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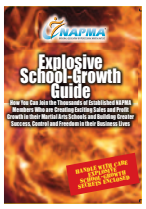
Mastering the Martial Arts Business

FOR MARTIAL ARTS SCHOOL OWNERS WHO ARE SERIOUS ABOUT SUCCESS

NOVEMBER 2011 / $47.97

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NEW INSIDE



FREE from NAPMA The *NEW* **Explosive School-Growth Guide** lists all the ways you can power your school to the top.
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FEATURES

An Extraordinary Success Story with the Mixed Martial Arts Adult Market 14
NAPMA Solutions: Creating a "Systems-Driven" School that Produces Consistently-Successful Results..... 24
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COLUMNISTS

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Lee Milteer..... 31
Karl Mecklenburg 34
and more columnists online!

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An Extraordinary Success Story with the Mixed Martial Arts Adult Market

Story begins on page 14



Eric Williams (left) and Hai Nguyen (right) of Elite Mixed Martial Arts.

NAPMA Financial Power Summit

5 Grand Masters Gather in the Nation's Capital to Help School Owners Thrive

As NAPMA's Financial Power Summit tour came to a close, there was a gathering of Grand Masters, and old friends and colleagues in America's capital city of Washington, D.C. The attendees of the Summit had a once-in-a-life time chance to benefit from true martial arts pioneers.

Story begins on page 27



Creating a "Systems-Driven" School that Produces Consistently-Successful Results

NAPMA's monthly materials were designed to help school owners create the professional management systems that produce maximum results for quality student instruction and retention, and to coordinate staff for consistency in presentation. The oldest program is still the most effective in getting results for profits and proficiency.



Story begins on page 24

Goal Getter Series, Part Six

Scheduling Your Goals into Your Daily Life Makes Them Real



It isn't happening until it's on your schedule is the theme of this month's installment of how to achieve your vision of success. Toby Milroy writes about the specifics of how to move your business goal out of the planning stages and into the make-it-happen implementation.

Story begins on page 29

FREE

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Features



An Extraordinary Success Story with the Mixed Martial Arts Adult Market 14

NAPMA Inner Circle members Eric Williams and Hai Nyguen achieve massive success in Texas with MMA.



Mile High Maverick: Adult Lessons Done Right... 23

Don't make the mistake of just teaching the "physical" to students. Often, they really want to develop the mental skills to succeed outside your school. Profit by offering what adults want.



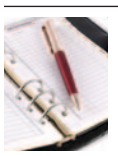
NAPMA Solutions: Creating a "Systems-Driven" School that Produces Consistently-Successful Results 24

Short, information-packed reports provide techniques and strategies that are vital to your school's success.



5 Grandmasters Gather in the Nation's Capital to Help School Owners Thrive 27

The NAPMA Financial Power Summit in Washington, D.C. was host to four legendary grandmasters.



Goal-Getter Series, Scheduling Your Goals into Your Daily Life Makes Them Real. 29

A goal without a deadline is a goal not attained. Spend the time to set a date.

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Championship Goals 30

Jeff Smith—*9th-Degree Black Belt and Director of Instruction for Mile High Karate*

The No-Excuses Success Attitude of a Champion



Your Success Coach 31

Lee Milteer — *NAPMA Success Coach*

The Power of Focus



The Heart of a Student Athlete. . 34

Karl Mecklenburg— *Six-Time Pro Bowl NFL Player and Motivational Speaker, Author*

The Significance of South Park

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

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November Inner Circle and Peak Performer Mastermind Retreat Scheduled in Colorado

Financial Power Summit Tour Ends with Visit from Jhoon Rhee

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Mastering the Martial Arts Business

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

International Headquarters:
1767 Denver West Blvd., Suite A, Golden CO 80401

Florida Offices and Advertising Maling Address:

2578 Enterprise Rd., Ste. 344, Orange City, FL 32763
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Martial Arts Education Columnists



Reality Check
Peyton Quinn—*NAPMA EZ Defense Expert*
Understanding Asymmetric, Scenario-Based, Self-Defense Training, Part 2



Fitness Kickboxing
Jim Graden—*Founder, UBC*
Boxing Class



Fitness Track
Keith Yates—*Instructor, University Professor*
Do You Need New Hips?



Classical Thought
Douglas Adamson—*Multiple School Owner*
Can a Model Style Become Classical?



BeyondTechnique
Fariborz Azhakh—*Martial Arts Information Professional*
A Tribute to Stuart Quan

Martial Arts Management Columnists



The Final Word
Stephen Oliver—*MBA, NAPMA CEO*
Important Issues for Large School Operators, Part 1: Black-Belt Loyalty



School Growth Potential
Toby Milroy—*NAPMA COO*
Locking A Steel Cage Around Your Student Body…the Keys to Ironclad Student Retention, Part 6



The Psychology of Success
Brian Tracy—*Human Motivation Author, Speaker*
Self-Concept Within Business



WarriorWiz
Terry Bryan—*Ph.D. and 9th-Degree Black Belt*
Terry Bryan, Protect your Assets with the Right Business Entity, Part 1



Bonus Column
Harvey Mackay—
Stay Focused on the Big Picture



Your Success Coach
Lee Milteer—*NAPMA Inner Circle/ Peak Performers Success Coach*
The Power of Focus



The Heart of a Student Athlete
Karl Mecklenburg— *Six-Time Pro Bowl NFL Player and Motivational Speaker, Author*
The Significance of South Park



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



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



Personal Development
Tony Robbins—*Black Belt and recognized authority on the psychology of leadership*
Using the Intention to Serve to be a Great Leader



Expert Tips & Tactics
Dr. Chris Dewey—*School Owner, University Professor*
Ten Ways to Manage Difficulty, Part 3

Martial Arts Professional Asks…

Martial Arts Professional Asks…



Jean Claude Van Damme—*Martial Arts Film Star*
What advice would you give martial arts professionals who want to achieve higher levels of success?



Brian Tracy—*Human Motivation Author, Speaker*
Setting goals is an important skill for instructors and school owners and their students Please explain some of the reasons why people don't set goals.

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Featured Episodes

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Featured segment in the current episode:

- The Most Dangerous Trends in the Martial Arts Business!

Featured segments in previous episodes:

- The WORST Advice We've Ever Heard in the Martial Arts!
- The Truth About "Selling Out" in the Martial Arts Business

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What someone else says about you is 20 times more credible than what you say about yourself.



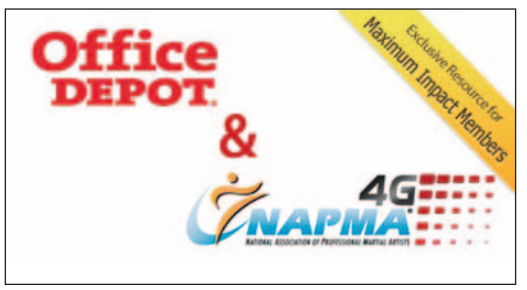
Martial Arts Marketing 101: Website Lead Capture and Conversion

Capturing Leads with your website is relatively easy with the right tools, and strategy. We present a brief outline for making your website a productive lead generation mechanism.



Back to School Prep and Internet Strategies 101

We discuss the "Office Depot" School Teacher appreciation breakfast and how you can participate in your area.



NAPMA Sounds of Success CD

The Success Story of NAPMA Inner Circle Member David Inman

NAPMA member and founder of the Champion Martial Arts in Las Vegas, David Inman is a exceptional example of martial arts success. In this interview with Grand Master Stephen Oliver, Master Inman talks about his secrets for running a top performing school and his plans for explosive new growth.



NAPMA Innovations DVD

NAPMA Core Curriculum: Core Curriculum: The Introductory Lesson with Tom Callos ■ *ro Boxing Drills with Kathy Long* ■ *apkido Techniques for Controlling an Opponent with Grand Master Yong Sung Lee NAPMA Kids:Reaction Skills for KIDS with Ken Klotz*



Words of The Week

Focus: Parts 1, 2, 3, 4

G.O.L.D. Leadership Team Training

A Win/Win G.O.L.D. Leadership Team Strategy: How To Double Your Monthly Enrollment In Just 30 Days: Parts 1, 2

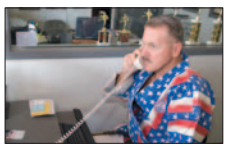
Marketing Materials

September campaigns include: "Martial Arts is Your Perfect Parenting Partner" Campaign to Parents ■ "Fitness Kickboxing" Adult Marketing Campaign ■ "Parenting Partner Seminar" Signup Poster ■ Already online from November 2008: Let Parents Know You'll Help Make Parenting Easier



Monthly Teleconference

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Your weekly instructor training program for December 2011

Adult Training Videos



Elisa Au — Training Drills of a Champion, Part 2



Elisa Au — Training Drills of a Champion, Part 3



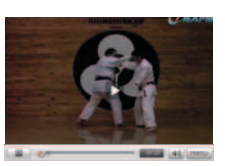
Scott McNeely — Sparring Segments for Back Leg Kicking, Part 1



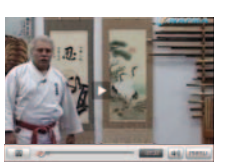
Scott McNeely — Sparring Segments for Back Leg Kicking, Part 2



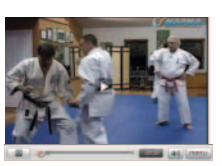
EDGE MMA, Gerard Cantore — Shin Shin Kan One Steps, Part 1



EDGE MMA, Gerard Cantore — Shin Shin Kan One Steps, Part 2



EDGE MMA, George Alexander — Training for Karate Do Competitions, Part 2



EDGE MMA, George Alexander — Training for Karate Do Competitions, Part 3

COMING SOON: Interviews with NAPMA Inner Circle Members Shawn Harvey and Penny Pitassi. PLUS interviews with Pat Worley, Jhoon Rhee, Bill Clark, Keith Hafner, Buzz Durkin, Jeff Smith, Greg Tearney, John Worley and more...

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Peak Performers/Inner Circle Retreat and MasterMind Meeting

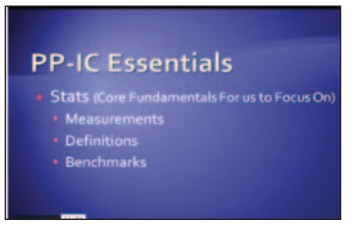


Sales Bootcamp: Step-by-Step Introductory Process



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Jay Abraham and Dan Kennedy

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Sales Strategy and Overview 1



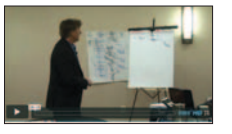
Sales Strategy and Overview 2



Sales Strategy and Overview 3



Sales Strategy and Overview 4



Sales Strategy and Overview 5



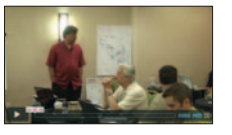
Intro Outline



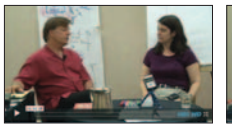
Objections 1



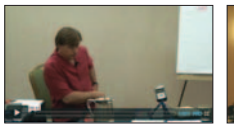
Objections 2 (Social Proof)



Objections 3 (Scripting etc..)



Upgrade Prep



Upgrade Prep



Upgrade Prep (Progress Check and Conference)



Millionaire Smarts — Focus on Prosperity, Part 1

Lee Milteer works with the NAPMA Inner Circle and Peak Performers as well as the Stephen Oliver Coaching Group.

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.**



Milteer

Sound Off

How about those of us "pissed-off"folks that don't have two nickels to pay for things like this?

Are we just as stupid, or should we take money out of our children's mouths to learn these secrets?

What do you propose to those of us who want and need the proper training to advance out of parks, but can NOT afford the prices charged?

Craig S. Kiessling

RESPONSE FROM TOBY MILROY

Well, Craig, it's a good question. Obviously, I don't have a deep enough understanding of your specific school, cash flow, expenses, marketing systems, retention systems, etc. ,to be able to make an informed recommendation about how to budget for your own education and development.

However, I would say this: Nearly every school that I work with that is struggling invests their resources, whatever they may be, poorly. Typically, the owner spends nearly all their energy, time, money, focus, blood, sweat and tears on one small fraction of what it takes to operate a successful school. They focus almost solely on their physical martial arts development, and almost nothing on learning how to create a better business and more professional school.

I agree with Tony Robbins who said, "If you continue to do what you've always done, you're guaranteed to repeat the results. If you do what you always do, you'll get what you've always gotten."

Investing in your own education, improving your teaching, and perfecting your service are vital to growing a school. Refusing to do so, and you literally doom your business to failure. In any business there is no status-quo. You are either growing or dying. When you're green you grow, when you're ripe, you rot.

