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NAPMA Contributor Grandmaster Jeff Smith Honored with the Joe Lewis Eternal Warrior Award Debuted at Battle of Atlanta XLV

The word that best describes the life of Joe Lewis is 'accomplished.' He was a gifted competitor, champion, athlete , actor, mentor and advocate for the martial arts industry. He was a warrior in the ring and in life as one of the first soldiers stationed in Vietnam. A new award was announced at this year's Battle of Atlanta in honor of World Champion Joe Lewis and his extraordinary fighting spirit. The first honorees to receive this award were Jeff Smith, Bill Wallace and Chuck Norris, chosen for exemplifying the unstoppable warrior spirit.

Story begins on page 19



Grandmaster Jeff Smith receives the Joe Lewis Eternal Warrior Award.

NAPMA Sponsors 2013 U.S. Open World Championships



U.S Open Champions celebrate victory.

This year's event at the Disney Coronada Springs Resort offered thrills, surprises and upsets taking this competition to a whole new level. The event is host to junior competitors new to the tournement circuit. It also hosts seasoned pros competing in karate and grappling events. NAPMA was a proud sponsor with ringside seats. Check out the details of this year's champions in this article.

Story begins on page 12

Karate College 2013: A Salute to Joe Lewis



Masters of the martial arts gather at the College.

Jerry Beasley, PhD., shared his personal remembrances of a great man as master of ceremonies at this year's Karate College graduation. The college first opened its doors in 1988. Read more about its distiguished history in this article.

Story begins on page 20

NAPMA BUSINESS SOLUTIONS:

The 4 Ways to Big, Dramatic Success



Break the barriers to the next level.

The skills that brought you the level of success you currently enjoy at your school are often the same skills that interfere with you reaching the next level. Learn more about the four fundamentals to breaking through the plateau.

Story begins on page 16

DOLLAMUR AND SWAIN
ONLY ROLL WITH THE BEST!

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DAN HENDERSON
MATT LINDLAND
MATT HUGHES
ROBBIE LAWLER
ROYCE GRACIE
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Mile High Karate's director of instruction and former world light-heavy weight kickboxing champion talks about his

"GREATEST HITS"







ABOVE FROM TOP Jeff Smith vs. Wally Slocky, 1975; Jeff Smith vs. Bill Wallace, 1974; Jeff Smith vs. Pat Johnson, 1973.

MY VERY FIRST tournament during 1966 was an important one for me. I was a white belt and I took second place. John Worley took me to the tournament and forced me to compete.

In Holn semi-contact competition, Howard Jackson [of Los Angeles] was probably one of my biggest rivals. We always seemed to fight for the grand championship.

Probably my most memorable bout in the team-fighting was against Pat Johnson, a great tournament fighter who went on to fame as a movie stunt coordinator in the movie business. Anybody who ever fought him in point-fighting, including Joe Lewis, knows that he was the top point-fighter in team fights.

Out of three-hundred bouts, he only lost one—and that one was to me in Washington, DC. Every time I see him, he still rubs it in that I blemished his perfect record. It was a little biased because he was captain of the Chuck Norris team and I was captain of the Jhoon Rhee Washington DC team.

During 1974, Bill Wallace, Joe Lewis, Howard Jackson and I represented the United States in the first real full-contact karate world championships. We were the four top fighters in the semi-contact divisions at that time. That was really the first time that they'd ever done that on a worldwide scale in our sport. It was televised as a ninety-minute special. Three of the four U.S., including me, won our division titles and that's what launched the sport of kickboxing.

In full-contact karate, the most important, to the martial arts community, was when I fought on the Ali/Frazier boxing card, the "Thrilla in Manila," on October 1, 1975. It was important because it was the first time they ever coupled a world champion boxing fight with a world champion karate fight; and because of the rivalry between Muhammad Ali and Joe Frazier, it gave us worldwide exposure.

My match was an eleven-round fight for the world heavyweight kickboxing title. I was the light heavyweight champion and I defended my title against Kareem Allah, a black belt from New York City, who was one of boxing promoter Don King's fighters and one of Ali's sparring partners.

I won an eleven-round, unanimous decision, even though Don King's judges were officiating, so I definitely had to win to win that fight. It was a good fight for because approximately fifty-million people around the world saw it on closed-circuit television.

To this day, I believe, it still holds the record for the largest viewing audience of any professional martial arts fight.







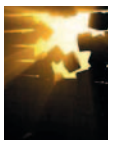
Features



Mile High Maverick: Time to Dominate! 10
Success secrets of an exciting growth opportunity in the industry.



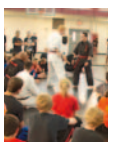
NAPMA Sponsors US Open at Disney 12
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Bill Wallace, Jeff Smith and Jerry Beasley come together at this iconic event to recognize the contributions of their friend Joe Lewis.



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Mastering the Martial Arts Business

FALL 2013

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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Keith Yates—*Instructor, University Professor*
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Douglas Adamson—*Multiple School Owner*
Learn from Your Students



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Fariborz Azhakh—*Martial Arts Information Professional*
Seek to Understand

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The Final Word
Stephen Oliver—*MBA, NAPMA CEO*
Who Is Our Competition, Part 1



School Growth Potential
Toby Milroy—*NAPMA COO*
Were You Born With It?, Part 2



The Psychology of Success
Brian Tracy—*Human Motivation Author, Speaker*
The Seven Ingredients of Success, Ingredient Three: Loving Relationships



Warrior Wiz
Terry Bryan—*Ph.D. and 9th-Degree Black Belt*
The Seven Ingredients of Success, Ingredient Three: Loving Relationships



Bonus Column
Harvey Mackay—
Stay Focused on the Big Picture



The Pinnacle of Martial Arts
Jhoon Rhee— *Legendary Martial Arts Teacher and Educational Entrepreneur*
The Universal Values that Bring Success



Personal Development
Tony Robbins—*Black Belt and recognized authority on the psychology of leadership*
The Importance of a Balanced Life to Success



Your Success Coach
Lee Milteer—*NAPMA Inner Circle/ Peak Performers Success Coach*
Important Goal Categories, Part 2



The Heart of a Student Athlete
Karl Mecklenburg— *Six-Time Pro Bowl NFL Player and Motivational Speaker, Author*
Ice Cubes to Eskimos



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



Expert Tips & Tactics
Dr. Chris Dewey—*School Owner, University Professor*
Black Belt Tests, Part 1

Martial Arts Professional Asks...

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Jay Abrams—*Martial Arts Marketing with the Master*
What would you suggest to martial arts school owners to improve renewals?



Tom Hopkins—*The Builder of Sales Champions*
How can martial arts instructors use pre-framing to make renewals smoother and more successful?

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Listings are delayed one month after delivery to NAPMA members for publication in *Mastering the Martial Arts Business*. To receive these resources in advance, a FREE one-on-one consultation and special membership gifts, visit **NAPMA.com/PrivateCoachingSession.**

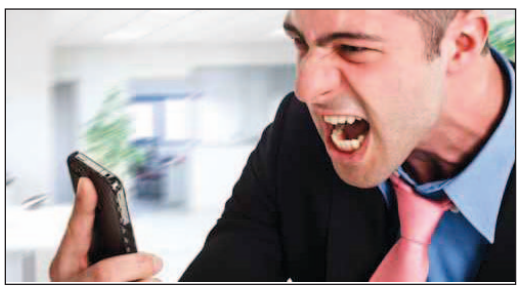
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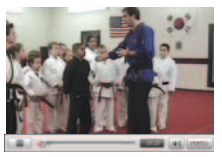
Children's Training Videos



Rope Timing Drills, Part 3



Sherry McGregor — Keeping Traditional Classes Fun, Part 3



Teamwork Drills for Little Ninjas, Part 1

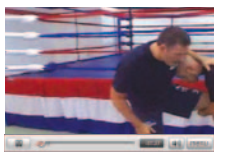


Terry Riggs — Children's Grappling Program, Break Falls, Part 3 1

Adult Training Videos



Training The Senses, Part 3



Edge MMA— Takedown Defense, Part 3



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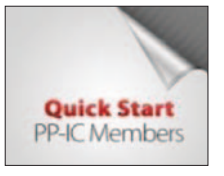
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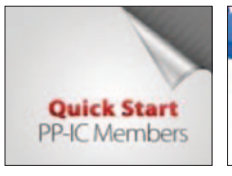
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NAPMA News

"Done-for-You" Facebook Marketing Tools

A new training course only for NAPMA members offers Facebook Marketing Tools with a step-by-step action plan to dramarically improve your online marketing results. Social media can be a colossal waste of time without the right action plan. Many school owners we're working with have added $150,000 and more to their schools' earnings in the past 12 months with no additional expenses in part by improving other online strategies.

Often, the very same skills and tools that brought you to your current level of success prevent you from breaking through to the next level. The skills you'll develop from this course will allow you to break through your plateau.

You'll learn why some school owners never break through their plateau, and how to avoid making that mistake. You'll also cover the four proven fundamentals to successfully drive your school to the next level.

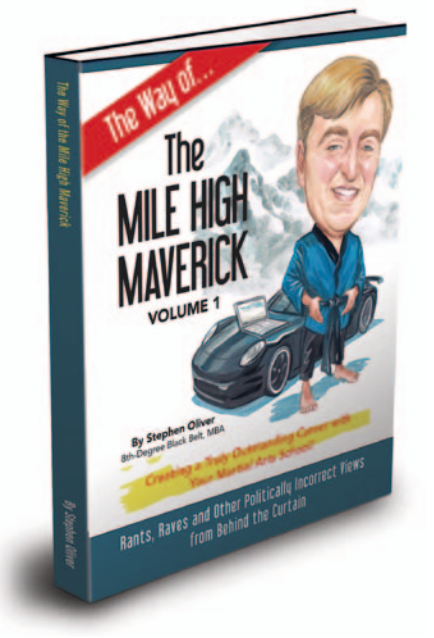
NAPMA has been the guiding light for the professional revolution in the martial arts industry for more than 15 years, and is now leading the next generation of school owners to levels of professionalism and performance previously believed to be impossible. Membership allows you to network with the top performing schools in the world and dramatically shorten your learning curve.

There is no shortcut to success, but you certainly can follow the path of those who've come before you, and save yourself the time, energy and money by learning from their mistakes. Mastering online marketnig is an essential tool that can help your business explode. Check online at www.PrivateCoachingSession.com.

