

# GO2 KARATE BUSINESS

## Go2 Karate Lifetime Achievement Award

Grand Master Stephen Oliver

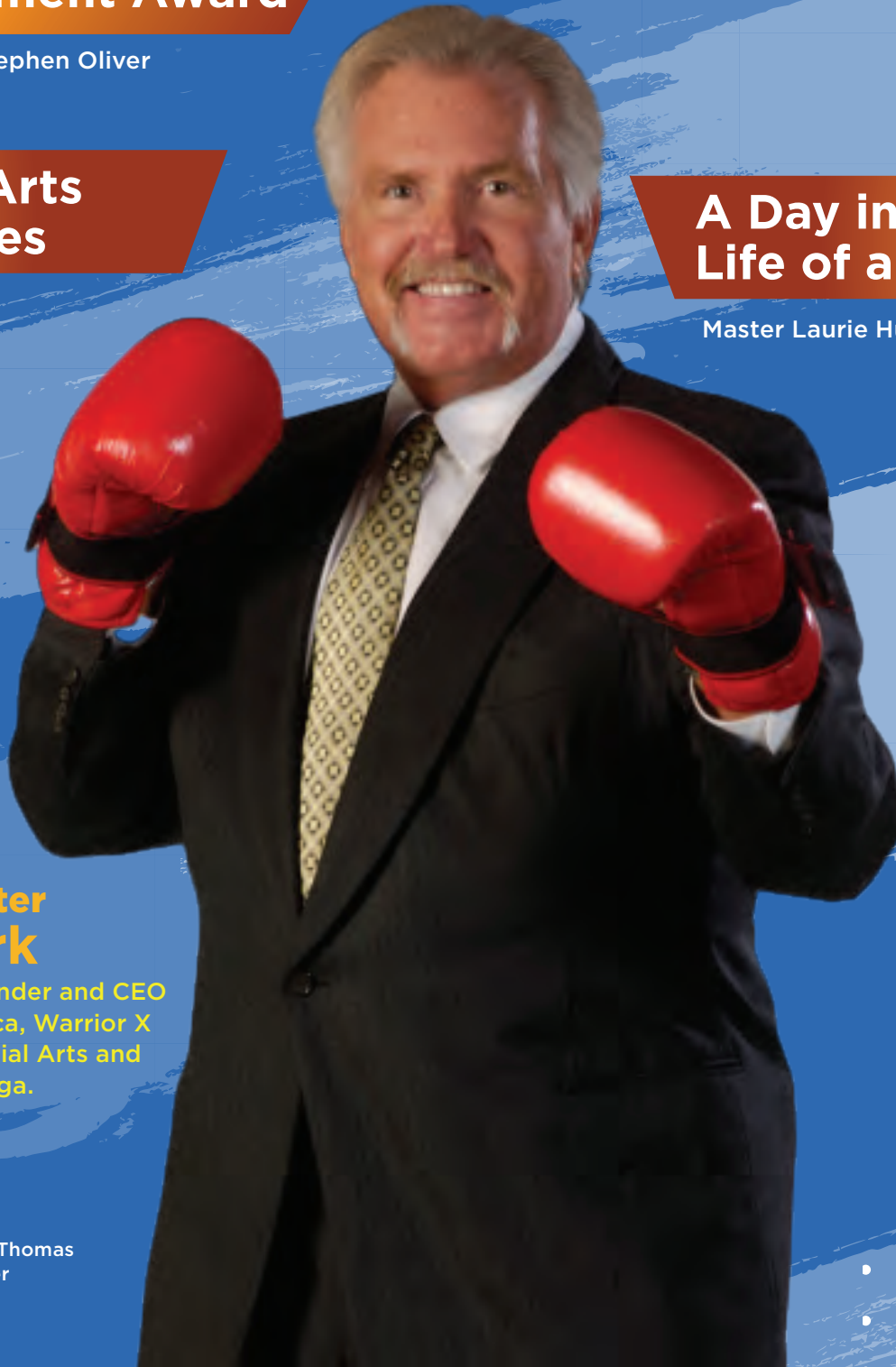


## Martial Arts Resources

Written by  
Industry Experts

## A Day in the Life of a Master

Master Laurie Hunter Peterson



## Grand Master Bill Clark

9th Degree, Founder and CEO of Karate America, Warrior X Fit, Warrior Martial Arts and Warrior Krav Maga.