So far as not being able to find $199 to invest in your business development, that's truly frightening for your school, your family, and your students. Frankly, if you're running a business that your family depends on, and you can't find $199, you simply can't afford not to attend the Extreme Success Academy coming near you.

In just one of our sessions, I'll be showing you how schools all over the world, teaching virtually every style under the sun are enrolling 30-plus new students per month. I'll be giving you the blueprint and the step-by-step instructions to launch the 12 Marketing Key-Stones that are guaranteed to add 15 to 30 new students to your school EVERY MONTH. Hundreds of schools all over the country are proving it works today and everyday.

I think Benjamin Franklin said it best. "Empty the coins in your purse into your mind and your mind will fill your purse with coins."

And, I'd add if you refuse to do so, and you condemn yourself to sure, certain failure.

I truly hope to see you there, Craig. We've made this event as affordable as possible for school owners just like you.

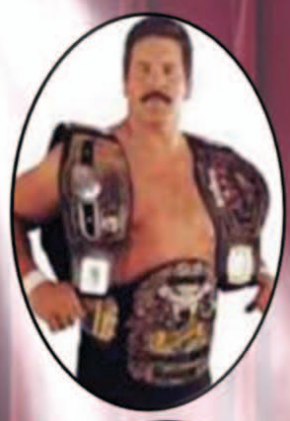
Toby Milroy



Don't Wait Until the End to Reach Out for Help

I sent out a mailing about a letter I received a letter from a Master Instructor in California. This gentleman ran a school in central California for 22 years. He was an 8th-Degree Black Belt, a Master Instructor, and very well known and a well respected competitor in his youth. He is a highly respected master in his association.

He described to me how he opened a school in 1988 to share his deep love of the martial arts with others. He wrote, "I felt like I was going to be taking my place amongst the masters and grandmasters of the past, and that I'd be edifying their lives by ensuring their legacy lived on into the future."



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In the first couple of weeks, he had 50 students training in the school and he was making enough money to pay the bills. And, 22 years later, he still had about 50 students training in his school. He had to take a "regular" job at a local factory to support his family and help support the school expenses from time to time. After 22 years, he said he had to close his school mainly because of the poor economy and the UFC diving martial arts a "bad name."

This letter deeply affected me because there is no reason this man's school should not be growing and thriving if he had mastered the three fundamentals of running a martial arts school. I was not the only one affected by this story. We got a number of very interesting responses and here are some very powerful letters.

"I read your stuff, but a lot of colleagues in my community truly can't stand you guys."

Dear Mr. Milroy:

Too bad he finally broke down and came to you after he went belly-up. I've seen this quite a bit in Chicago over the last few years, too. Hope it works out for him and he makes a comeback; he seems like a good man. But from the sound of it, the economy didn't do him in. Bad judgment and bad planning did.

Did he ever read a book on business? Take a class? Make a plan? Too bad. You, Master Oliver and others at NAPMA have written some good stuff. Any one of you could have saved this guy's business. His kind of model is right up your collective alleys. I personally like fellows like you and Oliver. I am in the DTI business (defensive tactics instruction). I don't teach a traditional martial arts or sport style, just self-defense.

One of the three DTI organizations to which I belong has a blog forum. I was pretty enthusiastic coming back from a DTI summit they sponsored, and was invited to post on the forum. People were asking me about the civilian retail business aspects (I used to manage a commercial gym). I am no expert on that since I now teach in the government and non-profit sectors which do not lend themselves particularly well to benefit from the advice of organizations like NAPMA, MAIA, etc. (Different animal kingdom). So, I mentioned you published resources on that aspect. The moderator just about grabbed me by the back of the neck and stuffed my head in the toilet.

He and others assailed your organization and Century/MAIA with expressions of utter disgust. (I must warn you. Some were quite ignorant IMHO. I have deleted their snarky expletives out of common decency and respect for who you are and what you do). Common threads posted (spelled: p-e-l-t-e-d) at me were:

"Those guys represent the dinosaur martial arts scene of a bygone era of Karate Kid, Ninja Turtles, point-fighting, kata dancing and fad-chasing." (That was the moderator who snapped this back at me — rather immoderate if I dare say.)

"I don't need to learn how to be a low-cost daycare operator for a bunch of snot-nosed-whiny-spoiled-ADHD, Ritalin-junkie-yuppie-larvae." (Met that jerk at the DTI camp and wouldn't want him around kids for five seconds.)

"We are not in the chop & block McDojo business where people wear oriental pajamas and bow to Asian or foreign flags." (Racist in overtone — wondered if they wore white hoods in his school and saluted confederate flags instead.)

"I don't run a storefront business waiting around praying to make rent. I chase down quality clients where they are." (Well, bully for you, man)

"I teach REAL self-defense, not martial arts. Martial arts are two words of utter profanity that I never use in marketing. They are the kiss of death." (Down right arrogant.)

"My goal is to be useful and utilitarian. Martial arts type of marketing promotions attract the wrong kind of clients: kids, parents who want cheap babysitting, MMA cement-heads and people who just don't have the money to do business with me and waste my time." (This one was quite elitist — claimed to have a well-heeled clientele.)

"You can't package and sell our stuff to the martial arts crowd because the first time they get trashed (but not injured) in one of our isolation drills, their egos won't let them come back." (And trust me, that guy knew what ego is all about).

I could go on, but I think you get the point. Not that you should care, but what they said they wanted instead were:

- Ways to attract and retain the professional adult market clientele.
- Ways to reach the 28 and up professionals who are stable, goal-oriented, and will stay with a program without getting bored.
- People who have money (yeah, I know LOL) to afford a premium service in spite of the uncertainty in the economy.

I don't plan to go on that forum again — ever. What bothered me more than their snarky attitudes was the chance that maybe, just maybe, under all that rudeness they might have some points to make from where they see and experience the business. Not saying they are going about it with utmost professionalism, but it is a members-only forum where people tend to let their hair down and drink their cocktails while they type.

If you have a book you have written or are planning to write on marketing, and program development to the adult professionals demographic market, I am all ears. In spite of what the nay-sayers are nay-saying, I think you have an educated opinion on this.

BTW: Some of the (more polite) operators in this group said they don't get their advice from martial arts industry pros because they do not consider themselves purveyors of martial arts. They maintain their business model is based on a different paradigm. They are listening to speakers and writers from the health/fitness/wellness industry. They seek out advice from writers on fitness club management, the personal training business, and the seminar & consulting business.

Personally, I do not limit my scope. Good advice can come from anywhere, and I think people like you are very relevant and have something to add. If you write another book, do let me know. Thank you for your time and consideration.

Patrick Gavin

LOT'S OF THESE FOLKS FALL IN LOVE WITH THEIR "STYLE" AND NOT ENOUGH WITH THEIR CUSTOMER (STUDENT)!

Yes, Patrick, I frequently encounter folks who fit this "profile." And, yes, they are missing the real point.

There is NO difference in what we teach, and accomplishing the goals you mentioned. Our philosophy is choosing the market you want, then build the processes and systems that can serve them, solve a problem they have or want to avoid, and in return compensate the school owner well.

We have coaching clients who teach anything from hard core MMA and UFC Trainers, personal protection, defensive tactics for police departments and security forces, and virtually every style of martial arts under the sun.

And, yes, your perspective is exactly right. I choose to teach them how to attract the clients that they really want to have (as you identified, stable incomes, stable in the area, enthusiastic about attaining a given objective, etc.) which is why it's most common for us to teach commercial school owners how to penetrate the upper middle class family market. Certainly, there are other market segments that are just as or even more viable.

You've got exactly the right concept — go find a market that has a need, the desire and willingness to fulfill, the capacity to compensate you adequately, and go fill that need. It's as simple as that.

Toby Milroy

Stephen Oliver Saves Lives, Not Just Businesses

I don't mean to bother you and I don't even know if you answer your messages, but I want to let you know that I really owe a lot to you. I'm not some martial arts millionaire or multi-school owner. I'm just a guy starting over. I closed my school in Waco 2008 and it broke my heart. But, luckily, I had a small plan. I had years — and I mean years of your old business stuff, from seminars recorded to teleconferences, notes from Frank Brown, past coaching stuff, etc. Well, I got a job driving a school bus (don't laugh!), but in my morning and afternoon trips I listened to everything for two years.

Now I am on my way back. I have a TV show on Time Warner, and I have a new small school in Mcgregor TX. I also interview businesspeople of all kinds through the Internet. I used to be on 94.5 FM in Waco. Again, I'm not a millionaire, but I'm a guy on my way back to life. I bet you take for granted how many people you help. I'm not asking for nothing except for you to realize that you have not only saved businesses, you have saved a life.

Robert Barnes ■

TRUTOPIA The Taekwondo Philosophy

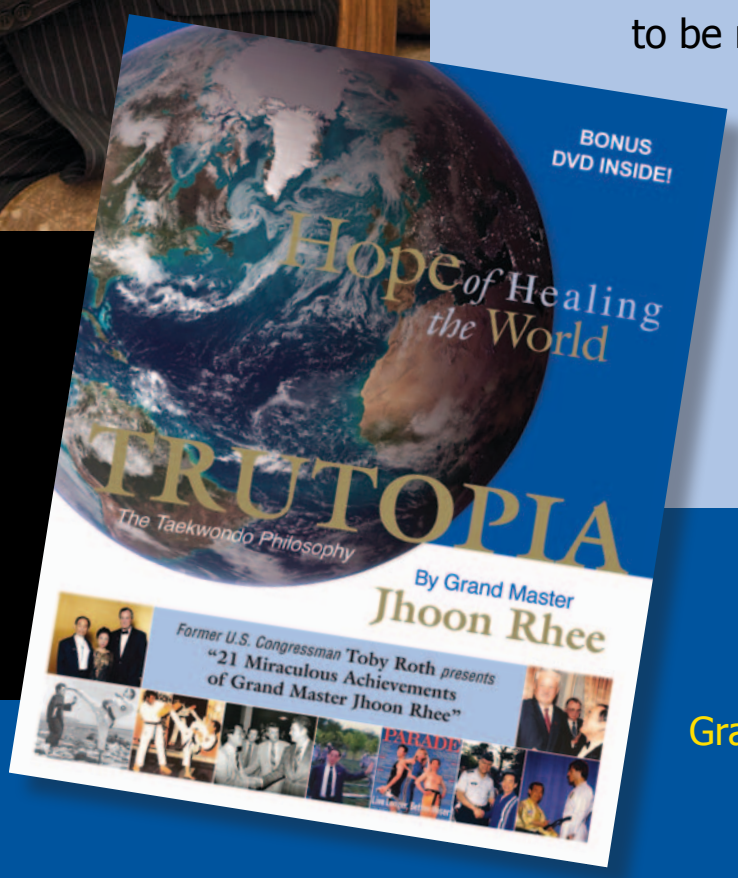
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NAPMA News

Peak Performers and Inner Circle Learn to Add $100,000 to $200,000 in November–December 2011!

One of the most valuable ways you can invest your time is the mastermind effect — surrounding yourself with positive, focused, sharp people, all rowing in the same direction, with a competent guide. NAPMA is blessed to have a fantastic team of Inner Circle and Peak Performers members with the most competent guide in the martial arts business. Grand Master Stephen Oliver has helped more people become martial arts millionaires than anyone else in the world.

If you are part of the NAPMA's mastermind groups, on November 3rd through the 6th, we're going to lock the door and spend two intense days focused on your business. We'll be reviewing your essential stats and checking your benchmarks to create a more substantial and positive impact on your business and in our collective communities.

This retreat is a great way to re-energize, re-focus and renew your strategy for building your businesses and serving your students and community. This is powerful opportunity for the mastermind effect we often talk about, but is real with this retreat of the best and brightest school owners in the country.



Beautiful Keystone Retreat in Colorado is home to the Inner Circle and Peak Performers Retreat.

The Inner Circle and Peak Performer retreat will be held at the ski resort are at Keystone, Colorado, near the beautiful and inspiring mountains of Colorado.

Bring your essential stats and progress benchmarks and be prepared to get down to the nitty gritty details of your progress since the last meeting. We'll zap the gap on your opportunities for increasing your success.

NAPMA is extremely proud of the accomplishments of its Inner Circle and Peak Performers members that boast some of the best retention and renewal rates in the business. Many of our members have attrition rates as low as 2.5 percent. We're talking about some of the sharpest and most focused people you'll ever meet.

What is most extraordinary about this team of super-owners is their passion for the martial arts and commitment to excellence. The Peak Performers and Inner Circle have schools that represent the full spectrum of martial arts styles as well as target markets of the family and adult client base.