Stephen Oliver's Latest Book Hits the Booksellers

"This is an absolute MUST read for EVERY Martial Arts School owner out there." — Leigh Childs, The MA Success Guy

NAPMA's CEO and industry success expert, Grandmaster Stephen Oliver's latest book, *The Way of the Mile High Maverick: Rants, Raves and Other Politically Incorrect Views from Behind the Curtain* is now available at www.MileHighMaverick.com for all your devices and in print. This exciting collection of Master Oliver's insights and observations is an essential addition to the library of the serious martial arts professional.



The release was greeted with rave reviews from the top performers inside and beyond the martial arts industry. With his usual hard-hitting style, Master Oliver breaks down



complex concepts that affect school owners at every level of success. Witty, yet brutally honest, he takes on the toughest topics with out-of-the-box analysis relevant to any school owner interested in growing to the highest levels of performance.

Master Oliver is the most inflential marketing and success performance consultant in the Martial Arts Industry, and has worked with schools all over the globe. He is recognized for his skill and unsurpassed industry expertise that has helped thousands of school owners grow their businesses to the highest levels of success.

NAPMA is pleased to announce a special offer to all current and new NAPMA members in celebration of the book's release. Visit for more information.

Save Money Today with Our Credit Card Processing Value Bundle!

A new NAPMA Merchant Services program boosts profit potential for NAPMA members and Mile High Karate franchisees. Developed with a leading provider, this program it is now being offered to all *Mastering the Martial Arts Business Magazine* readers. The benefits are immediate with as much as 15% savings in monthly processing costs that could easily equal thousands of dollars per year.

Specifically designed for martial arts schools, the program includes a wide variety of services to make customer transactions more convenient for clients and profitable for you. Offer your customers a full-service gift card or loyalty program, which are proven alternate profit sources and retention boosters.

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Most purchases are made on-site in schools. NAPMA will help you customize your point-of-sale system with a range of credit card terminal systems with integrated processing to improve the management of your inventory. Choose from mail order/phone order systems, Internet/e-commerce solutions and wireless connections.

NAPMA knows it must continually offer support to help you grow your school, which is why the new merchant services program and many other programs recently added such as continuing education and support programs make a NAPMA membership a valuable and primary driver of your success.

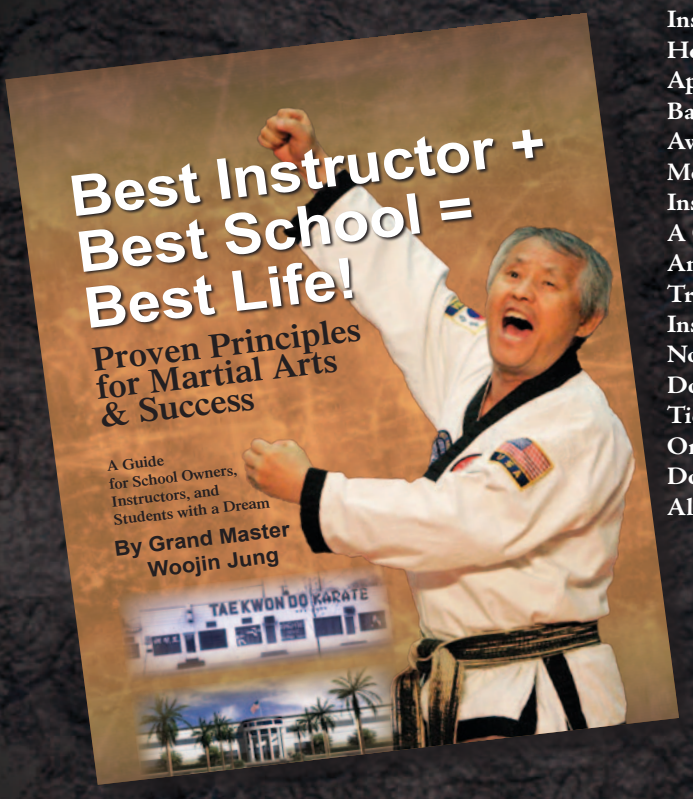
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- Check solutions: Check guarantee and conversion services.
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MILE HIGH MAVERICK:

It's Time to DOMINATE!



It's been over 13 years since I published the first book ever written for marketing online for Martial Arts Schools. It's interesting, and frustrating, that more than 13 years later, several thousand school owners have read the book, yet hardly anyone has implemented just the ideas from that admittedly very old (ancient in Internet years) marketing book. The book obviously didn't address social media such as Facebook, Twitter, Google+, etc., since NONE of it existed back then. Neither did it address Groupon, Living Social and other online coupon sites for the same reason.

It did, however, outline a very clear strategy for Search Engine Optimization (SEO), Pay-per-Click marketing, and website design. Each of which holds up pretty well, other than the ubiquity of high-speed Internet connections, and therefore, the ability to effectively use online video.

Actually, as I think about it, a LOT has changed. Even in the past couple of months, there have been some tectonic shifts that are HUGE for dominating online. At my recent Ultimate Martial Arts Bootcamp, I taught brand-new strategies for dominating Facebook, and Google's new focus on local search with Google Places and Google Plus. Now, you may not have been in the "Elite" team of school owners at that event. The admission started at $4,950.00. It was 80%-plus focused on dominating the Internet and owning the "keyword" traffic in your area for lessons.

> ***"Honestly, no matter how much of a "dinosaur" you are with technology, you'd better understand the referral dynamics that unfold with Facebook…"***

I'd be the last to suggest that the Internet is the only quality source of new students. Nor would I suggest that many "tried and true" marketing approaches to generate referral traffic, or to reach out into your local community shouldn't be your highest priority. However, you must recognize that the Internet is *incredibly* important for your school's marketing and sales effectiveness. Just about *everyone* who comes in contact with your school are going to "Google you" to check up on your reputation, to research complaints, and to evaluate the quality and value of your school. Many, even if they discover you through their local Scout troop, will first visit your website to "check you out," before contacting you by phone.

And, frankly, if you are in the "adult" market or the "fitness" market, then you can absolutely FILL YOUR SCHOOL right now with Search Engine Optimization, Pay-per-Click Advertising and with online coupons, such as Groupon and Living Social. You *must* master them.

Honestly, no matter how much of a "dinosaur" you are with technology, you'd better understand the referral dynamics that unfold with Facebook, Foursquare and the like. And, you'd really better be on top of Yelp, YellowPages.com and other review sites *right now*!

I've been heading *Back to the Future*" all year, studying what the latest and greatest is online as well as what's coming soon in Cyberspace. There are many exciting new opportunities coming with Mobile. There are just now some brand new opportunities in Facebook that you must know about.

Frankly, the tried and true search engine strategies mostly unchanged since my first book just made a GIANT SHIFT in the last couple of months. And, flashback — guess who's number one *again*? It's Yahoo, not Google. Look out, it's Back to the Future-time again!

Anyway.

All schools must now learn to handle the Internet appropriately. You may or may not need to really dig into Internet marketing in order to fill up your school with new students. Even if you're doing fine with your marketing efforts without understanding Pay-per-Click at Google, Yahoo, Bing, and Facebook, you really must understand how to structure your website properly, and how to follow-up on hot leads.

It's really no different from a school a few years ago who either refused to answer their phone, or who had no procedure (script) for doing so. Many inter-

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.

ested prospective students (or, parents of those students) will first evaluate you by visiting your website. For those prospects (most), the website structure is just as important as they way you handle a "walk-in" or an "info call."

In conclusion, I'm more excited about online opportunities than any time since I wrote that first book on *How to Use the Internet to Market Your Martial Arts School*. There are HUGE new opportunities for all of us. I'm gearing up a massive new training program and support tools for you, if you choose to participate. Don't miss out on these opportunities. I'll break it down step-by-step for you in the coming months. ■

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Celebrities Benefit from Martial Arts



Bundchen

Brazilian supermodel **Gisele Bundchen** revealed how she kept trim during her pregnancy by doing kung fu.



Arquette

Courtney Cox Arquette (from 'Friends' fame) has been excelling in her karate training since giving birth to her first child.



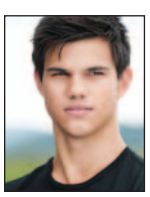
Gellar

Sarah Michelle Gellar ("Buffy") is a former champion figure skater. She has studied taekwondo, kickboxing, boxing, street fighting, and gymnastics.



Ice-T

The rapper, **Ice-T,** who's real name is Tracy Morrow, is versed in jujitsu. "I've taken martial arts all my life and I box," the rapper states.



Lautner

Taylor Lautner is an American Actor. He has a background in karate, in which he has won several awards and medals.

Madonna was inspired to take up karate by her (former) husband, director Guy Ritchie, who has a black belt in the Japanese art.



Continued on next page

NAPMA Sponsors 2013 U.S. Open World Championships



NAPMA was proud to support the largest open martial arts competition in the world.

The U.S. Open ISKA World Martial Arts Championship takes sport karate competition to a whole new level. Hosted at the Disney's Coronado Springs Resort in Orlando, Florida, The US Open facilitates an amateur event for black belt competitors looking to get their feet wet in an international competition. The event also hosts some of the world's premier athletes in both sport karate and grappling competition in its NAGA and U.S. Open/ISKA events.

Competitors from 45 different countries, from as far as Australia and Qatar, of all ages, ranks and experience came together to compete July 5-6, 2013 for their shot at a coveted US Open World Martial Arts title.

Sanctioned by the North American Sport Karate Association, NASKA, the U.S. Open also hosts a televised event, the ISKA World Competition, featuring the world's premier sport karate competitors. In addition, the event will be broadcasted on ESPN2 with an expected airdate of early 2014. This year's event was also live streamed world wide on ESPN3.

The competition began at 6:45 p.m., sharp, with hundreds in attendance to watch the world's top athletes compete for the ISKA World Title. Unlike many other sports, the separation between Junior and Adult competitors, in some cases, is just experience. In fact, the talent pool for the Junior competitors is so intense, the slightest mistake can cost a competitor a year's worth of training and a shot at winning the ISKA World Title.

While many talented athletes graced the stage including the new addition this year of Women's and Men's Point sparring competition, three competitors in particular stole the stage with their performances in Forms and Weapons.

Dallas Liu may be only eleven years old, but he is one of the top athletes in the world in the forms and weapons competition. A student of Caitlin Dechelle and Marc Canonizado, just a few years ago Dallas was competing as an under belt at events in California and is one of the premier youth athletes of our sport.

U.S. Open 2013 Champions

Dallas Liu — 13 and Under Weapons
Dallas Liu — 13 and Under Forms
Jackson Rudolph — 14–17 Weapons
Tyler Weaver — 14–17 Forms
Claire Cocozza — Women's Overall Sparring
Team AKA (Reid and Cole Presley) — Team Synchronized Weapons
James Sang Lee — Self Defense
Caitlin Dechelle — Women's Forms
Sen Gao — Men's Forms
Team Infinity — Team Demo
Caitlin Dechelle — Women's Weapons
Ross Levine — Men's Overall Sparring

On stage in his third ISKA World competition, Dallas would do what few have been able to do before him, and only two others would be able to do that night. Dallas would successfully defend his Weapons ISKA title and also win the Forms ISKA Title, making him part of a small group of double ISKA winners.