# 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:**

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](#)



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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](#)



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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.

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**Amanda Olson-Illscas:**

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.

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# Dear Esteemed Readers, Contributors, and Advertisers,

As I take a moment to reflect on the journey of the Go2 Karate Business Magazine, I am truly full of gratitude and appreciation for each and every one of you.

To our dedicated readers, thank you for your unwavering support and engagement. It is for you that we curate content, providing you with insights and information tailored to the dynamic world of martial arts. Your passion for the content we offer fuels our commitment to evolve and grow constantly.

To our invaluable contributors, your expertise and dedication to crafting insightful and relevant articles have been the backbone of our magazine. With your voice, passion, and expertise, we are able to offer the depth and breadth of content that our readers have come to love and expect. You've helped shape the conversations in the martial arts business community, and for that, we are eternally grateful.

Our advertisers, thank you for believing in Go2 Karate Business Magazine's vision and supporting us in our mission. Your commitment allows us to reach more martial arts enthusiasts and professionals, bridging the gap between business and passion.

Lastly, to all the martial arts school owners who regularly turn our pages, we hope every edition brings you value, innovative ideas, and inspiration. Our aim has always been to empower you with knowledge, trends, and best practices to help your schools thrive and achieve excellence. We cherish the feedback and stories of how our magazine has positively impacted your business and community.

Together, we've built a community that fosters growth, knowledge-sharing, and a shared love for martial arts. I am optimistic about the road ahead and the exciting opportunities that await us as Martial Artists.

Here's to many more years of collaboration, learning, and growth.

Warm regards,



**Tracy Lee Thomas**

8th Degree | Master Instructor  
Publisher, Go2 Karate Business Magazine

# Heartfelt Thanks for Your Ongoing Support of Our Magazine



I hope this message finds you well. As the editor of Go2 Karate's Business magazine, I wanted to take a moment to express my sincere gratitude for your unwavering support of our publication. Your continued patronage has been instrumental in shaping the success and growth of our magazine.

Over this past year, we have strived to provide our readers with engaging, insightful, and thought-provoking content. Your readership, feedback, and contributions have been invaluable in helping us achieve this goal. It is your loyalty that motivates us to maintain the highest standards of quality and innovation in every issue we produce. We truly appreciate your dedication to making our magazine a vibrant and dynamic platform.

As we move forward, we are committed to providing you with content that inspires, informs, and entertains. Your ongoing support fuels our passion and drives us to explore new horizons in journalism and storytelling. We look forward to serving you even better in the future. Your loyalty means the world to us, and we are excited to embark on this journey with you.

If you have any suggestions, ideas, or feedback, please do not hesitate to contact us. Your input is invaluable in shaping the future of our magazine.

**Denise Morin**

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# Grand Master Clark Interview

## Go2 Karate:

I'm excited to be here today. This is a moment I've been looking forward to for a long time. This is Greg Moody with Go2 Karate and Rev Marketing, and I'm here with a very special guest. He's really a legend in Martial Arts. He's been one of my mentors for my whole martial Arts career, and he runs and owns the top Martial Arts schools in the country. And he's an internationally renowned Martial Arts instructor and school owner. I'd like to welcome Grand Master Clark of Jacksonville, Florida, and Warrior Martial Arts. Thanks for being here today, sir.

## Grand Master Clark:

Thank you so much, Master Moody. It's a pleasure to be here with you.

## Go2 Karate:

Well, thank you so much. It's just an honor to be here today and be in the same room with you. I've admired you for so many years, and you've made a huge difference in my life. I'd love for you to tell us a little bit about how you started and what your history is in Martial Arts.

## Grand Master Clark:

I started when I was 19 years old, and I worked for a company in Omaha called OSO Good Food Products. And I had to open the plant up at five o'clock in the morning and take a bus downtown. I was robbed one morning downtown at night by gunpoint. And it's so funny; I only had 53 cents in my pocket, and the guy worsted me and gave me two bucks. It was at that point I went and started taking Aikido at the YMCA and then a couple of years later switched to Taekwondo in 1968. But that was 1966, long before most people were born.

That's how I started Aikido and then Taekwondo.