It's not too late to join this team and pull your numbers together for the next meeting. Preparation is required because if it can't be measured, it isn't real. Contact Bob Dunne at 727-540-0500 extention 202, or visit NAPMA.com/Private-CoachingSession for more information about how to make application for this elite mastermind group.

Financial Power Summit Tour Ends with Visit from Grandmaster Jhoon Rhee

The Financial Power Summit concluded it's very successful tour in Washington, D.C. with a guest appearance by Grandmaster Jhoon Rhee. Grandmaster Rhee dropped by the workshop to inspired and answer questions about his extraordinary success in building an international chain of schools. See page 27 in this issue of *Mastering the Martial Arts Business for a full report with photos.* ■



Jhoon Rhee



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An Extraordinary Success Story with the Mixed Martial Arts Adult Market

Eric Williams and Hai Nguyen run Elite Mixed Martial Arts, with two locations in Houston, Texas. These partners, and members of the NAPMA Inner Circle, have proven there is potential for extreme success with the right combination of Internet marketing and converting leads to students with telephone follow through. With about 650 adults at their primary school, their extensive curriculum includes Brazilian Jiu-Jitsu, Muay Thai kickboxing, cardio kickboxing, boxing, and MMA. In a recent interview with Stephen Oliver, they disclose some of their success secrets.



Eric Williams, five-time National Champion Wrestler and BJJ World Champion.



Hai Nguyen, Muay Thai Champion and BJJ Black Belt.

Stephen Oliver: Eric, you've got quite an accomplished competitive record as well as an impressive record in training other competitors. Let's give our members a little bit of your background.

Eric Williams: Well, originally I started wrestling as a kid. I won five national championships and was training in the Olympic 200 Project, when I broke my neck and was paralyzed for a couple of years. Later, after I recovered, I got into doing karate. I did some Tae Kwon Do, karate, some Moo Do Kwon, and started training in boxing and Muay Thai. Then, in 1993, I got involved in Brazilian Ju-Jitsu. So I've spent a lot of years training in different martial arts. It's something I love and love to share with others. It's made a huge difference in my life. I started teaching in 1993 and was doing that part-time, and then in 2000, I started teaching full-time.

Stephen Oliver: You're fairly accomplished with Brazilian Jiu-Jitsu as well. Let's not be too shy about your accolades. Give us a little bit of your competitive record in Brazilian Jiu-Jitsu and some of your accomplishments there.

Eric Williams: Okay. It took me 10 years, but in 2002 I received the black belt and I won the Interna-



Hai Nguyen teaching a Cardio Kickboxing class at Elite Mixed Martia Arts with some of his 650-plus students.

ALL PHOTOS © DANNY NGUYEN. USED WITH PERMISSION

tional Masters Black Belt division. And then 2003, I won the Absolute World Championship International Martial Arts Masters Black Belt division and was second in my weight. No, that's the other way around. I won my weight and took second Absolute. And then in 2005, I won the Absolute and took second on my weight. So we have been blessed competitively for Brazilian Jiu-Jitsu as well.

Stephen Oliver: Something else I'll throw in here is that you and your partner are both kind of the second generation of school owners. I put myself in that category, too, but you have a pretty decent educational background. You're from Kansas stomping grounds and you have a degree from OSU. Can you tell me a little bit about your educational background and how it applies to what you're doing?

Eric Williams: I went to Oklahoma State and I was planning on going on a wrestling scholarship until I was injured. I ended up with a Bachelor's Degree with honors in Psychology and Economics. I wanted to do sports psychology and learn how the mind plays into people's lives. The economics degree helped out in terms of helping to run the business.

Stephen Oliver: You bet. Well, let's shift over to your partner, Hai. You've got extensive martial arts and educational and technical background.

Hai Nguyen: Yeah. I started, you know, with Bruce Lee. It helped pave the way, so I did a little bit of kung fu — about eight months — and then after that, I met Eric. I played high school baseball, but kind of lacked the edge on that. So I found Eric in the yellow pages and I was one of his second student. You know, it's pretty fun at about 135 pounds

> *"...there were a lot of things we found at the Inner Circle meeting that we can improve upon and increase our gross and net revenue."*

and the next scale was about 225 pounds, so it was educational. I started training with Eric in Jiu-Jitsu and wrestling. Back in the day, being in Houston, you really did not have a technical background in Jiu-Jitsu and it's kind of like the caveman era. And then we started in 1997 and we really started taking off on the Jiu-Jitsu, it was 1997. Is it 1997 when Pedro came?

Eric Williams: No, 1995.

Hai Nguyen: Around 1995, then we really start taking a hold of Brazilian Jiu-Jitsu and then a lot with that new Muay Thai, JKD. And then, I finished my degree Cum Laude for Managing Information Systems from University of Houston and I got a Cisco certified network associate certificate, but I don't use that much. Similar to Eric, I starting helping out and then went part time at work and then made the commitment to go full time in the classes.

Stephen Oliver: Now your main school is in Houston there, and correct me if I've got the numbers wrong, but you've got about 650 adults, predominantly men, training in Brazilian Jiu-Jitsu or Muay Thai, is that about right?

Hai Nguyen: Well, we're probably about 520 adults and about 90 children. It is predominantly male adults in the traditional arts, but a good cross section for the cardio kickboxing program.



One of Elite MMA's kids showing the desire to be a champion.



Being "One" after a great belt test, participants reinforce the true value of martial arts training.



Eric Williams teaching an Adult Brazilian Jiu-Jitsu class at his 650-plus student school in Houston, TX. He and partner Hai Nguyen, NAPMA Inner Circle Members, are on track for $2,000,000 in 2012.

Stephen Oliver: Right. So you've got a Jiu-Jitsu and Muay Thai program and cardio kickboxing program and then the kids program, which is predominantly Brazilian Jiu-Jitsu.

Hai Nguyen: Yes.

Stephen Oliver: And you also have a second school now. How many active students and what's the primary focus of the second location so far?

Hai Nguyen: The second location has about 185 active students currently and it is primarily Brazilian Jiu-Jitsu, and the mixture is probably about 60 kids and the remaining 125 are adults.

Stephen Oliver: You've got a very robust program there. We just got done with an Inner Circle meeting and following that meeting, if you were going to project forward into the next year —let's just take the one main school — what do you think that school's gross revenue is likely to be by this time next year and where were you right now?

Hai Nguyen: Our gross revenues are running around an average of $80,000 per month right now. We're wanting to do a lot of systems to implement after the Inner Circle meeting. We would like to do double next year. I mean there were a lot of things we found at the Inner Circle meeting that we can improve upon and increase our gross and net revenue.

Stephen Oliver: So to summarize right now, you're running about a million a year. You'll add to the main location by next year, my guess, is $2 million with some tweaks and adjustments. You guys are probably doing a better job than most anybody in the Inner Circle group of driving through the Internet. So let's talk about how many

See **SUCCESS STORY**, *continued on next page*

SUCCESS STORY, *continued from previous page*

new inquiries, how many new intros, how many new students are you getting on average month right now

Hai Nguyen: Well, basically, I would say roughly around 80 to 100 a month. We're averaging from 20 to 25 intros a week, and depending on the month, we're averaging anywhere from 35 to 45 sign-ups. We've gotten as high as about 60.

Stephen Oliver: So 60 is your record and you're averaging about how many per month?

Hai Nguyen: I would say roughly about 35 to 40 — something fluctuating between those two numbers.

Stephen Oliver: We've got to fix that record, by the way. My personal record was I enrolled 36 people in one day once, and I think it was 78 in one month. They're for a different month, by the way, but we're going to get you where you're doing 75 to 80 enrollments a month — double where you are at right now. Your experience so far with the Inner Circle, has it been extremely useful to you?

Hai Nguyen: Oh, it's been a tremendous help. The business aspects and concepts and the exchanging of ideas between the different members is basically like an open source. You know everybody is helping to bring each other to the next level. The Inner Circle is a great connection point to everyone to kind of merge their ideas together and then just see what works and what doesn't work. What did you see from there?

Eric Williams: Yeah. I mean you can get into styles and stuff like that, but at the end of the day, I believe that with a martial art school, we're here to make a difference in people's lives in a positive manner and how you go about that from a system. You know some systems are better than others and that was part of what we needed to learn. You know being with children and adults are a little different animal, but we're always amused because we'll show up in a meeting and you'll be telling stories about things you did and you thought were great ideas. It didn't turn out to be so great and we're always laughing because I spent a year and quite a bit of money making that same mistake. We could have avoided all that by having been in the Inner Circle sooner.

Stephen Oliver: It's all those "seem like a good idea at the time" things, and, you know, unfortunately, back in the 70s and 80s, there was not a whole bunch of people around. There really wasn't those resources. I have some wonderful mentors between Jhoon Rhee and Jeff Smith, but you know the pioneers are always the one with arrows on their backs, right?

Well, there's clearly a huge adult market right now, but I think schools misunderstand what the adult market is. I've talked to a bunch of schools recently who were teaching that kind of stuff and they lament the fact that everybody in the world wants to learn MMA.

As I understand, the vast majority of your students are college educated, adult males who are saying they want to learn MMA. In reality, you're primarily driving them into Brazilian Jiu-Jitsu with



Elite MMA assistant instructor Gustavo Rocha guiding the kids to success on the mat and in life.



At Elite MMA, men and women work together to become physically fit and learn success skills.



Muay thai kickboxing practiced by men and women



Romel Agra teaching a class on the finer points of a Muay thai roundhouse kick



Clint Renfro (Elite MMA assistant instructor) showing the techniques that make Elite MMA so successful.

regular belt tests, regular progress updates and a formal steadiness. Is that correct?

Eric Williams: Yeah, it would be like me wanting to learn race car driving at 200 miles an hour. I get a different perspective with cars two inches away. So, the thing about this is, it's just fun. And you know you want something that's fun, that's palatable and you see it on TV right now. We have professional fighters and amateur fighters, and we have people here that are just wanted to do stuff to have fun, lose weight and have a good time in it. We really see it as trying to teach and provide service to the customer at the level that they choose to participate. You know I'm 46 now. Thai boxing is a little rougher than when I was 20, so it's a little bit different. You know it's got to be something that's palatable to me at where I am in my life.

Stephen Oliver: Well, what would you say is the ratio? What's the ratio of 32-year-old male executives, well educated, who want to train, versus the 20-something who wants to be a professional or amateur fighter?

Hai Nguyen: Probably, you're looking at 5% wanting to be fighters. You know that's just being generous with the number.

> *"...with a martial art school, we're here to make a difference in people's lives in a positive manner and how you go about that from a system."*

And, you know a lot of times, I think some people just come in to MMA because that's what they see on TV and they don't really understand the actual martial arts.

Stephen Oliver: That was my next question. Of the people who are contacting you, what percentage of them really know what they're looking at, and looking for, versus they just wanted to train in martial arts and MMA is what they say they're looking for?

Eric Williams: I believe the bulk of them come in because they have been watching TV. Personally, I believe that martial arts has been around for thousands of years and they have been labelled differently over the years. But, there are some things that work better for some people. Say you're trying to find a martial arts that is palatable to you, that's fun and fulfills what you want to create. You can label it whatever you want, but at the end of the day, there are certain techniques you need for war in Afghanistan. There are certain techniques you need for a self-defense situation in Houston, and a different set in Manila. So, there are different things for different places. We don't get absolute on that.

Stephen Oliver: Yeah. Well, I mean that's what they're looking for.

Eric Williams: That's correct. You're going to be seeing stuff advertised on TV, but you know we see good crossover in the different arts. I remember years ago, I was with I was with "the Wild Bunch" in Oklahoma, and we're doing full contact sparring with no mouthpiece or head gear on the concrete, and we're doing take downs.

Stephen Oliver: Oh, yeah, been there, done that. Yeah, I mean people forget. In the 60s, pretty much everybody started with judo. And that's certainly myself and Chuck Norris and Bill Wallace and you go through a list. Then it became popoular, especially in our country, Tae Kwon Do with Jhoon Rhee. All your early tournaments were mixed martial arts. We did hip throws and supporting leg, sweep and pads. The year I competed, and Pat already won the tournament, he told me they hit 40 ambulance runs that day. It was literally full contact with palm pads on a concrete floor, and it really mixed martial arts with Tae Kwon Do. Bruce Lee was sensational. If you watch *Enter The Dragon*, you see Nogi grappling and the whole gamut.

So the other thing that is new is it's a spectator sport. The UFC, now with Dana White, has popularized it at a new level. It's what BJJ guys are trying to accomplish and never could quite get it popularized at this level.

So let's talk about how you generate 80 to 100 intros a month now? So I know you're predominantly focused on getting the traffic from your website, so let's give them two or three keys, what are some of the things that you're doing and your website is what, Elite-MMA.com.

