You have the professional player, the head coach, trainers, weight-lifting coach, line coach or the offensive coordinator. Except for the actual players, most of these people's careers don't have much to do with their own athletic accomplishments. Their ability to coach another athlete to accomplish a higher level of skill is what matters to the team. Then you have the owner, general manager and a variety of other administrative people, the recruiter and promotion people that improve the team's level of support in the area. So that's a sports analogy.

Now let's look at the president of Harvard University. His job is predominantly fundraising and secondarily recruiting for students. Underneath him there are various department chairs who oversee professors, the professors whose role is to teach students the material, and typically, research professors so they're learning their craft at a higher level and raising the standards of the school.

So many school owners don't distinguish between their role as an athlete and as an educator. We are the school administrator with the responsibility of generating income. We are the head coach training students for a higher level of excellence. We've got to make sure that administrative controls are in place, the staff is trained, and the curriculum is something students want to buy. Our own athletic accomplishment isn't particularly relevant, and frankly, our ability to teach isn't as relevant as our ability to recruit and train the teachers.

Here's another example of my own passion getting in the way of my business. I've always loved Brazilian Jiu Jitsu. It's a marvelous martial art, and

See **MAVERICK**, *continued on next page*

MAVERICK, *continued from page 17*

it's a fabulous training environment for a professional athlete (or aspiring professional). However, when it went through the industry I saw many highly skilled Tae Kwon Do or Kenpo black belts take a couple of weekend seminars, get all excited and suddenly decide that their roomful of Tae Kwon Do students or Kenpo students all absolutely needed to learn Brazilian Jiu Jitsu. I can't tell you how many schools I saw run off a bunch of students, and frankly, I did the same thing.

I put in a Brazilian Jiu Jitsu curriculum starting at 2nd-Degree Black Belt. I had 80% of my 2nd-Degree students drop out because they didn't share my passion and didn't want to do it. The other 20% become so enamored of BJJ that it was all that they wanted to do.

Your role in your school is delivering on that promise you made when you enrolled a student. You're also responsible for acquiring new students and the sales process. It takes three things to run a successful school: a good curriculum with quality teaching, an effective sales process and recruiting serious students who want to learn. None of those three things have anything to do with how many different styles you have trained in. What you don't want to do is take whatever is trendy and exciting for you to learn and think that's what your students are also going to want to learn.

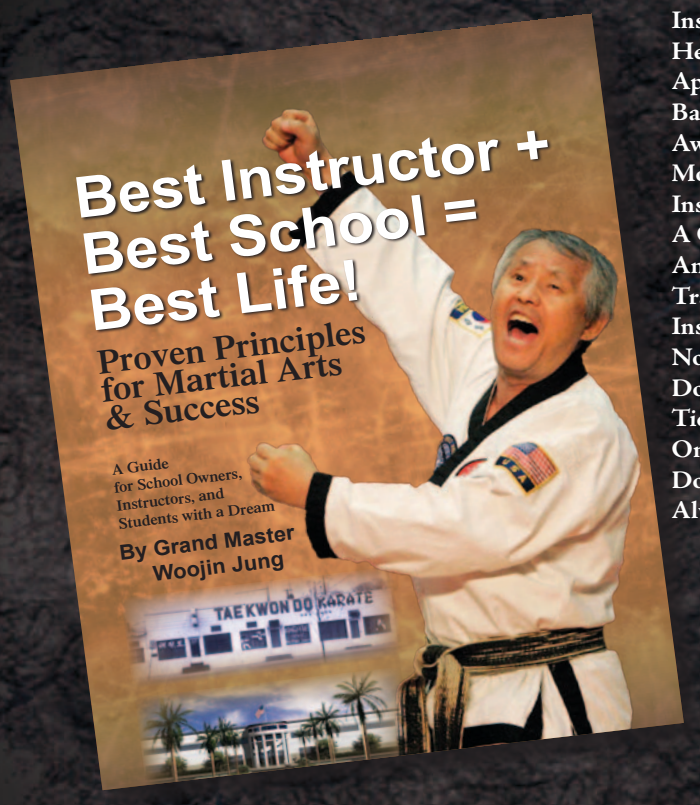
What most owners don't get is that whether you teach Tae Kwon Do or MMA or Brazilian Jiu Jitsu, the fact is that the general public doesn't know the difference and doesn't really care to know. All of the technical stuff that we find very interesting and exciting is really irrelevant to a prospective student. If you get them into your program, maybe two or three years from now you should educate them and get them to be as excited about all of those nuances as you are. There's nothing wrong with that, but the difference is you are creating the appreciation of style and technicalities for somebody who is now as actively engaged and as passionate as you are.

Never forget that the reason they're training in the school is more social than physical or technical. It's also about the relationship with an instructor turned mentor. It's about the relationships with the other students and the fact that they like to see their friends when they come to class. It's about Friday night movies with their Karate friends. If you orchestrate that, you will keep them there much longer than if you make it about just learning a new form or a new move they probably don't yet have the skill level to perfect anyway. ■

In the next issue Grandmaster Oliver talks about How to Target Students Who Fit Your Passion.

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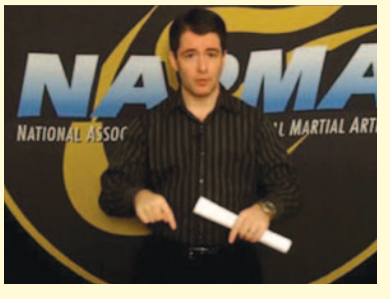
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Industry Insider

Jackie Chan Turns 57 and Releases his 100th Movie

Jackie Chan, martial art movie icon, celebrated his 57th birthday in April, a month before the release of *Kung Fu Panda II* with Chan as the voice of Monkey, one of the Furious Five. The release of this summer blockbuster was not the only significant accomplishment in Chan's career this year. Earlier this year, he also released his 100th movie, 1911, an historical epic based on the Xinhai Revolution.

With all of his credits as a martial arts superstar and an extremely disciplined work ethic, Chan admitted in an interview with NAPMA that he does not consider himself to be the best. "It seems that my action is better than some other people's. It's not. It's not! There's so many action stars out there, or even the stunt guys right now. I'm not talking about 30 years ago. Yes, 30 years ago, I'm the best. But now, I use my techniques. I use all my tricks."

Chan attributes his success to his entire skill set, "People say, 'Wow, Jackie still can do a lot of things!' I think [it's] the combination of everything. There are so many action stars that don't know the camera angles. They don't know editing. They don't know how to choreograph. They don't know how to let themselves do the best technique for the screen."

A big supporter of the martial arts, Chan recommends it as part of every child's education. "The children right now, the young children, everybody should go to a martial arts school. Why? Because as soon as they go to a martial arts school, they learn discipline. They learn respect. You can tell the children [of the] same age — six years old — one in martial arts, one without martial arts. You know the difference."

Although he is an action star, he worries about the violence in movies. "Sometimes I ask myself, 'Are my movies violent?' Sometimes, yes. So this is why all those years you can see my movies change to when I fight it's like dancing. When a guy falls down, you don't have to beat him again, again, again, again. You just see it one time — done!"

With his hectic schedule, Chan has little time for himself. "The most happy time is [when] I fly back to Hong Kong. I have 12 hours to sleep. No telephone, nobody bothers me."



His Vision for the Future

Chan hopes to open a martial arts school for the entertainment industry. "I used martial arts to become a stuntman, stunt coordinator and actor. There are so many people [who] know how to really fight, but they don't know how to use [it for] entertainment. So I will teach them how to use camera angles. I [will] teach them how to edit. Editing is the most important. [Also] how to use a table; how to use a situation fight. [It will be] that kind of school. And also it will be a martial arts school. I will train them how to become disciplined. Every year, my dream is to teach 20 from the U.S., 20 from Japan, 20 from Korea, 20 from Russia, [and the] same from China."

