

# GO2 KARATE BUSINESS

## Martial Arts Resources

Written by industry experts

## Go2 Karate Recognition Lifetime Achievement Award

Grand Master Bill Clark

## A Day In The Life Of A Master

Master Instructor Tina Takahashi

## TODD DROEGE

9TH DEGREE-MASTER  
INSTRUCTOR





# A BIG THANK YOU To All Of The Following Go2 Karate Business Magazine Contributors.

We hope everyone loves their amazing content geared toward positively impacting the lives of Martial Arts School Owners.



**Tracy Thomas:**

Tracy is a multi-business owner, business coach, serial entrepreneur, and an 8th Dan for over 30 years. His passion is helping others, working with them to develop and hone the skills needed to be successful and an influencer in their field.

[Go2 Karate Business Magazine | Forming A Strategy](#)



**Greg Moody, Ph.D.:**

Dr. Moody graduated from Arizona State University with a Bachelor's degree in engineering, a Master's degree in Counseling, and his Doctorate in Philosophy Curriculum and Instruction. He is an 8th Dan and a serial entrepreneur and a licensed counselor.

[Go2 Karate Business Magazine | How To Build Your School](#)



**Stephen Oliver:**

Stephen is the leading coach to top-level martial arts schools internationally. His Martial Arts Wealth program coaches school owner into high levels of student service tied to direct net profits.

[Go2 Karate Business Magazine | Success Tips](#)



**Michael Graff:**

Mike is a veteran of 38 years in the financial services industry, and is an Investment Advisor Representative, holding a Series 65 Securities License. He is also a licensed Life and Health Insurance Agent, a Chartered Financial Consultant™ (ChFC®), a Chartered Tax Advisor™, and a National Social Security Advisor™ (NSSA®). He is the founder and principal advisor of Prolncome, a financial and investment management firm located in Walpole, MA, and the author of the book "6 Steps to Retirement" that details his retirement planning and transition process.

[Go2 Karate Business Magazine | Financial Corner](#)



**Laurie Hunter Peterson:**

Laurie is Senior Counsel for a large real estate development firm in Little Rock, Arkansas with primary practice in corporate law and business transactions. Laurie began her legal career in 1998 as a federal attorney representing the United States of America in five southern states and retired from federal practice into private corporate practice in 2019. Dovetailing with her legal career, Laurie began training in martial arts while in college and has continued to train for the past 38 years. Laurie is a 6th degree black belt master instructor that continues to strive for a balance between the corporate legal world and the world of martial arts.

[Go2 Karate Business Magazine | Legal Resources](#)



**Amanda Olson-Illescas:**

Amanda is a founding member of the American Martial Arts Institute, Leadership Training Academy, and creator of Ask Master Mom. She has been teaching martial artist of all ages for over 40 years. Her unique perspective and approach as a mentor, has helped 1,000's of families over the years navigate issues at home and school with positive results. She is a Trainer of Trainers and a Mom to many.

[Go2 Karate Business Magazine | Ask Master Mom](#)



**Lisa Agens:**

After transitioning from a career in dance to dental hygiene, Lisa gained significant weight. Despite many failed attempts with diets and fads, she eventually educated herself on nutrition and its underlying science, establishing successful habits. As the founder of Your Lean Life LLC, she has assisted hundreds in shedding weight through a whole food-focused fat loss approach. An experienced teacher, coach, and mentor, Lisa is passionate about guiding others to reach their nutrition goals. She holds certifications as an ISSA Specialist in Fitness Nutrition, Precision Nutrition 1 Coach, PN Sleep, Stress Management, Recovery Coach, Henselmans Certified Personal Trainer, FlexDiet Certified, and NASM Certified Personal Trainer and Nutrition Coach.

[Go2 Karate Business Magazine | Nutritional Notes](#)



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## PUBISHERS LETTER



Dear readers,

It is with great pleasure and enthusiasm that I extend a warm welcome to each and every one of you as you embark on this exciting journey with us through the pages of Go2 Karate Business Magazine. As the Publisher of this esteemed publication, I am thrilled to have the opportunity to share our knowledge, insights, and inspiration with all martial arts enthusiasts and business professionals.

Martial arts is not merely a physical discipline; it encompasses a way of life that promotes personal growth, self-defense, and mental fortitude. Whether you are a dedicated martial artist, an aspiring entrepreneur, or an established business owner in the martial arts industry, this magazine is designed to serve as your trusted companion on the path to success.

The Go2 Karate Business Magazine is dedicated to providing a comprehensive platform for all things martial arts-related. Within its pages, you will find a wealth of information, ranging from industry trends and best practices to insightful interviews with renowned martial arts masters and influential business leaders. We aim to bring you engaging content that covers a wide range of topics, including marketing strategies, instructor training, financial management, and effective teaching methods.

Our team of experienced writers, industry experts, and passionate practitioners have come together to curate a magazine that caters to the diverse needs of our readership. We believe in the power of knowledge-sharing and fostering a sense of community among martial arts enthusiasts and professionals worldwide.

Through the pages of Go2 Karate Business Magazine, we aim to facilitate networking, encourage collaboration, and inspire innovation within the martial arts industry.

In addition to the wealth of information we provide, we strive to showcase success stories and highlight the achievements of individuals and organizations who have made significant contributions to the martial arts community. We believe in celebrating excellence, dedication, and the transformative power of martial arts in shaping lives.

As we embark on this shared journey, I invite you to immerse yourself in the vibrant world of martial arts, embrace new perspectives, and seize every opportunity for growth and development. Together, let us explore the boundless potential of the martial arts industry and empower ourselves to reach new heights of success.

Thank you for choosing Go2 Karate Business Magazine as your trusted companion. Your support is invaluable, and we are excited to have you on board.

Wishing you all the best on your martial arts journey!

Sincerely,  
**Tracy Lee Thomas**  
Go2 Karate Business Magazine | Founder



## EDITORS LETTER



As the editor of Go2 Karate Business Magazine, I want to take this moment to thank you for choosing to read our magazine. Your support and dedication have played an integral role in the journey we've been on. From the onset, our purpose has been to provide engaging, educational, and inspiring content that supports the martial arts community. The passion, commitment, and enthusiasm you bring to our shared pursuit of martial arts mastery not only inspire us but are the driving forces that keep this publication moving forward.

We look forward to continuing to serve you and this vibrant community.

Thank you again for reading, your support, and being part of our martial arts family.

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# GO2 KARATE

Go2 Karate Business Magazine Volume 2



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COVER STORY

Todd Droege Interview

Go2 Karate:

Good afternoon. This is Greg Moody with Go2 Karate Magazine and revmarketing.com. And I'm here with a very special guest, one of my heroes in martial arts and one of the top school owners in Georgia, one of the top martial arts instructors. He's a renowned martial arts instructor all across the nation, and I'd like to welcome Grand Master Todd Droege of Marietta, Georgia. Thanks for being here today, sir.

Todd Droege:

Thank you, Master Moody. I appreciate it. It's exciting being here again with you and just talking about the history of all the martial arts that I've been along to. So it's a pleasure being here today.

Go2 Karate:

Thank you so much, sir, for joining us on this Go2Karate magazine and Revmarketing.com interview. So I have a few questions to ask. I'm so impressed by your martial arts background. Tell us a little bit about yourself and how you started in martial arts.

Todd Droege:

I started when I was nine years old; my brother wanted to take a class, opened up the phone book if anybody remembers what a phone book is. So we took classes, and we rode a bus. My mom never drove, so we rode a bus for 45 minutes. My dad would then pick us up on the way home from class. He worked downtown Cincinnati and would pick us up from that Newport shopping center where Master Hamilton started his first school.

I started then, and I kept going. I moved to Georgia after I got out of high school, kind of as a summer vacation. Master Hamilton said, "Hey, come on down and hang out for the summer and see what you want to do." So the day I got there, he fired the guy working there because he didn't do anything right. Grand Master H.U. Lee was there for testing, and it was a mess. He said, "You're fired, and now, you're working." I had one day out of high school, and the next day he said, "You've got your uniform? You're teaching all the classes from now on." I never went home. Two or three years later, he wanted to sell a couple schools. I ended up buying one of the schools, and I rented that facility for 18 years.

“

*You've got your uniform?  
You're teaching all the classes  
from now on.*

I didn't really know what I was doing. I just taught a good class, had a good product, and in those times, I became a two-time national champion and three-time world champion in sparring. Back then, it was just everything that led up to sparring. If you won sparring, you won the world championship thing. No weight classes, no heights, no nothing; it was just everybody in there together. It was a great experience; it was super challenging.

But then I went off and bought the school and started running it. Got some good financial people to help me. Got out of the rental facility finally after 18 or 19 years and bought my own piece of land, and started building the building.

Go2 Karate:

Well, that's amazing. That's quite a story. I think there are quite a few martial artists that became school owners just because the other guy left or just because they were told they had to get started. That's not an uncommon story, but not many people are as successful as you out of that situation that you got thrown into the fire in a very real sense.





**Todd Droege:**

I already loved it to begin with, so it was going to be my career anyway; it just all fell in place where we ended up; my dad helped me get the loan, and we paid it off three years early. We ended up running the school and did really, really well. We added space to the rental location as we grew. So again, with good financial people helping and everything else, we had the opportunity. And doing the right thing. That was the big thing.

And then, in 2000, we built the building. The building's about right under 14,000 square feet. So it was funny. Grand Master H.U. Lee, I showed him the plans, original plans, and he goes, "Oh, it's not big enough. Needs to be double the size." So I took it back to the architect, and they looked at it. It was going to be about 7,000 square feet. And he looked at it; they did some stuff, came back, and it was exactly the square footage that Grand Master H.U. Lee said it should be. And neither one of them talked to each other, of course. So, that was great. We got some great benefits from that building. It's a corner-piece property, and it's gorgeous.

Then about five years ago, we had lightning strike it and burned it all to smithereens. Now it's all updated and everything, so it's state of the art. I've been to the Olympic Training Center out in Colorado Springs, and to brag a little bit, my place is a lot nicer than that place.

**“Those are life experiences that I would never take back.”**

**Go2 Karate:**

Wow.

**Todd Droege:**

We're really excited to have the opportunity to do that. And so that's been it. And then from there on my martial arts career, because I've always been active teaching seminars all over the world from Portugal to South Africa. I'm actually back in South Africa now with our new organization, Rotterdam, all over the place, teaching seminars and stuff for the last 47 years; it's now been so since I started.

**Go2 Karate:**

Well, yeah, you are a worldwide instructor. You've taught in Korea; you've taught all over the United States. You've taught in pretty much every country I can think of.

**Todd Droege:**

South America. Yeah, we're down there quite a bit.

**Go2 Karate:**

Yes, sir.

**Todd Droege:**

So, great experiences. Those are life experiences that I would never take back. I would never change a thing that I ever did.



It's just been such a great path, and I'm writing a book right now too, and it talks about that. It's like the perfect life. What is the perfect life? My life is the perfect life. I've got to travel the world seven times. I've been all over meeting the nicest people in the whole world and trying to make an effect on what martial arts brings to communities. So that was some of the big stuff that we did.

**Go2 Karate:**

What's special do you feel about Tactical Martial Arts, your company? Well, in your school. And I know that students can find you at droegesata.com, but what's special about Tactical Martial Arts that you feel is important for people to know?

**Todd Droege:**

So we have Tae Kwon Do, the GTMA system, which is Jishin Tae Kwon Do, and then we do Krav Maga, which is Tac Krav Maga, one of my best friends, Grand Master Longoria; we've kind of refined some of this stuff because we work with law enforcement so much, and a lot of the stuff in the past did not really fit, didn't work real well in one of those situations. So we've altered some of the things working together, and that has turned out great. We actually did an international series BJJ Fanatics series. I did three videos on there, and he did about three or four of self-defense. So we've got those up for sale and an opportunity to show the world what we're doing with that.

But the biggest thing I think that affected my school was my staff. Number one is my wife; she helps run the business and everything else, so she's the driving force behind it as I'm traveling and doing all the other stuff. My manager, Patience Fulton, she's been amazing. She's been with me since she was like 13. So the thing we find is a lot of people and most martial arts, the kind of grow up with that, as you're going and as your career goes. So, doing the right thing every week, trying to treat people nice, good marketing companies like you guys have that keep us on track in pushing us forward all the time instead of all a sudden, I look back, and we're 20 years behind in business.



### Go2 Karate:

Yeah. Well, I think you mentioned a lot of mentors along the way and a lot of different things that you've reached out to, and I know that you stay humble enough to go ask people for stuff, and you keep growing, and everything that you do is very modern and all the martial arts you do is modern, and the business you do is modern so that you can continue moving forward. And you've had thousands and thousands of students over the years. What are some transformative things that you found in your business?

### Todd Droege:

Well, I think the new organization, GTMA, Global Traditional Martial Arts with the Tae Kwon Do, and actually Grand Master H.U. Lee did this back in the day was, "Hey, the forms need to be updated, things need to be updated." And he did that back then. It was a revolutionized martial arts back then. And Grand Master G. K. Lee has done the same thing; basically, it's updated the stuff. I'm actually number two in the company in the order of rank. And we have taken the curriculum to make it more well-rounded and just making it more futuristic of what the kids need nowadays, what the people need, how their schedules are evolved, everything else, how much you would need self-defense as everybody can see. You better have some good self-defense under your belt. And then the Jishin Tae Kwon Do and the Krav Maga we do is all integrated together.

We work with Grand Master Machado in JiuJitsu, and he's been a great partner because he's so humble and one of the best guys in the world. So we have integrated all these. Chief Master Henderson he's in charge of our BJJ. He's a third-degree black belt, and he's also one of our future chief masters. So we've basically integrated into... So if you're a white belt, you're doing all this stuff. You just don't know it, but you're doing all these things that are going to make you a well-rounded martial arts and a good future black belt in the future, and hopefully, a great leader and master as your career continues.

### Go2 Karate:

So it sounds like it's easier to teach, it's easier to learn, and then it becomes more effective when they practice it.

### Todd Droege:

Exactly, exactly. And that's what you need. Parents have 45 things going on. They're in five sports, five of these. I don't know how kids have time to study anymore. How do you have time to study if they're in 45 things? So we have really made sure that when they come to the class, they're getting everything they need in that 45 minutes, even though it's two to three times a week. So nothing, none of their time or none of our time, is really being wasted on things that really don't fit.