I answered an ad that said, "Next ten callers get one week free." So I was dialing like mad, and it was an ad run by the Midwest Karate Federation; it was H.U. Lee and Grandmaster Richard Reed, who had a school together, and I answered, and I was caller number seven. I found out later everybody was caller number seven. But that didn't matter to me because I had won. And from that point on, I went in that day, and a guy signed me up named Rad Mitchell. He changed my life before any instructor ever did because I could have easily stayed at the YMCA for \$10, and he signed me up for \$44 a month for 24 months, and I'd never signed a contract before. And he was so good at his job as a program director I easily signed. He had me tripping over my wallet. That's how good the introductory class was.



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**Go2 Karate:**

Well, that's a couple of big business lessons there. Sometimes, when people talk to us about it, we try to teach them proper business process. The right kind of marketing where it sounds cheesy. Some people call it cheesy when they say, "Well, the next ten callers, you got to get in." But that worked on you. That would've worked on me too. And the intro process had to be good, and that's what made you excited about joining. Back then, you didn't know about it, but that lesson can sink in, and people ought to be listening to those kinds of messages right now when they're listening to you.

**Grand Master Clark:**

I think so. People don't realize the program director changes their lives long before the instructor does. I realized that it wasn't long after when I moved to Jacksonville, and they handed me the 11-page sales script that he did with me, and I realized this is what he did. I didn't know it was a script, but he had memorized every hand gesture, every facial position, and every technique he did with me. It was just unbelievable. And when I realized that, it dramatically changed my life.

**Go2 Karate:**

And those are a bunch of lessons right in there. If anybody hears what we just talked about, that's a good lesson for everybody that's running a school. And really, I don't know anybody in the Martial Arts industry that's successful that hasn't learned a whole lot from you.

**Grand Master Clark:**

I think, by my third class, there was an instructor in Omaha named Mr. Kim. He wasn't a master at that time, and he worked for Richard Reed and Grand Master H.U. Lee. I taught and learned in the suburbs club, and he said, "You're going to be one of my instructors one day," in broken English.

I assumed that meant right away, so I went on a four-month leave of absence from my job. By June of that year, I was the chief instructor at that school.

**Go2 Karate:**

Yes, sir. Well, that's a big lesson, not just to say, "Hey, you're going to be a student or you're going to be a black belt," but all the way to an instructor.

**Grand Master Clark:**

And he was standing in front. It looked like a cool position to be in. I embraced every bit of that. I left, I got married on a Saturday and left on a Sunday to come to Jacksonville. That's when they gave me an 11-page script as a gift. "Go learn this, and you'll be able to open your school." I never knew there was a sales process because I was the instructor in the schools, and it was eye-opening to me.

I made a lot of mistakes, but that was a great lesson for me.

**“Only concentrate on instructors. Students will take care of themselves”**

When I left, H.U. Lee said, "Only concentrate on instructors. Students will take care of themselves." And Master Reed told me, "Replace yourself first." Those two things from two different people at my wedding dramatically changed what I did when I opened my school. Master Lee said, "Create instructors, and Master Reed said, "Replace yourself."

Now, it took me a while to replace myself, although I tried and tried forever, but I understood the message. Everybody else was concentrating on getting white belts, and I was concentrating on creating instructors. The very first year, I netted over \$100,000, and that was in 1971. That was a lot of money to net at that time.



I didn't know it was a lot of money, but I found out. So that was just based on me trying to create instructors. That's all I concentrated on.

**Go2 Karate:**

Well, it sounds like a big difference; you had an attitude of a different point of view that the instructors were what was important and replacing yourself was important, whereas everybody else seemed to be desperate about the students. It's not that that's not important, but that the attitude was different. The vision of what you were going to do was different.

**Grand Master Clark:**

Yeah, I didn't realize that nobody else thought like that until maybe 20 years ago. Randy Reed asked me what the difference was in the beginning and why I concentrated on instructors. He said, "Well, nobody else does that." I said, "Well, I didn't know that. I thought everybody got the same marching orders." My job is to get my instructors highly trained and highly paid, and then I let the testing process that I use take care of the quality of the students. While I teach to a standard, I test on emotion and impact. I teach for a standard, though, but I test for emotion and impact. Impact on weapons, impact on boards, and that's a little different concept I think that most people have.