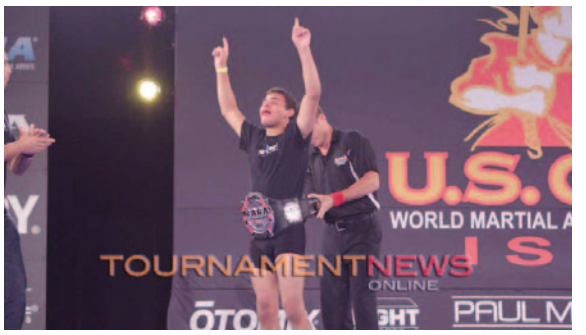
Cailtin Dechelle captured her fifth consecutive ISKA Women's Forms win and her first adult Women's Weapons ISKA World Title. She was the second person of the night to capture both Forms and Weapons titles. Newcomer and Chinese Wushu expert, Sen Gao, was the third competitor to score a double title. Having recently moved to the States from China, Sen Gao's Wushu was an immediate hit with crowds and earned the judges nod in both the Forms and Weapons competition in his first ISKA World Championship appearance.

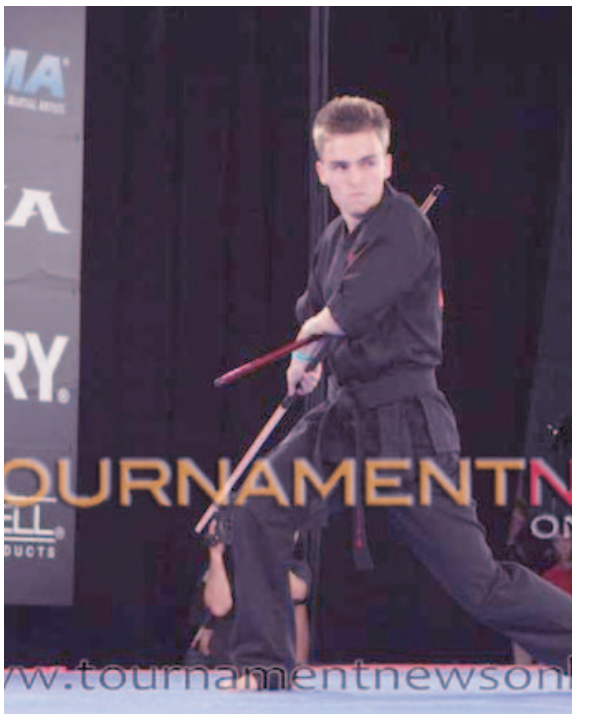
The ISKA World Martial Arts competition also hosted a World Record Breaking demonstration by Chip Townsend of Abilene, TX. Chip ßTownsend, who has a glass eye, remains one of the most decorated ISKA breaking world title holders with 11 titles, and set another new record of baseball bats broken without support (only a holder supporting the bat from the bottom) while kicking with his shin.

The self-defense competition saw Orlando's own James Sang Lee in an incredible choreographed performance with the help of former US Open Champion, Carmichael Simon, that captured Sang Lee's fourth consecutive self-defense ISKA World Title.

In the team competition, the event hosted a synchronized weapons competition. In this division, competitors had use two weapons that could be the same weapon or similar movement with another weapon. Team Paul Mitchell's Jackson Rudolph and Kyle Montagna was the heavy favorite

















The world's best competitors from virtually every style of martial arts converge at Disney's Coronado Springs Resort tfor the 2013 U.S. Open.

going into the event but was overcome by the Presley Brother's, Reid and Cole, with their amazing combination of synchronicity and execution while both doing double bo.

In the Team Forms Competition Team Emig captured their first ISKA Synchronized world title and facing off against Team Bring It from Miami and Team Amerikick/AKA. In a three-way battle between the teams it was a close and very tight competition. The judges awarded Team Emig consisting of Tyler Weaver and Mackensi Emory with the win and their first Team Synchronized Forms ISKA World Title.

This year marked the 30th year of the event in its modern form, and the 16th straight year of coverage by ESPN. With international coverage, attendance and an event that truly is a one-of-a-kind experience,

The U.S. Open ISKA World Martial Arts Championship has set the bar, yet again, for a well-run event. Both first time competitors and elite level athletes came together from all over the world competing for the most prestigious title in sport karate. ■



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NAPMA BUSINESS SOLUTIONS:

The Four Ways to Big, Dramatic Breakthrough Success



By Toby Milroy
NAPMA COO

I get just over 400 emails a day, many with specific questions so it's very difficult for me to respond to every email personally. A recent email led to a conversation with a schoolowner who has been stuck at $15,000/month for six years. The statistical reality of a martial arts school is that they typically follow the same growth curve that ends in a plateau between 12 and 18 months. Schools and their owners have different objectives. Each school has a slightly different demographic with different markets they're trying to penetrate.

NAPMA is dedicated to helping school owners break that plateau and move to the next level. As part of that vision we acknowledge that while we have much in common, each and every school is slightly different. With the old NAPMA model everybody got the same box in the mail to do with as you choose. Some of those tools may have been very useful and some had nothing to do with your school's level of growth. We now deliver about 400% more tools every month than we ever have in the past plus with offline and online resources that our members can use to growth their businesses.

"A typical martial arts school grows dramatically for the first 12 to 18 months then commonly hits a plateau when growth can slow to 3-6% annually."

Every member is in a little different place and its very important for us at NAPMA, to have a system to help school operators regardless of what they are trying to accomplish, to break through that plateau that everyone hits. Some school operators want to operate their school as an absentee owner. Some have staff members managing all the instructional functions while the owner manages the staff. Some school operators want to be the chief cook and bottle washer being very hands on. The owner wants to teach all the classes and do all the conferences. Some schools strive to be a central influence in the community. Some school operators want to grow out to multiple locations.

A typical martial arts school grows dramatically for the first 12 to 18 months, then commonly hits a plateau when growth can slow to 3-6% annually. A school can stay on that plateau indefinitely unless the owner does something dramatically different to break through.

We're so blessed at NAPMA to work with Grandmaster Stephen Oliver, who has helped more people break that plateau than anyone in our industry, bringing schools from the $30,000 to $50,000 a month gross to becoming million dollar operations. All of the detailed components that are crucial to success, Grandmaster Oliver mastered decades ago.

My own experience includes operating a large school that grew into a multi-school operation. I've also worked with franchise businesses all over the world. Obviously, we have that diversity of experience to work with the multitude of challenges our members face.

Every year on that plateau, expenses go up. The rent increases every few years and taxes go up. Utility and labor costs increase. Unfortunately, your profit curve has you keeping a smaller piece of your business with each passing year. Every small business fights the same current. Regardless of your style, or the dynamics in your school or your demographic, there are only four ways to breakthrough to the next plateau.

Number One: The first thing you can do is to get more students in your school.

Number Two: You can have a higher value per student per month by raising your rates. If you currently have a school with 200 students and grossing $20,000 a month that means your student value is $100 a month per student. You need to work on getting to 300 students and increase the dollar value every month for those students.

Number Three: The third thing you can do is better student retention so every student stays with you to complete their program goals. Your average dollar value per student per month is extended across more months.

Number Four: The fourth way to increase your profits is to reduce expenses. In most schools I work with, this one is almost irrelevant. Most of the people we work with at NAPMA are not looking for a little incremental improvement. I don't think you should be either. It's a waste of your human capital, a waste of your talent and your ability. It's takes just as much effort to grow small as it does for large incremental growth, but it's not nearly as exciting or motivating. It doesn't really make you want to get you out of bed in the morn-

See **SOLUTIONS**, *continued on page 18*



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.

Will You Be Joining Stephen Oliver's Inner Circle Mastermind Event at Harvard University?



We've put together yet another AMAZING schedule of Mastermind sessions for our Peak Performers and Inner Circle members that is centered on Renewals and Upgrades.

We'll be focusing on the effective, proven systems to build world-class instructors and achieve educational excellence. We will be benchmarking top-performing member's schools and translating those systems into *your* operations.

Think about the huge effect on ***your*** bottom ine, and ***your*** enthusiasm for teaching and ***your*** business, that these types of results would bring to ***your*** school.

One of the largest benefits programs are these types of events, exclusive to Peak Performers and Inner Circle members, where you l*earn from the most successful of your peers*: new ideas, new tools and techniques for retention and additional profits, and most importantly, real-world examples of what's being done, with "over-the-backyard-fence" advice on how to apply it all to your school!



This mastermind event is at Harvard Business School on October 11-12 (for Inner Circle members), and October 12-13 (for Peak Performers members). Reserve your seats today!

If you feel you and your school could benefit from a "sharp eye" looking over your shoulder and guiding you to FAST, sustainable, life-changing growth in one of our **Coaching and Mastermind Programs**, AND get started with **2 FREE Private Coaching Sessions** and **Two 90-Minute Seminars,** then **visit www.PrivateCoachingSession.com or give Bob Dunne a call at 727-540-0500 ext. 202.**

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SOLUTIONS, *continued from page 16*

ing to gain 1 or 2% profit growth for the year.

Now the big dramatic growth, the big breakthroughs are reasons to be excited. If you're at $20,000 a month with 200 students, next year you don't want to be at $21,000 and the year after that at $22,000. Wouldn't you rather go from $20,000 to $40,000 in 6 months and maybe get to $60,000 next year and $80,000 the year after?

Most of the people who work with us one-on-one agree, and it's their objective too. They're not really looking for small improvement over many years. They are ready to blast through to the next level and then the next.

This kind of growth is the function of two systems in your school: your ability to market and attract new leads, and your ability to convert and keep those leads as student.

Most schools make a huge mistake in their marketing of relying on the people who are actively looking for martial arts instruction to stumble across their school. That's only about 3% to 6% of the possible prospects interested in martial arts. Your marketing system needs to get people in the community to raise their hand and say, "Hey I'm interested in what you do. I think you might be able to help me with my problem."

People who might not have been looking for martial arts yesterday, and probably who aren't looking for martial arts today can become prospects if you present a solution to them. We have such a valuable product in this industry that we can go into virtually any group of people and find some way to add to the quality of their life, especially families and children. What are you doing to bring those prospects into your school so you can show them how your service will improve the quality of their life?

The second growth system – and I know many people in the martial arts really don't like this word – is your sales ability. Once you have a prospect who has raised their hand, and entered your school looking for a solution, how are you going to convince them you can help? Many school owners just throw the prospect into the classroom and hope they get so excited that they enroll before they leave.