“

***You don't have to wait for the black belt to be able to learn self-defense.***

We could be jogging around the room, but how is that going to affect or how's that going to help them get better if they're in a bully situation or if they're in a situation where Mom or Dad, or someone else at the grocery store line, somebody starts being aggressive? How do we start training them from white belt? You don't have to wait for the black belt to be able to learn self-defense. So a lot of that is integrated into the whole program now.

### Go2 Karate:

Well, I know GTMA has done a lot of really interesting things, and it stands for Global Traditional Martial Arts, right?

### Todd Droege:

Yes, sir. I think of last week, we had 248 schools in 17 countries, and that's in two years. So we're really blessed to be a part of that. We've got so many great people that most of it was that was their instructor or their instructor needed a new avenue. So that's basically my instructor left, so that's when I left, and we went and built the new organization together with some other wonderful, now grandmasters. And that's one of the biggest things Grand Master G. K. did was he saw that they had time in rank, they had this, and they did everything. They traveled the world, and they spread martial arts in a positive way.





So then it was time for us to test for ninth degree. We tested for ninth degree. We actually physically tested did form sparring, board breaking, combat weapon, and we also did two rounds of sparring and two rounds of combat. So we did everything. We did everything you possibly do at testing physically for a ninth-degree black belt. And then, the next year, we got our GrandMaster title. So we had to do things throughout that year, of course, to be accepted to be in the Grand Master title, which is a lot of leadership things and development curriculum for the other countries, getting the other countries set up and for getting in tournament stuff and getting them curriculum management, all that kind of thing. That's kind of where we're at right now.

#### Go2 Karate:

Well, I know that you mentioned that GTMA also has some programs for the students, and that helps the instructors and the school owners that you have so the students can buy things, and the students have services as well.

#### Todd Droege:

So one of our several proud things, but our new leadership program is going to be just unbelievable. It's going to be actually physically launched at the next globals in July, end of July. But we've partnered with some great companies that do a lot of suicide prevention, great leaders that really, really, on an international basis, are training CEOs and other companies. So we partner with them to develop this. Also, he's a colonel and a doctor, Dr. Shirley, he's one of our sixth-degree masters, but he's been a big part of bringing the nutrition and everything else. So we've got a whole series of books for kids, how to eat, how to develop the leadership stuff. All these things are built into the program as the kids come to our class. There's going to be video instruction as they walk into every class on the theme of the leadership opportunity done by professionals.

And it's just so exciting to see all that come together. And then we're one of the first martial arts organizations ever to provide insurance for our people. So now you can get health insurance and other financial services like payroll and different things like that. But the main thing was none of us forever unless we had an opportunity somehow to spend a whole lot of money on health insurance. I knew martial arts instructors all over the world that never had health insurance. Then if something tragic happened, they probably lost their school, and I saw a lot of that.

So Grand Master G. K. was really, and Mr. Nodelman, our CEO, they were really, really focused on getting that because we cannot do anything without these great instructors. And if they're not healthy, their school's not going to go, they're not going to come and provide what we need out of an instructor, it's being at our events and being a good leader and being a good martial artist. So we're excited about the quality of martial arts, and we're already seeing it in the program.

So those are some of the things that GTMA has done with Grand Master G. K. Lee and Mr. Nodleman, and our board. And it's just been a pleasure. It's just so easy because everybody focuses on Tae Kwon Do. "Hey, would we do that in Tae Kwon Do?" "Yes." Okay, well, that's the answer then. So we can make adjustments and fix things with one phone call that might have taken a long period of time in the past. Now we can fix it, move on and get to the next thing.

#### Go2 Karate:

That's fantastic, sir. Well, we have some other groups and organizations. I know that you mentioned Krav Maga, your GTMA; that's been fantastic. I know that your lead generation, we work with you a little bit on your lead generation, and you've been working with us for a long time, so it's been exciting to see your school grow that way.



***They're the domestic violence and sexual assault facility here in the area...***

#### Todd Droege:

Yeah, I've known Master Thomas since we were kids; we competed together. And I've known you for forever. So it's been a good partnership with Rev Marketing. The cool part is we built that from there. We had some gun training, so we wanted to take it to the next level because a lot of instructors and masters got to a point where maybe they couldn't kick as well, and maybe we couldn't... We had health issues and things. Well, there are other things you can do for self-defense with a knife and gun and things like that. So we put together a company, we did it for a long time. We separated that company into two parts now, but it's just been great. It's Go2 Firearm Safety so that company's still there. And we have Concealed Carry Solutions, which I've used on the women's side of the training.

Some of the things we've done, I've partnered with Live Safe Resources. They're the domestic violence and sexual assault facility here in the area. I met the CEO. We got along right away through another person that I do active shooter response training for. So I'm an active shooter consultant now for these facilities. I got one of the huge awards this year. It was 450 people there; usually, it goes to a law enforcement person, and they decided to give it to me because of the training we're providing for the staff, the building, and everybody we're doing there. We're there sometimes between the police getting there and them getting there, keeping them safe, and if someone's coming there to do something bad. So it really turned out great. We do a lot of firearms training for those people, too, that are the executives and other people.



And then out in Texas, I've got a contract to do all the active shooter training, response training for them. It's Lee College; there are five campuses. So I'm in charge of the whole security training, all the security staff, which is about 17 or 18 officers. So we do training for two days when I go out. I'm there one week every month now with five campuses and thousands and thousands of staff members. That's been just wonderful. The people out there are great. Dr. Hill, a good friend of mine, he's actually head of one of the major departments there, and he's just been a great asset.

Yeah, those have been great. That's been something that leads out of my martial arts side, but always martial arts is still there, and it just makes it all fit.

**Go2 Karate:**

Well, that's fantastic. So it really helps the community with personal protection past and beyond the martial arts. There's some violence, and there's a lot of violence that people need to be aware of, and they can look to you to have some protection in a lot of other ways.

**Todd Droege:**

And then what's so exciting for me to see is someone excited about doing something. Well, we see that in our white belts. We see that in our new black belts. But now I had to take an eighth or ninth-degree black belt and do gun training for them for the first time they've ever shot a gun. They looked like a little kid in the candy store. They're like, "Oh my God, I love learning again. This is the greatest thing. This is why I started martial arts." And so they can get that new excitement about continuing to keep healthy and their martial arts training because we're taking them to the next level.

**Go2 Karate:**

Well, I know that you're using Go2 Karate and Rev Marketing to help you with growing your school, and that too. Can you talk about that a little bit more?

**Todd Droege:**

The website's been tremendous, and we have the lead generator thing. I think we had 15 new white belts that we actually sent in for testing last month, so I'm sure we had about 20, but some of them came in at the end, so they weren't quite ready to test. So it's a good average amount of people.

I decided years ago to try to raise my prices more and not have so many people at one point back when I started the building. And again, it just went crazy. They always say, "You build it, they will come." Well, that actually was true. I actually had AI called ASF, which is a finance company I used to use back then in 2000; I think it was three or four, and I had 621 students. I'm like, "How many do I have?" I've got a 5,000-square-foot floor, and it was packed every night.

You can sign up all the people you want, me and Grand Master Longoria talk about this all the time. You can sign up 20 people a month, but if you can't keep anybody, you're just filtering them right through the system. So we want to try to keep as many people as we can. And the coolest thing that I don't really think about or talk about too much is the grandparents that took my class, and I'm now bringing their grandkids back, stuff like that. I didn't know I was that old. How can I be that old? But you've got your grandkids in class now. So the mom or dad did it, their daughter did it, and now their daughter's doing it in Tae Kwon Do. So it's just the coolest thing to see.

**Go2 Karate:**

Yeah, before too long, you'll have the great-grandkids.

**Todd Droege:**

Yeah, that's it. Hopefully, I'll still be standing up talking to you at that point, but I know-

**Go2 Karate:**

Well, you're healthy because of the work you're doing, because you're still training, and you're still doing so much stuff. Well, we have to wrap up, sir. I could probably talk to you forever. It's been a great pleasure to work with you, and you've always been one of my mentors and heroes of martial arts, so thank you so much for being here today.

**Todd Droege:**

Well, I really appreciate that, and thanks for all you guys do for everybody, and we're excited just to GTMA, excited to do the best martial arts we possibly can in the world. So we'll see you guys. Maybe we'll see you on the cruise ship.

**Go2 Karate:**

Yes, sir. That sounds like a good plan. Well, Grand Master Todd Droege, I have the greatest respect for you and the martial arts instructors that are helping in the community, especially the ones that you work with. So for everybody here at Go2 Karate Magazine and revmarketing.com, thank you very much, sir.

**Todd Droege:**

All right. Thank you, everybody.



***...I love learning again.  
This is the greatest thing...***



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# Effective Business Strategies for Martial Arts School Owners in Acquiring New Leads

By: Tracy Lee Thomas | Founder Go2 Karate

In today's digital age, martial arts school owners have a vast array of opportunities to grow their business online. The key to success lies in developing a comprehensive strategy to attract new leads and convert them into loyal students. This article aims to provide martial arts school owners with practical insights and strategies to effectively generate new leads in the online landscape. By harnessing the power of digital marketing, social media, search engine optimization (SEO), and other relevant techniques, martial arts school owners can reach a wider audience, engage potential students, and build a thriving community both online and offline.

### Understanding Your Target Audience

The first step towards developing an effective online strategy is gaining a deep understanding of your target audience. Identifying their demographics, interests, and motivations will help you tailor your marketing efforts to resonate with them. Conduct market research, analyze data, and engage with your existing students to gather valuable insights. By understanding what drives your target audience, you can create compelling content and offers that will grab their attention and entice them to engage with your martial arts school.

### Build an Engaging Website

A well-designed and user-friendly website is crucial for attracting and converting online leads. It serves as the virtual front door of your martial arts school. Make sure your website is visually appealing, easy to navigate, and mobile-friendly. Clearly communicate your unique selling propositions, showcase testimonials, and success stories, and provide relevant information about your classes, instructors, curriculum, and facilities. Implement lead capture mechanisms such as contact forms, email sign-ups, text, or chatbots to gather visitor information and follow up with potential leads.

“  
...it is essential to optimize your website for relevant keywords and phrases.

### Implement Search Engine Optimization (SEO) Strategies

To ensure your martial arts school ranks high in search engine results, it is essential to optimize your website for relevant keywords and phrases. Conduct keyword research to identify the terms potential students are likely to use when searching for martial arts classes in your area. Incorporate these keywords naturally into your website's content, meta tags, and headings. Additionally, focus on local SEO by including your location in your content and utilizing online directories. Regularly update your website with fresh, informative content, such as blog articles or videos; this is a key element to success in improving your search engine rankings and attract organic traffic.

### Leverage Social Media Platforms

Social media platforms provide an excellent opportunity to connect with your target audience, build brand awareness, and generate new leads. Identify which platforms your potential students are most active on and create engaging and shareable content. Regularly post updates about your martial arts school, including class schedules, special promotions, student achievements, and behind-the-scenes glimpses. Utilize targeted advertising to reach a wider audience and drive traffic to your website or landing pages. Encourage your existing students to share their experiences on social media and provide incentives for referrals. Engage with your audience by responding to comments (you can learn a great deal by watching those who don't comment), messages, and reviews promptly. Social media platforms offer a powerful means of fostering community and sparking interest in your martial arts school.





## Offer Valuable Content and Incentives

To attract and retain potential leads, provide them with valuable content that showcases your expertise and the benefits of martial arts training. Create informative blog articles, videos, podcasts, or downloadable resources that address common questions or concerns potential students may have. Consider offering free trial classes, workshops, or webinars to entice prospects to experience your martial arts school firsthand. Implement lead magnets such as e-books, checklists, or exclusive discounts to capture visitor information in exchange for valuable resources. By consistently providing valuable content and incentives, you establish yourself as a trusted authority and build a relationship with potential leads.

## Implement Email Marketing Campaigns

Email marketing remains one of the most effective tools for nurturing leads and converting them into paying students. Develop a strategy to capture email addresses through your website or in-person interactions. Segment your email list based on interests, demographics, or stage of the customer journey. Send personalized and targeted emails with relevant content, special offers, and updates about your martial arts school. Use automation tools to send automated sequences, such as welcome emails, follow-ups, and reminders. Consistent communication through email helps you stay on top of their mind and encourages potential leads to take the next step in their martial arts journey.

## Collaborate with Influencers and Partnerships

Partnering with influencers, local businesses, directory sites such as Local Trust Navigator or Go2Karate.com, or complementary service providers can expand your reach and attract new leads. Identify individuals or organizations with a strong online presence and aligning values. Collaborate on joint marketing campaigns, cross-promotions, or events to tap into their audience and introduce your martial arts school. Consider hosting workshops or seminars with industry experts or partnering with fitness influencers for co-branded content. These partnerships can create valuable exposure, credibility, and trust, ultimately driving new leads to your martial arts school.

In addition to the strategies mentioned above, martial arts school owners can also explore paid advertising options such as Google Ads or Facebook Ads to amplify their online presence and target specific demographics. These platforms offer precise targeting options and measurable results, allowing you to optimize your ad campaigns for maximum effectiveness. By allocating a budget for online advertising, you can reach a wider audience and drive more qualified leads to your martial arts school, ultimately increasing enrollment and growing your business in the digital realm.



***...you can reach a wider audience and drive more qualified leads to your martial arts school...***

## Conclusion

Formulating a comprehensive strategy for acquiring new leads online is paramount for martial arts school owners in today's digital landscape. By understanding the target audience, building an engaging website, implementing SEO techniques, leveraging social media platforms, offering valuable content and incentives, utilizing email marketing campaigns, and seeking partnerships, martial arts school owners can establish a strong online presence and attract a steady stream of new leads, ensuring the growth and success of their business. For some, this may be a bit overwhelming, and if that is the case, I suggest outsourcing your marketing with a team that will meet your goals and objectives relative to your allotted budget.



Tracy is a multi-business owner, business coach, serial entrepreneur, and an 8th Dan. He founded Go2 Karate that has helped thousands of entrepreneurs and businesses tell their story online in the marketplace to enhance the marketing and grow their business model.



## Effective Strategies for Building Customer Loyalty Cultivating Long-Term Relationships

In today's competitive business landscape, customer loyalty plays a pivotal role in the success and sustainability of any organization. Building strong customer relationships leads to repeat business, positive word-of-mouth referrals, and a solid brand reputation. This article delves into effective strategies businesses can employ to foster customer loyalty. Businesses can create lasting connections beyond transactions by understanding customers, providing exceptional experiences, building trust and credibility, implementing loyalty programs, and fostering engagement and personalization.