His dream expands beyond making a movie. "I want everybody to join together in the one school. Japanese understand Chinese, Chinese understand Americans. If everybody knows everybody, for the future — no more war. Yeah. That's most important. I want the American people [to] speak Chinese. I want the Chinese [people to] speak Japanese and the Japanese [to] speak American. Everybody speaks the language. Then you don't ever make fun of them."

An impressive vision for someone who didn't know how to read or write when he graduated from school. "I think first you learn the discipline. After that, [it's about] helping people. Then you learn so many things. Slowly, the people around you, they respect you. Then you slowly become a leader."

Childhood and Education

Jackie Chan was born in Hong Kong to Charles, a cook, and Lee-lee, a housekeeper. When Jackie was young, his father would wake him early in the morning and together they would practice kung fu. When Jackie was seven years old his father enrolled him in the China Drama Academy, where Jackie lived and studied for the next 10 years.

During Jackie's time at the school, he learned martial arts, acrobatics and singing to prepare for a life in the Peking Opera, but he was never taught to read or write as it was not considered important for a career in the opera. Students at the school were severely disciplined and were beaten if they disobeyed or made mistakes. It was very harsh, and he rarely saw his parents. At 17, he graduated from the academy and entered the movie industry because there were no jobs in the Peking Opera.

Professional Career

Because Chan was extraordinarily athletic and inventive, he went to work in the Hong Kong movie industry as a stuntman, soon gaining a reputation for being fearless.

His movie *New Fist of Fury* was made in 1976, making him a star in Asia. His first breakthrough American movie, *Rumble in the Bronx*, launched a career that included *Rush Hour, Shanghai Noon* and *Around the World in 80 Days*.

Chan has recorded over 30 albums and is a popular vocalist in Asia. He is married to Lin Feng-Jiao and has one son, Jaycee Chan, also a performer.

The Philanthropist

Chan is one of the most recognized philanthropists in Asia for a very good reason: it would be difficult to list all of his charitable activities. Chan says of his Jackie Chan Foundation established in 1988, "I started the Jackie Chan Foundation to help children. Before, I just give money, but now I go and I see the children, and it breaks my heart. How can I help them? Okay? Then next year, I go back again, next year, every year… I go there, see the children, how poor they are, without schools. I always think about them. I should go back. [It] makes me so busy. I don't have enough time to sleep!"

"Look, building a charity is not about being rich or poor… even one dollar, you can help save people. Especially in China, one dollar [and] you can buy school supplies. They can use it for one year."

Chan has served as an ambassador with UNICEF and UNAIDS and has also worked with the Red Cross, Operation Smile and numerous children's charities. He has raised money for schools, programs aimed at the desperately poor and programs for disabled and at-risk children.

The Jackie Chan Foundation helps children all over the world, including the United States. Chan accepts donations for his foundation and matches every dollar donated.

NAPMA is proud to wish this martial arts entertainment legend a very happy birthday and many years of continued success. ■

GOAL-GETTER SERIES, PART THREE

The Step-by-Step Blueprint to Achieving Your Martial Arts Business Goals

Step Three: Create a Concrete Plan of Action



By Toby Milroy
NAPMA COO

This article is the second in a 12-part series on the specifics for setting success-oriented goals and earning more prosperity for your business.

Perhaps the most common gap between creating a vision for a business and actually achieving your goal is not writing it down.

Many people will not take this all-important step. They may have read all the self-help books that make this point and stress the importance of it. They may have listened to professional motivators like Tony Robbins talk about how they need to do it. They might even know that the most successful people never skip this focusing step. The reality is that most people don't truly believe it is necessary, and they don't do it. Those are the people whose businesses don't succeed.

Writing your goals down is a step toward self-accountability, but it is more than that. It's a way to clarify and refine your vision so you know exactly what you are trying to accomplish. It can help you find the way to balance your goal with the rest of your life. It also makes use of the focusing power of the human brain that we will talk about in a minute.

So if we know that this is a critical step in your success, why do so many people dismiss it or just refuse to do it? The truth is, not writing down your goals is an act of self-sabotage. You're giving yourself permission to not do it because there is no plan, no time line for getting things done, no evaluation of your resources and no analysis of what is missing.

When you willingly and knowingly don't do the things that you know you should do, you have given yourself permission to fail. We all have a failure mentality that tells us something is too big or too hard or too much work. The secret that the most successful people know and have mastered is that you have to just do it anyway. When you refuse to write down your goals, you're agreeing with your failure mentality and allowing it to override your success mentality.

Why Does Writing it Down Help?

Have you ever bought a car and then suddenly seen the same make and model everywhere? You are experiencing the effects pf activating your reticular activator. This is the part of your brain that helps set priorities for your attention. Otherwise, you would notice everything and everyone, all at once, all the time. It would overwhelm you to the point that you couldn't leave your house. Forget about getting anything done.

The reticular activator system works by bumping something up in the priorities of things you need to notice. Early humans had to be aware of many things to survive. They evolved as they refined the ability to make faster decisions. What was more important? The bear near camp or the patch of poison ivy at their feet or some other threat? If they stopped to think about it, they were dead. The reticular activator system increases your chances of survival and can also be used to increase your chances of success.

When you set a goal and write it down, you have decided to make this a priority for your attention, and the reticular activator kicks in gear. Suddenly, you start to notice ideas and opportunities everywhere that will help you meet your goal. Previously, they were a low priority, so you just didn't notice them. By focusing your priorities, you now become aware of every opportunity that may help you achieve success.

> ***When you write it down, that's the kinesthetic piece of it; it's actually doing it. The more complete the plan, the statement, the goal, the more real it becomes in your thoughts and beliefs.***

Second, the physical act of writing something down can help imprint the goal in your mind. These imprints are nothing more than electrical impulses and the mechanics for how we have thoughts. Our thoughts drive our actions. We are what we think we are. We do what we think we can do. The more an imprint fires, the stronger the thought becomes. Writing it down makes a strong initial imprint.

A lot of people bring their laptop when they go to a seminar so they can take notes. That's really a bad

idea because your brain doesn't make the connection between typ ing the keys and imprinting information. If you physically write it down, with pictures and diagrams with a pencil or pen, that makes a stronger imprint because you're physically doing it, you're seeing it and you're hearing it.

Those are exactly the same things we teach our students in martial arts. That's exactly why our students can become so successful when they have struggled in academics. In school they just see it and hear it, but in martial arts they see it, hear it and physically do it.

Successfully setting goals follows the same process. When you write it down, that's the kinesthetic piece of it; it's actually doing it. The more complete the plan, the statement, the goal, the more real it becomes in your thoughts, and your actions are driven by your thoughts.

Let's say my goal this year is to have 175 students, minimum. If I look at that goal and I say to myself, well, 175 students with my attrition rate means I need to enroll 11 students a month this year. That's a nice thought you are not likely to have again. But if you write that down, you are making it real in your mind, and your brain gears up to help you notice all possible opportunities to make that goal happen. The stronger the imprint at the beginning, the more likely you will keep it alive and active in your thoughts to drive the actions you need to succeed.

Write in down and you've started to completely change what you're thinking. You've completely changed how your brain thinks about the problems you're trying to solve. In other words, you have begun to overcome the failure mentality and activated your success mentality.

So that's the quick answer of why you've got to force yourself to write it so that you start thinking about it. When you put what you think in ink, you set all of your resources loose on solving your problems and meeting your goals.