We at NAPMA have perfected a five-step enrolment system. We have something called the linear sales process that is extremely powerful. It helps people who aren't trained sales people have an honest, "from the heart" conversation with a prospective student about what we really believe are the life altering benefits of martial arts training. The enrolment process includes how do you handle a walk-in or a phone inquiry, and once the prospect is in the school, how do you best present the benefits of martial arts training?

Our process is designed to overcome any objection without really being a sales personality. We have a great product that solves so many problems of human interaction. Our process is benefit oriented to the customer eliminating any perceived barrier they may have in mind.

How do you breakthrough to the next level? Instead of 200, you need 250. Instead of 300, you need 500. That kind of growth is composed of two systems: How effective is your marketing? How well does your sales and enrolment system convert prospects into students and then keep them? Those two components are exactly what we've been focusing on with all of our high level members for the last six years with great success.

These processes can shortcut your learning curve avoiding the trial and error that can take years. It's easier to just implement a system



NAPMA Contributor Grandmaster Jeff Smith Honored with the Joe Lewis Eternal Warrior Award Debuted at Battle of Atlanta XLV

By Joe Corley
CONTRIBUTING WRITER



NAPMA Contributor Grandmaster Jeff Smith Honored with the Joe Lewis Eternal Warriar Award.

Before he won the first Battle of Atlanta in 1970, he was already an icon to me, as anyone who read my tributes to Joe Lewis would have inferred after his passing last year.

My emotions were all over the place during the weekend of his passion-filled funeral as I spent time with his peers — our peers — and his successors in the Joe Lewis Fighting Systems and his lifelong friends. Six months later, we are announcing a focal point for those emotions.

In the spirit of Gentleman Jim Corbett and his immortal One More Round ring quote above, we were honored this year to introduce and implement at the Battle of Atlanta, The Joe Lewis Eternal Warrior Awards.

These awards were presented to those fighters that we believe Joe Lewis admired and said good things about in his lifetime, and those fighters that Joe Lewis may not have known, but who would have measured up in his esteemed opinion.

As a young fighter myself, I had heroes that I looked up to, and they came from the first 8mm films I studied, sitting in our dark 600 square-foot karate studio in Atlanta. I watched repeatedly as Allen Steen, Chuck Norris, Joe Lewis and Al Gene Caraulia competed in the finals of Ed Parker's Internationals.

And, being only 23 years old when we started the Battle of Atlanta in 1970, I did not know what the import could have or would have been of the event, or of the fact that we were able to bring Lewis in to fight at our inaugural effort.

Looking back on it now, from 30,000 feet, I see many pieces to a lifelong puzzle, which are all destined to fit together, with the proper attention. I have learned that there are no coincidences in our world, rather, what we now know from author Squire Rushnell (When God Winks at You) are God Winks.

And so it is, 43 years after Joe Lewis came in and won the very first Battle of Atlanta, that we were honored at this, the 2013 Battle of Atlanta, to present the first round of Joe Lewis Eternal Warrior awards.

The first three named recipients were, in the order that they appeared in Joe's life, Chuck Norris, Bill Wallace, and Jeff Smith.

- **Chuck Norris,** of course, because he and Joe competed against one another on the West Coast.
- **Bill Wallace** because Bill made his first appearance at the Battle of Atlanta in 1970 when Joe won that first Grand Championship.
- **Jeff Smith** and **Bill Wallace**, together, because it was on that historic night in Los Angeles in September, 1974 on ABC's Wide World of Entertainment that the three of them won their PKA World Titles at the very first PKA World Championship in the LA Sports Arena.

At the end of his life, it would be Jeff and Bill and Chuck, with members of the Joe Lewis Fighting Systems, who would bring the greatest peace to the champ with their acts of kindness.

Jeff and Bill, along with Joe's daughter Christina Lewis and Mike Allen, president of the Joe Lewis Fighting Systems, presented the additional awards at this inaugural date of the Joe Lewis Eternal Awards presentations.

The good news is that our sport has over the years had the good fortune of attracting and enjoying many fighters with the warrior spirit that Joe Lewis so distinctly personified, admired and projected onto those in his charge.

It goes without saying that many of our Battle of Atlanta Centurion Club inductees would also be in the category described here, and we saw at this 45th Battle of Atlanta a number of those

See **Joe Lewis**, *continued on page 32*

"Fight one more round. When your arms are so tired that you can hardly lift your hands to come on guard, fight one more round. When your nose is bleeding and your eyes are black and you are so tired that you wish your opponent would crack you on the jaw and put you to sleep, fight one more round — remembering that the man who fights one more round is never whipped."

Gentleman Jim Corbett "channeled" through Gentleman Joe Corley

World heavyweight champion from 1892-1897, Gentleman Jim Corbett is the father of modern boxing. With his 72-inch reach he beat the great John L. Sullivan.

On May 21, 1891, Corbett fought Peter "Black Prince" Jackson, in a much-heralded bout between crosstown rivals, since Corbett and Jackson were boxing instructors at San Francisco's two most prestigious athletic clubs. They fought to a no-contest after 61 rounds. With his autobiography, *The Roar Of The Crowd*, he showed character beyond the ring.

His life reveals more than a gifted fighter: heart, compassion, reach that helped those about him.

Karate College 2013: A Salute to Joe Lewis



By T. Riddick
CONTRIBUTING WRITER

As he took the microphone you could almost detect a slight quiver in his voice. Dr. Jerry Beasley, master of ceremonies for the graduation began to tell the audience about his late teacher and friend Joe Lewis.

Lewis, who passed August 31, 2012, had been a founding member along with Beasley, Bill Wallace and Jeff Smith of the now world-famous Karate College, held in June at the Radford University campus in Radford, VA. "In the 1960's Joe Lewis was the most feared karate fighter on the planet", said Beasley. "In 1970, Lewis created the sport of kickboxing. That year, ten of the best Black Belts in the country faced Lewis. Each of the ten was knocked out before the end of the second round." Karate College 2013 was dedicated to the memory of Joseph Henry Lewis, 1944-2012.

Karate College was started in 1988. At the time, Lewis, Wallace and Smith were known as the legendary champions of full contact karate. Beasley, perhaps the best known martial arts professor in the country, had been promoting seminars for Lewis, and the two persuaded Wallace and Smith to join the team to promote the camp. The original Karate College was wildly successful, earning worldwide magazine coverage and praise for their ability to mix styles.

At Karate College, it was known that a camper might take a class in karate, and then go to a jiu-jitsu class, followed by classes in savate, jeet kune do … and that was just in the morning.

By 1993, when MMA became popular, Karate College had already become the mecca of mixing martial arts, including Brazilian jiu-jitsu, kickboxing and any number of more traditional martial arts.

At its zenith during the mid-1990's, Karate College would often attract 400-plus campers each summer. Quickly, other camps began to appear, but Karate College maintained its edge, and today, almost 28 years later, the camp continues to attract 250 and more attendees annually. According to Dr. Beasley, the camp director, "I try to make sure each camper feels like he or she received more than what they paid for."



2013 Karate College is a giant success and attracts Masters from all over the world.

Faculty have included: Benny Urquidez, Kathy Long, Steve Anderson, Bam Johnson, Fumio Demura, Jhoon Rhee, Ji Han Jae, Anthony DeLongis, Michael DePasquale, Mike Lee Kanerek, John Pelegrini, Stephen Hayes, George Dillman, Remey Presas, Wally Jay, Jay T. Will, Ted Wong, Matt Serra and Renzo Gracie, who joined the Karate College faculty permanently in 1998 and has been at the camp every summer since.

The instructors often have as good a time at camp as the campers. According to Bill Wallace, "It's my favorite camp. When we began the Karate College in 1988, no one could have known that it would have been so important to so many people." Renzo Graice adds, "I love Karate College. You can meet some of the best people in martial arts there. I plan things around the Karate College dates because I love it there." The late Joe Lewis often said, "Dr. Beasley has put together the premiere camp in the nation. Every other camp is measured by how close they get to the Karate college model." Martial arts writer and teacher Mark Hatmaker notes, "It's a great honor to be asked to teach at Karate College. I have had the opportunity to grow my organization because I meet so many successful people at the camp."

Karate College has helped many instructors get their start. Israel martial arts expert Mike Lee Kanerek maintains, "Karate College is very important to me because I feel like I got my start there in 1993. When Dr. Beasley asks me I am always there." And perennial camp favorite Grandmaster Jim Sams adds, "Without a doubt, Karate College is the best martial arts camp of all time. If you are serious about martial arts training you have to be at Karate College. It's made a major difference in my career."





Some of the best martial artists on the planet contribute to the Karate Colllege, including (left to right): Jerry Beaseley, Renzo Gracie, Jeff Smith, Renzo Gracie and Bill Wallace.

Each year campers come from all parts of the country to participate in camp. But this year was special. This year Wallace, Smith and Beasley had come together to recognize the contributions of their friend Joe Lewis. Three of the camp instructors, Dr. Ian Marshall, Dr. Christian Harfouche and Grandmaster Jim Sams had each provided special seminars and collected donation from their classes to fund the newly created Joe Lewis Memorial College Fund. The college fund and the Joe Lewis American Karate Systems together will provide money for Joe's childrem. Kristina and Cameron, to finish their college educations.

Joe made no secret of the fact that his children were the two most important people in his life. During the long and painful illness his children were by his side. And while Joe is no longer able to provide for their education his friends have made the effort to help out. For two decades, Karate College had been the meeting place for generations of Joe Lewis American Karate Systems students. Those taking the JLAKS classes at Karate College pledged to carry on the tradition of providing for Joe's childern. JLAKS contributes 100% of contributions to the Joe Lewis Memorial college fund. Those that have earned Black Belts from Joe Lewis are being asked to teach a JLAKS seminar at their school and contribute the proceeds to the college fund. Contributing schools will receive a Joe Lewis Legacy Center award directly from the Joe Lewis family in Wake Forrest, NC, and inscribed with the JLAKS logo.

The camp begins on a Thursday and runs classes continuously every hour from 8 a.m. to 8

Continued on next page

Karate College 2013 Remembers Joe Lewis

The Karate College was developed in 1988 by Black Belt Hall of Famers Joe Lewis, Jerry Beasley, Jeff Smith and Bill Wallace. In 2009 Karate College earned the Black Belt Industry Award for best summer training camp. Renzo Gracie joined the Karate College in 1998 and has attended every year. In recent years UFC champion Matt Serra has been a featured instructor at the camp.