### Understand Your Customers

To build customer loyalty, it's essential to have a deep understanding of your target audience. Invest in market research to identify their needs, preferences, and pain points. Utilize techniques such as customer surveys, feedback forms, and social listening to gather valuable insights. Analyze customer data to identify patterns and trends, allowing you to tailor your offerings and messaging to meet their specific requirements. By understanding your customers on a deeper level, you can deliver personalized experiences that resonate with them.

### Provide Exceptional Customer Experiences

Exceptional customer service is a cornerstone of building loyalty. Train and empower your employees to deliver outstanding experiences at every touchpoint. Encourage a customer-centric culture and instill the importance of empathy, responsiveness, and problem-solving. Go above and beyond to exceed customer expectations and resolve issues promptly and effectively. By providing consistently exceptional experiences, you create positive emotional connections that foster long-term loyalty.

### Build Trust and Credibility

Trust is a vital element in customer loyalty. Establish open and transparent communication channels, ensuring honesty and authenticity in all interactions. Maintain high ethical standards in your business practices and honor commitments. Encourage and respond to customer feedback, demonstrating your willingness to listen and improve. Utilize testimonials, reviews, and social proof to build credibility and showcase satisfied customers. When customers trust your brand, they are more likely to remain loyal and recommend your business to others.

### Implement a Customer Loyalty Program

A well-designed customer loyalty program can be a powerful tool for building and nurturing customer loyalty. Consider implementing a points-based system where customers earn rewards for their purchases. Create exclusive offers, discounts, or early access to new products or services for loyal customers. Explore tiered loyalty programs that offer additional benefits as customers move up the ranks. Regularly communicate program updates and rewards to keep customers engaged. A customer loyalty program not only incentivizes repeat purchases but also makes customers feel valued and appreciated.



*It's essential to have a deep understanding of your target audience.*

A well-designed customer loyalty program can be a powerful tool for building and nurturing customer loyalty. Consider implementing a points-based system where customers earn rewards for their purchases. Create exclusive offers, discounts, or early access to new products or services for loyal customers. Explore tiered loyalty programs that offer additional benefits as customers move up the ranks. Regularly communicate program updates and rewards to keep customers engaged. A customer loyalty program not only incentivizes repeat purchases but also makes customers feel valued and appreciated.





## Foster Engagement and Personalization

Engagement and personalization are key to building customer loyalty. Leverage customer data to personalize interactions and tailor marketing messages. Send personalized emails, direct mail pieces, recommend relevant products or services based on their preferences, and acknowledge important milestones such as birthdays or anniversaries. Foster engagement through social media by responding to comments, hosting contests, and sharing user-generated content. Create a sense of community by encouraging customers to share their experiences and interact with one another. By nurturing engagement and personalization, you deepen the emotional connection customers have with your brand.

Building customer loyalty requires a strategic approach that goes beyond mere transactions. By understanding your customers, providing exceptional experiences, building trust and credibility, implementing loyalty programs, and fostering engagement and personalization, businesses can cultivate strong and enduring relationships. By investing in customer loyalty, businesses can create brand advocates who not only stay loyal but also actively promote the brand, leading to sustained growth and success.



***Building customer loyalty requires a strategic approach...***



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### Heighten Your Expectations

By: Stephen Oliver

As an aside, I start with three simple things. First, I fix their pricing. Second, I fix their Intro-Enrollment Conversion Process, then Third, Open the Flood Gates and show them how to generate more students in a month than they've often seen in a previous year. My clients have started to refer to that as "Drinking from a Firehose."

Now, let me go at all of this from a different angle. My team members Bob Dunne, Chief Master Greg Moody, Grand Mastery Jeff Smith, and I have talked with many, many school owners in the last 18 months who really let things TANK and are in a panic trying to rebuild.

However, the reality is that in essentially every case, these are established school owners who grew a great school before "the crash," had gotten there slowly. They have no idea how to bounce back QUICKLY. They were usually operating at what they thought at the time was an incredibly high level (let's say \$25,000 a month or \$30,000 a month) with little vision that they could and should be taking home a personal net income of more than their total gross (you know before those minor expenses like rent, payroll, taxes, utilities, phones, etc., etc.)

My old friend Greg Silva asked me about one such client asking what I did to "light a fire under his ass" to get him to go from being very happy at \$30,000 a month (before THE CRASH) to now being dissatisfied at \$60,000 plus a month on the way to a \$1,000,000.00 a year single school.

My honest answer was that I felt most of the credit went to THE CRASH. It scared him so much that he dusted off an old book of mine ("The Way of The Mile High Maverick") and was motivated to call and see if I could help him. Once he made that decision through fear, now inspired to take action, his next growth was inevitable. See, what happened is that suddenly he began to interact with my clients who were taking home more than his previous record gross.

Said another way, he would have been excited to get back to \$30,000 a month until he saw example after example of schools in no better a location than his, with owners who were no more intelligent or more accomplished than he that were grossing \$92,000 a month, \$123,000 a month, \$97,000 a month, and some who had gone in rapid pace from \$30,000 a month to \$55,000 or \$65,000 a month having just implemented a few of my team's suggestions. Now back to the pace of recovery.



*I walk them through every step of the way, getting them back...*

Stated again. It's easier to kill your school than it is to put the pieces back together.

But another consideration, of course, is that if you built it the first time over 10, 15, or 20 years, do you REALLY want to go back out and do what you did the first time to get back to where you were? If you're 45 now, do you want your school to be back to where it was before THE CRASH when you're 60? Well, I, for one, would hope not.

Ultimately that's the point of what I accomplish with schools in that situation.

I walk them through every step of the way, getting back to where they were in 90 to 120 days. In 3 or 4 months, not ten or more years. Then OFTEN, I'd even say, almost always get them up the other 50-100% above their ALL-TIME RECORD with 12 months?

In this admittedly rather short book, I'll give you the outline of how this gets accomplished OVER AND OVER AGAIN with ecstatic school owners.

However, as much as I wish it were so, there's no "magic pixie" dust that we sprinkle over our clients. There's no "magic pill," which seems to be what most people want. You know, lose weight, take the red pill, get in shape, take the blue one, etc. We all know that the real world doesn't work that way.





By the way, we screen and reject more school owners than we accept. The biggest misconception that they tend to have is shown by the question: "what's the one thing I should be doing to get more students?"

Well, as I've already discussed, although nearly always, they do need more students. And, there isn't ONE THING they should be doing; there's a "Parthenon" of marketing systems they should be implementing to generate consistent student flow every month and, usually, add a "drinking from a firehose" few months to jump-start things.

However, in almost every case, they think: "I'm already charging as much as I can in my area because....." (by the way, the reason is almost always ridiculous and frankly is unmitigated BS anyway.). They also say to us: "my students love me; obviously, my student retention is great. I'm just not good at marketing (or I just need more new students every month.)"

I'll talk more about both issues again later but let me dispel a couple of industry MYTHS perpetuated by the "BOZO EXPLOSION" of 2nd and 3rd tier "coaches and consultants."

They say, among other things:

1. Oliver claims that they have schools doing over \$1,000,000 a year; that's a myth he's making it up. (I dare you to go watch a bunch of the client interaction videos that I've posted for all to see on YouTube and elsewhere if you think that's true.)
2. All he does is tell you to "raise your prices," and that's not going to work for you because.... (well, in most cases, I do look at your tuition structure, the way you structure things, whether you have a renewal program, how much a new student pays to get started, etc.) but the vast majority of what creates hugely profitable schools is not just "raising the prices." And, frankly, to do so in most cases requires raising the real or perceived VALUE.
3. He's just a "Marketing Guy," that teaches schools to create "McDojos." Well, that's laughable at every stage, but I'll just point out that my team has well over 150 years of martial arts training among them. One's a retired World Kickboxing Champion, for instance. Again, go to the previously mentioned YouTube page and see what my clients have to say about that "accusation."

**“ ...by the way, the reason is almost always ridiculous...”**



Stephen Oliver is the leading coach to top-level martial arts schools internationally. His Martial Arts Wealth program coaches school owner into high levels of student service tied to direct net profits.

**Stephen Oliver, MBA**  
9th Degree Black Belt  
Martial Arts Wealth Mastery  
[www.MartialArtsWealth.com](http://www.MartialArtsWealth.com)



### Building Your School...Ruthless Time Management - How to Get Everything Done

By: Greg Moody, Ph.D.

As a school owner and entrepreneur, there's a lot on your plate. To build your school, you have to teach classes, market (list 20 to 30 things in here), do accounting, train staff, enroll people, make sure the school is clean, do payroll, negotiate leases, deal with landlords (wow! that's really fun), oh yeah... keep up with your workouts and training...

...maybe have a personal life, relationships, spend time with your kids, have kids, open a 2nd or 3rd school, plan a vacation, go on a vacation... and if you want to grow, you have to double down on all this stuff...

I call this the **Entrepreneurial Curse**. It applies to all business owners:

- There's an infinite number of things to do (or at least it feels like it)
- There's an infinite number of things that keep getting added to your responsibility (feels like it)
- All of it seems important!

We're going to cure this curse. To do it, we'll talk about how time "management" really works and a 3 part easy formula to fix it.

#### Time Management is Taught Backwards

Let's start with broken, ineffective phrases, never to use again: "I don't have time" or "I am saving time." Truth? You never save time nor have more time. An example:

A school owner I recently talked to said they "just don't have enough time" to do the grassroots marketing they need to build their school of 96 students. "If I had an extra 10 hours a week, I could grow my school". They are teaching, getting their bills paid, taking care of their family (single dad, kid in 1st grade) on mediocre income - but "You just don't understand Chief Master Moody, I have no time for anything else."

Then... the water heater in their house broke. Between getting the water heater replaced, getting the contractors scheduled to redo the floor, calling insurance to pay for it, and all the other stuff that had to get done - they spent at least 15 hours on this that week...

...still, classes got taught, bills got paid, family got taken care of... all the tasks that got done the week before still got done.

The difference wasn't that he didn't have the 10-15 hours to do marketing; **the difference was that marketing wasn't important**. The water heater was critical - both to fix so they could have hot water and to clean up so the walls wouldn't rot - so it got **focus**. The grassroots marketing got behind distractions and "life" - sound familiar?

Time management being "taught backwards" means that no amount of organizational strategy or time blocking will work if you haven't addressed the first principle of putting the **important things first**. Of course, you may agree but still end up like my example above. So, how can we fix this?

### “You never save time nor have more time...”

- **Watch out for "Tyranny of the Urgent":** Stephen Covey coined this term. We tend to respond to urgency over importance. When the red dot shows a text message, we HAVE to answer, right? (true for leads! Filter them!). The Entrepreneurial Curse makes this worse because the task load can feel overwhelming.
- **Establish Hierarchy:** Disney is famous for decision making strategy: Safety, Courtesy, Show, and Efficiency. All employees know if something is unsafe, they deal with that vs. whether they stay in Frontierland character. However, if something would require them to remove their Mickey Mouse head for a more efficient process, they keep Mickey's head on (sorry if you thought Mickey was real.)
- **Language:** Language matters in your school - it matters here. Replace "I don't have time" with "I don't prioritize it." This is more accurate and honest. You will be focused on what you're really doing with your time.
- **What's Most Important?** This could be first. What is most important for your school's growth. If you're reading this article, it's probably:
  - o Getting more students
    - Marketing
    - Getting better at enrolling students
    - Getting better at retention
  - o Teaching Great Classes
  - o Etc...

...what is important to you?

Note: Remember to include personal and relationships in your plans. Here we're building your school, but the main goal is to **build your life!**



If you are not clear on what's important, it's hard to keep the **Entrepreneurial Curse** from overwhelming or, even worse, creeping up on you. You'll think you're busy, yet important things aren't getting done.

What's important to you may be different than anyone else. Maybe you already have enough students like many of our clients at Go2 Karate, and the next phase is increasing your income or training your staff - it doesn't matter to me - establish your priorities and focus. Like the Disney order - safety is what they think of first - what's your first?

### 3 Block Time Management for School Growth (3B)

This 3 Block Time Management for School Growth (3B) has been repeated over and over for successful school owners all over (and in my schools) for years. If you're a multi-school owner, there is a different variant. This process was developed to be simple, obvious, and effective.

#### 3B Time Blocks:

The three blocks are:

- **Block 1: Marketing Morning**
- **Block 2: Prime Time**
- **Block 3: Admin**

That's it... Simple right? You may think it's crazy because, of course, you have lots more to do than just these three things, but let's see how it all fits:

#### Block 1: Marketing Morning

This starts when you wake up or whenever you want to start working (remember you're your own boss, so you should benefit from being an owner) till prime time (30 minutes before classes). This - and this is critical - can only be used for marketing. If you can't think of anything to do, incomplete sentence. **You aren't allowed** to do computer work, catch up on paperwork, order merchandise, pay bills, delete old emails, etc....

It doesn't mean you have to spend 7 am to 3 pm every day working on marketing. It means that before Prime Time, you aren't allowed to do anything business related except marketing.

A conservative plan: You might schedule Monday, Wednesday, and Friday from noon - 3 pm and Tuesday from 10-3 pm with a lunch break for marketing. That'd be 13 hours a week, 100% dedicated to marketing. You'd have all morning off most days, all day Thursday till 3 for working out, reading, developing yourself, whatever you like. You can be more aggressive if you want to spend more money for marketing and do less labor or do more labor and spend less.

#### Block 2: Prime Time

This starts 30 minutes before classes. The objective in Prime Time is **only enrollment and instruction!** Here is a typical plan:

- All preparation for the classes will have been done the evening before, so once you're changed and in uniform for classes is to do all the confirmation calls (and texts and emails) for the day and the next day.
- Review for day - classes and enrollment, renewal/upgrade appointments (if the appointment schedule isn't full, plan for filling the appointment schedule)
- Do classes and enrollment, renewal/upgrade appointments.
- **Prime Time Rule #1:** If there is an appointment time empty, use that time *to get another appointment*. Nothing else!

**Prime Time Rule #1** is the one that's abused the most. Often a school has ups and downs in their appointment schedule and when there's a free appointment time, the staff member uses that time as a break or to "catch up" or to help in class. Well, if there was an appointment, none of that break/"catch up"/help in class would have been done, so it wasn't important.