See **SUCCESS STORY**, *continued on next page*



Elite MMA's Baytown location is located inside of the local mall.



Hai Nguyen training one of his students for an MMA fight.



Mixing up the Kickboxing classes with resistance training.

SUCCESS STORY, *continued from previous page*

Hai Nguyen: Elite-MMA.com, yeah.

Stephen Oliver: Okay, okay. But most of your traffic is coming from SEO and Pay Per Click, and now Facebook, is that correct?

Hai Nguyen: Correct.

Stephen Oliver: What were you're doing online to target your perspective students?

Hai Nguyen: We had those clicks-thrus and things working but the real shift was when we decided to join the Inner Circle. About eight months ago was really was paradigm shift for us and things just started moving along. And so as far as the technical point of view, it felt like we hadn't been doing anything that much different. You gave a lecture about that gave us insights to using Pay Per Click and just seeing it in action. The point of contact from the website and the phone with me, is the point that I think that tweak really helped us out as far as having consistent traffic between websites.

Stephen Oliver: You know that's a good point. What percentage of your, let's say, Pay Per Click or search engine traffic, ends up going into the website and then calling you, versus registering online?

Hai Nguyen: Right now we don't know. The calls — there's no concrete numbers. I would say we're generating a few thousand clicks a month off the website right now and so more of them calling up.

Stephen Oliver: You know that's okay. But would you say a large portion or a small portion of those who go to your website end up contacting you first by phone versus registering online somewhere?

Hai Nguyen: By far probably about 90% probably call and interact with us.

Stephen Oliver: That's an important number. On these recent seminars, believe it or not, we had pre-registration of the 20 schools and only two of them have answered the phone and then the two that answered the phone did just a horrible job. Spent all their time talking about what style they teach, what are their credentials and what their instructors were and nothing about anything else. So it's so important to realize even if most of your traffic is coming from online sources and you still have to both answer the phone and do it well.

Hai Nguyen: Oh, yeah. One of the key formulations that you have that Eric and myself have so much benefit is the confidence which you had on the sales training. I mean you're confident because you train and guide. When we're training during the Inner Circle, it wasn't you holding a stick and hitting us at the side of the head, you tweak this and that. Just like light bulb hit both of us on the head. Also, I think that is a value and that's at least 100 hours of listening to tapes and I think broken down like two minutes.

Stephen Oliver: You brought up a good point with this. You know I've been doing a lot of one-on-one training, and I find a lot of people who for many years have been a NAPMA member and getting great information on CD or DVD or on the website, they still don't have whatever the missing component to implementing at that high level. And of course, what we're doing in Inner Circle is two components: get everybody in the room and do the mastermind effect, and then, add the one-on-one calls each month to really hone in the priority order. From a standpoint of the coaching process, what do you find valuable about that and what would you tell members as far as they're really looking to double

"If you had a chance to take private lessons with Bruce Lee would you turn it down?"



ELITE MMA

Dear Fellow Martial Artist,

My name is Hai Nguyen, and Eric Williams and myself run a $1,000,000 adult BJJ and MMA school in Houston, which I'm told by Stephen Oliver will be $2,000,000 in 2012. And, you know what? I believe him.

Eric and I are NAPMA Inner Circle Members. I've got to tell you it has been a tremendous help with the business aspects of running a highly profitable school with the exchange of ideas between some of the most intellegent and successful school owners in the country. It's an open source. Everybody helps each other to raise each other to the next level — you can ask anybody anything and you get whatever it is that you need to get from them in a positive manner. The Inner Circle is a great connection point for everyone to merge their ideas together and then just see what works and what doesn't work. It's really the top 1% of the Martial Arts Industry gathered together, facilitated by Stephen Oliver.

One of the key benefits that Eric and myself (and you) have with Master Oliver is just the experience that he has with every level of sales and marketing training. He's trained many staff and school owners, and when he's training us during the Inner Circle, it wasn't holding a stick and hitting us at the side of the head. He'd tweak this and that and then it's just like a light bulb hit both of us on the head.

Working with him is a huge value. He can spend a couple of minutes and accomplish more than 100 hours of listening to CDs and reading thousands of pages of training materials.

Eric and I had followed Master Oliver and NAPMA for a number of years. We kept holding off for years and wanted to join when "the time was right." We cost ourselves thousands of dollars and a huge amount of trial and error by waiting to get started. Last year we made the plunge to go to the Inner Circle meeting. It was just an incredible learning experience. I wish we would have done this years ago and made the jump to be surrounded with such inspiring and powerful people. We receive a huge amount of tools as well as private lessons with Stephen Oliver. I think that's like having the opportunity to take private lessons with Bruce Lee. Master Oliver is the best in the business.

One more note: not only are Master Oliver and Toby Milroy an open book of information, but they are just good people who are willing to give you a hand.

Thanks,

Hai Nguyen
Elite MMA, Houston Texas

Learn More!
Learn more about how you and your school can benefit from membership in the NAPMA Inner Circle Group.
NAPMA.com/PrivateCoachingSession

their results, why they should want to be a part of that?

Hai Nguyen: Well, you know, my opinion is that it's like our martial arts. The fundamentals you can drive too much and just to say then having the level of accountability. I mean it's the same thing we want to provide for our students and that is your fundamental training and the level of accountability to show up regularly. I think that's where we often fail as having this accountability. We found being in Inner Circle and by having these coaching calls that it increased our level of accountability to where we're in action. If you're in action then stuff starts moving. So you never know what you're going to end up with, but you're in action and you start to create results.

In my personal opinion, you can look at material a lot. You can know a lot of things. I always draw an analogy to college. Going to college and then actually implementing what you learn are two totally different things. It's really the same thing with the Inner Circle. It's like first getting the insights that you have and sometimes it's actually implementing the stuff we already know we should be doing. By the end of Circle, and by being on these call with you, it puts us into action and actually doing because we're held accountable.

"It's a HUGE opportunity to avoid having to learn through trial and error, and an opportunity to add $250,000, $500,000 – even $1,000,000.00 to our gross."

ELITE MMA



From One Martial Artist to Another,

As Martial Artists we're here to make a difference in people's lives in a positive manner. Participating in the NAPMA Inner Circle gives us a huge opportunity to learn from Master Oliver's experience and from the experience of many other top school owners. I mean, we're always amused because we'll show up at a meeting and he'll be telling stories about things you did that he thought were great ideas. It didn't turn out to be so great and I'm always laughing because I spent a year or two and quite a bit of money making that same mistake and I could have just saved all that by having been in the Inner Circle sooner.

One thing that we found being in Inner Circle is that the One-On-One Coaching Calls with Stephen Oliver increases our level of accountability. It gets us into action much, much more quickly. Coaching gets us into action. Action gets things moving. You never know what you're going to end up with, but you're in action and you start to create results, so that's one of the biggest benefits from our work in NAPMA's Inner Circle.

Really there are only two things in life with your business, you're either spending money or time. Inner Circle cuts a huge amount of time off of our growth and learning curve. So, I mean the number one key is to save some time and some money and invest in your education with someone who has already been there and has helped others grow their schools successfully. The second key is to get surrounded with other people in the same boat that you're in. Create a Master-Mind group of successful school owners and cut the learning curve way down. That way, you have a peer to peer way of looking at things and you have a hierarchical way of looking at things as well. With the NAPMA Inner Circle we get this leap in education and performance that's incredible.

Eric Williams

You may qualify for a private lesson with Stephen Oliver. Go to **NAPMA.com/privatecoachingsession** and learn more and receive free gifts from NAPMA worth $397.

Learn More!
Learn more about how you and your school can benefit from membership in the NAPMA Inner Circle Group.
NAPMA.com/PrivateCoachingSession

Stephen Oliver: Yeah. There's a great line in the movie, *Good Will Hunting,* with Matt Damon. He's in the bar and he says to the guy, you know you're spending $100,000 in tuition and you could have gotten it with a library card. And the you know, the reality is that the reason you go to college and get a master's degree is not because you wouldn't have access to a textbook, but it's that guidance and mentorship to really internalize it and internalize it at a reasonable phase. Then the reason for an internship or for some other level of coaching beyond that is to really apply it to your career and it is really no different. Just because you have it on a DVD or you have it on a web video doesn't mean you're going to figure out how to intricately apply it in your particular circumstances and see your things rolling. Back to the online traffic, the main source of your traffic right now is with Google Pay Per Click or was it something else?

Hai Nguyen: Yeah. You know it's just a simple Google AdWord. Yeah. I was talking to another member. He wasn't doing anything before and I think just talking in a few months ago. Okay, that's all we're doing and after he did that, things just start clicking. I don't know exactly what's the numbers but he saw a huge traffic.

Stephen Oliver: In fact, I talked to him this morning, and yeah, he had a huge number of clicks. He's had like 27 new students in three weeks. I think he said 90% of them were from his online effort, and, of course, we just did a pretty thorough critique of the websites. We're going to get that to improve for him as well. But, he hadn't been doing anything online, but for the last meeting, to speak of.

Hai Nguyen: Exactly. And you know one of the things we really got earlier this month when we all met in Denver was everybody just pulling up these websites and he was in the hot seat. I guess everybody wanted to do that and it was great because it was so – everybody just kind of pitched in and gave him a real reaction and then he's going to make the correct changes and take the first step to doing the action. The second part, the easiest part, was this advice was already done so you know, I think that really helped. It's going to help them for the next six months as well.

See **SUCCESS STORY**, *continued on next page*

SUCCESS STORY, *continued from previous page*

Stephen Oliver: Well, if I remember they are really kind and gentle and subtle with him or maybe not.

Hai Nguyen: Yeah.

Stephen Oliver: And to me that's the deal. None of us got to be accomplished martial artists whether it's in karate or kickboxing and Brazilian Jiu-Jitsu by having a teacher who didn't correct their mistakes and having a watchful eye of a coach who was showing us how to do it. That's why you know very few people ever master any martial arts by just getting a video series in the mail because without that human interaction, without having peers going through the same process, and a coach to point out what might be obvious to the coach but it isn't to you, those pieces don't work. I mean, that's I think what a lot of managing and developing your school is. You're frustrated and you struggle. Would you agree with that?

Hai Nguyen: Oh, absolutely yeah. That's the key you know that's the underlying foundation.

Stephen Oliver: Now if somebody has a school that's Brazilian Jiu-Jitsu or Muay Thai, predominantly adult focused, what would be three or four key pieces of advice you would give them in order to start approximating the results of where you're at now. What should they focus on?

Hai Nguyen: I think number one is join like a program like yours, Mr. Oliver. There's only two things in life you're doing, either spending money or time. That's the education with someone who's already been there and it gets around to other people in the same boat you're in. That way you have a peer-to-peer way of looking at things and you have a hierarchy way of looking at things as well. So you know you just get this leap in education and performance by just doing that on for a while. If you had Bruce Lee right there telling you exactly how to kick and punch, you save so much more time than having to go through all the trials and errors.

Stephen Oliver: I'm going to use that — what you just called me like the Bruce Lee of the martial arts business. I have to use that one. Maybe a couple of myths that are perpetuated, especially in the adult market, is should you run your martial arts school for adults like a fitness center or like a traditional martial arts school to maximize your results?

Eric Williams: Well, one of our things with our mixed martial arts is that we enjoy a nice life and we attribute that to really having a balance in life in all seven areas. What we wanted was to perpetuate inside mixed martial arts was the foundation of integrity and honesty and respect — the foundation martial arts are built on.

I would say whatever is good for kids is good for the adults.

We're really about promoting God, family and friends; that's the conception about adult market. I think that the bulk of people out there want to have that in their life and mixed martial art is the great way of doing it. We like to run our place like a school. It is actually like a University with expert professors from different disciplines. Students receive a high level of education.

Stephen Oliver: Yeah, absolutely. Now the next thing that people think is that the way to continually improve their gross revenue is by continually adding curriculums and programs, and to create a more complicated multifaceted school. Do you think that's the right answer, or is it to simplify and focus?

Hai Nguyen: Well, yeah. That's what we're in the middle of. Really,

Attention Martial Artists: "Discover How to Double, Triple or even Quadruple your INCOME with One Simple Program that could make you a Martial Arts Millionaire"



Lloyd Irvin
Lloyd Irvin's Martial Arts
Added $250,000.00 to his school after attending the Ultimate Martial Arts Marketing Bootcamp.

Dear Fellow Martial Artist,

I've read headlines like this all of the time from people promising to teach the secrets to making lots of money and how to get tons of students into your martial arts school.

Well, after researching most of them, none of them were what they said they were, except one:

Master Oliver, let me say that this is my headline in describing your "Extraordinary Marketing Course". As you know, I discovered this course while on travel in Brazil, and the rest is history.