In the next issue, Toby Milroy tells how to "Motivate Yourself with the Benefits of Your Goal." ■

Quotable



If you do what you've always done, you'll get what you've always gotten.
— Anthony Robbins

in every business owner's life, growth is really the catalyst for why we want to be entrepreneurs. We choose to be business owners because we always want to be growing, we always want to be overcoming obstacles and accomplishing new goals, and Tony certainly does have it right. Every breakthrough in your marketing, sales processes, and in your operational struggles is going to come from you doing something different than you're doing today. If you have 50 students and you're doing $3,000 a month in your martial arts school, then the reason you are where you are is because of what you're doing today, what you're doing each day. To get to $30,000, $40,000, $50,000, $80,000 a month, you must challenge yourself to learn new skills, to master new processes. This is certainly the heart of the entrepreneur.

—By Toby Milroy

Only One

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

If you're interested in the one martial arts business model that is virtually recession-proof and builds lasting and amazing levels of equity, then you must respond immediately. There are **only 57 territories available**...so the sooner you participate in the special Webinar, the less likely you'll be shut out forever.

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

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

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

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

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

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

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

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

Right now, **there may be NO Regional Developer in your area, creating an opening in your hometown community**.

REGISTER ONLINE AT MILEHIGHREGION.COM

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

A Region Developer (also known as "Master Franchise") is an individual or organization that acquires the exclusive rights to a geographic area, typically a city, such as Seattle, Portland and Boston, and those cities surrounding areas.

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

REGISTER ONLINE AT MILEHIGHREGION.COM

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

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

HOWEVER...

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

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

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

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

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

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

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

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

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

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

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

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

1. **Initial Franchise Fees.** Ranging from $22,500 to $39,900. As a regional developer, you receive half of all initial franchise fees.
2. **Royalties.** Each school pays a nine-percent royalty fee each month to be a part of the system, and you keep that fee; so you make 4.0% to 4.5% of the gross from each school under you.
3. **Exciting, New Programs:** All students are enrolled in the "Building Successful Kids" and "Mile High Success Skills" programs; you earn revenue for each student enrolled.

"How Does a Regional Developer Develop Schools?"

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

1. **Conversions**—Converting existing martial arts schools to the Mile High Karate system.
2. **Internal Development**—There are many family members of students who would love the opportunity to own a school and work with you and an international support team.
3. **Franchise Broker Networks**—We work with nearly 1,000 Franchise Brokers throughout North America. Many new school owners will likely come from these sources.

How Can you Become the ONE Mile High Karate Regional Developer in your Area?

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

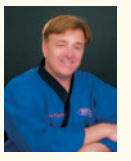
We are interested in quality, capable, self-motivated, entrepreneurial martial artists committed and involved (not your money). To learn all the details and whether this ultimate opportunity is right for you, please attend our special Webinar by registering at **www.MileHighRegion.com**.

Beware: There's Enormous Risk in Waiting!

We only accept and appoint ONE individual in each geographic franchise area. Don't risk being permanently locked out, as has already happened to quite a few Martial Arts School Owners.

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

Dedicated to helping you grow in the martial arts business,



Stephen Oliver

Stephen Oliver, MBA
8th-Degree Black Belt
CEO, NAPMA
CEO/Founder,
Mile High Karate

MILE HIGH KARATE

"What do I do NEXT?"

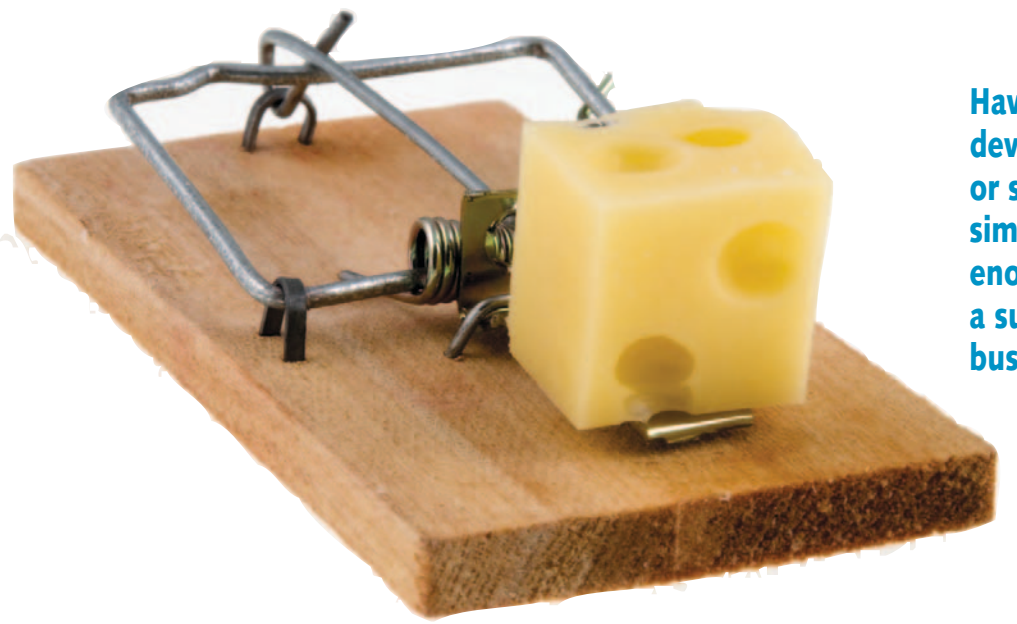
Watch the webinar online at MileHighRegion.com. Then, contact Stephen Oliver to schedule a time to RSVP for your Discovery Day.

PHONE: **1-800-795-2695**
FAX: **1-800-795-0583**

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

NAPMA BUSINESS SOLUTIONS:

A Better Mousetrap Simply *Isn't* Enough!



Having a better device, product or service simply is not enough to drive a successful business.

For School Owners:

This year the NAPMA team had the unique honor and privilege to be a guest speakers at Alan Goldberg's *Action Martial Arts Magazine* Hall of Fame and Hall of Honors Banquet in New Jersey. NAPMA CEO Stephen Oliver and Grandmaster Jeff Smith, our senior NAPMA Membership Representative Bob Dunne and Toby Milroy, NAPMA COO, attended and gave a presentation, "How to Turn Your Hobby into Your Profession."

Members of the NAPMA team sat down with dozens attendees and did an individual analysis of their schools. Many of the participants were very high ranked and highly skilled martial artists, but the median revenue of the schools owned by the participants in the event was very low. The average was $4,000–$5,000 per month. Many of the people we talked to were in part-time locations and small clubs, but they had higher aspirations of owning their own building or having multiple locations.

What they had in common was a desire to have a successful, growing, thriving martial arts business, but they were approaching their goal from the perspective of increasing their skills as a martial artist. We at NAPMA have worked with schools all over the world and know this approach does result in a more successful school.

Ralph Waldo Emerson said, "If you build a better mousetrap, the world will beat a path to your door."

This is a dangerous and inaccurate belief. There have been more than 4,400 patents issued for better mousetraps through the U.S. Patent Office. There have been tens of thousands of patent applications for rodent capturing or killing devices. There are even a couple of late night infomercials about humane traps!

So if there are hundreds (or thousands) of "better" mousetraps, why aren't people buying them?

Well, for lots of reasons, but the most useful lesson for us (and our industry in general) is that having the "better" product is ONLY the first step. You must THEN master the art of persuading people that they NEED your better product!

The point is that having a better device, product or service simply is not enough to drive a successful business. You have to master other pieces of the business management as well. Being very passionate about a martial arts style or being a great teacher will not build a business. It takes a mastery of fundamental business skills to drive forward to success.

The lesson we learned at this event is simply this: Building a better mousetrap is not enough in today's market. You must become a true master of all aspects of your business. You have to have to have a great product and a great service. You have to be a master teacher, a master at acquiring new students and then a master at getting them through your program. You must also master the art of helping them accomplish their goals and aspirations.