#### Block 3: Admin

This starts after Prime Time (ok, we cheat sometimes and start in the middle of the last class). The objective in Admin is cleaning, attendance, data entry, stats, closeout, prep for the next day, etc.... Everything to get prepared for tomorrow, so IF we showed up at Prime Time, everything is ready.

The **Time Management Magic** of this is that if you do these tasks at the beginning of the day, they'll take hours. If they're done at the end of the day, it only takes 30 minutes or so.



“ You'd have the morning off most days.



### What About All The Other Stuff?

OK, ok, I know you have other stuff to do, like your accounting, ordering merchandise, staff training, and so on. You need to batch these jobs and fit them around the 3B. Some examples of this:

- Do accounting once a month only. I get a lot of "WHAT!?!?" responses when I suggest this, but it's not hard to move your bills around, so they are only due once a month. It's easier paying them 1x a month than whenever AT&T says you need to pay.
- Order merchandise only 1x-2x a month. That takes a little organization and maybe a whole article about this.
- Answer emails/other notifications only 1x a day (or less) unless they're leads (set lead emails as VIP contacts - Go2 Karate can help with your system)
- School facility projects. If you have to paint, do it on a break or weekend. Think about the water heater lesson.

...and more. Figure out what's going to be done based on putting Importance before Urgency.

### Cure the Entrepreneurial Curse

The cure to the Curse is to identify the important before urgency, use the "I don't prioritize that" instead of "I don't have time" language, and perhaps the **3B system** or another one that makes it easy to keep these straight.

Do all this, and you'll naturally see how other tasks start to not be as important as they once were, and you'll get results building your school and your life the way you want it!



#### About Greg Moody:

Dr. Greg Moody, Chief Master Instructor and 8th Degree Black Belt is an expert at a wide range of martial arts business, marketing, and sales in and out of the martial arts industry. He started as an aerospace engineer (he's literally a rocket scientist) with NASA, then went on to founding multiple small to large businesses, and now has worked with hundreds of various businesses to get them way past where they ever imagined they could.

He has a bachelor's degree in engineering from Arizona State University, a Master's degree in Psychology, and a Ph.D.. He's written multiple books, including "The Life Skills of Leaders," "Stories of the Black Belts," "The Business of Becoming an Author," among others and the upcoming "Bullying: Truths, Myths and What to Do!" - the definitive guide to bullying prevention.

He has helped businesses all over the world. Many schools have doubled their business success due to training with Dr. Moody. This is not just due to business advice but because of the complete attention to all aspects of running a school that he offers. He feels everything done in a school must be with extreme client service and a benefit to the students first. All of the other parts of the business will come out of this.

His schools have been nationally recognized as the "Best in the Nation" eight years in a row. He's been featured on local TV and in newspapers in Phoenix, Arizona, national magazines (Parade Magazine, Yahoo Parenting, and more), and you can see him at his regular podcast at [DrGregMoody.com](http://DrGregMoody.com).



## AUTHOR SPOTLIGHT

### Daniel Fortenberry: Entrepreneur, Martial Arts School Owner, Author

Daniel Fortenberry is a modern-day Renaissance man with a passion for spreading knowledge and empowering others. As an author, Fortenberry has caught the attention of Rev Publish, a renowned platform dedicated to promoting exceptional literary works. His latest book, "Going Through the Oven: Unlocking the Secrets to Business at a Young Age," is making waves in the publishing world.

Fortenberry's journey as an author began with a burning desire to become a polymath—a person skilled in multiple disciplines. He was inspired by the inventors, musicians, and authors who came before him and wanted to follow in their footsteps. Through writing, he found a way to share his knowledge with as many people as possible, contributing to his goal of becoming well-rounded.

Surprisingly, Fortenberry did not enjoy reading during his early years. However, the cultural phenomenon surrounding "The Lord of the Rings" movies intrigued him. Friends insisted that the books offered a more profound experience, prompting Fortenberry to challenge himself to read for an hour daily. This habit transformed his perspective on literature, and he soon discovered the power of books. His first conquest, "Atlas Shrugged," opened his eyes to the world of storytelling and ignited his passion for writing.

"Going Through the Oven" stemmed from Fortenberry's desire to share his knowledge and help others. Working as a Taekwondo instructor, he realized the importance of teaching children about business and the actual cost of things. He saw this as a way to prepare the younger generation to impact the world positively. Motivated by this mission, Fortenberry set out to create a book that educates children and empowers parents with a deeper understanding of business principles.

At its core, "Going Through the Oven" revolves around teaching children about business and the actual cost of things. Fortenberry aims to equip young readers with the knowledge they need to make informed decisions and contribute to a better world. He hopes to inspire positive change and shape a new generation of business-minded individuals by instilling these lessons.

Fortenberry's personal experiences have greatly influenced his writing. Growing up, he actively participated in projects and craft shows with his family, where they built and sold items. These experiences exposed him to the world of business and provided valuable insights into entrepreneurship, shaping his understanding of commerce and its intricacies.

When asked about his hopes for readers, Fortenberry emphasized the importance of gaining a better understanding of business. Through "Going Through the Oven," he wants readers to grasp the actual cost of things and develop a mindset that fosters positive change. By empowering both children and parents with business knowledge, he believes they can make a lasting impact on the world.

A wide range of authors and books has influenced Fortenberry's writing style and approach. He dedicates daily time to reading, alternating between self-help and fiction genres. Self-help books help him grow as an individual and better understand the world, while fiction fuels his imagination and transports him to new realms of possibility.

Daniel Fortenberry's "Going Through the Oven: Unlocking the Secrets to Business at a Young Age" is a testament to his commitment to spreading knowledge and empowering future generations. Through his book, he aims to equip young readers with the tools they need to navigate the world of business and make a positive impact. With Rev Publish shining a spotlight on his work, Fortenberry's message is sure to reach a wide audience, inspiring and enlightening readers of all ages.



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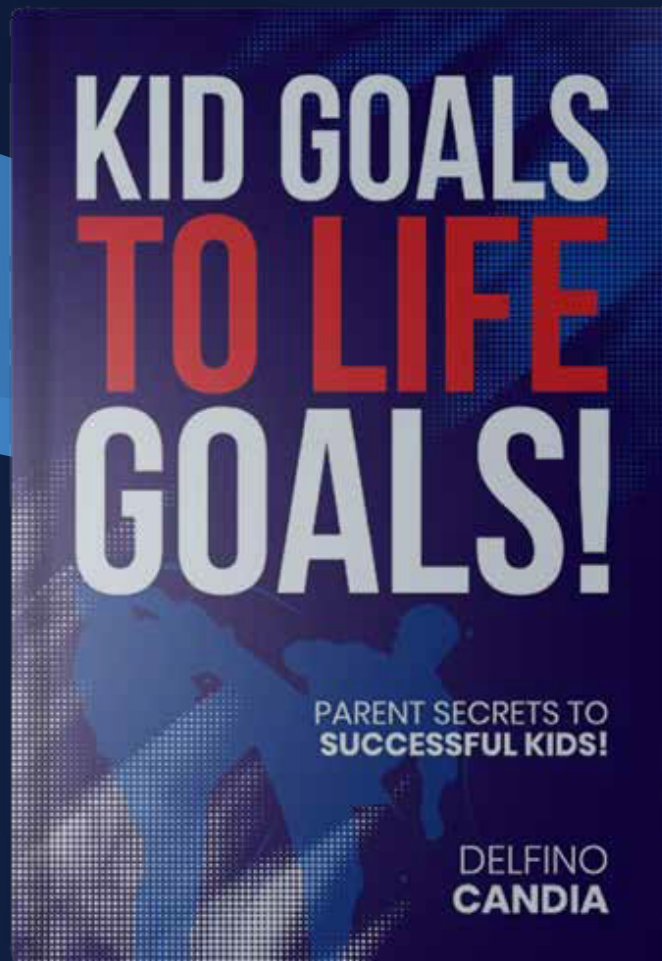




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## GET MORE REVIEWS

### Unleashing the Power of Online Reviews for Business Success

In today's digital age, online reviews hold immense influence over consumer decisions. Local Trust Navigator is a cutting-edge platform designed to help businesses harness the power of customer reviews. This article explores the features and benefits of utilizing Local Trust Navigator to enhance online reputation, build trust, and attract more customers.

#### Streamlined Review Management

Local Trust Navigator gives businesses a centralized dashboard to efficiently manage online reviews from various platforms. The platform consolidates reviews from sites like Google, Yelp, and Facebook, making monitoring, responding to, and analyzing customer feedback easy. This streamlined approach saves time and effort, ensuring that businesses stay on top of their online reputation.

#### Enhanced Online Visibility

By actively soliciting and collecting reviews through Local Trust Navigator, businesses can significantly boost their online visibility. Positive reviews act as social proof, attracting potential customers and improving search engine rankings. Local Trust Navigator offers tools to request and gather customer reviews, increasing the quantity and quality of online testimonials. The platform empowers businesses to be proactive in building a positive online presence.

#### Trust and Credibility

One of the most significant benefits of leveraging Local Trust Navigator is the establishment of trust and credibility. Consumers place high value on authentic reviews when making purchasing decisions. By showcasing a collection of positive reviews on their website or social media, businesses can instill confidence in potential customers. The platform's verification process ensures the authenticity of reviews, bolstering credibility and fostering trust among prospective buyers.

#### Customer Engagement and Feedback

Local Trust Navigator facilitates meaningful customer engagement by encouraging feedback and fostering two-way communication.

The platform enables businesses to respond to reviews promptly, addressing customer concerns and showcasing their commitment to customer satisfaction. Actively engaging with customers demonstrates attentiveness and fosters a sense of loyalty. Additionally, Local Trust Navigator offers valuable insights through sentiment analysis and data analytics, enabling businesses to gain a deeper understanding of customer preferences and make informed decisions.

#### Competitive Advantage

In today's competitive market, standing out from the crowd is essential. Local Trust Navigator provides businesses with a competitive advantage by highlighting their positive reviews and online reputation. This advantage helps attract new customers who value the opinions and experiences of others. Positive reviews serve as endorsements, differentiating a business from its competitors and increasing the likelihood of customer conversion. By utilizing Local Trust Navigator, businesses can establish themselves as reputable and trustworthy entities in their industry.

Embracing the power of online reviews through Local Trust Navigator opens doors to numerous benefits for businesses. From streamlined review management to enhanced visibility, trust building, customer engagement, and gaining a competitive edge, the platform empowers businesses to leverage customer feedback for growth and success in the digital landscape. By embracing Local Trust Navigator, businesses can unlock the potential of positive online reviews to attract more customers and thrive in today's competitive marketplace.

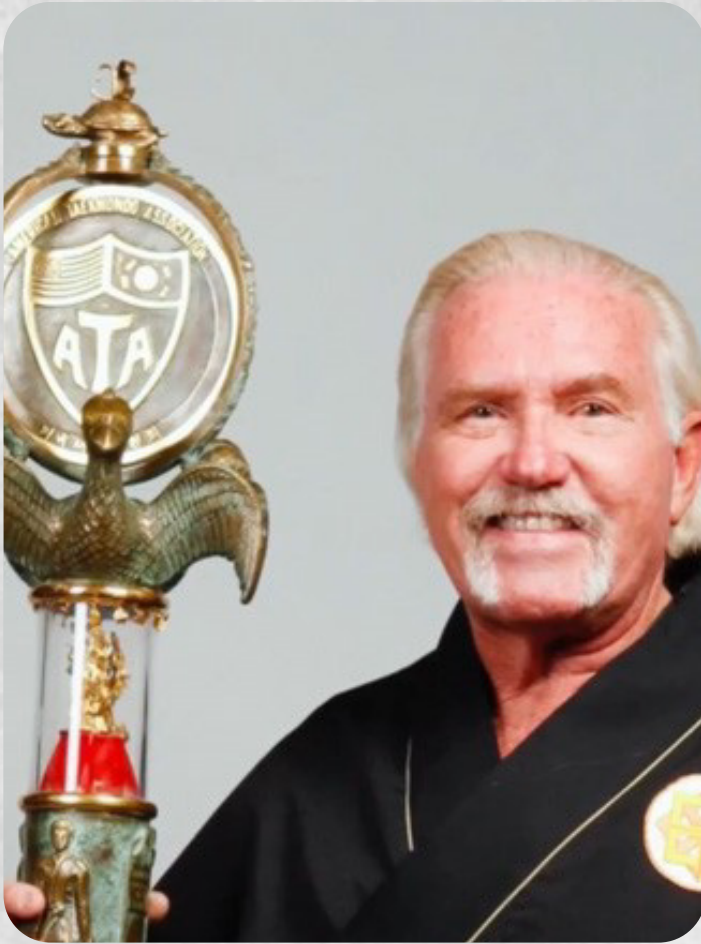


Local Trust Navigator, Protecting and Building Local Trust BETWEEN Business and Consumer. Our goal is engaging the overall customer experience and business rating. This is a one of a kind online service that is both promoting and protecting local trust between businesses and consumers



## GO2 KARATE RECOGNITION

### Go2 Karate Recognition Award



We are proud to announce this month's Go2 Karate Lifetime Achievement & Recognition Award. This individual is a Martial Arts icon, world renowned mentor, and industry leader that is passionate about helping others grow in the Martial Arts.

I would like to respectfully recognize Grand Master William Clark, a revered 9th Degree Black Belt on his Go2 Karate Recognition Award. Grand Master is the CEO of multiple prestigious martial arts entities, which are all headquartered in Jacksonville, Florida. Notably, he spearheads Warrior X Fit (wxFit), Karate America, Warrior Krav Maga, and Warrior Martial Arts. Renowned for his direct approach, Grand Master Clark leaves a lasting impression in the industry.

Beyond his extraordinary leadership as a Grand Master in the Martial Arts industry, Grand Master Clark is widely recognized for his mentorship and his Martial Arts skill set. He extends his guidance not only in the realm of martial arts but also in the intricacies of business and personal growth while helping others grow while on their journey.

With an unwavering focus, he actively engages individuals, while they develop and improve themselves in many aspects of their life. As a result, he has earned a distinguished reputation as a trusted mentor among martial arts school owners, their staff, and Martial Arts enthusiasts worldwide.



Grand Master William G. Clark CEO, Karate America, Warrior X Fit and Warrior Krav Maga Grand Master William Clark is an 9th Degree Black Belt and the CEO of Warrior X Fit (wxFit), Karate America, Warrior Krav Maga and Warrior Martial Arts, all are Headquartered in Jacksonville FL. He has 25 schools and mentors several school owners from around the world on improving their daily business. Additionally he is a Founding member of the American Taekwondo Association (ATA) and remains active in the leadership of that organization.