I could talk for days about how your program has changed my business. But let me talk about this last event I attended. Just when I thought I had an idea of what was going on, I came to your Bootcamp, and the information that I received was priceless.

At the Ultimate Martial Arts Marketing Bootcamp, I felt like I was in some type of secret organization that is revealing the secrets of success only to a chosen few. I mean, I literally sat at a table with 5–7 Martial Artists who had been running schools for twenty to thirty years and were all Millionaires. They openly talked about what it takes to make millions with a Martial Arts School, what to do and how to do it, and basically laid out everything for you to do. Where else on earth are you going to get that?

There isn't a platform that I know of in the Martial Arts Industry that is open to the public that allows the type of "up close and personal" networking the Ultimate Martial Arts Marketing Bootcamp offers, and I thank you for the twenty-plus hours of "up-in-your-face" proven systems and training.

Yes, I've achieved GREAT success with your course. Yes, I want everyone to attend your Bootcamp. Yes, I will support EVERYTHING you do, but only because what you are doing works. If it wasn't working, I would be off to the next guy claiming to have the secrets.

Many people say they can't afford it. Like I told my friend Joe Priole, "If you can't afford to go, you can't afford not to go". Well, after a year of trying to get him to go, he finally went, and is already signed up for the next Bootcamp.

The price is a drop in the bucket compared to the value you get from your Bootcamp. If you didn't cover any of the material and only set this up as a chance for us to network with the top minds in the industry, it would be well worth it.

What you have put together with this program is simply amazing, and I would be willing to say that if anyone would just try it and implement the concepts, there is no way you wouldn't succeed.

Thanks, and I look forward to the next Bootcamp in Golden, Colorado.

Lloyd Irvin, Jr.

Master Lloyd Irvin, Jr.
Lloyd Irvin's Martial Arts Academy

P.S. This Marketing Bootcamp is a Free Benefit of Stephen Oliver's Caching Program included in the NAPMA Peak Performer's and Inner Circle Programs. Learn about the 2012 "Ultimate Martial Arts Marketing Bootcamp" and receive a Free Copy of Stephen Oliver's Powerful Book "Everything I Wish I Knew When I Was 22" at NAPMA.com/privatecoachingsession — by the way, get a Free Private Coaching Session with Stephen Oliver (for schools grossing more than $30,000 a month), or with Toby Milroy and Bob Dunne.



"If you miss this Bootcamp you are in big trouble. The people who attended this bootcamp last year added $200,000-$250,000 — and, in one case $300,000 — in a single year! Where else can you get that kind of return on your investment?
Jeff Smith, former PKA World Champion



"I would personally recommend this Bootcamp to anyone and everyone interested. I'm so impressed with your program that you may give out my number if anyone needs a testimonial to make them come to your next event. My number is 443-871-2724.
Tommy Lee
East Coast Martial Arts
SBSS Success Systems



"Stephen Oliver is without a doubt one of the most educated martial arts businessmen in America, but that's not the reason I endorse his seminar. What makes Stephen Oliver's marketing seminar the best I've seen is his ability to identify and simplify the critical success factors involved in running a martial arts school, and to teach average school owners who don't have an MBA, or even a college degree, how to do exactly what he and other millionaire school owners have done to become rich. Stephen Oliver knows how to make a lot of money teaching martial arts, and school owners can make a fortune doing what he says.
Rick Bell, author, speaker



"I learned a tremendous amount at Stephen Oliver's Ultimate Martial Arts Marketing Bootcamp.
I highly encourage you to attend, have a great time, mastermind with some of the best minds in the industry — be challenged to take your school to the next level.
By the way, you might just end up being a millionaire!
Tim Kovar



"Last year I was literally blown away with the tried-and-true information you shared with us to increase our student base, our gross, our net and our market share.
Because of last year's Bootcamp, my company had a major jump in quality, gross and net from last year. This year's Bootcamp was even better.
Terry Brumley
Tae Kwon Do University



To learn more about the Ultimate Martial Arts Marketing Bootcamp, visit NAPMA.com/PrivateCoachingSession.

For a FREE Video excerpted from the Ultimate Martial Arts Marketing Bootcamp, and for more about how Lloyd and many other school owners have added $200,000, $250,000 or even $300,000 to their revenue in the past 6 to 12 months, visit NAPMA.com/PrivateCoachingSession or call Bob Dunne at 1- 727-540-0500 Ext. 202.

Stephen Oliver, MBA, Martial arts marketing expert, Mile High Karate Schools, Denver, Colorado.

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Coming in 2012: Learn more and receive a free Private Coaching Session at NAPMA.com/PrivateCoachingSession

the next part of the project we're in with the Inner Circle and with your coaching is streamlining everything down efficiency. A school with 150 is very different than one with 350, and 600 is much different than 350. So it has been, and still is, a little complicated at 650 and that's the streamlining efficiencies you've been helping us with.

Stephen Oliver: With 650 students you want to be grossing $150,000 a month. In order to do that, you want to have incredibly good retention, incredibly good service and not lose track of anybody. And I've always said there's several benchmarks when you open a school. If you're not a hundred students, you don't have any critical mass at all. That's why I always try to do that in the first month with a grand opening. But, the next level is 300, and the systems in place to run a school over 300 and under 300 are very different. Not different than the standpoint of structure, but require an awful lot more focus and awful lot more ability to keep everything spinning and also tracking anybody.

Hai Nguyen: Yeah. That's absolutely correct.

Stephen Oliver: I'd like to share your insights with all the members and show them how you are really developing to that next level. But maybe a couple key takeaway points is there's certainly a big adult market and you can find a whole bunch of them online doing it properly. One of the things that we are doing with you guys is a series of webinars that would be tracking the Inner Circle members. We're going to do Pay Per Click and Facebook and Bing and site designs to have the kind of results that you're having across the board. We accomplished that with several other guys and had major, dramatic impact. What we wanted to focus on is showing people how to have a high volume and high net income location and at the same time not lose site of the two martial arts school.

Hai Nguyen: All right. Yeah. The martial arts.

Stephen Oliver: Any last words of wisdom to share with the gang, guys?

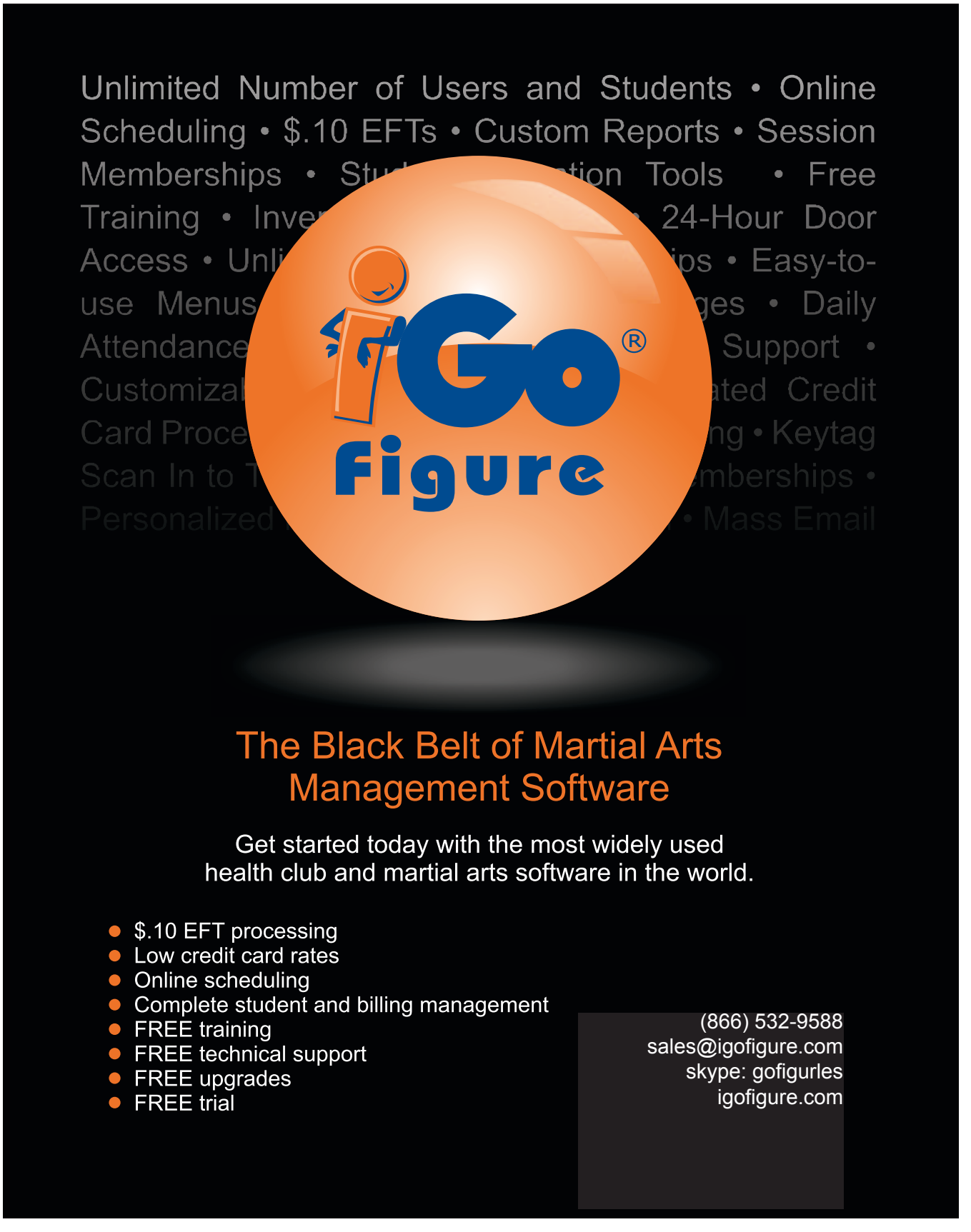
Eric Williams: We just want to thank you and thank everybody out there. This is our industry. Sometimes I think that we as martial artists don't put a value to ourselves for the level that we make a difference in the world. And you know I just want to encourage everyone out there, making a difference in the world, supporting one another inside of that, and then being compensated both emotionally and physically, and financially for our contribution.

Stephen Oliver: It's so easy to lose track and turn this into something that's only physical and forget about the huge emotional impact that we have on people. We have our lives and ultimately the success skills we teach that carries over whether it's a 25 year-old adult male or 45-year-old woman or a 6-year-old girl. Each of them have a huge impact from martial arts training if we do it right.

Hai Nguyen: Yeah. Our staff thanks you as well, Mr. Oliver and another key thing was just getting everybody involved in making a higher facility. Thank you a lot.

Stephen Oliver: You guys are going to have the world record highest grossing school in the world here, I think, in 2012, so we're going to be hard to work on that. ■

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MILE HIGH MAVERICK:

Adult Lessons Done Right...



I've worked recently with hundreds of school owners in small groups and on one-on-one coaching calls, sparked most recently by the Financial Power Summit seminar series, the Extreme Success Academy World Tour, and my private coaching with NAPMA Peak Performers and Inner Circle Members.

In our interview this month with NAPMA Inner Circle Members Eric Williams and Hai Nguyen, we describe a $1,000,000 school (that I'm convinced will soon be $2,000,000.00, if I have anything to do with it), that focuses on adult men.

They do it right, and are quickly, with my help, moving to higher and higher levels of student retention and service, and rapidly growing their average student revenue. There's a common theme with my interaction with hundreds of schools in the past few months. MANY, if not most schools, who move into the adult market in general, or into MMA in specific, "miss the boat" and fail to create a truly profitable business.

There's a couple of key concepts that I'd like to share here for you.

First, there is a HUGE market of adult men looking to train in martial arts. Many of them search for or ask for MMA. For the most part, they really don't know what they are looking for, and certainly don't want to be a fighter.

STEPHEN OLIVER NAPMA CEO



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

Second, it's extremely useful when running a business to focus on prospective students who will be consistent and are likely have the ability to pay a reasonable tuition and contribute a reasonable amount towards lessons. You'll notice in this month's interview a very specific focus on adult men, 28 years old and up, who are college-educated professionals. That's intentional. That group creates a lot more stability in your school AND are more likely to pay their bills and have the resources to pay a higher tuition.

Third. Ultimately, all students at our school are looking to go beyond just the physical. They are looking for building confidence. They are looking to develop high quality mental and emotional skills that will carry over into all areas of their life. In the adult market, you typically attract new members with an emphasis on the physical, and then keep students long-term by a wider range of benefits.

Fourth. For the adult men market and adult women's market you can create a high value and high tuition program. You can (and should) create an upgrade tier of programs, regardless of whether you are teaching BJJ, MMA, or Cardio Kickboxing.