In the early 1990's Karate College helped initiate the MMA movement by offering campers a faculty consisting of experts in multiple arts including: Fumio Demura, Jhoon Rhee, Ji Han Jae, George Dillman, Remey Presas, Wally Jay, Steve Anderson, John Graden, Benny Urquidez, Michael DePasquale Jr, Tony Blauer, Ted Wong, and many more.

Karate College enjoyed its heyday during the mid-1990's often hitting attendance records with 400+ participants. Currently attendance varies between 225 to 250 campers per year.

The 2013 camp was dedicated to the late Joe Lewis. Several classes were offered in the Joe Lewis American Karate Systems just like Joe taught them at camp for over 25 years. Instructors including Dr. Christian Harfouche, Dr. Jerry Beasley, Dr. Ian Marshall and GM Jim Sams presented special seminars to honor their friend.

The special contributions totaling over $3000 were given to the newly created Joe Lewis Memorial College fund. During camp graduation Beasley presented the money to Kristina and Cameron Lewis (Joe's kids). Lewis' former team mates and close friends Bill Wallace and Jeff Smith addressed the camp graduation to talk about the wonderful times they shared with Joe. It was a fitting tribute to one of America's greatest fighting champions.

Karate College 2014 is set for June 26-29 in Radford, VA. For more information visit www.TheKarateCollege.com.

Professors Talk about Karate College

"It's my favorite camp. When we began the Karate College in 1988, no one could have known that it would have been so important to so many people."

Bill Wallace

"I love Karate College. You can meet some of the best people in martial arts there. I plan things around the Karate College dates because I love it there."

Renzo Gracie

"Dr. Beasley has put together the premiere camp in the nation. Every other camp is measured by how close they get to the Karate college model."

Joe Lewis

"It's a great honor to be asked to teach at Karate College. I have had the opportunity to grow my organization because I meet so many successful people at the camp."

Mark Hatmaker

"It's the one camp that I always plan to attend. I meet people from all over the country there. Jerry Beasley basically created the mold by which other camps are measured."

Michael DePasquale Jr

"Karate College is very important to me because I feel like I got my start there in 1993. When Dr. Beasley asks me I am always there."

Mike Lee Kanerek

"Without a doubt Karate College is the best martial arts camp of all time. If you are serious about martial arts training you have to be at Karate College. It's made a major difference in my career"

Karate College, *continued from page 21*

p.m. By Saturday evening the campers will have enjoyed and endured over 25 hours of classes. For some the highlight may be the graduation. The graduation ceremony started with a prayer and the Pledge of Allegiance. Years ago, the camp began a tradition of recognizing those participants who have faithfully served the people of the United States as members of the military. The Army, Air Force, Navy, National Guard, and Marine theme songs were played as members of the camp were invited to stand and be recognized. To a thunderous and standing ovation, the military heroes took their places at center stage. Many of the heroes as well as spectators had tears in their eyes as the emotion of the camp hit a high point. Almost 50 veterans were recognized. Together, the group then recited the pledge of allegiance to the flag of the United States of America.

As the graduation continued demonstrations were provided. This year campers and faculty were greatly entertained by Master James Smith's White Tiger Tae Kwon Do champions. Kasey Addair's rendition of kata, a la Michael Jackson's *Thriller* was well applauded. And, GM Scot Yates Sim Moo Hapkido troupe displayed expertise in breaking boards, blocks, bats, clay jars and whatever else got in their way.

Perhaps the most heartfelt messages were delivered by Dr. Beasley, Bill Wallace and Jeff Smith as they spoke about the passing of their friend Joe Lewis. Wallace spoke about the early years with Joe training and laughing and having fun. Those that knew Joe Lewis had experienced his humor. Jeff Smith spoke about what a good friend Joe had been and echoed Bill's comments about Joe's humor. Dr. Beasley spoke of the historical significance of the fallen warrior and about how much he had personally benefited from his association with his mentor.

Special guests Kristina and Cameron Lewis also spoke about their father. Cameron noted how so many campers in attendance he could still remember from many years ago. Joe had brought his kids to camp every year. Some long-time campers remembered Joe bouncing Cameron on his knee. Kristina came along two years after Cameron and she immediately became a hit with campers for her humor. Joe's children had grown up at Karate College. Dr. Beasley presented Kristina and Cameron with checks and cash in the amount of $3,000. The Karate College campers had been very generous.

To conclude one of the most memorable graduations, Dr. Beasley handed out diplomas to successful campers. "With the authority vested in me," said the professor, "I recognize you as graduates of the Karate College class of 2013." And it was over. Pictures were taken, farewells were given.

For Wallace, Smith and Beasley it was the end of a journey. They had said their goodbyes to their friend and co-founder Joe Lewis for the last time. His memory, his superior knowledge of fighting methodologies and his humor will endure as a part of the Karate College legacy for years to come.

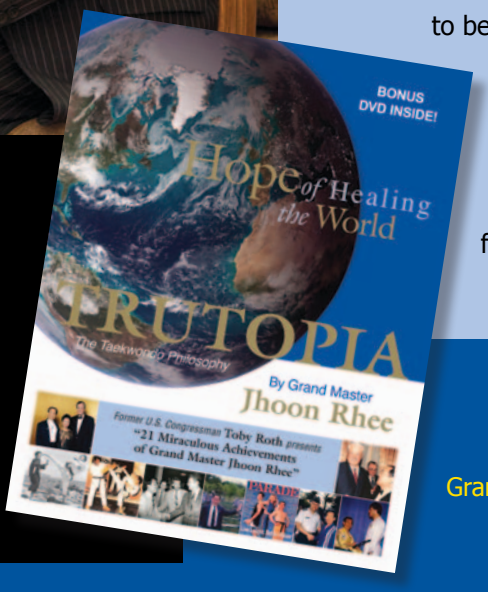
Karate College 2014 is set for June 26–29 in Radford, VA. For more information please visit **www.TheKarateCollege.com**. To read more on Joe Lewis and his American Karate Systems please visit **www.JoeLewisAmericanKarateSystems.com**. To learn more about how you can become an official Joe Lewis Legacy Center or join Joe Lewis American Systems, please contact: Dr. Ian Marshall via e-mail at marshall.fearsltd@gmail.com. Please consider a donation to the Joe Lewis College Fund: 3316 Bucks Run Trail, Wake Forrest, NC 27587. ■

TRUTOPIA The Taekwondo Philosophy
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Top Martial Arts School Operators from All Over the World Trek to the Rocky Mountains for the 2013 Ultimate Martial Arts Marketing Workshop



Top-reforming school owners attend the $5,000.00 2013 Ultjmate Martial Arts Marketing Bootcamp.

Ultimate Martial Arts Marketing Bootcamp: Internet Marketing Intensive Training

The event that has inspired and created more martial arts millionaires than any other event kicked off early in the morning on August 9th, 2013.

In attendance were some of the most successful martial arts school owners in the world, with styles rangingfrom Aikido to Zen Do Kai, teaching children and adults, in small communities and large metro areas.

All gathered together in the foothills of the Rocky Mountains to take time out to work *on their business*, rather than just working *in their business*.

The number one most important skill for you to master that will ensure your success in your Martial Arts business is the *ability to attract enough new students at will*.

In this intense two-day Bootcamp our attendees discovered:

- Five brand new (as of June 2013) methods to use Facebook to attract more, highly qualified new students – without wasting your time!
- How to transform their website from just an online brochure into am enrollment generating machine that works for them 24/7/365
- Three online marketing automation strategies that will guarantee your prospective students, intros and enrolled students never "fall through the cracks," and feel more connected to your school automatically.
- The three most common mistakes school owners make that cost them hundreds of dollars in their pay per click campaigns, and how to avoid them.
- This is a big one: How to generate hundreds of laser targeted, new prospective students in several hours, and virtually no cost with just one community outreach activity.
- How to leverage "paid" media (television, such as radio, print media, direct mail and others, to produce real results for your school. (most folks in our industry have no clue what's really possible).
- Mastering low-cost and no-cost internal referral events. ■







Internet Marketing, Community Outreach, Social Media, Mass Media, Staff Development, and Marketing Automaton sessons help attendees take their schools to the next level.

A Message to you from former world champion Jeff Smith about Mile High Karate.

I'VE BEEN ASKED BY MANY OF MY FRIENDS and associates why I'd join up with Stephen Oliver and his Mile High Karate organization rather than grow my "World Champion Jeff Smith Schools." Why is it, after over 37 years operating chains of schools — first with Jhoon Rhee and then on my own — is it that I'm now jumping on the Mile High Karate bandwagon?

The answer is rather simple, but first let me share with you a few facts.

Stephen Oliver was a student of mine and of the Jhoon Rhee institute beginning in 1969. That's 38 years ago. I remember meeting him and teaching him personally first when he was a blue belt. From the time we met I recognized his intelligence and drive. He was (and is) really an excellent martial artist. He was by far the most flexible student and then instructor we had. He had vertical kicks and a quest for fighting that only comes with growing up in the "blood and guts" era of Oklahoma and Texas. At my request he moved from Tulsa to Washington, D.C. to be a Head Instructor then Branch Manager at Jhoon Rhee Institute while also earning an honor's degree at Georgetown University.

It's interesting that in the Martial Arts Industry he's mostly known for his knowledge of marketing, sales and business when in fact one of the most impressive elements of his organization is the depth of martial arts experience and skill. He's developed a truly unparalleled system for developing high quality Black Belts with excellent leadership skills.

Over the years he and I have remained close and I've often attended his Black Belt tests, Intramural Tournaments, and the Mile High Karate Classic National Event. I'm been continually amazed at the strength of his organization and the depth of his business knowledge and skill. When we began discussing working together I came to believe several things.

First, no one, absolutely no one can match Stephen Oliver when it comes to effective marketing, advertising, and sales process development for a martial arts school. It's not just my opinion. The top business minds in our industry all look to him for guidance when it comes to how to fill up a school.

Second, no one is even close to him when it comes to developing a structure and a team to develop a huge organization. He's created the first true national and international legal franchise structure and has all of the experts in place to make this grow exponentially.



Making the decision to join Mile High Karate will be the best financial decision you can make.

Third, although he's put together a tremendous curriculum and promoted 1,000's of quality Black Belts we compliment each other in a very powerful way. My role being to continue to strengthen the Mile High Karate instructor training

Some of the absolutely best martial artists in the world are joining our team to work with you, your Black Belts, and your students.







TOP Grand Master Joe Corley presenting 9th Degree certification to Grand Master Jeff Smith.

CENTER *Left to right:* Chuck Norris, Senator and former Senate Majority Leader Bob Dole, Eric Norris and Jeff Smith.

BOTTOM *Left to right:* Isias Duenas, Bill Wallace, Jeff Smith and Joe Lewis.