What we do at NAPMA is just that. We help people aspire to their biggest vision and teach them the skills to make it happen.

NAPMA Supports Japan Disaster Relief

The enormous tragedy that has befallen Japan, one of the homelands of martial arts styles and martial arts masters, began with the massive earthquake and tsunami on March 11, but it is still far from over. Continuing aftershocks and the nuclear disaster have been devastating and have made this one of the worst disasters in the history of the world.

As soon as the events happened, NAPMA immediately reached out to World Vision International, a very reputable charity with a 5-star rating on Charity Monitor for both efficiency and for expense structures. We've been doing fundraisers in all of our martial arts schools for a number of weeks now, supporting the relief efforts through World Vision International. We want to ask for your help and provide an opportunity at the same time.

We have created a campaign program just for NAPMA members to not only raise money for tsunami and disaster relief, but to also create positive media attention for your school. We wanted to expand this opportunity for you to generate much more depth and reach into your community. You can attract lots of free media attention to your school by raising higher levels of donations and fundraising for World Vision.

By helping people in your community learn about the disaster in Japan, you demonstrate the values that you teach in your school. After this tragedy, we've seen in Japanese people an amazing level of self-discipline and reverence in their culture. One of the CNN reporters in a helicopter noted that people trying to escape the tsunami in their cars, with water literally chasing them, would still stop at stoplights to let traffic pass. They followed the evacuation plans and there has been virtually no looting. These are the values that we teach in our martial arts classroom that are so important, and we're seeing the live demonstration of that following this disaster.

We've included in the campaign everything that you will need to promote your school to professional standards that will help Japan and attract more students to the martial arts.

Make sure you visit www.NAPMA.com/Japan for more information. ■

Industry Insider

K&K Insurance Responds to Market Demand; Higher Limits Now Available Via E-commerce Websites

K&K Insurance announced the availability of higher primary commercial general liability limits of up to $5 million for most of its risk purchasing group programs, including martial arts schools.

K&K Insurance Group is a managing general underwriter offering over 70 specialty insurance programs to the sports, leisure and entertainment industries.

K&K offers online quoting and binding for the program programs. The website is simple to use and provides an option to purchase coverage immediately.

Apply online or download paper applications from the website at www.martialartsinsurance-kk.com.

NAPMA Inner Circle Member Honored as American Patriot

As a lifelong martial artist, full-time Martial Arts School Owner, and NAPMA Inner Circle Member, Master Robert Blum has always believed that the martial arts is about helping to make every child who comes into his school a true leader.



Robert Blum

When Master Blum opened Just For Kicks Martial Arts Center 15 years ago his goal was to make sure that today's children would become tomorrow's leaders!

On Sunday, June 12th, 2011, one of those students honored him with a very special award. U.S. National Guard Sergeant Antonio Ibarra Jr. presented Master Robert Blum with a National Guard Award honoring him for dedicating the past 27 years of his life to the martial arts and for being a great American Patriot who has always pushed those who he works with to better themselves through character development and their martial arts training.

Sergeant Ibarra told the group at the ceremony that Master Blum, "was not just a karate instructor to him, but also a mentor and now a close personal friend." What Sergeant Ibarra said what finally led him to nominate Master Blum for this high honor, was that, "Master Blum has shown time and time again through his selfless sacrifice, loyalty, dedication and his impeccable integrity to be a true role model, hero, teacher and inspiration to everyone he meets, and he has touched the lives and hearts of every person he has met over the last 20 years that he has been teaching."

Film Star Donnie Yen to Groom Son as Successor



Donnie Yen

Hong Kong action star Donnie Yen revealed during a promotional event that he is grooming his son to be his successor, as reported by Chinese media.

See **INSIDER**, *continued on page 33*



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Master Kirk Pelt: Unsung Hero of the Martial Arts Industry

Master Kirk Pelt is a force behind the great movement toward higher professionalism and the right-hand man of Grandmaster Y. K. Kim. He has tremendous passion and commitment to the elevation of the standard of excellence in the industry. He has been the driving force behind the scenes coordinating exceptional martial arts expos and seminars that have helped hundreds of school owners to reach greater levels in professionalism. Now, as part of the team of speakers for the Martial Arts Financial Power Summit, Master Pelt is stepping into the light to share his practical insights to help school owners go to the next level.

What answers do you have for school owners who are dealing with the current economic conditions?

I think that from what we have seen in the media, it's easy to conclude there is an economic crisis. It's a shame that so many martial arts schools closed down due to the recession. What we have realized is that the real crisis is the fear of the economic crisis – that's what is really affecting our business. This fear can actually cripple us if we do not stand up and take action to solve the problem. We have to dig down deep inside to find the answers for how to turn this crisis into opportunity because right now there is truly great opportunity in the martial arts industry. School owners must take action by digging deep and finding out what is working in our industry currently and then following the path to success.

You have been involved in a number of expos and seminars to help martial arts school owners' businesses grow. What are some of your reasons for participating?

My primary intent is to help school owners become successful and spread martial arts throughout our nation and society. I was fortunate to learn from and be guided by Grandmaster Y.K. Kim. My role has been to coordinate these shows successfully and provide top-level service to our attendees. We want to empower them with information about how to grow through increased enrollment, retention and profit. I also present my knowledge and experience that I have gained working with successful school owners across the country.

Currently, we are going to various locations with the Martial Arts Financial Power Summit.





Photo top: AMS President Kirk Pelt. Photo bottom: With a gathering of students.

This full-day seminar gives martial arts professionals the chance to see what successful school owners are doing across the country in their continued efforts to thrive and increase their business even in this economy. At the Financial Power Summit, we are presenting information, techniques and systems from Grandmaster Y. K. Kim and Grandmaster Stephen Oliver that can show school owners exactly how to do that.

As a top leader in the Martial Arts World organization, how do you assist school owners?

Well, my number one goal is to assist, support, share and teach our schools how to impact their community with the martial arts and make their schools the most profitable and thriving schools within their cities. In our Master Quest classes, formulated by Grandmaster Y. K. Kim, school owners dig deeper into the nuts and bolts of the systems for business and curriculum that will make their schools a success during any economy. We strive to apply his exceptional strategies and philosophies, which encourage us to be boundless and think big in all areas of our lives. That's what I've learned, and that's what I share with our school owners.

What is the Millionaire Network all about, and why it is so important for our industry?

It's a revolutionary new system organized to help school owners maximize what they love to do and what they do best. First, martial arts school owners love to teach, and that's what they do best, so it gives them a system that will enable them to teach and guide their students to be their best. Second, it will drive their enrollment, drastically increase their retention and naturally increase their income. Third, it shows school owners how to utilize their leadership within the Millionaire Network, to double, triple and even quadruple their success.

How can school owners move to the next level professionally?

Grandmaster Y. K. Kim created the Millionaire Network to revolutionize our industry and give the school owners the opportunity to become a millionaire in the martial arts. First, they can take action by enrolling in one of the Martial Arts Financial Power Summits. Second, they can continue to improve their schools toward more success in every aspect. The Millionaire Network offers the support of daily operations, special events, seminars, webinars and weekly meetings.

How can owners attract new prospects to their schools?

I think that most school owners forget that we have incredible resources – our students. The students we are developing into leaders are also



Grandmaster Y.K. Kim, NAPMA COO Toby Milroy and AMS President Kirk Pelt collaborate to help thousands of martial arts school owners.

our best promoters and advertisers because they are actually a social network. Facebook has grown over the last two or three years alone. Then you have other social sites of marketing like Groupon.