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So what are you waiting for? Claim your **FREE BUSINESS LISTING TODAY** and start connecting with customers in your community!

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## MARTIAL ARTS RESOURCES

### Empower Your Martial Arts School with Go2 Karate's Free Downloadable Resources

Go2 Karate understands the challenges martial arts school owners face in managing and growing their businesses. To support their success, Go2 Karate offers a range of free downloadable resources. This article explores the features and benefits of these valuable tools, designed to assist martial arts school owners in various aspects of their operations, from marketing and curriculum development to student retention and business management.

#### Marketing Materials

Go2 Karate provides an array of free downloadable marketing materials to help martial arts school owners effectively promote their programs. These resources include customizable flyers, brochures, and posters. By utilizing these materials, school owners can professionally showcase their offerings, attract new students, and create a strong brand presence in their local communities.

#### Curriculum Development

Go2 Karate's free downloadable resources also cover curriculum development. School owners can access sample lesson plans, belt testing requirements, and training drills. These resources serve as a foundation for structuring classes and ensuring a progressive and engaging learning experience for students. By leveraging these materials, martial arts instructors can save time and effort in curriculum development and focus on delivering high-quality instruction.

#### Student Retention Tools

Retaining students is vital for the long-term success of any martial arts school. Go2 Karate offers free downloadable resources such as achievement certificates, student progress trackers, and goal-setting worksheets. These tools help motivate and reward students for their accomplishments, fostering a sense of achievement and progress. By implementing these resources, school owners can enhance student engagement, encourage long-term commitment, and cultivate a supportive learning environment.

#### Business Management Resources

Running a martial arts school involves various administrative and operational tasks. Go2 Karate provides free downloadable resources to support business management efforts. These resources include attendance trackers, financial management spreadsheets, and marketing calendars. By utilizing these tools, school owners can streamline their operations, stay organized, and make informed decisions for the growth and success of their martial arts business.

#### Instructor Training and Development

Go2 Karate recognizes the importance of instructor training and development. The platform offers free downloadable resources such as instructor manuals, teaching tips, and training guides. These resources provide valuable insights, techniques, and strategies to enhance teaching skills and ensure instructors deliver effective and impactful classes. By utilizing these resources, martial arts school owners can empower their instructors, improve overall teaching quality, and provide an exceptional learning experience for their students.

Go2 Karate's collection of free downloadable resources equips martial arts school owners with valuable tools to enhance their marketing efforts, curriculum development, student retention strategies, business management, and instructor training. By leveraging these resources, school owners can save time, enhance efficiency, and deliver an exceptional martial arts experience to their students, ultimately driving growth and success in their martial arts schools. Simply visit [Go2Karate.com](http://Go2Karate.com) to learn more.





## A MARTIAL ARTS STORY

### Kace's Martial Arts Journey



Kace came into our world on Nov 2, 2012. Like most parents, relieved to have a healthy baby and excited to show the world to him and share our hopes and dreams for him. His room was decorated with the future sports and interests we anticipated that he would enjoy just as we do, but as Kace's interests emerged, they guided us to a path we were unfamiliar with. During this time, we were learning how to raise and support a child on the spectrum, as our only other reference point was our daughter, who was a typically developing child, and her interests were consistent with our childhood history.

Kace has always been interested in objects and, as a child, would line them up. He would often look at them from various angles and build them into fantastic structures. Kace is interested in math and often does equations in his head. He likes to collect facts on a variety of things, from Earth to biology and what-if scenarios. He was fascinated by numbers, letters, and objects. He was interested in how things worked and putting things together. However, Kace was not interested in imaginary play, dressing up like his favorite superhero, or engaging others. New situations and new places were well out of his comfort zone and would cause heightened anxiety. To onlookers, it would look to most as if Kace would be having tantrums and behavioral instead of his lack of skill to overcome and manage his anxiety.

Situations that would be fun for most, something as fun and simple as going into a play area or a birthday party, would be filled with anxiety, but luckily, we ignored the judgmental stares of others and worked Kace through these situations so that he would not miss out on opportunities and now fond memories.

We knew we wanted to get Kace into an activity, but we also had more concerns about his future safety. We, unfortunately, know all too well the reality that children on the spectrum are targets for bullying, and we wanted him to be able to protect himself.

**“ ...We were learning how to raise and support a child...”**

Kace was introduced to Martial Arts by his sister, who had started when she was five. He often watched her practices as well as attended the tournaments she participated in. We were initially hesitant, but we decided to offer Kace the opportunity to join, and he started when he was 8. The school was well-intentioned and said they understood how to work with a young person on the Autism Spectrum, but they did not, and often created unnecessary challenges for him, and as a result, provided others with glimpses of his behavior without understanding his disability. The result of this is children would isolate him, and he was not part of the community because they did not understand him, and he was set up to fail by the school. We then decided to give soccer a try, and I coached Kace for two seasons. Kace was able to participate at times at a higher level, but his awareness and his ability to focus were impaired at times. We then decided to give Martial Arts a try again in hopes that structure and repetition would help ease his anxiety.





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# ATTENTION

**MARTIAL ARTS SCHOOL OWNERS!**

Are you looking to take your school to the next level and attract more students? Look no further! Our marketing packages have been designed specifically for Martial Arts schools and can help you **BOOST** your enrollment and **INCREASE** your revenue!

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- ✘ And be sure to mention this ad, but hurry, this offer won't last long!



**“ He has become more aware of how his body is occupying space...”**

We joined ATA in hopes of not just learning Martial Arts but feeling connected to people and beginning to build an identity. Most children identify with wanting to be an athlete or superhero, and Kace has never entertained any of those things. We were hoping that his instructors would build relationships with him to get to know him and understand that he does not struggle with behavior; he sometimes struggles with understanding perspectives, sensory issues, motor coordination issues, self-advocacy challenges, and lots of anxiety, but what he does not struggle with is behavior. We needed instructors and the school to see the skill gaps and not a cookie-cutter approach. We feel that Kace is building his confidence in just being around the other students. He has become more aware of how his body is occupying space while around other students. He is comfortable getting up in front of the other students and teaching in the leadership class. Kace has begun to advocate for himself instead of getting anxious, it is a work in progress, but we see positive signs emerging. We can see his anxiety is slowly diminishing, and his ability to engage is increasing. He has instructors who use praise to disengage his anxiety, and the cards sent home when he has a positive individual session often pinpoint where he is doing well, and he collects them, and we have history and evidence of his good work, and that is important to him and us.

As a family, the one thing which has helped Kace at school and his life outside of school is the ability to partner with others. We feel the partnership that we are developing with his instructors and the school is vital to his success, and we see their investment in him. As a result, Kace has shared he wants to get his Black Belt. He enjoys receiving group recognition when he gets a stripe or a new belt at graduation, and that kind of reinforcement has energized him and us as a family. These celebrations are so important for him and for us, as families with Children on the Spectrum, don't always get recognition for the positive things they do. We are grateful for this opportunity and look forward to what the future holds for Kace.



Got a story of a martial arts student beating the odds? Submit it at [Go2Karate.com](http://Go2Karate.com). Your tale of triumph could inspire others.



## NUTRITIONAL NOTES

### The Importance Of Protein

By: Lisa Agens

Protein is a macronutrient found in many foods, both animal and vegetable and is used in many different processes in our body and helps give us a feeling of being full (satiety). Protein produces new body tissues, primarily skeletal muscle mass, and can produce energy, glucose, ketone bodies, cholesterol, and fatty acids. Protein is made up of Amino Acids, and these Amino Acids are the bricks, mortar, and steel of your body. Protein is generally digested in the stomach and absorbed in the intestine, and the Amino Acids are then transported in the blood to the liver for metabolism. They are the *Primary Building Blocks* and are broken down into Contractile and Fibrous Proteins.

**Contractile proteins:** Enable muscle to contract

**Fibrous proteins:** Found in bone, teeth, skin, tendons, cartilage, vessels, hair, nails

There are about 20(+) Amino Acids (AA) that build protein (proteinogenic), nine of which are *Essential Amino Acids (EAA)*. This means you must consume them; your body cannot create them. These EAAs function to aid in cell repair/turnover, nutrient uptake, protein synthesis and protect the mitochondria (cell powerhouses), which are responsible for generating ATP (energy). Three of them are Branch Chain Amino Acids (BCAA).

These nine are:

- Leucine-BCAA
- Isoleucine-BCAA
- Valine-BCAA
- Lysine
- Tryptophan
- Threonine
- Methionine
- Phenylalanine
- Histidine



You may have heard that BCAA's help your muscles, but the reality is that is only half the story. If you use BCAAs, you need the rest of the AAs to finish the job (all 6 of them)! Leucine is an important one when it comes to BCAA's. You need it to stimulate mTor (a special protein that helps Muscle Protein Synthesis=MPS), so BCAA's alone won't stimulate MPS. The analogy I use often is Leucine will "flip the switch" on for **Muscle Protein Synthesis (MPS)**, but without the other EAA's you won't have "power". Likewise, if you have the AA's without Leucine, you will have "power" but no way of "turning it on."

Animal-based proteins are the best sources for complete EAA's (*barring pork rinds and collagen*). Plant proteins are typically short on EAA's, except for quinoa, pea protein, tofu, hemp & amaranth. If someone is Vegan, they may have a hard time getting in enough EAA's to "flip that switch" unless they have a solid understanding of where the EAA's are coming from in their food choices.

More is not better, either. EAA's compete for absorption, so appropriate amounts of each are important, which is one of the main reasons supplementing with EAA's isn't recommended if you are eating your protein from animal sources.

What is the *minimum* amount of Leucine it takes to "flip that switch" for MPS? This is called the Leucine Threshold concept. Simply put, you may be able to put your finger on the switch (have Leucine in your meal), but unless you are strong enough (*enough* Leucine) to actually move it, you will not be successful in actually flipping the switch. If you were to "snack" or graze, you might not be getting enough Leucine to effectively DO anything except add calories to your day.

**“ DO anything except add calories to your day... ”**

What is the *minimal* amount of animal protein (the macronutrient), on average, to stimulate MPS *per meal*? Taking into consideration protein sources, age, activity level, and other factors. Somewhere between 25-40 grams per meal, which is about .24-.6gram/kg of body weight per meal. (1,2) Any additional protein in a meal will not go to waste; remember, this is a *minimum per meal!*

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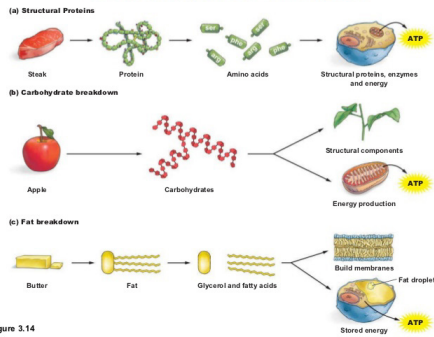
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## You Are What You Eat



What does your body do with the amino acids from the protein you eat?

Let's define two words:

### Anabolism:

The synthesis of complex molecules in living organisms from simpler ones together with the storage of energy; constructive metabolism. If something is "anabolic," it is building something.

### Catabolism:

The breakdown of complex molecules in living organisms to form simpler ones, together with the release of energy; destructive metabolism. If something is "catabolic," it is destroying something.

The Catabolic Effect (breakdown and loss) of muscle happens due to age, nutrition, atrophy, etc. We have the ability to repair and rebuild that breakdown through MPS. MPS is the process of using amino acids from protein and building muscle after it has been broken down from resistance training (the stimulus). This is the muscular Anabolic Effect. This is a constant process, breaking down of muscle and the potential to rebuild it. If you want a bigger wall, you need to add more bricks. Muscle is the wall, and amino acids are those bricks. Now, the pace at which the building occurs depends on many things, such as the quantity and quality of those amino acids as well as a stimulus to the muscle. Ideally, you want to outpace the breakdown and loss with the MPS.

Now, let's go back to the comment about Collagen and Pork Rinds. Many people work Collagen, as well as pork rinds, into their day, thinking it can be used as protein, without realizing it must be used in a specific way for it to benefit you.

Collagen, as well as pork rinds, is an incomplete protein and requires another amino acid called tryptophan in order to be properly utilized in the body. By not providing the needed amino acid in your meal, you are allocating stored tryptophan from your body to the collagen or pork rinds, possibly depleting your body's amino acid pool of it. Tryptophan is necessary as a precursor to serotonin, so a deficiency may cause a foul mood! Serotonin is important and helps us to be calm, deal with stress, aid in sleep, and a sense of overall well-being. Low levels of serotonin are associated with anxiety, irritability, eating disorders, OCD, PTSD, poor sleep quality, and insomnia.

So, how can you integrate Collagen or Pork Rinds into your day to benefit you without affecting your goals or your mood? Add it to a meal that is already reaching your minimum protein amount for the meal. As long as it is being used as a supplement to a meal, not a standalone item, you will have adequate tryptophan in your system to be utilized. I would recommend not more than 10g of protein from collagen or pork rinds per day so that you are still getting the many benefits of whole foods.

Now, knowing a little more about the importance of protein comes the fun stuff! Recipes! By making protein a primary focus for meals, you can start to utilize the science behind nutrition. All of the main dishes on my website and Recipe Guide eBook focus on getting a minimum amount of protein for each serving. Feel free to try out some recipes or download the eBook so you can start applying the Importance of Protein to your nutrition.

<https://yourleanlife.com/recipes>

1. Moore DR, Churchward-Venne TA, Witard O, Breen L, Burd NA, Tipton KD, Phillips SM Protein ingestion to stimulate myofibrillar protein synthesis requires greater relative protein intakes in healthy older versus younger men *Gerontol A Biol Sci Med Sci.* (2015 Jan)
2. Morton RW, McGlory C, Phillips SM Nutritional interventions to augment resistance training-induced skeletal muscle hypertrophy *Front Physiol.* (2015 Sep 3)



After transitioning from a career in dance to dental hygiene, Lisa gained significant weight. Despite many failed attempts with diets and fads, she eventually educated herself on nutrition and its underlying science, establishing successful habits. As the founder of Your Lean Life LLC, she has assisted hundreds in shedding weight through a whole food-focused fat loss approach. An experienced teacher, coach, and mentor, Lisa is passionate about guiding others to reach their nutrition goals. She holds certifications as an ISSA Specialist in Fitness Nutrition, Precision Nutrition 1 Coach, PN Sleep, Stress Management, Recovery Coach, Henselmans Certified Personal Trainer, FlexDiet Certified, and NASM Certified Personal Trainer and Nutrition Coach. [www.yourleanlife.com](http://www.yourleanlife.com)



### Five Ways to Get Your Business To Run Without You

By: Michael Graff

In my financial work with business owners, one of the first questions I ask is - "Can your company run without you?" I almost always get a funny look followed by a pause. The thought that initially crosses their mind is probably along the lines of wondering why their business would ever need to run without them. Unfortunately, however, this is something that must be considered as a central part of their business and personal financial planning. This is due to the fact that someday every business owner will step away from their company. This is inevitable and unavoidable. This only question is - will the eventual exit from their company occur according to a plan or by some occurrence that may or may not be expected or even prepared for? What I try to convey to the business owner is that their company must be self-sufficient and able to operate without them. That's not to suggest their company would be better off without them, but only that it should be able to function, grow, and hopefully even thrive without them.