RIGHT: Grand Master Jeff Smith teaches at Breckenridge location.

and curriculum systems to always have the best quality students anywhere. We're continually developing better and better systems to improve quality, enhance our own martial arts training, and to continue to improve the student graduation rate to Black Belt.

Fourth, I sincerely believe that he's created the best career opportunity for martial arts school operators that exists currently in our industry. The support available and the potential to really develop a business with great value and big cash flows in tremendously exciting. I'm hoping to be instrumental in developing many wealthy martial artists.

I know that you as martial ßartist are concerned about "compromising" your art or about teaching "watered down" martial arts to your students. I can assure you that Mile High Karate teaches as high a quality martial arts curriculum that you'll ever see. As I now work with the Mile High Karate instructors I'm confident that it's getting even better. We have a curriculum that combines the best of many styles and a robust testing process all the way through the advanced levels of Black Belt.

To give one example, I had a friend of mine, a former New York City Police Commissioner, join me at a recent Mile High Karate Black Belt testing. Now, he's been in the NYC rough-and-tumble martial arts scene, taught in the military, and even trained with the Korean demonstration team in Seoul. He was literally stunned by the intensity and quality of the Black Belt testing. He said, "from what I've seen, Mile High Karate has some of the most aggressive training, most aggressive testing, and most aggressive teaching in the arts that I've ever seen … and, I've seen it all."

Clearly, making the decision that I made, to join Mile High Karate, will be the best financial decision you can make to develop your career in Martial Arts. However, something else you should consider is the value of the martial arts training that you'll receive by becoming a part of our team. I'm bringing 40-plus years of experience in the ring and on the floor teaching to your training, and an ever growing circle of some of the absolutely best martial artists in the world are joining our team to work with you, your Black Belts and your students.

Learn More...

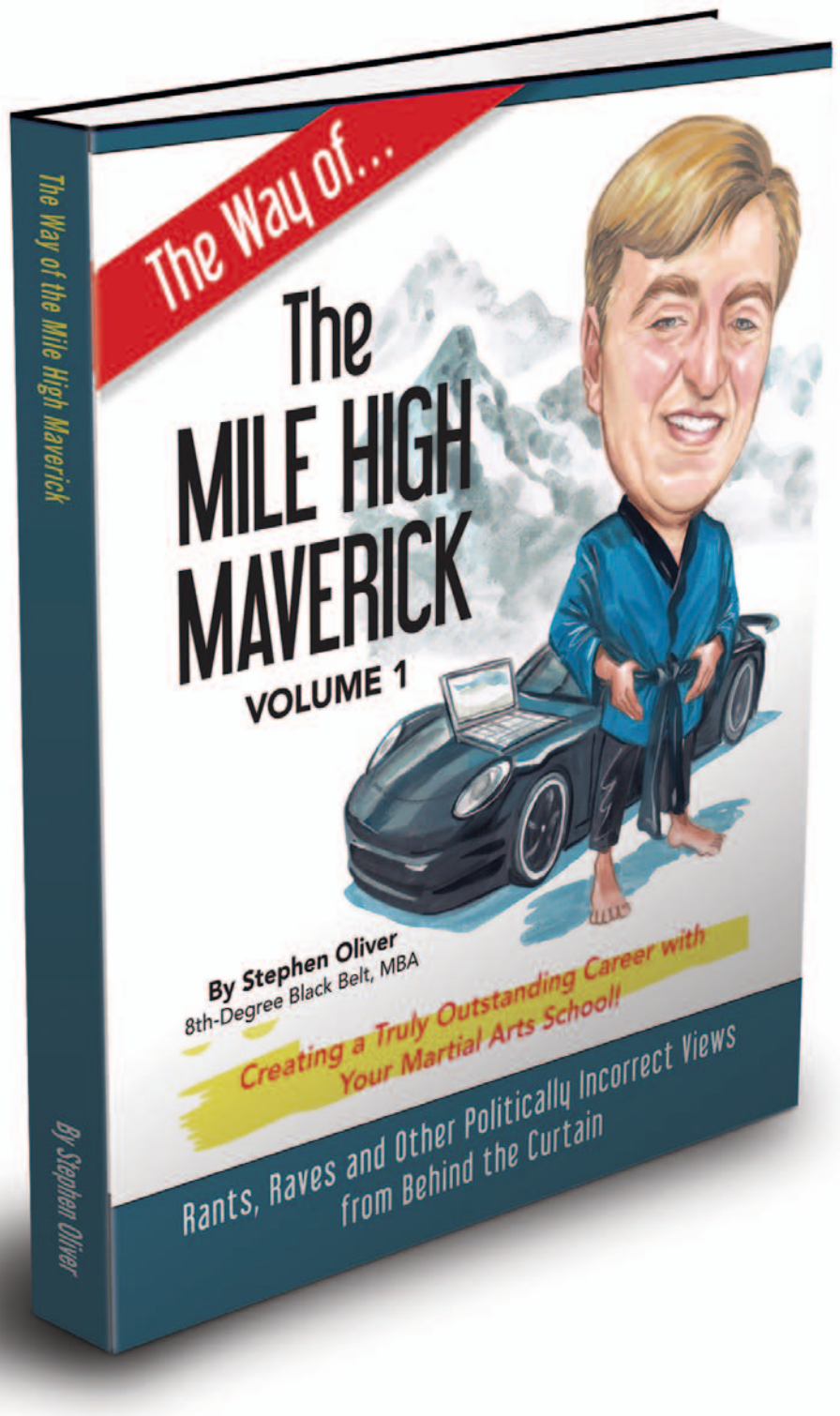
...and chat personally with Jeff Smith.

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— MASTER BILL CLARK





"Get his book and study it, and pay attention to any ideas that cause you to balk or resist; that is where you need to upgrade your thinking to get bigger better results. Stephen Oliver shares lots of good secrets and guides you through the confusion to help you build success."

— STEPHEN K. HAYES, BLACK BELT HALL OF FAME



"There are tons of valuable strategies for the old timers and for those who are new to Martial Arts. If you are thinking about opening a Martial Arts school or if you have been around for years, this is a must for you."

— PAT WORLEY



"If you are planning on "making your mark" in Martial Arts, Stephen's the only Business Consultant to get you into the the very top rungs!"

— GRANDMASTER JEFF SMITH



"*The Way of The Mile High Maverick* is a playbook for those not only looking to improve not only their bottom line, but the concepts he stresses will successfully take any business to the next level."

— DON SOUTHERTON, CE



"I'd highly recommend his latest book, *The Way of The Mile High Maverick* as a rare peak behind the curtain to help you jump your school into the top 10% or, even 1% of the Martial Arts Industry. I promise you this book will shave years off your learning curve!"

—LEE MILTEER, AUTHOR OF SUCCESS IS AN INSIDE JOB; MILLIONAIRE SMARTS COACH

"This is an absolute MUST read for EVERY Martial Arts School owner out there."

— LEIGH CHILDS, THE MA SUCCESS GUY

Visit www.MileHighMaverick.com

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"I thought Stephen Oliver was Crazy ... and Then I Realized He Was Showing Me How to Triple or Quadruple My Income...

Dear Fellow Martial Artist,

When I started working with Stephen Oliver, I did not value what I was doing for my students. Stephen would share the tuition that he was charging at that time. After a call or meeting, I came home and laughed. I was like, "this guy is crazy."

Finally, I wrapped my mind around the idea that "I don't value what I'm doing. I'm the crazy one." That was the best lesson for me. You need to value what you're doing for people and charge what's appropriate.

The coaching program really dealt with my problems and issues. We've all had the experience of attending a huge seminars that never really address your needs. Sometimes I knew whaat I needed help with, but more often it was Master Oliver pointing me in a different, but ultimately right direction.

I've received an EXPONENTIAL return on my investment from the coaching with Stephen Oliver.

Our Inner Circle and Peak Performer's Mastermind is a marvelous resource. It's a group of like-minded, success-oriented school owners . . . we're helping each other.

It's a wonderful experience.

Joe Borucki



Earn a Six-Figure or Better Income Running Your Martial Arts School Without Sacrificing the Integrity of Your Art.

If you are grossing $200,000 or more annually and would like to **DOUBLE that in the next 12 months**, you need to talk to "Millionaire Maker" Stephen Oliver.

He'll **give you a step-by-step action plan to double your gross**.

School owners that he's personally working with have added $150,000, $250,000, $300,000 AND MORE to their school's earnings in the past 12 months — WITH NO ADDITIONAL EXPENSES.

And, for the first time only, he'll give you a **FREE Personal Evaluation** — a $1,297.00 value — for a limited time only.

FREE LIMITED TIME OFFER!

- **FREE Personal Evaluation with Millionaire-Maker Stephen Oliver**, a sure-fire action plan to double your results or better. — **$1,297.00 Value**
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- **FREE Copy of Stephen Oliver's Groundbreaking Book: "Everything I Wish I Knew When I Was 22,"** Responsible for MANY Martial Arts Millionaires all by itself. — **$29.97 Value**

www.PrivateCoachingSession.com

or call 727-540-0500 ext. 202 and ask Bob Dunne for your appointment.

Confident Sales with the Power of Detachment

Closing a sale can feel like the 4th of July, Christmas, and your birthday all rolled into one. That's why salespeople are so eager to make it happen. Over the years hundreds of closing techniques have been developed to help you close a sale.

What happens when you have done the best you can, when you have been as helpful as you can be, and you still can't close the deal? Then what? Most salespeople are persuaded they have to hang on till the bitter end, that the only way they can succeed at closing a sale is by enforcing their will. At that point, making the sale has become personal, as though the transaction is about the salesperson.

One of the most underused principles in sales is to be detached from the outcome and one of the greatest causes of suffering is attachment. The more easily you can let go of the old and embrace the new, the more quickly you can prosper in life rather than struggle.

When you make a sales presentation, do your best; be professional, timely, and attentive to the customer needs, wants and desires. After you have done the very best presentation possible, you have to let it go. Release thoughts and feelings about whether the client completed the sale. Move the energy of your thoughts and feelings toward preparing your mental picture of a successful sales event with your next client.



The Success Coach

LEE MILTEER
NAPMA INNER CIRCLE AND PEAK PERFORMERS COACH

If you are attached to the outcome of a sales event, the heightened emotion of fearing the loss of the sale can repel the very thing you want the most. Being attached to the outcome will actually foster fear, frustration, self-pity, self-recrimination, and even anger. Hanging on to a sale repels it and once you release it, you must truly trust that it will either come back to you or something better will take its place.