One of the tools in the Millionaire Network, AMSonline, is a fantastic system that has a VIP Program to help increase your income and enrollment anywhere from five to 20 students per month.

What advice do you have for school owners who have people showing up but are unable to get them to sign up?

In this situation you need to ask yourself why. You have to go back to the fundamentals and reinvest in training yourself and your staff in how to enroll the students effectively. That means educating yourself but also having a great system. You can get the information you need from the Martial Arts Financial Power Summit.

As an AMS school, I think we are at an advantage because we have cutting-edge tools at our fingertips. Through AMSonline there is a unique PowerPoint enrollment presentation that has a tremendous impact on closing sales.

There are some schools that get prospects to sign up, but soon after, they quit. How can school owners experiencing this situation improve their retention?

I think the first key is always instruction, instruction and instruction. We have to teach the best classes, so we have to have the best curriculum. It always goes back to instruction and being able to give the student what they want and what they need.

Plus, with a belt-ranking system we set short-term and long-terms goals like becoming a black belt, instructor and/or master. So we have the system in play to keep students because they want to reach their goals – we just have to maximize it.

AMSonline has student management functions like its attendance taker, automated email, e-cards and other retention tools. This allows owners to increase communication with the students, which decreases the amount of problems that we have. It helps us solve more problems quickly, and that means more students will remain with us.

In your opinion, what martial art style is the best for growing a successful martial arts business?

In my opinion, what counts is not the style but whether you are using the best system to help the students develop physically, mentally, morally and in their personal lives. In connection with this curriculum, there must also be an excellent leadership system that helps child and adult students improve their lives overall, both inside and outside of the training hall. Also, the system must have a balance between instruction through our personal leadership and the best business system in order for the martial arts school to thrive and profit.

What is your opinion of mixed martial arts in general and the UFC in particular?

MMA is having a powerful impact on the industry. Still, in my experience as a school owner, I want to help improve the quality of people's lives. There are 40-year-old women who want to lose 40 to 60 pounds. There are middle-aged men who want to tighten their midsections. There are children who need to improve their grades. And there are 20-year-olds that want to learn how to improve their sparring. What I think is best for our industry, in order to build a strong future for martial arts, is to help the students become leaders and improve their lives.

AMS and NAPMA have teamed up to help martial arts school owners take their business to the next level. Where did the idea for the Martial Arts Financial Power Summit originate?

Big thinkers take big action, and great thinkers take great action. Big thoughts lead to great, big accomplishments. Quite fortunately, two of the biggest and greatest thinkers in our industry, Grandmaster Y. K. Kim and Grandmaster Stephen Oliver, are teaming up for this event, which is sure to generate big accomplishments for everyone who attends. The foundation of the event is a mutual love for the marital arts and a burning desire to spread the martial arts to more and more people. The result of this joint effort to share with other school owners in our industry will be phenomenal growth into a billion-dollar industry.

More school owners need to continue to think big so we can learn from each other, inspire each other and really become a powerful force. These two awesome leaders coming together to share their knowledge for the Financial Power Summit is the beginning of a network that can become like Google, Facebook, Groupon or Living Social. These networks are rapidly growing with tremendous success. For example, in February Living Social had over 25 million members! If our industry grows to that capacity, we are going to have a powerful economic, social and political influence that is going to help our industry, our society and our nation as a whole.

What would be the top three reasons for someone to come to the Martial Arts Financial Power Summit?

I think there are a great number of outstanding instructors, and they can teach really well. But they have to have a system in order to make their school successful. In my opinion, the number one reason is to get the tools to increase their enrollment. Secondly, to close the back door to their school, meaning that if they want to drive their retention up and be able to continue to grow in their school, they should come to the summit. Of course, the third reason is that if they want to increase their income, they should attend. One more reason is that if they can increase enrollment, retention and income, then they will increase their profit!

What, in your opinion, is the future of the martial arts industry?

I think we are on the cusp of so much opportunity and growth: 100%, 500% even 1,000%. We have to take advantage of the experience and the knowledge of what's working in our system, and we have to learn from great leaders like Grandmaster Y. K. Kim and Grandmaster Oliver. The Martial Arts Financial Power Summit is a catalyst for each school owner to take his or her school to the next level and beyond so that we can really take our industry to the next level.

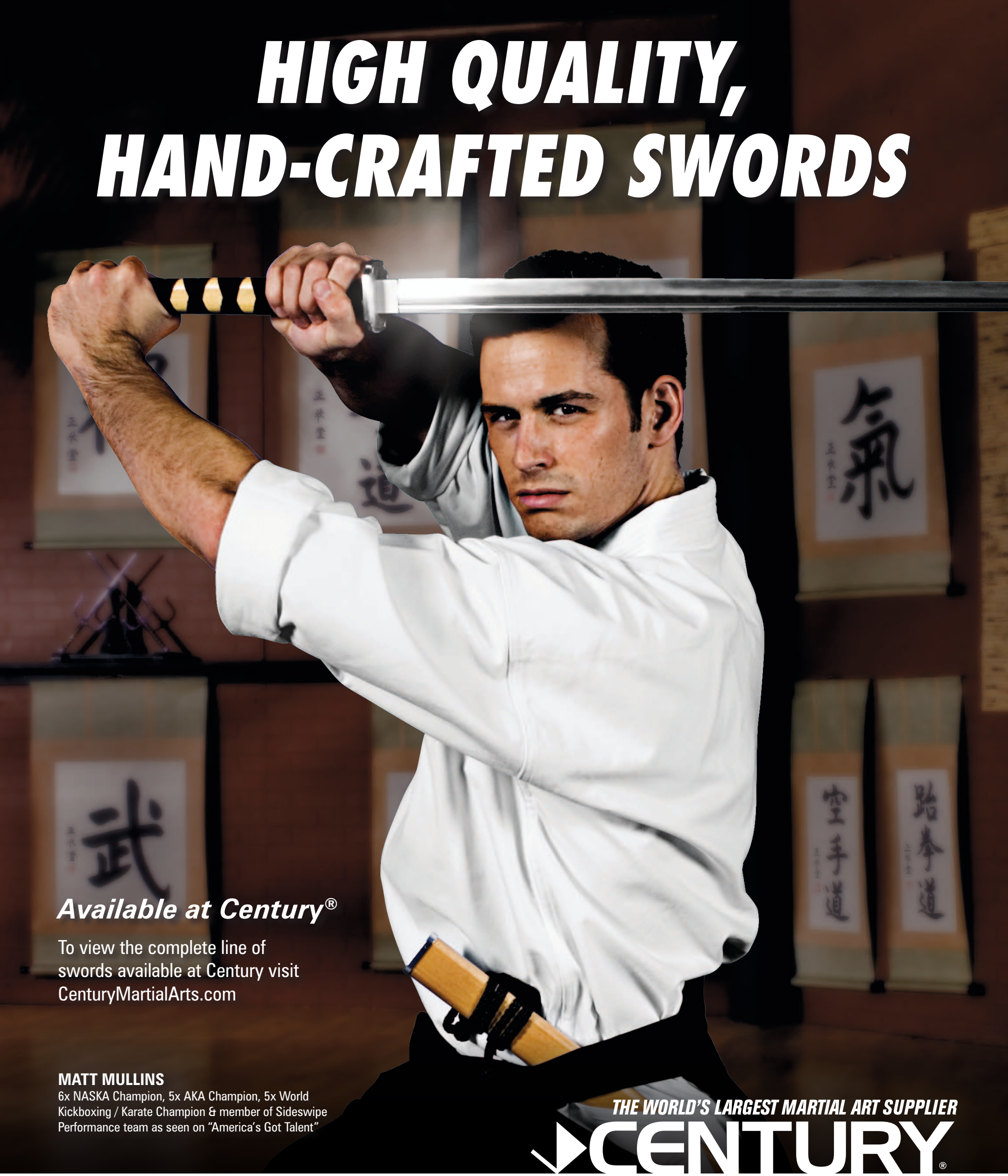
We also will improve and change our society through the martial arts through:

1. Education, so we have to continue to educate ourselves.
2. Discipline, our bread and butter, which gives us the answer to a lot of our society's problems and challenges.
3. Professionalism. As we adopt the systems to make our schools more professional we push the schools to a million-dollar level, so as an industry of million-dollar school owners, we can really help our society through what we teach.