As an owner of a martial arts business, your desire to own your own company most likely originated from your passion for the disciplines and life lessons you learned from the self-defense and fighting style your business is founded upon. Martial arts teaches, among many other things, self-reliance, and confidence in being independent, traits required to be a successful business owner. It can also be the ultimate liberator to be able to call all the shots with your own company. But any business, including a martial arts company, can seemingly trap you, as the owner, into devoting so much time and energy to growing and maintaining your company that other parts of your life can be a challenge to manage, even to the point of feeling like you're neglecting important things outside your business.

In any case, a business not dependent on you as the owner is the ultimate asset to own. It bestows upon you complete control over your life so you can choose how best to spend your time for both the benefit of your company and everything and everyone else in your life.

To the degree this is a concern of yours, you may want to consider some ways to bring your business to the point it can run without you. A company that can run without its owner offers that owner a multitude of benefits having to do with enjoying a more independent lifestyle.



***A company that can run without its owner offers that owner a multitude of benefits...***

Probably the best aspect of an owner-independent business is with respect to its value. A company independent of its owner has better, more measurable market value that can be leveraged for Net Worth purposes, seeking loans to operate and expand, understanding what insurances are needed and proper amounts, and for the purpose of someday leveraging the company equity to retire or move on to another venture. This last point is important because a business independent of its owner is worth a lot more than an owner-dependent company. Any person or entity that may desire to acquire your company at the point you may want to sell will have a greater interest in and assign a higher value to companies that, in essence, run themselves or at least can be run interchangeably with a person or people chosen by the acquiring owner.



Here are five ways to set up your business so that it can succeed without you.

#### **1. Give your employees a stake in the outcome**

Jack Stack, the author of *The Great Game of Business* and *A Stake in The Outcome*, wrote the book on creating an ownership culture inside your company. The premise is for you to be transparent about your company's financial results, allowing your employees to participate in your financial success. This results in employees who act like owners when you're not around.



This can also be addressed by way of company retirement savings plan programs that incentivize employees by sharing some of the profits with them.

## 2. Get Them to Walk in Your Shoes

If you're not quite comfortable opening the books to your employees, consider a simple management technique where you respond to every question your staff brings you with the same answer, "If you owned the company, what would you do?"

By forcing your employees to walk in your shoes, you get them thinking about their question as you would, and it builds the habit of starting to think like an owner. Pretty soon, employees are able to solve their own problems.

## 3. Vet Your Offerings

Identify the products and services which require your personal involvement in either making, delivering, or selling them. Make a list of everything you sell and score each on a scale of 0 to 10 on how easy they are to teach an employee to handle. Assign a 10 to offerings that are easy to teach employees and give a lower score to anything that requires your personal attention. Commit to stopping to sell the lowest-scoring product or service on your list. Repeat this exercise every quarter.

## 4. Create Automatic Customers

Are you the company's best salesperson? If so, you'll need to fire yourself as your company's rainmaker in order to get it to run without you.

As a martial arts company, your revenue is probably based primarily on a subscription model that produces recurring income, but to what extent are renewals automatic and done without your intervention? Be certain your company operates according to a highly developed and efficient subscription model.

## 5. Write an Instruction Manual for Your Business

Finally, make sure your company comes with instructions included. Write an employee manual or what MBA-types called Standard Operating Procedures (SOPs). These are a set of rules employees can follow for repetitive tasks in your company. This will ensure employees have a rulebook they can follow when you're not around, and when an employee leaves, you can quickly swap them out with a replacement to take on duties of the job.

You-proofing your business has enormous benefits. It will allow you to create a valuable company and have a life. Your business will be free to scale up because it is no longer dependent on you, which can actually serve as a bottleneck. Best of all, it will be worth a lot more to a buyer whenever you are ready to step away from your company to retire or seek your next venture.



Mike is a veteran of 38 years in the financial services industry, and is an Investment Advisor Representative, holding a Series 65 Securities License. He is also a licensed Life and Health Insurance Agent, a Chartered Financial Consultant™ (ChFC®), a Chartered Tax Advisor™, and a National Social Security Advisor™ (NSSA®). He is the founder and principal advisor of ProIncome, a financial and investment management firm located in Walpole, MA, and the author of the book "6 Steps to Retirement" that details his retirement planning and transition process.

ProIncome  
1600 Providence Hwy  
Walpole MA 02081

781-248-7344  
[mgraff@proincomeplan.com](mailto:mgraff@proincomeplan.com)  
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## BULLY PREVENTION

### Bullying! You Probably Have It Wrong...Part I

By: Chief Master Greg Moody, Ph.D.

Bullying is the *most common danger* affecting children today. We know from repeated research that one in three kids are affected by bullying at any given time. Unfortunately, just about *all strategies* (in elementary schools, churches, and “common knowledge”) do not work because they are based on myths and misperceptions that can damage children in severe and profound ways.

... I am sorry to say this applies to most of what martial arts systems teach.

How do I know?

First of all, don't feel bad - **just about everybody has bullying wrong** in all educational systems - at schools, universities, and... everywhere.

Second, that's **what I spent years of my life researching**. This work came from both sides of my life. When I started researching the subject, I was completing my doctoral studies at Arizona State University, and, at the same time, as a Martial Arts school owner and working with the American Taekwondo Association on developing a bullying prevention curriculum for fellow martial arts instructors so this topic raised my interest because of the magnitude of the problem of bullying, and of the misconceptions of the issue.

In Part I of this article, you'll learn what bullying is and what it isn't (it's not what you think), and in Part II, we'll look at the very common and damaging myths and what you can do PLUS show you real research and data that will help you (and anyone who wants to) actually help kids!

...and, let's face it, I am sure you want to be an expert. There are a lot of reasons to help you with outreach into schools and the community, to be able to help your students, and honestly, so you can check and see if what you're teaching is helping or hurting.

Let's get started!

#### Bullying... Why It's Not What You Think

Whenever I talk about bullying to my martial arts friends, I get a reaction like, *“Oh yeah, it's great you're doing that! It's important! But for my kids...”* and a STORY comes next...

The story is always something like... *“All that's well and good, but for my daughters, I taught them to stand up for themselves. If anybody bullied them, they'd know what to do”* (meaning they'd be able to fight whoever messed with them) *“and nobody bothers them.”*

A well-known multi-school martial artist told me, *“Oh it's amazing you're doing that work... I'm really interested. I had a cousin who was bullied and had developmental problems. I told him when the guys at school bothered him to knock their legs out from under them and they wouldn't get bullied anymore! That worked!”*. He was quite proud of that.

People come out of the proverbial woodwork both praising the work I do and at the same time having the underlying idea that the “real” thing to do for their kids is to tell them to “stand up for themselves”—meaning physically fight back. After all, we're in martial arts. Often this means some form of *“knocking them down once, and they won't bother you again .”* This ignores the fact that in school, your child is going to get suspended for fighting, and in an adult bullying situation, that's called assault. These stories miss the point entirely. ***If those solutions worked, then it wasn't bullying in the first place!***

I'd invite you to put yourself in a different situation. **Imagine for a second you're the child:**

Kevin started bothering you just about every day at school. He's bigger than you. He's in 5th grade, and for some reason, he picked you out, a little 3rd grader. In fact, he's a particularly popular 5th grader with lots of friends. He's great at sports, and you are a normal 3rd grader... at least, that's how it feels.

He started tripping you on the playground and calling you names. It's not just Kevin now, but all his friends (and some of yours) laugh when it happens. Of course, it's not enough to get the attention of the teachers because it doesn't look like a fight, and after all, it's not a lot. It just happens quickly, and then it's over. There's a lot going on, and while the teachers are watching, they can't see everything.

***“...it doesn't look like a fight, and after all, it's not a lot.*”**



It's just about every day. Occasionally, it's more than once a day. Kevin, and sometimes the friends, shove you out of line or when they pass you in the hall. Your own friends can't help because they're 3rd graders too. To add insult to injury, they laugh and think it's funny too. After all, Kevin IS the popular kid at school.

It's every day, every time on the playground. And even if it isn't every day, it feels like it's going to be. Every day going to school, you think about Kevin more than having fun at school, more than what you're studying, more than grades...

Okay, now **imagine you're the parent or the martial arts instructor.** Go ahead and tell Kevin to fight back and stand up. How's that going to work? Yell back at the 5th grader? Suggest your child fight back physically? Is that going to work? Give them some cool martial arts moves?

The well-intentioned stories these people tell me **aren't bullying.** As we will learn, they don't understand the difference between bullying, conflict, and violence, and it's critical for our business and as martial arts educators that we do.

## Bullying vs. Conflict vs. Violence

These three types of interactions between kids (or adults) are completely different, defined differently, and need different responses - here are some details:

- **Violence:** One definition (without getting into legal rules) is when you are in fear of serious injury or death. In other words, this would be a decision point where either escape, self-defense, getting help (in the child's case, the school authorities), or police, etc. would be appropriate.
- **Conflict:** This can range from verbal arguing to physical (without serious injury, as kids can do on the playground). It's between peers, and there is no imbalance of power and often no intention to hurt the other person - simply literal conflict. I want what I want - you want what you want, so we are having an argument or push and shove about it. I want that toy, and you have it! Not bullying, even if one kid is bigger and they are fighting and shoving. The appropriate response to this is conflict resolution skills (not the topic for this article). The key point is it's not bullying if there is no intention to hurt and there's no imbalance of power.
- **Bullying:** Bullying occurs when three things are true:
  - o There is **the intention to hurt** (physically or psychologically)
  - o It's often (not always) **repeated** over time
  - o There is an **imbalance of power**



These three things define bullying. We have to use a different strategy for bullying. As you can see, if two people are in a violent situation, we can call the cops or intervene (or our student can certainly fight back. If they are in conflict, well, then they need to learn to communicate properly, or we need to help them resolve it - they can be friends later as there is lots of conflict happening all the time that's not related at all to bullying.

## Bullying Definition

To help you in your school - and be more of an expert than many educators - let's detail a bit about the definition of bullying - Intention to hurt, Repeated, Imbalance of power - so you can understand it better.

## Intention To Hurt

Like violence, but unlike many forms of conflict, bullying always includes an intention to hurt. Remember, conflict can just be you and I arguing. Maybe vigorously arguing, but we just had a different opinion (think a Republican and Democrat during an election). Bullying would mean that one person had an intention to hurt the other person.





## Repeated Over Time (Usually)

Bullying can be a one-time event if it's severe, but often behaviors are small, subtle things that are done every day or multiple times a day, and these can add up to severe abuse. For example, a child who is repeatedly excluded at lunchtime and forced to sit alone. Or one who hears "I'm gonna kill you" whispered to them every day before third period starts. If we don't include this criterion of repetition in the definition, then some of these behaviors seem minor and may not get the attention they deserve. In these repeated cases, the adults supervising them may not recognize the bullying right away, and in truth, it genuinely may not be severe enough to merit immediate action. On the other hand, if a child is struck or pushed, action needs to be taken right away.

## Imbalance Of Power

For us as martial arts school owners, this is probably the most important key to distinguishing between bullying and conflict. With conflict, two people are arguing, fighting, or wanting the same things. For example, Johnny and Billy are in a fight. Billy wins. They both get punitive action from the school, and that pretty much ends the issue. Now imagine the case where Johnny and Billy got in that fight, but Johnny has *no friends*, and Billy is the *most popular kid in school*. After they get back to school, what's going to happen to Johnny?

## The Good News... A Preview

We'll go over a lot more in Part II, including more myths that you're likely to be surprised about, the exact data (so you can do outreach with schools), and what you can be doing with your students. What our research found with Arizona State University across 17 states was that the best thing a parent can do for their kid is for their kid to become a Black Belt. It's better than any school-based bullying prevention program.



### About Greg Moody:

Dr. Greg Moody, Chief Master Instructor and 8th Degree Black Belt is an expert at a wide range of martial arts business, marketing, and sales in and out of the martial arts industry. He started as an aerospace engineer (he's literally a rocket scientist) with NASA to, founding multiple small to large businesses, and now has worked with hundreds of various businesses to get them way past where they ever imagined they could.

He has a bachelor's degree in engineering from Arizona State University, a Master's degree in Psychology, and a Ph.D.. He's written multiple books, including "The Life Skills of Leaders," "Stories of the Black Belts," "The Business of Becoming an Author," among others and the upcoming "Bullying: Truths, Myths and What to Do!" - the definitive guide to bullying prevention.

He has helped businesses all over the world. Many schools have doubled their business success due to training with Dr. Moody. This is not just due to business advice but because of the complete attention to all aspects of running a school that he offers. He feels everything done in a school must be with extreme client service and a benefit to the students first. All of the other parts of the business will come out of this.

His schools have been nationally recognized as the "Best in the Nation" eight years in a row. He's been featured on local TV and newspapers in Phoenix, Arizona, national magazines (Parade Magazine, Yahoo Parenting, and more), and you can see him at his regular podcast at DrGregMoody.com.



## ASK MASTER MOM

### The Power of Connecting with Celebrities in Your Community: A Remarkable Marketing Strategy

By: Master Mom-Amanda Olson-Illescas

In today's highly competitive business landscape, finding innovative and effective marketing strategies is crucial for success. One popular strategy is connecting with local celebrities. By leveraging their influence, businesses can tap into new markets, increase brand visibility, and foster strong relationships with the community.