Finally, we can teach you to generate hundreds of students for the adult market from online marketing primarily. I literally "wrote the book" on internet marketing for martial arts 11 years ago. Much has changed, and we're on the leading edge. I'm coaching schools internationally on how to maximize online results and flood their schools with students.

A Few Myths of the MMA Market

One is that prospective students know what they are looking for when they call you or arrive at your Website. In reality, 95% don't know BJJ from kickboxing from the sport of MMA. They may have watched UFC and some other events, but ultimately, they just want to be trained in the martial arts. You can easily guide them into a correctly structured program that will really develop their skills and capabilities properly.

> *"Many, if not most schools, who move into the adult market in general, or into MMA in specific, "miss the boat" and fail to create a truly profitable business."*

The next myth is that you can't charge $200, $400, $997 or even $1,297 a month for segments of the adult market. If you create HIGH value and attract the right students, then you can create high average revenue per student.

Another myth is that traditional instructors must shift to MMA to survive. That's not at all true. There are VERY successful family-oriented traditional martial arts schools that we work with in NAPMA's Peak Performers and Inner Circle groups. I also work with schools that promote MMA, Krav or Kickboxing who are, in reality, traditional martial arts schools in most every aspect.

The final myth is that all segments of the adult market have high turnover. If you run your school like a fitness center, then you'll have high turnover. However, if you structure a high-value martial arts school environment with regular attendance, consistent progress updates and high quality student service, then you can retain adult men and women for a year, two years or to Black Belt and beyond. The lessons of VERY SUCCESSFUL schools have commonalities regardless of whether you teach 4-year-olds or 50-year-olds, and everything in between. ■

NAPMA BUSINESS SOLUTIONS:

Creating a "Systems-Driven" School that Produces Consistently-Successful Results



One component of NAPMA Maximum Impact membership is our solution to help you smoothly implement professional management systems. The Black Belt Reports are instructional materials that systemize your efforts to train your staff, and to consistently communicate the true benefits of martial arts training to your students.

One of the major problems that you'll have in any business is speed of implementation. The opportunity that we all have as entrepreneurs and as business owners, is mastering the skill of implementing quickly. One of my favorite quotes from George S. Patton is "A good plan violently executed now, is better than a perfect plan executed next week."

The Black Belt Reports are a way for you to implement tested and proven strategies to create a business that provides for you and your family's future, and offers extraordinary value to your students. Every month you'll receive the Black Belt Reports in your member materials that includes the *Words of the Week, The Gold Team, Black Belt Management* and *Black Belt Marketing*.

More than 70 percent of martial arts students are under 14 years old, so most of you are dealing with families. This is a demographic of upper, middle class families who have a stable income and they make very stable customers.

If you have a different target market — like the adult fitness-oriented demographic — all of these strategies still apply to your school. We have members that run MMA programs, tai chi, kung fu and jiu-jitsu schools. You name it, and we have a NAPMA member that runs it. All the ideas and principles discussed in the Black Belt Reports are universally applicable with minor adjustments.

"Done for You" Character Lessons

Our *Words of the Week* program was designed to help you train your staff to get a character skills curriculum up and running fast. What we know is that the physical kicking and punching is probably the least valuable piece of your program when it comes to dealing with families and children. What parents really want when they're enrolling in a martial arts school is how to have higher self-esteem, how to make better choices, how to handle difficult situations and how to be more focused in their goals.

Parents also want their child to have fun so they don't have to drag him to lessons. They want this to be an entertaining experience for him. But when it really comes down to it, there's a specific benefit that they want to accomplish through your program. The Words of the Week delivers this benefit.

Using these reports, you, your instructors and everybody in your organization learn the right vocabulary with a few minutes of review. Then, they can clearly and consistently communicate those benefits to your students. The steps are simple. You give the report to your staff members to read and memorize during your staff meeting. Then post it on the clipboard in the front of the classroom. When it's time for your two or three minute mat chat, instructors can just pop it right off the clipboard and follow it as a guideline.

For example, a recent edition Words of The Week was about leadership. You have four weeks worth of material with four different quotes, one for each week. The quotes may be from a former president, a famous historical figure or leadership expert. In this case, there's a quote from John Maxwell, Peter Drucker, Napoleon Bonaparte and Theodore Hesburgh from Notre Dame. There's an adult version and a kids version of each lesson. This particular edition talks about leadership. The John Maxwell quote says, "Leadership isn't a position. It's a process." With each quote there's a summery for how to apply this to your life.



The summary for adults is that leaders aren't born. They're made through a continuous process of learning and growth. No one steps into a career and immediately becomes a general manager or a CEO. Virtually everybody has to start at a lower position and prove his worthiness to be a leader. The kid's version hits the same points, but is tailored to the life of a child with school and peer references.

The Gold Team Leadership Lesson

The *Gold Team Report* was specifically designed to focus on leadership development of your students. Every month, the Gold Team Report will have a piece of curriculum that targets your current instructors and your instructor trainees. In many schools, a leadership program is synonymous with an instructor-training program. The Gold Team Report is designed for current instructor staff and the typical student assistant who may be groomed for instructor certification at a later date.

To use an example from a recent member package, the report talks about how to use positive reinforcement for students who are struggling. It references *How to Win Friends and Influence People* by Dale Carnegie and other expert sources. It talks about how to turn a negative into a positive, how to provide more individual attention to a student and how to make sure that you're communicating clearly the positive benefits to a student.

The NAPMA program is very much focused on creating professional instructors. Mentoring and training your instruction team starts early in by turning a student into a great communicator. The best instructors have a positive impact on your students and they're positive ambassadors for your school.

Black Belt Management Report

The *Black Belt Management Report* is designed to help you focus on one area of school management such as staff management, staff development, taking the information call, handling the intro, conducting the school tour, controlling student retention and much, much more.

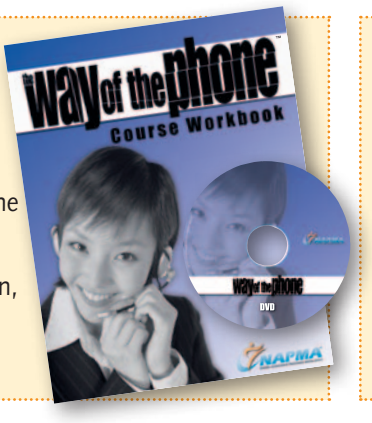
The reason for plugging into NAPMA is so you don't have to reinvent the wheel and to shortcut the learning curve we all experience as martial art school owners. All of the management topics, business practices and operational systems we cover in the Black Belt Management Report have been used in thousands of schools all over the world with proven, immediate results.

The Black Belt Management Report is always focused on one part of a system that all works together

See **SOLUTIONS**, *continued on page 26*

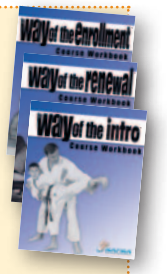
NAPMA Provides the Perfect "Done-for-You" Solution...

NAPMA has proven successful, complete phone scripts, sales scripts, and follow-up scripts at every level, including the phone contact, with our product *The Way of the Phone* series. This resource includes tested and proven scripts for the introduction, telephone, enrollment and renewal process. Check it out at **NAPMA.com** and start seeing results immediately.



More...

Way of the Phone is a part of NAPMA complete "*Way of...*" series, addressing common solutions for schools. Also at **NAPMA.com**.



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CONTENTS INSURANCE TOURNAMENT INSURANCE

SOLUTIONS, *continued from page 21*

to create a highly successful business. For example, in one of our Black Belt Reports we focused on developing multiple revenue sources for your school. That particular edition covered about eight different topics with pointers on how to generate new revenue streams from your existing programs. One good idea from your monthly package can save you thousands of dollars in mistakes and boost your earnings. It's all "done for you" and ready to implement immediately.

Black Belt Marketing Report

The *Black Belt Marketing Report* is an in-depth exploration of one of our proven, successful marketing strategies. One of the reasons NAPMA materials are so valuable is that they have been tested in all types of schools, all sizes, all martial arts styles, solving all kinds of problems experienced by schools all over the world. The management staff of NAPMA actually own and operate multiple locations of schools. NAPMA CEO, Stephen Oliver, owns and manages a chain of martial arts franchise schools all around the world. The strategies and systems that we're discussing with you are ones that have stood the test of the trial by fire and we know are working in today's market, in today's economy, with today's customers.

The Black Belt Marketing report will tell you how to develop a community relationship, how to put in the retention systems all schools need, how to use the Internet to successfully attract students and how to establish the marketing funnels that direct prospects to your school. Everything in this report is focused on the development of leads required to grow a school business using successful promotions to encouraging referrals and everything in between.

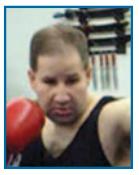
In a recent issue, we talked about the opportunity to work with your local school district and private schools showing you the specifics of how to set up the connections and cultivate the relationships with school officials. We present the information in clear and easy to implement steps.

The strategies and tools included in your monthly member packages show you how each and every interaction you have with your prospects and students is an opportunity. When you install and implement the systems that make the most of those opportunities, you'll see immediate results. The information provided by NAPMA is tested, proven and presented in easy to follow steps — steps designed to increase the success of your school. ■

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

—David Ross, New York, NY

133 new enrollments in 1 month

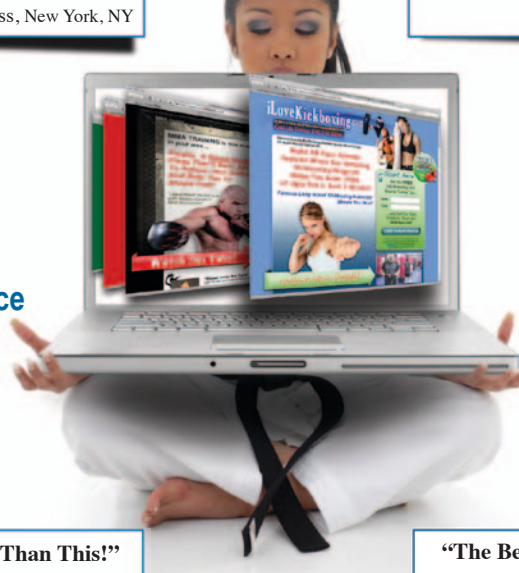
46 enrollments in 30 days

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



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

—Walter Rowe
Johnston, RI



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

"Nothing Gets Me More Students Than This!"



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

—Wallace Cupp
Houston, TX

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Quotable



"**My acting is atrocious, to say the least.** But I've found that it's not acting that people are concerned about — it's your presence. And for me, my presence is synonymous to martial arts. I simply, practice, practice, practice. It's what stopped my boot inches from Dann Gire's face, many years ago. It's a form of art...period."

—Chuck Norris

NAPMA Financial Power Summit

5 Grand Masters Gather in the Nation's Capital to Help School Owners Thrive



Stephen Oliver teaches a packed audience in Washington, D.C. how to add $100,000 per years to your school.



Grand Master Jhoon Rhee being interviewed by his student Stephen Oliver about how to teach character in martial arts.



Former World Champion Jeff Smith and star student Stephen Oliver discuss what they've each learned from running multi-million dollar school operations for the past 30-plus years.



Grandmaster Y.K. Kim facilities the Financial Power Summit Panel of Experts.

The Financial Power Summit concluded it's very successful tour in Washington, D.C. with a guest appearance by Grandmaster Jhoon Rhee, bringing the "Grand" total to four with Grandmasters Stephen Oliver, Jeff Smith and Y.K. Kim also speaking at the Summit. Grandmaster Rhee dropped by the workshop to inspired and answer questions about his extraordinary success in building an international chain of schools.

Master Toby Milroy, Master Kirk Pelt and Master Keith Winkle were also speakers at the final Financial Power Summit on September 10, 2011. School owners seeking to benefit from such a wealth of experience came from Washington D.C., Virginia, Delaware, Maryland, Pennsylvania, New Jersey, New York, Rhode Island, Connecticut, Massachusetts, Vermont, Maine, New Hampshire and North Carolina.

Grandmaster Rhee, a 10th-Degree Black Belt, and the father of American Taekwondo, shared his immense experience running a multi-million dollar organization. He began his business in 1962 opening his first school in Washington D.C. and boosted his success running his famous "Nobody bothers me" commercial with his son and daughter. He received 100 phone calls a days from that ad plus millions of dollars in free publicity. His son, Chun Rhee now runs a school in Falls Church, VA.

The Jhoon Rhee Institute has more than 60 affiliate schools in the United States alone. After many years of growth in the states, Grandmaster Rhee began opening schools in the Soviet Union after the Cold War. He has continued his success with 65 affiliate schools in the former Soviet Union.