In the future, I see successful schools will have at least 30,000-square-foot buildings, with over 3,000 students actively training, and be earning over $3 million a year. ■

Kirk Pelt has been a driving force supporting the growth and professionalism of martial arts schools. He is host of the Martial Arts EXPO, the president and CEO of Millionaire Network, one of the strongest and most profitable organizations of martial arts schools in the U.S. Master Pelt is managing editor of Martial Arts World *business magazine and the developer of financial programs for successful martial arts schools. NAPMA is proud to have him as co-organizer and a featured speaker at the Martial Arts Financial Power Summit.*

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TRACY, *continued from page 34*

herself as a human being.

The second factor determining your level of self-esteem is your feeling of "self-efficacy," how competent you feel you are in whatever you do. This is the "performance-based" side of self-esteem. This is where lasting self-confidence and self-respect are built.

These two parts of your self-esteem reinforce each other. When you feel good about yourself, you perform better. And when you perform well, you feel good about yourself. Both are essential. Neither can endure without the other.

The best measure of self-esteem is how much you like yourself. The more you like yourself, the better you do at everything you put your mind to. The more you like yourself, the more confidence you have, the more positive is your attitude, the healthier and more energetic you are and the happier you are overall.

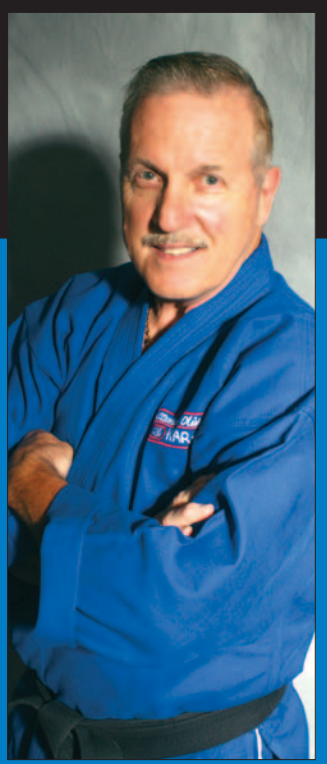
And since how you feel is largely determined by how you talk to yourself, silently or aloud, you can raise your self-esteem at will by saying, over and over with enthusiasm, the words "I like myself! I like myself!"

We have taught this to our children. Whenever they're unhappy, we coax them into saying, "I like myself," and they soon break out in smiles and cheer up. It seems that the more open and receptive a person is to this message, the greater the impact it has on his or her personality.

Liking yourself is very healthy and is the key to personal effectiveness and to happy relationships with others. You're more relaxed, positive, confident about your abilities, you make fewer mistakes, you have more energy, and you're more creative.

Some people believe liking yourself is the same as being conceited. But the opposite is true. Both the "superiority complex," behaving in an arrogant or conceited way, and the "inferiority complex," behaving in a self-deprecating way, are manifestations of low self-esteem. People with genuine self-esteem get along well with just about everyone. ■





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Grand Master Jeff Smith
9th-Degree Black Belt and
Mile High Karate chief instructor

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Martial Arts Statistic

One Way to Make Ice Cubes

On Thanksgiving Day 2009, Rachael Ray hosted Chad Netherland on her talk show for an attempt at the fastest time to break 50 blocks of ice by hand. Chad destroyed the previous record, breaking all 50 blocks of ice in only 19.26 seconds.

Record Number of Kicks in One Minute

In 2009 Chloe Bruce set the world record for number of kicks in one minute at 212. She is a 4th-Degree Black Belt in Tang Soo Do, played roles in movies such as *Harry Potter* and *Love Struck*, and even created an instructional video series on stretching and kicking.

Why Stop at One World Record?

World champion kick-boxer Bernard "Swiftkick" Robinson set not one record, but two on December 1, 2008. After setting the Guiness World Record for speed kicks with 159 in one minute, he wasn't satisfied and continued on to a record kick-a-thon of 22 hours and 30 minutes. ■

Teaching the Character Values of Martial Arts



The Pinnacle of Success
JHOON RHEE
LEGENDARY MARTIAL ARTS TEACHER AND EDUCATIONAL ENTREPRENEUR

When I first started talking to the schools, it was for the children especially. They are not there just for defending themselves, but also to improve their character.

The only way to really solve all of the problems of the world is to educate our children to be absolutely honest. After they grow up, there's no hope because they already have developed habitual lifestyles, cheating lifestyles.

Do your see how the values have changed to reverse? Good means bad and bad means good. What if we start teaching our children it's not good and bad? You say it's stupid or smart.

I teach the three universal values are truth, beauty and love. We need truth, beauty and love to really find our happiness. When you deceive, you become ugly, when you are ugly, you are hated by everyone. You hate everyone and you are very unhappy. I define good values as TBL because they are good values for our life purpose and DUH is bad values because that goes against our purpose of life.

The seven qualities of a champion are quickness, endurance, timing, power, balance, flexibility, and posture. Martial arts are really a hidden philosophy — how you can develop your physical ability and enhance your mental ability. And then from there, you develop your businessman's qualities. You have to be fast at punching and kicking and you have to be able to think fast. And then, a businessman must always be quick changing to the market situation.

As a martial artist you have to be patient and you have to be persistent. You have to develop a sense of perseverance and good timing. You have to be punctual. As a business champion, you must deliver on time the service or product.

You have to be powerful as a martial artist. You have to be knowledgeable to be powerful in the human society and you have to develop financial power as a businessman.

With flexibility you have to be gentle. And you have to be adaptable as a businessman. With posture, when you have a good posture, your physique looks good. By the same token, the one who has good character is a beautiful person. A businessman must practice business integrity.

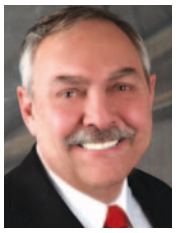
So, this is how I testify that martial arts are punching and kicking that has turned into a philosophy to develop humanly perfect individuals. Character perfection is possible. I'm emphasizing this common sense thing.

As a martial artist champion you have to develop a sense of balance. You have to use one leg to stand when you kick. The human champion must balance the qualities of strength in the body, and honesty in the heart, and knowledge in the mind. When you have strength, but no honesty or knowledge, it's useless. When you have strength and knowledge, but you have no character, you are very dangerous. If you have character and knowledge, but you don't have the strength to perform. So you must have all: strength in the body, honesty in the heart and knowledge in the mind.

If we were to take those seven qualities of a champion: quickness, endurance, timing, power, balance, flexibility and posture, and teach them to all children, the problems of the world would be solved. ■



Wealth Warrior's Cover vs. Concealment



WarriorWiz
TERRY BRYAN
PhD., 9th-DEGREE BLACK BELT

From ancient times to modern U.S. Special Forces training, cover and concealment has been used effectively in combat. Cover provides protection against a specific attack, while concealment is a strategy to avoid detection. To protect your assets, you must how learn how to use both cover and concealment tactics.

Owning Real Estate in Your Name

You wouldn't tape a financial statement to your forehead, so why would you expose your most valuable assets to public scrutiny?