#### Enhanced Brand Visibility

When a local celebrity aligns with your business, their endorsement brings significant attention and visibility to your brand. Their presence in advertisements, social media posts, and public appearances can capture the interest of their fan base, leading to increased awareness of you and your mission. This exposure can create a buzz around your business, reaching a broader audience that may have previously been unaware of your services. Through this association, you gain instant credibility and visibility, setting you apart from competitors.

This is a lesson I learned a few years ago from Grand Master Stephen Oliver at one of his marketing seminars for Martial Arts Wealth and Mastery.

**“ We were very unique. ”**



He suggested that to set your business apart from others like yours, you should align with local celebrities in your community to increase visibility and to set yourself up as an expert/authority in your field. After that seminar, I went straight back to my city and decided to do just that. I devised a plan on the plane ride home who I would call, what I would say, what I wanted to do, and how I would do it. Strangely enough, it all happened as I'd planned, with a few bonus surprises along the way.

#### Here's How I Did It - You Can Too

My column and book series, Ask Master Mom, was just taking shape. Even though it wasn't perfect or complete, I called my local TV station and pitched an idea. (Ready-Fire-Aim is a great book to read, by the way) I wanted to answer the questions I get from parents and families on the local talk show and give my perspective and advice on the questions live each week. They loved the idea, and the following week I was sitting on the set in my uniform, giving advice about building confidence in kids. The episodes each week were then blasted out on social media and emailed along with the transcript to all past and present leads, former members, and members. It worked. I was on a weekly talk show, talking about what I wanted to talk about, promoting my business and my books.

#### Expanded Reach and New Markets

Connecting with a local celebrity provides access to their loyal following, opening up new markets for your business. Celebrities often have a substantial social media presence, boasting thousands or even millions of followers. By collaborating with them, you can tap into their fan base and introduce your products or services to a whole new demographic. This expanded reach allows you to target specific audiences that align with your brand values, ultimately increasing the chances of converting them into loyal customers.

By connecting with celebrities, new doors opened. Having a book, a strong social media presence, a successful business, and increased visibility certainly helped my business grow. Professionals and teachers began to see Olson's Martial Arts Academy as so much more than just another karate dojo. We were now very unique. Set apart from the rest.



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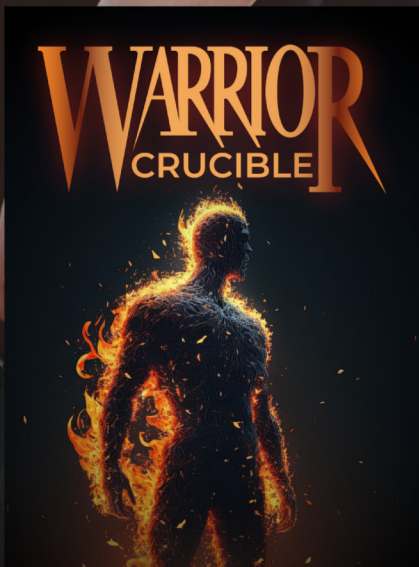
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The Warrior Crucible is for those who feel the call to challenge themselves at the highest level. This unique event is part military boot camp and part martial arts blended together with an emphasis on solid teamwork, personal accountability and individual transformation. **The Warrior Crucible offers 8-, 16-, or 24-Hour events designed to challenge your body, open your mind, and fortify your soul.** While the event itself is very physically demanding, the true reward is that through both the preparation and the crucible itself, you will discover who you were meant to be and destroy your limiting beliefs.

Our next event is taking place on October 14th and availability is very limited. If you would like more information about the Warrior Crucible, please call 281-955-7300 ASAP







# CALLING ALL SCHOOL OWNERS

We are proud to announce that Go2 Karate is supporting our fundraising event.

Our Goal Is To Raise **\$50,000.00**  
For Hunger Relief and Housing Infrastructure.

**100% Of ALL Proceeds Go Directly To Our Mission.**

Kana Samurai Foundation is a 501(c)-3 nonprofit dedicated to protecting, preserving and honoring indigenous people, cultures and land. We are a bridge of brotherhood between the modern world and the ancestral wisdom of the native tribes throughout the American continent. Our work represents an opportunity of reciprocal healing and understanding that we so dearly need to restore the balance in our lives and the lives of others.



I am so excited that Go2 Karate and Master Tracy Lee Thomas will Offer 30 Days Of Free Marketing To Your School During Your Fundraising Event That You Host For KSF. In addition, I will at my own expense fly to your location to support this community fundraiser. Please note that Go2 Karate is marketing this so much in areas that scheduling is a key element.

Please contact Sebastian directly at:  
[Kanasamuraifoundation@gmail.com](mailto:Kanasamuraifoundation@gmail.com)  
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## Authenticity, Trust, and Free Publicity

A celebrity's endorsement brings authenticity and trust to your business or product. When a respected local figure supports your business, their followers perceive it as a genuine endorsement rather than a traditional advertisement. This association builds trust among consumers who value the celebrity's opinions and choices. By establishing this authenticity, your brand can create long-lasting connections with customers, fostering loyalty and repeat business. Consumers are more likely to trust and invest in a brand that has earned the endorsement of someone they admire and respect within their community.

By working so closely with people in the media and the community, it is easy for people to call on me when they have a topic they believe my opinion or perspective will be a welcome addition to their story. I am now a trusted voice in the community. I have received so much free publicity since starting; it's truly amazing. From newsprint to magazine articles, speaking to groups, tv, and radio.

## Sure, Good for You, but what about Me?

I've heard that from many. I could never do live TV. You don't have to. Maybe your celebrity connection is on radio or a local columnist or newspaper. Maybe you would feel more comfortable with a taped show. And don't get stuck on parenting advice. That's me. My voice. Ask yourself what you have to offer. All of us, martial arts instructors, know how to help build confidence, teach self-defense, stay healthy, prevent bullying, and a myriad of other areas you have knowledge in. You can find a way. Even if you don't have a book, reach out to RevMarketing and Go2Karate and get one published. They will help you each step of the way. And don't wait to start until you get a book. Just let your audience know you are writing a book, and you'll let everyone know as soon as it's available. It holds just as much authority as having completed one. And, by telling people you are writing one, you are more likely to actually do it!

It's been a lot of fun having people come into the academy wanting to meet Master Mom. That's become my new name here, and I have fully embraced it. Even adult students call me Master Mom, and not in a joking way but in an endearing way. I hear parents tell their kids, "Go ask Master Mom." The academy has truly changed and grown with the extra community outreach, the increased positive publicity, and the excitement people have about being part of a place that everyone knows is the best martial arts academy in the area.

In the realm of marketing, connecting with celebrities in your community can be a game-changer for businesses. The enhanced brand visibility, expanded reach, and access to new markets will give your business a competitive edge. I've experienced it firsthand! The authenticity and trust that come with a positive celebrity endorsement will create a positive perception of your brand, fostering long-term customer relationships. You will reach people in your community you may have never have otherwise been in front of. And, even if they never decided to train at your school, you will be the first name that

comes up when someone else mentions they were thinking about getting the kids into martial arts classes.

That's what we all want and need in our businesses, right? Referrals from people you've never met based on a strong positive image and reputation in the community. My encouragement and challenge, if you will, is: What step can you take today to make connecting with a celebrity happen for you? The hardest part is simply getting started. After you take that first initial step, the rest just starts happening!

Best of Luck!

Master Mom – Amanda Olson-Illescas

**“ .....martial arts instructors, know how to help build confidence...”**



### Amanda Olson-Illescas:

Amanda is a founding member of the American Martial Arts Institute, Leadership Training Academy, and creator of Ask Master Mom. She has been teaching martial artist of all ages for over 40 years. Her unique perspective and approach as a mentor, has helped 1,000's of families over the years navigate issues at home and school with positive results. She is a Trainer of Trainers and a Mom to many.



### Commercial Lease Agreement

By: Laurie Hunter Peterson

So, you have a business, and you need a place to run it. You need a lease agreement. The most important thing is to READ THE LEASE. It amazes me how many business owners just sign! Remember that you can negotiate lease provisions. The lease will always be written in favor of the landlord, so pay attention, or you may be paying in court later.

A commercial lease agreement is a legally binding contract executed between a landlord and a tenant (typically a business owner) for the purpose of renting property for retail, office, or industrial use. The designation of “commercial” means that the property will be used strictly for business purposes, and annual rent is based on price per square foot (\$/SF) plus any operating expenses. Many business owners choose to rent property rather than purchase property because it requires less capital. Commercial leases tend to be more complicated than residential leases, and there are certain terms that a landlord and tenant should be sure are included in the agreement. Common lease lengths are between 5-10 years, with options to renew at pre-set rates. Now is where you remember that you can negotiate.

Commercial lease agreements are usually negotiable and need to fit the needs of the tenant’s business. Each lease will vary depending on the landlord and tenant’s requirements, but most commercial leases will include the following common terms.

- 1 **Cost of rent:** The monthly rent amount is usually the biggest concern for both landlord and tenants. The business lease agreement should clearly state the agreed-upon monthly rent, the due date for rent, and what utilities, taxes, and insurance the tenant is responsible for.
- 2 **Length of lease:** The length of the lease can vary depending on the needs of the business and landlord. Landlords generally prefer longer leases to ensure consistent payment, while a new business may feel safer with a shorter lease. Many leases start out with a term of one year with an option to renew.
- 3 **Security Deposit:** It is common for a landlord to require a security deposit due at the signing of a commercial lease. The lease should include information about the amount and return procedures of the deposit.
- 4 **Property Description:** The property that is to be rented needs to be clearly and accurately described in the lease. It should include information like the property address, size of the space, common areas, and parking availability.

**Common lease lengths are between 5-10 years, with options...**

- 5 **Rent changes or increases:** Usually, commercial leases will include terms regarding annual percentage-based rent increase. This can normally be negotiated between the tenant and landlord.
- 6 **Business signs:** A business owner will need to have signage on the property to promote their business. It is important that the lease doesn't prohibit signs on the property and gives details about what kind of signs and what size signs are allowed.
- 7 **Improvements or repairs to the property:** Another common term in commercial lease agreements addresses whether improvements or modifications can be made to the property. This clause will include who is responsible for payment of improvements and whether the tenant needs to return the property to the original condition at the end of the lease.
- 8 **Subletting:** Many businesses request the option to sublet the commercial space to a third party. This is because even if the business fails, the tenant will still be responsible for the commercial lease agreement. All terms relating to subletting the property should be laid out in the lease agreement.
- 9 **Use clause:** A use clause is included in a commercial lease agreement to dictate the kind of activity that the tenant can engage in on the property. This protects the property and the landlord from damages and liability. A tenant is going to want a broad usage clause to allow different kinds of activity on the premises.
- 10 **Exclusivity clause:** A exclusivity clause is very important for a tenant to have included in a commercial lease if the rental property is in a complex with multiple units. This prevents a landlord from renting additional units to the business's competition.
- 11 **Common Area Maintenance (CAM):** CAM is the upkeep of a shared area within a given property occupied by multiple tenants. Please be aware that some leases include CAM costs that allow an extra assessment at the end of the year for large maintenance costs such as roof repair and parking lot resurfacing. Read your lease and negotiate terms such as end-of-the-year assessments.



- 12 **Personal Guaranty:** With businesses such as marital arts, there may be few assets from which the landlord can collect from a defaulting tenant. As such, most commercial leases in the service industry will require a personal guarantee of the lease. It is important to understand the payment obligations on a personal guaranty. This is not just your business assets; these are your life assets.

Generally, responsibilities for commercial property landlords are dependent on the type of lease terms they negotiate with their tenants. Below is a list of general responsibilities to consider:

- **Checking property specs.** The landlord will need to check and validate that the property can be used commercially for the activities that may be conducted by tenants. This may involve checking building codes and requirements for specific types of businesses.
- **Decides how tenant uses the property.** The landlord will need to decide how they want tenants to use their property and may have certain obligations. For example, if a business rents from a tenant, the landlord may not be allowed to rent property to a competitor.
- **Setting lease terms.** The landlord will need to create lease terms they offer to tenants. Terms will need to address the length of leases, who is paying for operating expenses, pricing, renewals, security deposits, and more. These terms should all be reflected in the commercial lease provided to a tenant.
- **Tax obligations.** The landlord will need to make sure property taxes are being paid. Taxes may be paid directly from the landlord or be the tenant's responsibility, depending on the type of commercial lease put in place.
- **Improvements & Repairs.** The landlord may be responsible for making improvements to the building should certain tenants require them. They will also need to address repairs unless the lease terms they put in place makes it the tenants' responsibility.

The key takeaways when looking at a lease is to read it, negotiate it, and understand it. Do not just sign because you are happy to have a business.

The information contained in this article is provided for informational purposes only and should not be construed as legal advice on any subject matter. You should not act or refrain from acting on the basis of any content included in this article without seeking legal or other professional advice.

**“ Do not just sign because you are happy to have a business.”**



Laurie is Senior Counsel for a large real estate development firm in Little Rock, Arkansas with primary practice in corporate law and business transactions. Laurie began her legal career in 1998 as a federal attorney representing the United States of America in five southern states and retired from federal practice into private corporate practice in 2019. Dovetailing with her legal career, Laurie began training in martial arts while in college and has continued to train for the past 38 years. Laurie is a 6th degree black belt master instructor that continues to strive for a balance between the corporate legal world and the world of martial arts.



## A DAY IN THE LIFE OF A MASTER

**By: Tina Takahashi and Sean MacFayden**

You may have seen Tina on T.V. or heard her on C.B.C radio, CTV "Morning Live," CJOH "The New You," Rogers T.V. "Japan Today," or in magazines "Chatelaine," "Canadian Living," "Homemakers," The Ottawa Citizen's Newspaper's "List of Top 100 Sports Icons of the 20th Century" or spotted her in books, "Who's Who in Canadian Sport" or "150 Extraordinary Canadians". You may have seen her giving performances at the National Museum of Civilization, Ottawa Lansdowne Park Major Sporting Events, Major Hill's Park on Canada Day or starring in Bell TV1 Documentary, "VS Women in Combat Sports Episode 3" or mentoring young women as a presenter at speaking engagements and elementary schools for FAME "Female Athletes Motivating Excellence" program.

A Co-Author of "Mastering Judo," Canada's first Olympic Women's Team Judo Coach, Canada's First World Sambo Champion, World Gold medal Judo Champion, Canada's First Woman Chairperson for Judo Canada's National Grading Board, Canada's first woman to achieve a 6th-degree judo black belt, an inductee into the Judo Canada Hall of Fame, The Ottawa Sports Hall of Fame and the Nepean Wall of Fame, she has been leading "Women in Sport" and Fitness Leadership programs in Canada and coached the women's national judo team in the late 1980 to mid '90s.