Grandmaster Rhee has been a fitness advisor to Presidents Reagan and George Bush, Sr. He was named one of the "Thousand Points of Light" for outstanding service to American Society. For over four decade, he has taught a special class on Capital Hill for members of Congress. Congressman Ike Skelton once remarked, "I might say Master Jhoon Rhee is a national treasure." Muhammad Ali credits Grand Master Rhee with teaching him the Accu-Punch. Ali said, "It's so fast, you can't hardly see it.

Topics covered on the Financial Power Summit also included Grandmaster Kim's "Three Steps to Becoming a Martial Arts Millionaire" and Grandmaster Oliver's "Double Your Income in 90 Days." Other topics included "Boost your Business with Special Events" and "Master Social Media for School Growth."



The Grand Master's and Panel of Experts.

Grand Master Rhee is Grandmaster Oliver's teacher, mentor and former employer. They have remained good friends for many years. His appearance at the Financial Power Summit had special significance as the tour ended with old friends working together to support the next generation of school owners in America in teaching the true value of the martial arts. ■

Character
Respect
Self-Discipline
Integrity
Perseverance
Dedication
Endurance
Courtesy
Honor
Kindness
Honest
Character
Respect
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GOAL-GETTER SERIES, PART SIX
The Step-by-Step Blueprint to Achieving Your Martial Arts Business Goals

Scheduling Your Goals into Your Daily Life Makes Them Real

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

Anybody who has ever learned about goal setting, or goal attainment, knows that you have to set definite deadlines. I think its important to take that another step further because it's not just about setting an arbitrary date that you hope to have things done. It's really about putting enough pressure on yourself to actually get it done. Setting a deadline is accountability.

Tony Robbins says if you envision something it becomes an idea. If you plan something it becomes a strategy. But when you set a deadline and put it on your calendar, it becomes real. I think that's especially true for those of us who have time constraints and have more work to do than time available.

When these things must be done; when your business must be at a certain level; when you have to have a certain number of students; when you have to manage a marketing campaign, a deadline isn't enough. You must also manage your time appropriately along the way with the list and the schedule.

There are two mechanisms to control having too much to do: You can make a to-do list and you can keep a schedule. If it stays on your to-do list and never ends up on your schedule, then it never gets done. It just keeps getting pushed down to the bottom of the list. But, if it's a scheduled activity, then it becomes an action.

It's really a matter of scheduling the time to work on all of the things you need to get done. If you don't, you'll get caught up in the tyranny of the moment. You know what I mean — the latest crisis, that overflowing inbox, the facility that needs a fresh coat of paint. There are always things that need to be taken care of, but what's super important is to differentiate between the things that are urgent, but not that important, and the things that are really important but not urgent.

Milestone Markers

Meeting your goals goes beyond just setting a deadline for having a certain activity or objective accomplished. It's really about setting that deadline and then working backwards and defining exactly how much time it's going to take every day, every week, every month to be able to accomplish that goal. The fundamental step that most of us miss is the process of setting milestone markers to get to that big pay-off accomplishment.

One of the best people I've ever seen in the industry for breaking down the goal is Grand Master Jeff Smith. He has two weekly staff meetings, but also, every morning they have a daily huddle. Each morning they meet for a few minutes and set their daily goals. How many new members have signed for the month? What's the gross revenue so far this month? What's the projected gross? And everyday they set a target they must accomplish.

Let's say you are currently grossing $50k a month but want to be a $60k a month. Every day you must create at least $2,000 in revenue. (If you factor out Sundays it's $2,300 for each day of operation.) Then set a daily goal, a weekly goal, and a monthly goal to meet your objective.

It really helps when you look at it from a staff's perspective. What if I have a $2000 daily goal, but one day they only hit $1800. On the second day, the entire amount doesn't roll over to $2200. You add the $200 shortfall into where you are at for meeting your monthly goal, and divide that by the remaining days.

Setting Priorities

Another piece of goal setting and achieving is to prioritize short-term goal and long-term goals. When you're running a business you have multiple goals. You have goals that are three-month goals, or six-month goals or twelve-month goals, and go on from there.

> *"...what's super important is to differentiate between the things that are urgent, but not that important, and the things that are really important but not urgent."*

Steven Lovey always says, in *The Seven Habits of Highly Effective People*, that those things that matter most should never be at the mercy of those things that matter least. That's really how you have to define those things, I think that's how you have to define the prioritization of these things. The things that are going to get you closer to your goals faster have to take precedence.

Dr. Chad Helmstetter says that by the time we're 18 years old, a child has heard the word "no" 148,000 times on average. Parents do that to keep their children safe because they don't want us to get burned on the hot stove, or to stick the keys into the electrical outlet. Unfortunately, it gives us a lot of reasons why we shouldn't take risks, and teaches us a lot of self-doubt.

What happens is you're always fighting this battle between fully engaging in what you know is going to get you closer to your goals, and engaging in things that fill up hours but are more comfortable for you to do. We're always fighting this internal battle between what's comfortable and what's easy, and on the other side of the fence, what's actually going to get us closer to our goals. Is the coupon booklet ad guy at the door, or the broken pipe in the bathroom, or the parent who is irritated about something going to help you reach your goal? All of those things, while part of running a business, take you away from the most important thing in your business - meeting your goal.

Instead of going out to attract the next new student a lot of martial arts school operators would rather go to Office Depot and buy paper because that's more comfortable for them. It's easier, it takes up a bunch of time, it makes you feel like you accomplished something with your day, but you really didn't. You really didn't contribute anything to your end result of meeting your goal.

Zero-Based Thinking

Master Oliver has a great system called zero-based thinking. He instilled this habit in me, and a lot of other people. Every morning he recommends you sit down with a blank legal pad and spend 30 minutes clearing your thoughts until you get to zero. That's why it's called zero-based thinking. If you can't do it every day, then do it at least once a week.

See **GOAL GETTER**, *continued on page 32*

TOBY MILROY NAPMA COO



Toby Milroy is a 5th-Degree Black Belt and one of the rising stars of the industry. This veteran successful school owner, multi-school trainer and facilitator, author, business coach and self-described "compulsive entrepreneur" brings expertise from dozens of outside industries back to the Martial Arts Community for the benefit of school owners all over the world. He can be contacted through **NAPMAFreeOffer.com** or **NAPMA.com**.

The No-Excuses Success Attitude of a Champion



Championship Goals

JEFF SMITH
DIRECTOR OF INSTRUCTION
FOR MILE HIGH KARATE

The biggest problem with most school owners, or instructors, or program directors, or managers running schools, is they don't have a vision. They have never made much money at their school, so they don't think it's possible. What I learned from my experiences as a world champion competition fighter is that everybody looks to have an excuse for failure. But, the champions know it's much easier to work to succeed, and then you don't need an excuse.

When I would lose a tournament and I might have gotten a bad call from a judge, I would never say to myself, "Well, there's no way I could win because the judging was bad and no matter how hard I worked, the judges were going to cheat me or not give me my points."

I started competing with the explanation to myself that I would train harder. I found over the years that you get good calls and you get bad calls. If you don't complain about good calls, then you can't be complaining about the bad calls.

It's best to focus on the things that you can control and not the things you had no control over - like judging or the tournament rules. You can't be a champion with the attitude that you are being treated unfairly. You can't go to a tournament and say, "Well, that wasn't fair because they were kicking the groin." Then you go to another tournament and say, "Well, that wasn't fair because that tournament gave two points for a kick and this tournament only gives one point for a kick." Or, "That tournament didn't allow face contact and this tournament did."

I never had somebody walk up to me carrying a first place trophy complaining about all the bad calls the judges made on the other guy. When you have a no-excuses attitude, you've got to realize sometimes the bad calls go for you and sometimes they go against you. The only solution in competition training is to go train harder so that you're less likely to miss anything.

The principles I used when I trained to become a world champion, I have used to help make my schools, and the schools I've worked with, become successful. And, that is a NO excuses. The truth is many people would rather have a good excuse than good results.

What's so funny is that a lot of people think that karate is really different now than it was years ago when I started my schools, but it's not really that different. The old principles of business hold true today. The first thing is that if you're going to run a service business, you have to make sure you offer what people want to do.

If you're not getting the numbers

See **SMITH**, *continued on page 32*



The Power of Focus

Our topic this month is about Focusing on Prosperity and how to harness and use your focus to support you in your journey in life to be serious about creating Prosperity, no matter what is going on in the outside world.



The Success Coach

LEE MILTEER
NAPMA INNER CIRCLE AND PEAK PERFORMERS COACH

Allow me to remind you that people who manifest great things seem to have laser beam focus. People who never seem to finish anything or even get things off the ground seem to have a shotgun type focus because they are easily distracted by shiny objects, new ideas, and different directions daily. They never make much progress with their goals because they change directions so often.

When you program yourself to have Laser Beam focus with your life energy, you will manifest your goals faster because of the intense energy and focus you will expend toward those goals.

Destiny is not a matter of chance; it is a matter of choice and what you focus on.

I am going to share with you information to assist you to FOCUS on what you want to manifest in your life and to stop FOCUSING on what you do not want. There is a universal law: what you focus on expands. This seems like common sense but clearly, by the results most people get, it is not common knowledge.

Most people have been trained to observe conditions. If you are observing good conditions you feel good and if you observe bad conditions you feel rotten. There is a problem with letting the outside world determine our inside attitudes because if we allow our attitudes to suffer, our external world will also mirror those thoughts and feelings.

Our goal is to focus on what we want to create, not what outside conditions may exist right now. Our future will be determined by the thoughts and actions we take today. What we decide to focus on will show up in our life and work. Focus on what is good and more of that shows up. Focus in on what is bad and keep focusing on it and, sure enough, more bad will come! Right now you need to have the skill of awareness of how you are creating your reality.

The truth is that we have no control over the outside world, but we do have control over our thoughts and actions. Since you want prosperity in your life, now is the time to focus on prosperity and not lack.

See **WEALTH**, *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. Learn more at **NAPMA.com/PrivateCoachingSession.**

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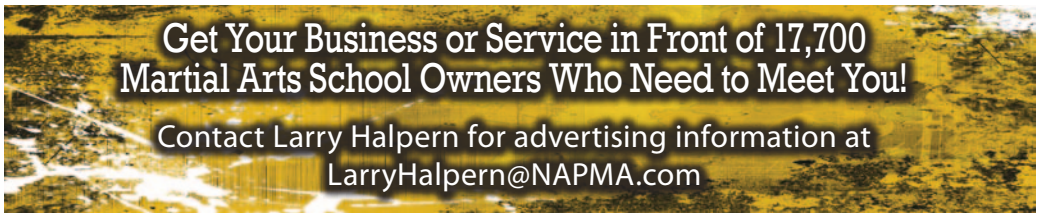
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Coming Soon

More coverage of the new NAPMA Extreme Success Academy World Tour. Continuation of our in-depth interviews with hugely-successful NAPMA Inner Circle members, featuring Dave Inman. The next installment of our **Goal-Setting** series, "List Potential Obstacles" and a new **Mile High Maverick**. All columns are also available at **MartialArtsProfessional.com**.



SMITH, *continued from page 30*

you want, then there has to be some changes made either to your curriculum, your style of teaching or some other part of your service. Believe me, people aren't staying indoors and the kids are not at home doing nothing. Kids are doing things and parents are spending money on their activities. It's just that yours is not high enough on the totem pole because you haven't made it a priority.

You do that by making the program more than just kicking and punching. If parents just wanted the physical exercise, they can sign their kids up for any sport and get physical fitness. What you must do is stop making excuses and take it way beyond fitness and make it about personal development.

If you're not getting enough people through the door, then you've got to change your system of marketing. Don't use the excuse, "Oh, the economy is bad. People aren't buying." Figure out what you are doing that is not working or find the right people, like NAPMA, to coach you.

How do you hold yourself accountable for high-level, champion results? You stop making excuses so you can fail and start doing the work to succeed. You find the resources and expertise to help you grow a world-class school with the no-excuses attitude of a champion. ■

MILTEER, *continued from page 31*

Many of you are feeling frustrated over the sharp economic downturn that the world is experiencing right now. We cannot put our heads in the sand about it and we also do not have to be afraid. We are the creators of our future with our thoughts and actions. Refocus your energy on the fact that you have to be 100% responsible for the results you get in life with the actions you take.

Not everything we do will be successful, but all actions do leave you with results and knowledge of what works and what doesn't work. That knowledge will always serve you.

We have to be proactive to look for opportunities in places we have not looked before and be openminded about new ways to live our life and do business. Maybe you have experienced loss of income or business. Many businesses are being challenged and sadly, have experienced loss of customers, clients, or patients due to the slowing economy. Maybe you feel spooked and are unsure of what is going to happen. Some people reading this may have never experienced a downturn in the economy and may feel overwhelmed by it all.