Owning real estate in your name is like having a giant "kick me" sign taped to your back. In every county in the United States, copies of deeds to real estate are recorded in the public records. Anyone can go to a county courthouse or recorder's office and obtain the name of the owner of any property in the county. Any mortgages on property will be recorded, as well. Most recorded mortgages will state the amount of the original principal balance and the date the mortgage payments began. Anyone can determine the balance of your mortgage (using a financial calculator) and subtract that amount from the market value of your house. Bingo! He or she now knows the equity of your real estate assets and can decide whether suing you is worthwhile.

If you don't own real estate in your name, then the typical attorney will have difficulty determining your ownership interests. It's not that most lawyers are lazy or dense; it's simply a matter of allocation of resources. Lawyers focus on cases they can win and from which they can earn a fee or percentage. If they don't find any real estate in your name (and there is no other apparent "deep pocket"), then they probably won't take the case to sue you.

There is another problem with owning real estate in your name. If a judgment or IRS lien is obtained against you and filed in the county in which you own real estate, then all real estate in that county will have a lien attached to it. You cannot sell or refinance any property in that county, since no title insurance company will issue a clean title. Without title insurance, no bank will approve a loan. No bank, no buyer. You're stuck until you pay the lien.

Here are a few suggestions… First, don't hold a title in your name. If you have rental property or even your martial arts school, then you should title those and any real estate holdings in one of a number of legal entities, such as a corporation, trust or limited liability company.

Use Land Trusts to Hide Your Real Estate

A land trust is an arrangement by which title to land is conveyed to a trustee to hold for the benefit

See **BRYAN**, *continued on page 32*



Enjoy the Time of Your Life!



The Success Coach

LEE MILTEER
NAPMA INNER CIRCLE AND PEAK PERFORMERS COACH

As business owners, martial arts professionals and entrepreneurs, you often have your eyes on your goals, and those goals grow and grow. You spend so much time being ambitious that you often forget that life is a journey, not a destination. Too many of us have forgotten this truth and predominately focus on our lives' destinations, and suffer during the journey. Your time is your true currency, and if you waste it, suffering through life trying to reach your goals, then what? More goals to chase? When do you experience happiness and enjoy life? When do you temporarily stop the driving ambition to create a better future by sacrificing today? Today is your only present. Stop worrying about the future. If you do the right things today, then the future will take care of itself.

Please hear me when I say: Stop being angry with yourself for the mistakes of the past because you know that the past is behind a locked door and you can't enter. You can, however, learn from the past and create a better future. How about enjoying the time you have right now? Who knows your "expiration date?" Why not give yourself a break and permission to enjoy life, and not be so serious? How much you enjoy your life's journey depends on your attitudes about the journey. Have you become a difficult task master to yourself? Have you allowed business and making money to feel secure overshadow having fun and enjoying today?

A sense of humor is one of the most important skills you must develop to maintain a balance in today's accelerated lifestyle. It's very easy to be too focused on reacting to life and not realizing how serious (and obsessive) you've become about everything. Has your perspective and personality become rigid and inflexible? If so, then you must learn to be looser and more adaptable to change and opportunities.

Taking yourself too seriously reduces the opportunities to enjoy life. Think of life as an adventure, and enjoy the moments. Look for the lighter side of every situation and don't hesitate to laugh to yourself; it's warranted. Every time you laugh you increase your body's level of endorphins. Those are the "feel-good" hormones, which imitate morphine in the body. Research also suggests that laughter can, in fact, help improve resistance to pain and disease. It is also said that enjoying life actually slows aging. Hey, I'm all for that!!!

Consider the example of Norman Cousins. who wrote the famous

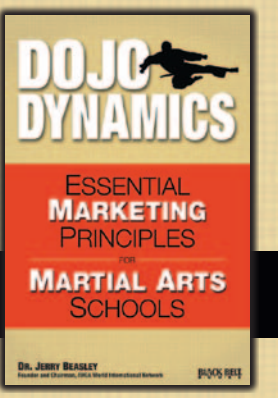
See **MILTEER**, *continued on page 33*

LEE MILTEER SUCCESS COACH

Lee Milteer is a well-known success coach, professional speaker, author and developer of the highly 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.**

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- 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.

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Advertiser Index

Affiliated Acceptance Corporation 24
AMS Online Management Solutions 15
Black and Blue Productions 33
Black Belt Books 31
Big Ass Fans 8
Century Martial Arts ..... 10, 27, Back Cover
Dojo Dynamics 31
EfficientWarrior.com 11
Environmental Sports Products 29
Full Contact Online Marketing 13
K&K Insurance 9
Jackrabbit Dojo 33
IgoFigure 12
Markel Insurance Company 32
Martial Arts Group Insurance 23
MauriceProMartialArts.com 28
Mile High Karate 21
NAPMA/AMS Financial
Power Summit ..... Inside Front Cover
Sports & Fitness Insurance Corp. 33
Swain/Dollamur 5
Tae Kwon Do Times 18
World Class Medals 16
Zebra Mats ..... Inside Back Cover

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The next installment of our new **Goal-Setting** series, "List the Benefits to You," and a new **Mile High Maverick**. Columnist **Brian Tracy** discusses "The Rules of Self-Esteem," and **Karl Mecklenburg** covers "Ice Cubes to Eskimos." Practical advice in **NAPMA Business Solutions**. Columns by Stephen Oliver and Toby Milroy at MartialArtsProfessional.com.



BRYAN, *continued from page 30*

of another (the beneficiary). The creator of the trust is called the "settler" (in some states, "grantor" or "trustor"). The settler usually remains the beneficiary for life, and then his interest under the trust passes to another upon his death. The beneficiary of a land trust has the absolute right to direct and control the trustee and receive all income from the trust. As far as the world is concerned, the trustee is the owner of the property, with the complete power to lease, mortgage or sell the property. His power is restricted, however, by the trust agreement with the beneficiary. The trustee has no function other than to do what the beneficiary directs.

A land trust is revocable, that is, it can be changed, modified or terminated while the settler is still alive. If the trustee becomes uncooperative, then the beneficiary can terminate him and appoint a new trustee. Furthermore, the trustee does not own the property, so he cannot lose it to any of his creditors.

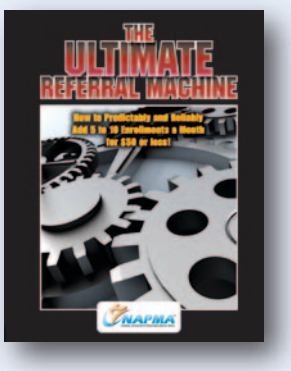
The history of land trusts can be traced to feudal England, four hundred years ago. Owning realty as a citizen was considered somewhat of a liability. If you owned land in your name, then you had two major obligations:

1. Pay handsome taxes to the King.
2. Serve in the King's army.

The people of that time saw the opportunity in hiding or masking ownership of property. People began transferring title to relatives and friends to remove their names from the public records. They titled real estate in the name of a relative or trusted friend in "trust" for the real owner. The former owner retained all the benefits of ownership, without having title in his name.

As a real estate investor, I often use land trusts to buy and hold property, and usually create an LLC as the beneficiary of the land trust. These strategies are not understood by most Realtors, attorneys or accountants, but are the foundation of a true wealth warrior. ■

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MILTEER, *continued from page 31*

book, *Anatomy of an Illness*, which describes his remarkable recovery from terminal illness with humor and laughter. He made a firm decision that he would live, so he collected all the humorous material he could find: *Candid Camera* episodes, Marx Brothers' films, humorous books and other comedic movies. He then proceeded to laugh himself literally back to health; he did everything he could to make himself laugh, so his body would heal. Cousins said the point was that the laughter didn't simply lead to health, but that it was health. It's the best mental health course you can take. Research states that humor ignites the will to live, which when missing, makes the recovery process very difficult.