Having attachments takes a great deal of life energy and drains you of creative proactive energy. Once you become anxious that you need to make a sale you can sabotage it by pushing too hard or acting a little needy. On a subconscious level, that needy feeling will affect the sale. Physically, you may not recognize that you are acting needy, but the emotional "charge" of even subconscious needy feelings will repel the very thing you are after.

Buyers are attracted to confidence. They want to "go with winners" because they like to see the winner in themselves. Needy, greedy and grasping people are not winners. Trust me: your buyer's emotional radar detector can sense if you are attached to making a sale. If your buyer feels your need for the sale, the product or service feels less attractive.

Detachment is not disinterest. You must remain attached to the customers needs without being attached to the outcome of the sales event. Detachment creates an atmosphere of freedom in a sales call — the freedom for right action to occur. What's right for the salesperson is not always right for the customer. First and foremost, Conscious Salespeople want outcomes that are in the highest and best interest for their customers, because, in the long run, that is the focus that achieves the salespersons goals, too. ■

LEE MILTEER SUCCESS COACH

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



The Five Qualities of Productive Work

Your leadership success and the success of your team will be determined by how well you foster the five qualities of productive work teams throughout the stages of your team's development.

The first quality is shared values. Ask your team to help you list your shared values on a large board or flip-chart. They will contribute the values they consider the most important, such as integrity, excellence, quality, caring about people, profitability and harmony.



The Psychology of Success

BRIAN TRACY
HUMAN MOTIVATION
AUTHOR, SPEAKER

The second quality is shared objectives. It is absolutely essential that everyone take the time to discuss the actual reason for forming the team and the chief results that are expected of them.

Leaders are those who can see the big picture. They are absolutely clear about what it is they want to accomplish. They have the ability to articulate this vision in the minds of others and to convince everyone to work together toward the realization of that vision.

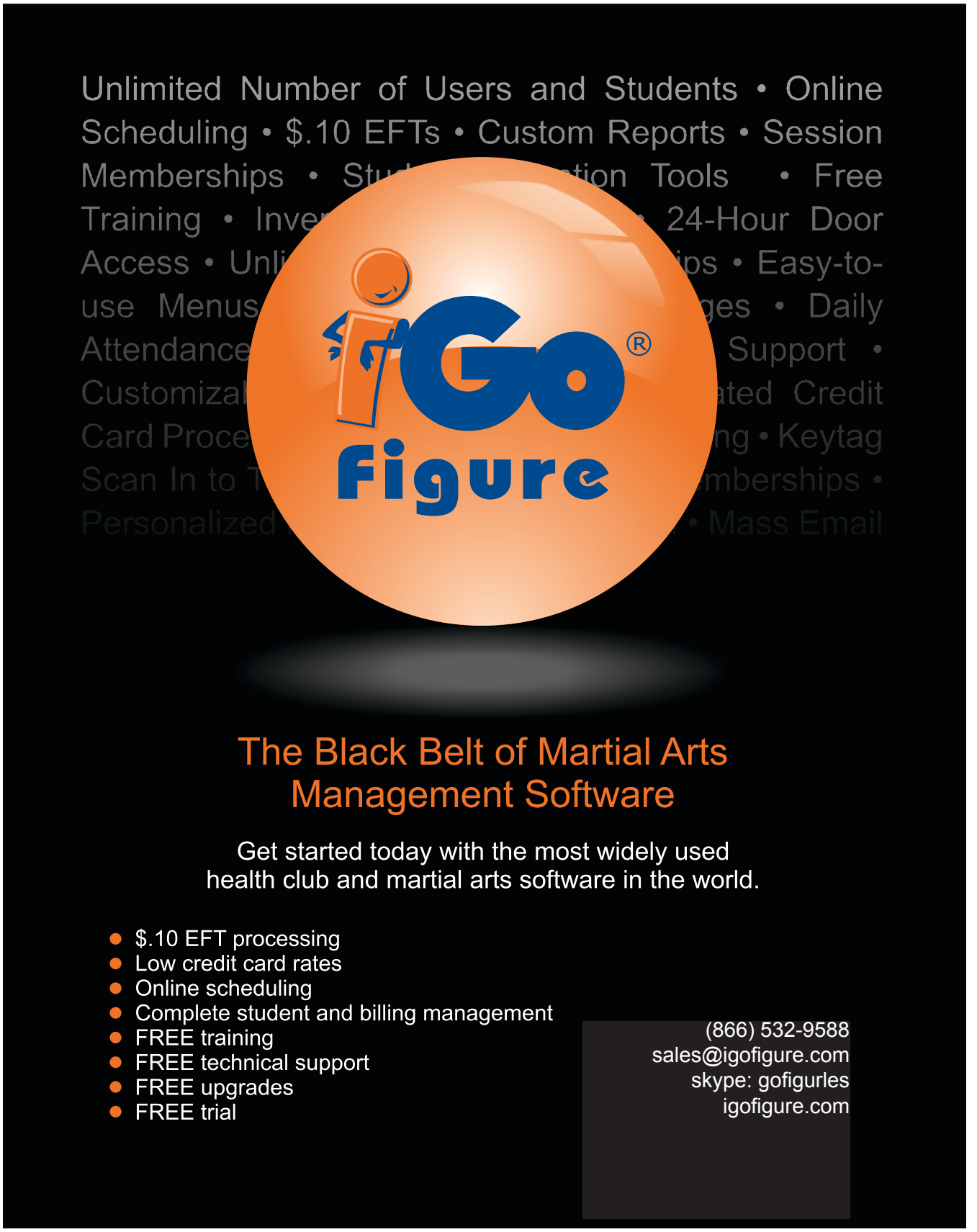
People cannot hit a target they cannot see. Again, even though it may appear time-consuming, everyone must have ample opportunity to discuss and agree on the ultimate goals before work begins. The more thorough the discussion of objectives, the more effective the team will be when it begins working.

The third quality is shared activities. As the team leader, you are responsible for dividing the work among your team members. You want everyone to know their roles and the roles of others to achieve the team's goals.

The fourth quality is the team leader initiates the action. You become the role model for your team members. You continually look for ways to make it easier for your team members to do their jobs. You accept complete responsibility for the achievement of the overall goal. You start a little earlier, you work a little harder, and you stay a little later. You carefully set priorities and always work on your highest value tasks. You never ask anyone to do something that you wouldn't do yourself. You are a leader because you continually lead.

The fifth quality is that the individual team members and the group continually evaluate their progress toward their goals and values. They are always asking themselves, "How are we doing, and how can we do better?" They ask their customers for continuous feedback and evaluation. They set incredible standards of excellence and they are constantly striving to be better.

One of the marks of excellent people is that they never compare themselves with others. They only compare themselves with themselves and with their past accomplishments and future potential. You can become an even more excellent person by constantly setting higher and higher standards for yourself and then doing everything possible to uphold those standards. Your ability to put together a team and then lead that team to high performance will enable you to accelerate your career and fulfill your goals faster than ever before. ■



Mastering the Martial Arts Business Asks…

What would you suggest to martial arts school owners to improve their referrals?



Jay Abraham
MARTIAL ARTS MARKETING WITH THE MASTER

You must systematically, strategically and continuously mine and harvest a constant and qualitative flow of referrals, and it shouldn't be episodic or intermittent. When I look at companies, I ask, "How much of your business comes from word-of-mouth or referrals?" Unless you operate a terrible school and you're really abrupt, rude, coarse and callus with your students, I would say that most schools would probably generate 20% to 100% of their business, of their students, from referrals or word-of-mouth.

A good target is 40%. You can operate a by-referral-only business that virtually dispenses with advertising, but, to do that, you must strategically structure proactive, systematic, formalized and continuous referral systems.

Unless you have at least one ongoing, referral-generating system in place, you're dead. Most people don't even have one. They do it intermittently. They do it just through organic growth, which is stupid.

We studied 7,137 unrelated industries, and found that 93 unduplicated referral-generating systems that almost no one knows! Of course, you don't need 93 systems. Most martial arts schools, however, don't even use one system, regularly.

If you used five or six ongoing, referral-generating systems, you could double, triple or quadruple your clientele. The clients that are generated by referrals can be closed quicker, they argue and negotiate fees less, they come more often, they are more qualitative, they are more enjoyable, they refer more people and they are far more profitable.

How can martial arts instructors use pre-framing to make their renewal process smoother and more successful?

First, I think it's very important that instructors show a real personal concern for all their students, which starts by remembering their names. As soon as they walk into your school, you say their names. I help people in membership-type businesses to develop a memorization technique to repeat a person's name four times as soon as they meet them. If you enrolled a new student who has attended the first two classes and you don't remember his or her name, then that is totally a low-class attitude and that new student is likely not to return for the third class.

Ask your students plenty of questions; learn about their businesses, families, interests, etc. I really believe that if they like and trust you and they feel good with what you're teaching them, then they'll look forward to coming to the school because of the feelings that you give them. The average person today lacks recognition. They need someone to make them feel good; and I think that is one of the secrets to retain more of your students.

Many people are challenged with making a commitment to larger ticket items, such as a martial arts membership. The reason is they can't afford them and they have not sold themselves on the value they'll receive. The first step in the process is that you must really believe – that's the key. You must believe that martial arts training is good for them. They must feel that when they give you three or four thousand dollars and make a four-year commitment to your school that it's the right thing for them and they'll thank you in the future. You must sell yourself on that concept. Then, you must make eliminate your uneasiness about asking for the fee or tuition. Of course, you must be an avid martial arts student, using your facility, so your students can see that you're not just a salesperson or a representative, but you totally eat, sleep and drink the training programs that you're marketing to them.



Tom Hopkins
THE BUILDER OF SALES CHAMPIONS

You must work on your renewal process until it becomes natural and you no longer fear it. "Jim I thought we might go over the financing and how we handle our memberships; and if it makes sense, then I'd sure like to welcome you to our school as a member. Can we sit down and go over that real quick?" Then, you explain how your membership or programs works. Let Jim know how thankful he will be when he is a member, the physical and emotional benefits they'll receive.

I also think that school owners should share stories about students who were initially hesitant, but then joined and are so happy. "Jim, you remind me of Bill Simpson. Bill came to us about a year and a half ago and he was really reluctant to join. He felt the membership was just a bit too much for him. I visited with him and helped him understand the long-term benefits. Now, he's one of our happiest members and he's doing so well. I know that if he were sitting with us, then he'd say to you, 'don't postpone this; take advantage of a membership today.' ■



Teaching the Universal Values that Bring Success



The Pinnacle of Success

JHOON RHEE
LEGENDARY MARTIAL ARTS TEACHER AND EDUCATIONAL ENTREPRENEUR

Money can buy weight machines, but not muscles. Money can buy people, but not true love or respect. Money can buy books, but not wisdom. Truth will give you all of these things, muscles, true love, respect and wisdom.