So let's change our FOCUS it's time to look for new ways to do business and ways to attract new prosperity. It's time to reinvent ourselves! In the long run, the challenging economy can force us to do things we know we should have done a long time ago but were in a state of financial comfort and just did not get around to implementing innovative things such as marketing or introducing new services or product lines.

No one likes it, but it is important to understand the laws of nature. What goes up will come down. This is not personal; it's the way the world works. So when things are not as good as we would want them to be, it's time to do some serious brainstorming and invite prosperity back into our lives instead of sitting around feeling sorry for ourselves. This is not a time for pity parties. What good does that do?

We are self-fulfilling prophecies, so dare to believe in yourself, your abilities, talents, skills, and knowledge. Know and remember that you have always landed on your feet. You are alive right now – yes? You have survived whatever life has thrown at you and you will not only survive but thrive in the future. ■

GOAL GETTER, *continued from page 19*

If you wanted to build the business of your dreams starting today, what would it look like? Do you want control of your time? Do you want to spend more time with your family? Do you want to have more time to travel? Do you want to have more students? Do you want to impact the community more deeply? Do you want to have more financial security? Do you want to have higher gross revenue or higher gross profit? Start out every morning with that in mind and build on what that would look like. Every time you do this, you get a clearer and more defined idea of your goal.

If my objective is to have more time to spend with my family or travel or to have more time outside of my school, then I look at all of the systems that I should be putting in place, all of the staff that I should be training, all of the skills I should be acquiring for myself that will lead me to that goal. I keep these objectives fresh in my thoughts so I am always focused on this goal.

The End Game

So many martial arts school owners work really hard for 30 or 40 years and then realize that they're the only asset that they've created. Consequently, if they're not teaching every class, or at least most of them, the school is not viable. In hard cold business realities, their school isn't really worth anything if they're not there.

If that's not what you want; if what you want is for your school to be able to operate on its own and to produce good, quality students without you physically having to do everything, then every morning you have to sit down with that blank sheet of paper and build the business that does that for you. Think about what you have to accomplish to meet that end result. What skills you need to have that you currently don't? What daily activities must be accomplished?

Begin at the end and ask what is the end result? What is your highest and best purpose? What is it that you want the most? Answer those questions and work your way backwards. Then take action on the things that are going to get you closer to what you want the most.

The Priority System

At my schools, we prioritize the day-to-day business this way:

(1) What marketing must be done to acquire new students every day?

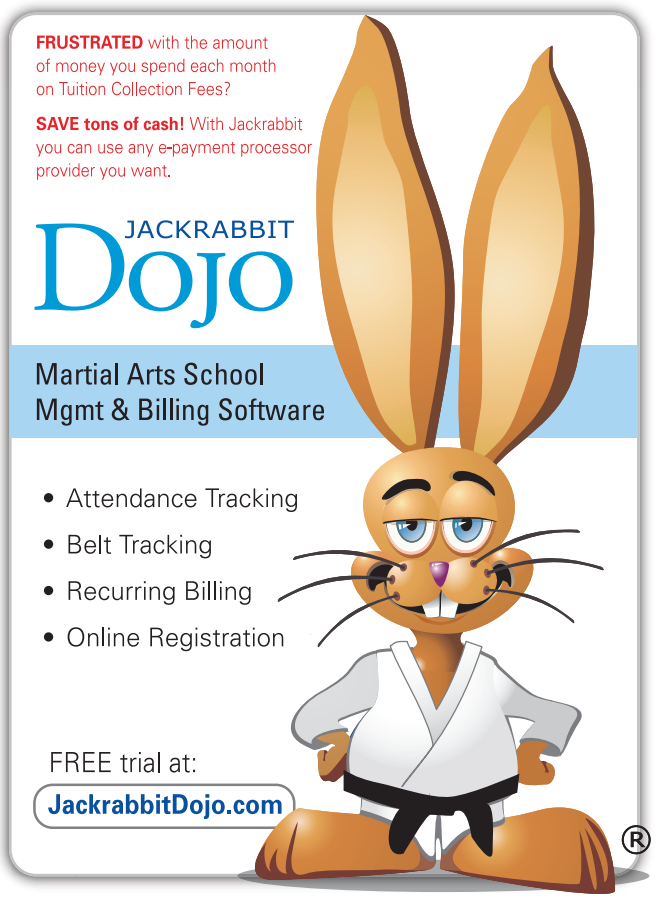
(2) How can I increasing the value of what we offer so that students are willing and happy to pay a premium price?

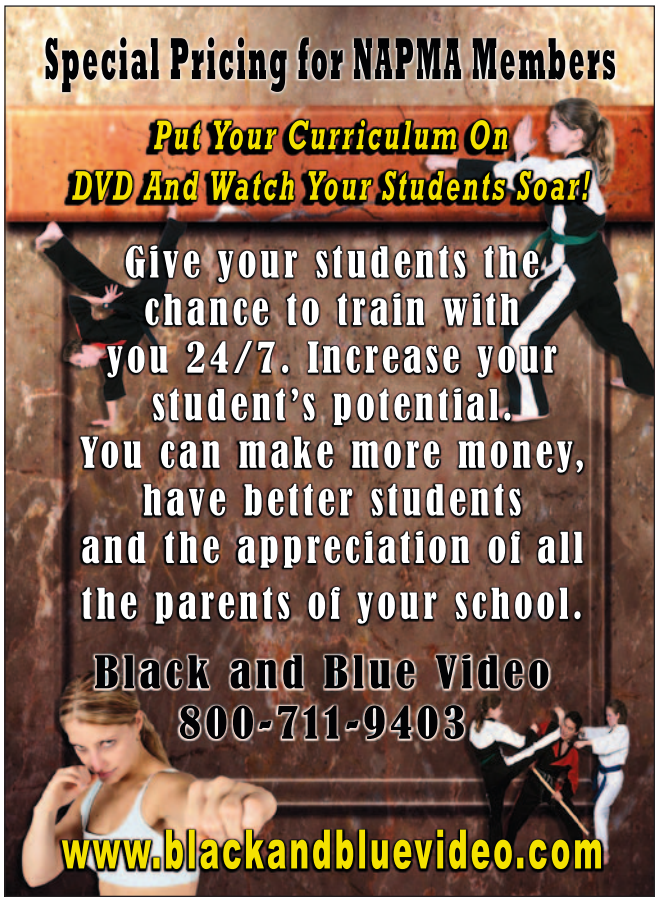
(3) What systems are needed to operate the school without my physical day-to-day presence?

That's something that I had done for years. What I have learned it that when my staff members are on task and I wasn't there to distract them, the school runs better. They're much more efficient when I train them and plan for their continued education. They're much better at executing great classes and great customer service without me in their way. That's what I wanted, planned for, scheduled and prioritized my goals to bring about that result.

That's how you setting deadlines that achieve your goals. ■







The Significance of South Park

South Park had a hard winter this year. No, not the cartoon *South Park*, but Colorado's 10,000-foor-high, 40 miles-wide, and hundreds of miles long grassland surrounded by mountains. It was March, and I was driving across South Park on my way to Montrose. The trip takes close to five hours from Littleton so I had plenty of time to think. This high plain with rolling hills and miles of grazing land is tortured by freezing winds and drifting snow every winter, but this winter was remarkable with blizzard after blizzard.



The Heart of a Student Athlete

KARL MECKLENBURG
SIX-TIME PRO BOWL NFL PLAYER AND MOTIVATIONAL SPEAKER, AUTHOR

This is big game country, and with so much snow the deer and elk that had been hit by cars through the winter were quickly buried and preserved. Now that the snow was mostly gone, many carcasses lined the road and were irresistible to the feathered scavengers including the jays looking for bugs. Up in the park the ravens, vultures, and eagles fed on the road kill itself.

I am struck by the enormity of South Park every time I crest Kenosha pass and see it spread out before me. The Middle Fork of the South Platte River winds back and forth through the pastures down the center of the Park. For every mile it travels down the valley it must wind for five miles. During the short summer up here this is pretty country with enough water to grow lots of grass and more. The purple irises called blue flag fill the valley in June and the yellow blooms of Potentilla bushes line the Middle Fork through most of the summer, but March is the ugly time of year. Repeated freezing and thawing leaves gray mud, or frozen gray mud and what's left of last years grass. Patches of crusty snow spot the landscape and snow showers will still blow through regularly. This is a hard cruel time for people and animals alike in South Park. Only the scavengers do well before the summer grasses fill the valley.

As I passed the elk warning sign at the bottom of Kenosha pass I ran into a South Park traffic jam. I was going at least seventy miles an hour but the pickup and the vehicle in front of it were doing about fifty.

I could see a mile of empty road past them so I didn't even slow down but slipped into the oncoming lane of the two lane road and zipped right past them. As I passed I saw that the pickup truck carried only the driver and the front vehicle was a hearse. I had just buzzed a very short funeral procession. A combination of the bleak windblown landscape, the twisted and picked over road kill that lined the road, and the extra time that I had to dwell on it, kept bringing my mind back to that hearse with only one car following it. I had to slow down to go through Fairplay and noticed that the furniture and antique shop hadn't survived the winter either and was up for sale. Who would only have one person at their burial? It was as if I had seen the dream of Ebenezer Scrooge, but this was no dream. A body would be buried today in this desolate wind blown place with only one witness.

As a motivational speaker I spend much of my time writing and speaking about success. We all go through down times; the marches of life, but successful people overcome these obstacles and continue toward their desires. Had the dead man taking his last ride across South Park been a success in life? I don't think he could have been because success takes teamwork and leadership. As a team leader you think we instead of me. With we as a focus, lifelong relationships are formed. With we as a focus you can move beyond success to significance or as some people call it legacy building. I was thinking about this when I drove past some cows and their very young calves further down the road outside of Salida.

The mothers, each with a brand on their hip and a green plastic rectangle clipped to one ear, stood and chewed their cud, or tried to graze on what was left of last year's grass. Many of the newborns slept on the bare ground between the crusty snow patches, but some of the unmarked calves ran and played, thrilled with the prospects of life on South Park. I saw aWestern Blue Bird land on a fence post and a pair of Mallard Ducks in the Arkansas River. Maybe summer would come after all.

Springtime in the Rockies is a strange mixture of the futile and the promising. The little calves reminded me of the last day of the ski season at Winter Park. My family and I skied down the melting snow in sixty degree weather through a migration of Painted Lady Butterflies. They were passing through from California and were so thick that you needed goggles to keep them from getting in your eyes.

Seasons of futility come to an eventual end and so do seasons of plenty. Change is inevitable, but you will always have people who care about you if teamwork and leadership are priorities for you and become part of who you are. ■

KARL MECKLENBURG FORMER NFL ATHLETE
Read more about Karl Mecklenburg's perspectives on leadership at **MartialArtsProfessional.com**

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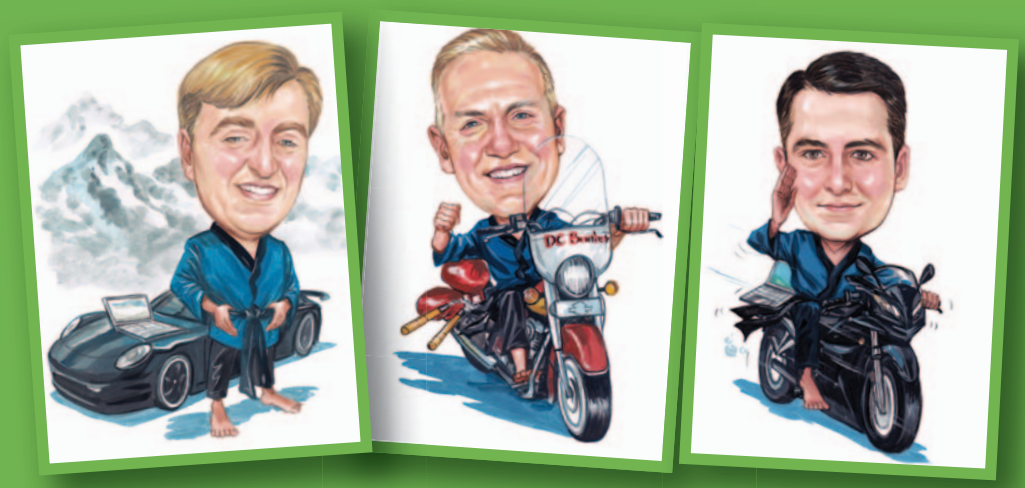
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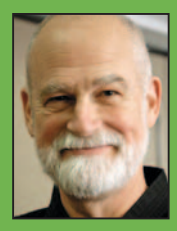
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