When I decided to become a professional speaker, I realized that I would never be perfect. Since I had chosen this profession, I'd better allow myself to laugh at my mistakes and enjoy it! As a matter of fact, I make every mistake there is. From time to time, I forget what I'm talking about if I'm distracted. I mispronounce words and I occasionally find myself inventing words on stage. Once, I even fell off a stage! I've been amazed and surprised at how my "human-ness" has endeared me to most of my audience, though not everyone (I'm convinced that God could address a group and some individuals would find something

Want More?



Lee Milteer is the Success Coach to NAPMA Inner Circle and Peak Performance members and provides a wealth of tools and techniques. In addition to helping martial arts school owners become more successful, she has taught the same techniques to many of the top Fortune 500 companies. Lee is a popular speaker at many motivational events across the country, and publishes a well-regarded monthly newsletter and recordings, many of which NAPMA provides unrestricted access to for members. To read more about Lee Milteer visit **NAPMA.com/InnerCircle**

INSIDER, *continued from page 23*

Yen said that he will train his three-year-old son James in martial arts when he gets a little older.

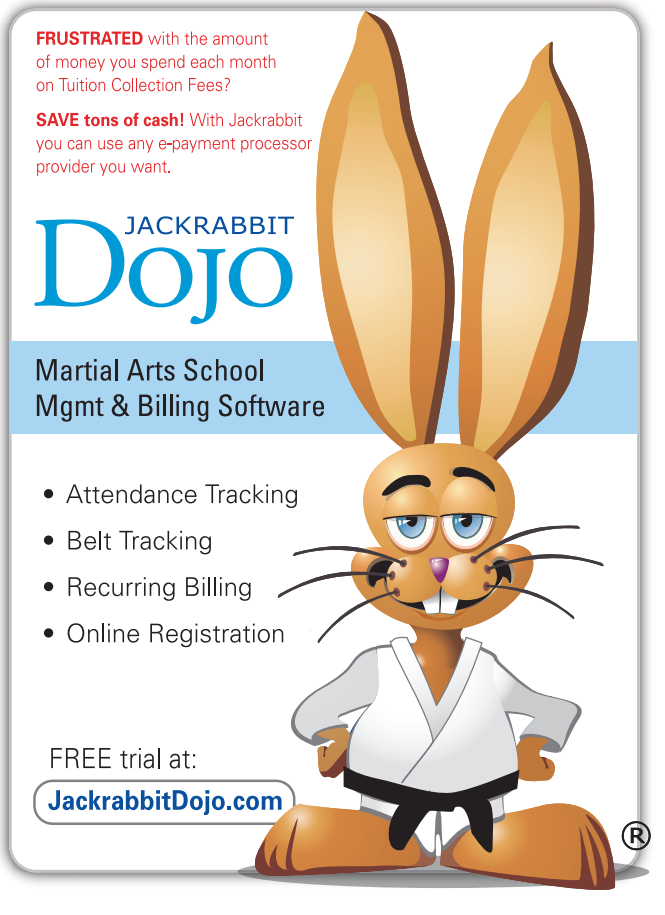
When asked about the problem of the film industry not having enough young action stars, Yen said it was indeed a sticky issue.

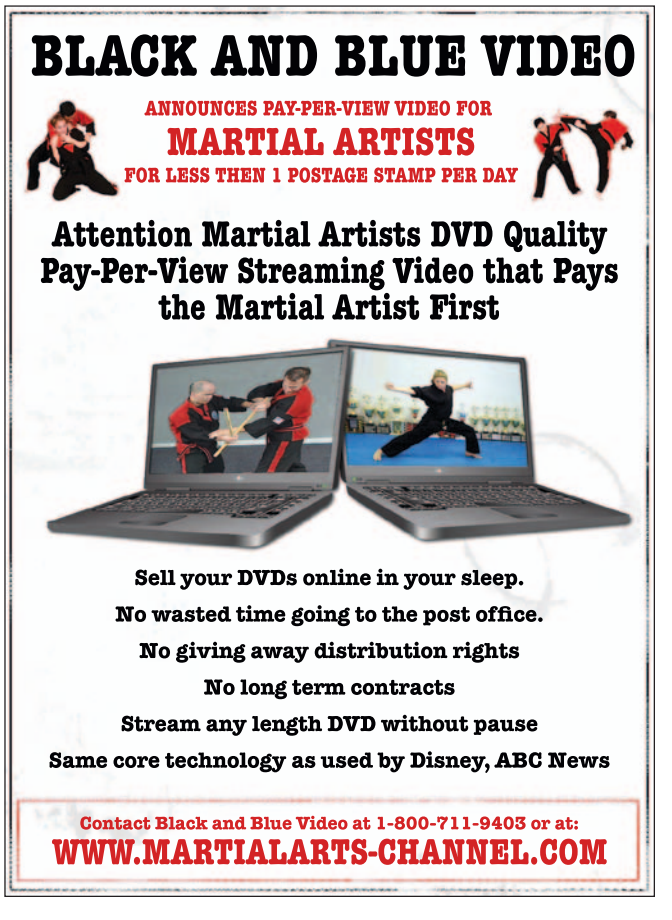
He went on to volunteer his son as the next big action star if the situation still did not improve.

"He may well be my successor," Yen declared.

The actor, who had starred in numerous martial arts epics like *Ip Man 2*, "*The Lost Bladesman*" as well as *Wuxia*, revealed that he had spent most of his time with his family after deciding to take a six-month break from filming recently. ■







The Three Parts of Your Self-Concept



Success Secrets
BRIAN TRACY
PSYCHOLOGY OF SUCCESS

Self-Ideal

Your self-concept is made up of three parts. The first part is your self-ideal. This is the vision of the person you would like to be. This ideal image exerts a powerful influence on the way you think about yourself.

Your self-ideal is the qualities you admire most in other people. It is the sum of your dominant aspirations. It's your vision of what the perfect person should be.

Exceptional men and women have very clear self-ideals, toward which they're constantly striving. They set high standards for themselves and strive to live up to them. And so can you. The clearer you are about the person you want to become, the more likely it is you'll evolve into that person. You will rise to the height of your dominant aspirations for yourself. You will become what you most admire.

Sadly, unsuccessful men and women have no self-ideals at all. They give no thought to the person they want to be or to the qualities they'd like to develop in themselves. Their growth and evolution eventually slows and stops. They get stuck in a mental rut and they stay there. They lose all impetus for self-improvement.

When one respects the qualities of integrity, purposefulness, courage, and action orientation in others, one begins to incorporate those values in oneself.

As you clarify your fundamental values and work to integrate them into everything you do, your personality improves, and every aspect of your outer life improves as well.

Self-Image

The second part of your self-concept is your self-image. This is the way you see yourself, and the way you think about yourself. It's often called your "inner mirror," into which you look to see how you're supposed to behave in a particular situation. You always behave consistently with the picture that you hold of yourself on the inside. Because of this, you can improve your performance by deliberately changing the mental pictures that you hold about yourself.

This process of self-image modification is one of the fastest ways to improve your performance. As you begin to see yourself as more competent and confident, your behavior becomes more focused and effective.

When you deliberately change your self-image, you'll feel better than you ever have before. You will change both your personality and your results by changing your mental images.

Self-Esteem

The third part of your self-concept is your self-esteem. This is how you feel about yourself. It's the emotional part of your personality, the basis of high performance, personal effectiveness and the key to happiness. It is like the reactor core in a nuclear power plant. It's what makes you into a high-achieving man or woman.

Your level of self-esteem is determined by two

See **TRACY**, *continued on page 28*

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