Each of us on this tiny planet was born to live in harmony with one another as a single family based on the standards of Mother Nature's truth, beauty and love. When humankind loses these universal values, we move in pursuit of egotistical self-gain causing a turbulent society.

We must start with children. As children grow into adulthood, they can be shaped in many ways. The people around them – parents, teachers, peers ¬– must lead by example. Martial arts instructors are role models who must lead by example.

We can lead by example to become humanly perfect by teaching the universal values. I know there are many people who say it is impossible to be humanly perfect, but remember, we are only limited by the limitations of our thoughts. I hope we will all be enlightened enough to actualize who we really are in relationships to others and to the universe. I hope we find new hope and a new world of tru h, beauty and love for all people.

Truth is conscientious common sense in agreement with nature, the laws of physics, chemistry, biology, animal instinct, conscience, reason and emotions. Truth is within each thing and life, itself. Truth is universal, unchanging and everlasting regardless of time and space. What is true in the United States is also true in Russia. What was true 6,000 years ago is true today.

This universe consists of beautiful stars in heaven, beautiful minerals, plants, animals, and the people on this globe. All things of Earth are beautiful. There are two kinds of human beauty: physical beauty and heart beauty. When I ask groups of 5-year old children which is more important, they shout in unison, "Heart beauty, sir!"

In order to cultivate beauty of the heart, we must be truthful with ourselves and with others. When people have beautiful hearts, it radiates outward and enhances our perception of physical appearances. Therefore, beauty is a product of being truthful.

It is absolutely true that love is the cause of our happiest emotions. Love is the reason we live because we cannot find happiness without love. We

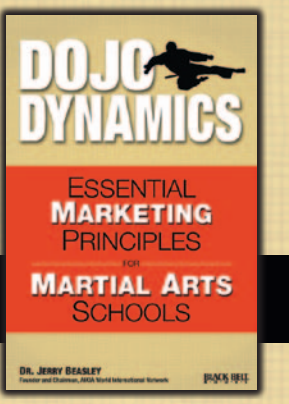
See **RHEE**, *continued on page 33*

JHOON RHEE FATHER OF AMERICAN TAEKWONDO

Grand Master Rhee is a world-renowned 10th-Degree Black Belt with more than 130 affiliated Taekwondo studios around the world, he is a leading pioneer in martial arts instruction. His new book, *Trutopia*, is quickly becoming a required text for schools and students. Learn more at **JhoonRhee.com**

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

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JOE LEWIS, *continued from page 19*

Centurion Club inductees and others receiving this Eternal Warrior Award.

In talking through the presentation with Mike Allen, the president of the Joe Lewis fighting systems, we expressed our desire to have this award in our sport bear resemblance to the Lombardi trophy that is awarded to the Super Bowl winners — admittedly a team sport — but it signifies the warrior spirit in football.



Battle of Atlanta presenter Joe Corley and Eternal Warrior recipents Bill Wallace and Jeff Smith.

Again, as the God Wink would have it, John Graden stepped up, having commissioned beautiful artwork through designer Bob Mueller, who had also worked with the NFL on spectacular art. With his special permission, this is the world-class Joe Lewis art that will be included on these very unique Eternal Warrior Awards.

For our martial arts fans, John Graden had a select number of these prints available at the Battle of Atlanta, for those collectors of martial arts historic works who will look back on this period with fondness and respect for many years to come.

We know that there are young warriors out there today, like I was a few decades back, who will look at these heroes, be inspired by them and will become more than they would have been had it not been for the modeling they presented , as did Joe Lewis.

We humbly paid and sent our respects on that June night for the unique legacy that is and was Joe Lewis, and we proudly honored the first round of martial artists with the Joe Lewis Eternal Warrior Awards 15th at the 45th Battle of Atlanta.

We invite you to see all the Battle of Atlanta action on Facebook at Battle of Atlanta World Karate Championships. Join us in the celebration, live, ringside at the Renaissance Waverly and Cobb Galleria Centre next year June 20-21, 2014! ■

RHEE, *continued from page 31*

love our children unconditionally, but more important, we should love ourselves. We cannot love others without loving ourselves first.

If we do not love ourselves, we are mentally telling ourselves that we are unworthy of love. This is the message we convey to those around us. How can we know love if we do not possess a sense of self-worth? There is a Korean proverb that says, "It takes a year to harvest a crop, ten years to see the full beauty of a tree, and fifty years to make a person."

The world often makes us think less of ourselves than we deserve. The environment of your outward world is a reflection of you - the world within you. We can choose to have beautiful hearts by being truthful. When we are truthful with ourselves we know that we are worthy of love and that builds self-esteem. When we are truthful with others, our hearts become more beautiful. With a beautiful heart, we are a magnet for love. Therefore, love is the product of a beautiful heart and being loved by oneself and others brings us happiness. ■

SMITH, *continued from page 34*

thing all at once, that's not success. Take time to set your priorities, to smell the roses and really enjoy life. At this point and time in my life, I feel like I've got a better balance between my personal life, my business and my martial arts training. And, I'm probably in the best shape physically than I've been in the last 20 or 30 years.

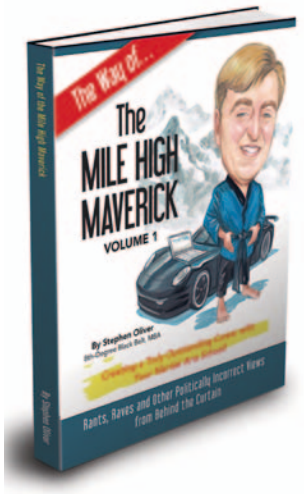
I'm keeping things in balance by reapplying those principles of what it takes to be a world champion in martial arts to what it takes to be a champion in business and to be a champion in my personal life. I am finding the balance of knowledge and motivation in every part of my life. ■



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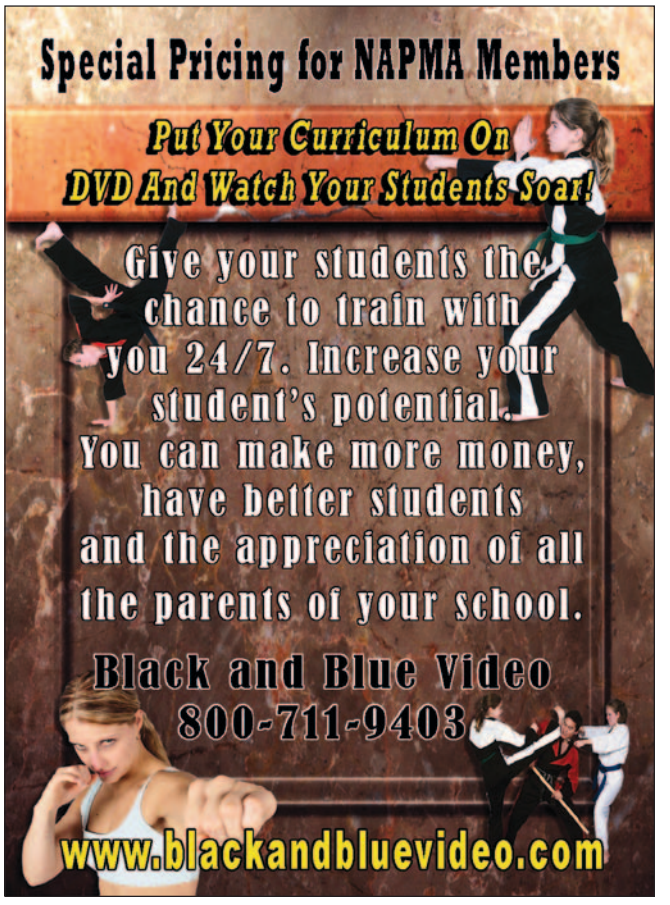
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The Balance of a Champion



Championship Goals

JEFF SMITH
DIRECTOR OF INSTRUCTION
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Another area that I think is lacking in many school owners is balancing their knowledge with their motivation. Knowledge without motivation is wasted.

When I become a world champion, I wanted to increase my knowledge and learn as much as I could about the martial arts. I was picked up the knowledge to physically get in better shape to improve my endurance, to improve my flexibility, to improve my timing and distance and all the things that make you a better fighter. But, all of that is worthless if you don't have the motivation to train.

So, I applied the philosophy that knowledge without motivation is wasted. I started reading motivational books such as The Power of Positive Thinking, Think and Grow Rich and all the other books written by motivation experts like Zig Ziglar, Norman Vincent Peale and Anthony Robbins. I listen to their audiotapes. I watch their DVD's. Then, I shared that information with the staff of the Jhoon Rhee Institute, where I was teaching at the time.

It's like a finally tuned Ferrari racecar that's ready to race but it doesn't have any fuel in the tank. The fuel is the motivation that drives the engine. Your motivation is your enthusiasm, your energy. Do you have enough motivation to follow through on your goals? Or, do you hit that alarm clock and roll over and go back to sleep because you don't have the enthusiasm to get up and do it?

The whole balance of knowledge and motivation and how it takes place in the classroom, in the gym, or the training arena is very similar. When I was competing, my priority was to be the best fighter that I could be – the best competitor. Everything I did revolved around that. My back burner at that time was running the schools. Once I retired from competition, those positions changed. Now my training and workouts are the back burner and my focus is how to make the schools better.

The last part of balance that I think that is very important – and the one I am probably the worst at – is balancing your personal life with your business and your training. When you try to do all things all at once, you'll find that it's hard to be the master of any. You've got to choose what's important to you and make that your priority. It's hard to have two priorities.

How can we make that school more successful? How could we be more successful in the classroom? How can we be more successful in the financial part of it? It's all a matter of finding the balance by managing your priorities.

When you balance your personal, business and training, you also have to have enjoyment. You have to do things that you like to do to keep your motivation strong. When I was competing, my personal goal was my training. To me, that was the most important thing.

As life moves along, you end up with a family and that has to be a priority. I enjoy riding motorcycles and team competitions. I'm in a tennis league and a billiard league. I enjoy time at the beach, in the mountains and skiing. I stay active by sharing with my family the things I enjoy.

To be successful in life is to be happy. If you're making a lot of money, but you're not happy because you're so busy trying to do every-

See **SMITH**, *continued on page 33*

JEFF SMITH 9TH-DEGREE BLACK BELT
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I knew how to stop a punch from coming towards my face, but not how you run a business. Running a business is about finding out what your market is looking for.

I waited a year, but once I actually joined NAPMA, so much information came that if you're unable to make $10,000 growth instantly, something is wrong. But the thing is that NAPMA helped me incredibly. We're grossing in one month what we used to make all year

Shawn Harvey



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