Tina is the mother of three boys whose daily activity has certainly shifted from the international competitive judo circuit she once lived to a life that involves a myriad of tasks and duties required to help keep up with family and business needs. Her children are now at different stages of their lives as well as martial arts careers that continue at the highest levels through a continuum of dedication, hard work, humility, strength, perseverance, and strong and respectful appreciation for family tradition. Tina's Japanese ancestors had a deep sense of their martial arts history of prowess. This continuum culminates in the running of her family's martial arts school with her husband, Sean MacFadyen, and her sons, Liam, Torin, and Adam.

"Teaching children is an ongoing joy particularly. However, seeing a young adult blossom into a fine confident person that has a new sense of self-worth and burgeoning leadership skills is extremely rewarding."

**“ Teaching children is an ongoing joy particularly.**

When Tina attained a bachelor's degree in Physical Education (Hon) and Bachelor of Education/Teacher's Certificate from the University of Ottawa, she started as an occasional teacher but quickly realized that she could benefit young children even more by teaching them martial arts. Spending time through the day preparing lesson plans for children in the areas of character development is over and above the martial arts lessons. Training requirements demand an ever-growing list of increased needs like teaching a child how to set a table or good cleaning practices is also very practical and wanted by parents that face a greater loss of course material that we took for granted when we were in school.

A typical day with Tina begins with email correspondence around 10 am and assorted paperwork such as lesson plans, mat chat preparation, progress reports, curriculum, and company finances, mixed in with attending any appointments, picking garden vegetables that her husband voraciously planted for a late dinner, checking up on her elderly mother who just turned 90. Her middle son, Torin, moved in with his Grandma recently to help her out. Tina and her husband, Sean, arrive at the school early afternoon and hold a staff meeting to prepare for prospective students, meetings with parents, event planning, and the day's classes for young children, older children, and adult classes beginning at 5 pm and ending around 9 pm. A Staff meeting is held after to discuss the day's events and outcomes, and arrival home is usually 10-10:30 pm to start dinner.

"Everyday holds new surprises. I love doing judo and karate and I love teaching. I love working with people, especially children, so I am happy to go to the dojo and especially be on the mats. It keeps me exercising and keeps me happy. I want to impart my knowledge to others. I wish I knew what I know now when I was competing, and I wish I could do the things I know now! Since I was in elementary school, I have wanted to be a teacher. Teaching in a dojo is so much more fun, there's so much more freedom to choose what you think is the best for the students. It's the ultimate career for me. I've been teaching for over 40 years. "

In martial arts, like most things, we never stop learning. By working hard and setting goals, Tina has passed these attributes to her children along with her husband, Sean MacFadyen, former president of Sambo Canada and current National Team coach for Sport and Combat Sambo. They both have traveled all over the world.



Tina was an Olympic Coach in Korea in 1988, and Sean coached their sons at the World Championships in Seoul, Korea, in 2019 and the Worlds in Narita, Japan, in 2014. Tina, too, coached in Japan for the National women's team three times.

"One of the main loves along with competing at the highest level internationally as a competitor and coach in judo and sambo is traveling and making new lifelong friends. Travel planning, booking and scheduling does take up a great deal of time but the outcome keeps a family close adding unforgettable memories to life's experiences. Everyone stays closer through the passage of time."

"My father said that once you reach your first-degree Black Belt, that is when the learning really begins." Her boys were very fortunate to have such a knowledgeable, wise, respected, and distinguished powerhouse as a grandfather. The children started martial arts before they could walk. While Tina was teaching at the dojo, her children were babysat by their proud grandfather. Unfortunately, he passed away while his grandsons Torin and Liam MacFadyen were ranked 5th and 3rd in the Combat Sambo World Rankings, and the oldest son, Adam MacFadyen, had won the Canadian Olympic Greco Roman Wrestling Trials 2020.

"This was a very dark time as the boys also lost their uncle Phil Takahashi, a multi time Olympian and World Bronze Judo Medalist just four months earlier. Sadly, while most countries' elite athletes were training for the top events, Canada was still in lockdown. Something we will never forget."

Tina's martial arts journey started when her father, Masao Takahashi, moved to Germany with the RCAF (Royal Canadian Air Force) and started a judo club, and started teaching his wife and four children on the base. He was also a NATO forces combat instructor. Four years later, back in Canada, he opened Ottawa's first judo school, the Uplands Judo Club, on the air force base. Master Takahashi was an 8th-degree Kodokan Judo Black Belt; he won the first Eastern Canadian Championships and trained in Japan with Doug Rogers, the Canadian heavyweight who won the first Olympic Judo silver medal in Tokyo 1964.

Tina's father was a very special man; there was no one like him. He suffered so much due to the Japanese internment camps he was put in as a boy, along with Tina's mother, grandparents, and relatives.

Having been thrown into cattle and livestock barns, having their family's orchards, houses, and fishing boats stolen from them in British Columbia by the Canadian Government was a heartless crime. Not being allowed to return home until two years after the Second World War to the province where they were born is something that really bothered Tina's father.

"Despite all the unfairness and toil, struggle and loss, my parents never criticized or complained about these wrongdoings hoisted upon them. We were never taught to hate our country or feel repressed or cheated. They dealt with adversity and moved on without complaint or feelings of being hard done by. In this day of entitlement and wrongs or perceived wrongs done to one, the qualities of dignity, strength, and happiness can be cherished. The capacity to protect us as children from these unjust happenings of history prevented us from having a chip on our shoulder or reeling from any epigenetic aftermath that may have been felt. As humans, my father said we must transcend and have wider hopes and dreams while having two feet secure on the ground.





Like Tina's parents, she and her husband had three strong, extremely active boys who were once carted around, sometimes two in diapers, to her parent's dojo.

"I remember it often took two hours of preparation just to get everyone out the door! Looking back now, it seems exhausting, and it still is. You always keep working for your children no matter how old they are. As parents, we cherish those times when the children are small, but it's nice to move onto new chapters in their development. Fast forward a few years, a huge amount of time was spent doing laundry. Dirty or sweaty football, rugby, judo, jujutsu, sambo and wrestling uniforms, it would have been so much easier if they had picked just one sport. So many sports, so many uniforms to wash. Even when you think your child has moved out of the house, you still seem to find their laundry sneaking back into the home. As a parent there is an enriched sense of self-esteem, a very fulfilling feeling of accomplishment and pride to see your family excel, and the children succeed. A lot of people can get a college degree or a black belt, but not many will ever win a World Cup, a Grand Prix, a Pan American Championship, or qualify for an Olympic team. Seeing the world and meeting strong and generous people is something they all share in and continue to foster as the tradition that her father

“

***As a parent there is an enriched sense of self-esteem...***



“

***I remember it often took two hours of preparation just to get everyone out the door!***



Master Instructor Tina Takahashi is a professional martial arts teacher in Ottawa, Canada. Tina teaches children, teens, and adults alike, life skills, character development, and martial arts.



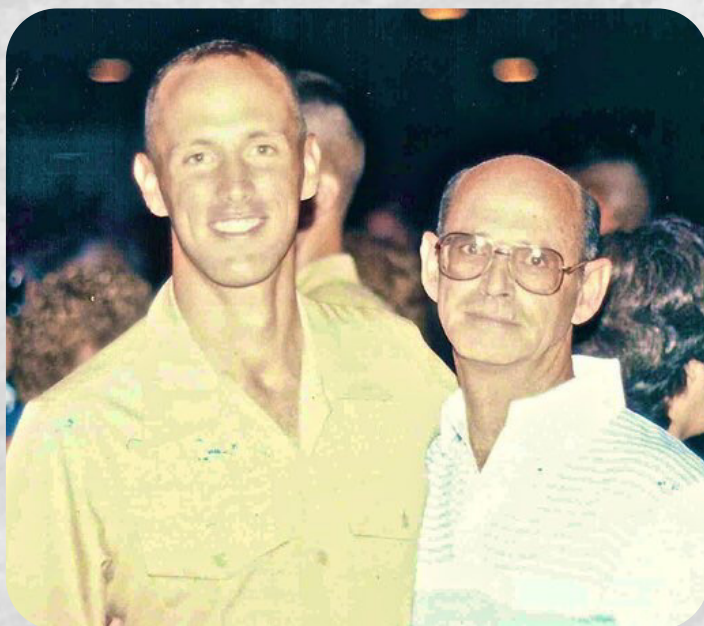
## VETERANS CORNER

### Michael Brown, Veteran and Martial Arts School Owner

**By: Chief Master Michael Brown**

I was a young lieutenant in the United States Marine Corps stationed in Okinawa, Japan, when I finally decided to get serious about Martial Arts training. This procrastination nearly cost me my life.

I was on a date with a young woman Marine at a soba restaurant. It was my last night on the island, and she was taking over my platoon. It was a casual and fun night all up until the moment we left. Outside the door of the restaurant, we saw a young woman crying and sprawled on the ground. Her dress was ripped, and she was trying to gather the spilled contents of her purse. We, of course, helped her to her feet with her apologizing in Japanese the whole time. At the same time, I was gathering her things from the ground. I heard angry yelling. As I came to my feet, a seething man began shoving and screaming at me in Japanese. I understood none of what he was saying. My extent of the local language was limited to ordering food and responding to what I had only known till this point as a friendly and beautiful culture. This was neither. My mistake came as I was trying to decide this man's intent. My mind was rolling as I tried to figure out if he thought I had assaulted this woman or if he was an angry spouse who thought I was interfering in his business.



In my distraction, and as I maneuvered the women behind me. I looked away from him. When I turned back to the man, I barely blocked his arms as he swung a cinder block at my head. The concrete block shattered on the ground, and through my shock, I realized that this man had just tried to kill me. He yelled and pointed at me and ran up some stairs. I knew in my heart that he was going for a weapon. This thought galvanized when I saw the young woman running off barefoot down the street. I quickly grabbed my date, and we hurried to our car.

During the next 48 hours, while traveling home, my mind replayed this incident many times over. Things were not computing in my head. This incident was nothing like the many fights I had as a kid. I was also a Marine. Supposedly a trained war fighter.



I was an athlete. I competed regularly in triathlons and worked out daily. I was considered the best athlete in my Company. The question was, why was I so ill-equipped to handle this experience? And my resolve was that I would never let myself respond so poorly ever again. The study of Taekwondo and Krav Maga was my answer.

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This conflict became the prod that set me on course for the next 35 years of my life and was the catalyst to a lifestyle that has been both satisfying and rewarding.

Military Service and Martial Arts have always gone hand in hand. Since ancient days learning to fight was the job of the warrior. Whether it was the Samurai of Japan or the more recent birth of Taekwondo led by General Choi of Korea, war fighters and veterans have been integral in the development and use of martial skills. The U.S. Army has adopted a combative program which relies heavily on Jiu-Jitsu. The Marine Corps Martial Arts Program (MCMAP) is a combat system involving hand-to-hand combat, team building, and morale. Krav Maga from Israel is used worldwide in military and law enforcement units. These systems underscore the reality that sometimes you have to fight with a weapon, fight to your weapon or fight to keep your weapon. Perfectly suited to the military environment.



Michael Brown is an eighth-degree black belt in Taekwondo. He has been serving his community in self defense training for over 35 years. Michael enjoys working with the Military, law enforcement, and civilians. He is a certified instructor of Krav Maga. Michael is a two-time world champion in sparring and a former United States Marine Corps Captain. He is a firearm safety expert/instructor who trains individuals in both concealed and carry techniques and in handgun safety. He also enjoys the occasional contracting with military units at Fort Bragg, NC.





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We are starting this program, frankly, for a variety of reasons. First: Nearly 90% of the schools that contact us don’t qualify for our High Level coaching program. We have some of the top schools in the world that we are coaching presently. We have many, many single schools, right now, that are in the \$70,000 a month, \$85,000 a month, \$100,000 a month, \$125,000 a month, \$150,000 a month, and even more. Plus, we have about 10 of our schools that we working with that are targeting \$2 million a year in the coming months!

What we’ve decided to do is run this program to jump-start schools by adding 100 new students to YOUR bottom line. This program is PURELY focused on Grassroots Marketing – with all the tools you need to add 100 students QUICK and GAIN momentum from there.

**This program is the JUMP START that you need to RAPIDLY grow your school in 6 weeks to 90 days.**

What is this? It’s a blitz! An intensive program that will give you every single tool you’ll need to add 100 new students to your school in a 6-week period. Now, to be fair and honest, some schools will add 100 students in 6 weeks. Other schools within 6 weeks will have all the tools they need to hit that number in maybe 60 days or even 90 days, but in a very short period of time.

This six-week program is very inexpensive. It includes six sessions and it is ALL interactive, on Zoom. Any and all questions will be answered; we’ll make sure we answer your specific question and give you the step-by-step answer. It’s not theoretical, but how to immediately implement. I will teach you some principles of marketing that you should know in order to really explode your growth. And if there’s an expert in this industry on Sales, Marketing, and Filling Your School... I’m it.

With every session I will focus on an additional system that, once implemented in your school, will explode your NEW student growth. There is always a new system that you can go out and immediately implement. The focus is going to be predominantly on things that you can do with little or no budget, things that you can and will immediately implement, and that will create a huge flow of new quality students for your school. It’s six weeks. Six powerful modules. With every module you’ll have an implementation strategy from your new session that you will do immediately.

**6 Weeks to 100 Students Special Program Include: 6 Live Sessions – 60-90 Minutes Each**  
(Each session recorded with replay & transcript)

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- Week 3** ✓ Community Outreach – Elementary Schools & Local Employers and more.
- Week 4** ✓ Guerilla Marketing. Suspect - Lead - Introductory - Enrollment. 54 Things that you can do at minimal expense.
- Week 5** ✓ Online Marketing. We’ll cover the A-Z of search, content marketing, lead capture, lead conversion, and follow-up.
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- Bonus 1** ✓ Access to “Members’ Only” Discussion Forum - where our highest level members will help answer your questions.
- Bonus 2** ✓ The Ultimate Referral Machine Program and Ambassador Program
- Bonus 3** ✓ The Complete Fill Your School Program

The 6-week program is guaranteed to have all the tools, strategies, and implementation tactics that you need to hit 100 or more new students. I hope you will join us - this is a program proven to work over and over and over again. I think you’ll find it extremely empowering. Thank you very much.

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