**Go2 Karate:**

Yes, sir. That is very different. Well, even though the instructors and the things you're talking about are what you're focused on, that hasn't limited how many students you've had. Because you've had how many students over these last 50 years?

**Grand Master Clark:**

My largest testing in one school was 742 people. And I remember Grand Master H.U Lee came down, and he pretty much had a set point of how to do stuff, and we tested them four at a time, and it did take from nine o'clock in the morning to about nine o'clock at night.

And I had a school that was 933 square feet, and we're calling them four at a time.

**Go2 Karate:**

I'm sorry to interrupt you, sir. 942 square feet tested 700, and how many people?

**Grand Master Clark:**

942. It was 742, not counting the bathrooms, and that was just the floor space. There were two poles in the middle of the floor. So we called them in, and we went four at a time. I said, "Sir, can we do eight?" He said, "Four."

**“ My job is to get my instructors highly trained and highly paid...”**

What's funny is he never took a break. He sat there all day testing people, boom, boom, boom. But I don't know how many students I had. That's just how many I tested from that one school.

**Go2 Karate:**

Well, for everybody listening or reading the article about complaining, I hear a lot of people complaining, "Hey, I've only got 2,500 square feet. I feel stuffed at 150 students or 200 students," they need to hear those kinds of numbers. Because it can be done, it probably wouldn't be what you'd prefer with that size school and that many students, but that's really impressive.

**Grand Master Clark:**

I think if you get your schedule right and you teach in a block system, it's easy to control a lot of people in a small space.

**Go2 Karate:**

Yes, sir.

**Grand Master Clark:**

Because the size of people creates emotion, emotion lets people really get excited. I'd rather have packed classes than a few lessons unless I'm teaching private lessons. If you're teaching in a proper way and you're not having to do a form that takes up the whole floor. I can teach my curriculum in a phone booth my curriculum and get great results.

**Go2 Karate:**

Yeah. And it's more exciting and more fun. I think it's not exciting just as a general looking at the class general rule, but it's exciting for the students and exciting for the instructors. It's more fun teaching that class. It's more fun to be in that class when there are a lot of people there.

**Grand Master Clark:**

My classes look like a military unit moving, so whether it was 10 or 50, it looks under control. It's not chaos. So, every style I teach, Krav Maga, Taekwondo, Fight Club, Kali, and Warrior X-Fit, they all look very military, and they're all different, and they're very strong. My parents watch it, and they go, "Wow, how do you control 50 people?" It's the curriculum and the system. My guys have to train, and I judge their standard more than everybody else. But when I watch their students, I judge their ability to teach. Because I have a black belt testing in December and one in October in South Florida, 250 to 500 students. And the only thing I'm watching is the student standard not to judge the student but to judge the instructor. The students are based on their emotion and their ability to create impact in our testing. So when I watch that, I'm checking the instructors out. And since I emphasize standards so much, the instructors live up to that. I really believe that you have to have a great quality of technique, and then that allows you to be stronger and faster and more powerful and more effective.



**Grand Master Clark:**

Yeah, if the instructors don't have it, the students sure won't. Then, when you get up to masters, you'll just have a bunch of masters that are out of shape because they don't have a reason to train, they don't have the incentive to train, and they just don't have goals. I do goal-setting all the time with our masters. That's the most important thing you can have. Goals that you set with a date that you can reach, and we provide the training so that they can constantly get better. Whether you're teaching our groundwork or whether you're teaching a jump kick, there's a certain standard: how are your feet, your body, and your weight when you're on the ground?

What's the length of your punches? Do you have the five Rs, out of range, you reach with rotation, you retrace the shoulder, and you re-chamber the hand. I really watch all those things because without technique, for me, it's not Martial Arts. I boxed when I was a kid. I could just teach boxing, but I don't want that. I want great martial artists. The first Martial Arts technique I ever saw I was in about the ninth grade at a bus stop, and I remember the kid's name. His name was Richard Napier. I never saw him again, but a big guy pushed him, and he stood back and yelled and did a reverse punch right in the guy's nose, and that was the end of the fight. I said, "Richard, what are you doing?" "Taking karate." I tried to take karate. My mom said, "Nope, you can't do it. It's just a fad.". He didn't look like you see in movies now. And I remember it explicitly, standing at the bus stop. And that made a big impact on me. So I started boxing, and I liked the whole thing.

**Go2 Karate:**

Yes, sir. And you want everybody to have that kind of standard.

**Go2 Karate:**

Yes, sir. Well, and we talked about that earlier, that's what I've noticed is that a lot of people, when they get higher ranked and they don't have somebody like yourself, they don't have people to mentor them. If they don't have a mentor, then there's nobody to guide them along that way. And that's what you're helping a lot of people with, with Warrior.

**Grand Master Clark:**

I do have people from other associations training with me because they like the structured way that we teach, and it also gives them a way to improve. Because once you've passed that 40-year-old mark, it's hard to find a way to train, but we're very good at it.

We're very good at helping people who have reached past their prime continue to get better. And that's what my calling is; I think I can help them teach better, to retain better, but more importantly, to retain their health.

Because here's the deal: you're not going to be younger than you are right now. You'd better retain as much as possible, and that comes from training. Your body can't move if you're not strong if your joints aren't healthy. That's what we teach in Warrior.



**Go2 Karate:**

Yes, sir. I want to get into Warrior Martial Arts in detail in a little bit. What other milestones did you want to make sure we knew about a couple of other ones that were really important to you?

**Grand Master Clark:**

I think that in 1976, the ATA had a tournament in Las Vegas, and I was sitting with Grandmaster Richard Reed. Most people don't know he was a great technician in Martial Arts. He was one of Grand Master's first American black belts, but he also was a great businessman. He taught me the concept of per diem. How much do you need to make every single day to live the life you want to live a perfect life? We went through about a three-hour thing and figured out at that time I needed to make quite a bit of money, about \$300 a day, to live the life I wanted. That was \$9,000 a month, and this was in 1976, and that was a lot.

I told him that Grand Master Lee was only giving me \$25 per diem to live on in Vegas. He said, "You can't live on that in Vegas. Go ask him for more money." So I went back. I said, "Sir, I need double that." He said, okay, \$50. And Master Reed said, "Why didn't you ask for a \$100?" And I said, "I don't know. I didn't think about that." He said, "You're too late." He said, "But you should ask for more the first time."

Once I got that down, I knew exactly how much work I had to do to reach that milestone. That changed my life. Next thing when PKA came about right about '73, Master Joe Corley said, "I'll get you fights if you want to fight." And I had been going to tournaments, and I love fighting. I love preparing to go to tournaments. And he got me 19 fights in and out of the PKA. And that was in a four-year period of time, which was very fast. And I was fighting a tournament or a full-contact fight every weekend. Sometimes, both a tournament and a fight that night in PKA. I absolutely loved him. Master Corley was my manager. He's a famous guy outside of the ATA, but actually, he had the Battle of Atlanta, and he was a president and founder of PKA, and he helped me a lot, too. Somebody willing to say, "Okay, I'll get you fights." When people believe in you, those are the milestones, and they give you just enough information to succeed. I think that really helped.

**Go2 Karate:**

Yes, sir. Yeah, and a lot of people don't know about in one world know about your fighting career, and then in another world, they know all about it.

**Grand Master Clark:**

Right? The first one is I have to be happy, or I won't do it. The second one is I have to be free. And H.U. Lee recognized in me that I needed freedom. He never put the brakes on me, never stifled me. When I wanted to go to open tournaments, he told



me to go. He said, "Go see what you can find and bring it back." When I wanted to fight PKA, he said, "Great, go do it." He never stifled me at all. I think that freedom also allowed me to succeed. That was one of the things, and that's my second principle. So, number one, if it doesn't make me happy, I won't do it. And if you're in my realm and you don't make me happy, you won't be there. And number two, I want to be freedom, and that freedom means financially free also. I need to have enough money to do whatever I want whenever I want.

**Go2 Karate:**

Wow.

**Grand Master Clark:**

But I also need to have freedom of time. And I told Master Reed in '76, "I want to live on vacation the rest of my life." He said, "Okay, what does that look like?" And we sit down and outline that, and that's what I've done ever since then. I've considered myself on vacation since 1976.

**Go2 Karate:**

I was going to ask, are there some other principles? I want to hear the rest of them, or is it just those two?

### **Grand Master Clark:**

Okay. I lived by five principles for a long time because I'm going to be happy. As soon as I find myself thinking negatively, I find what's wrong, and I fix it. Because everything, when really boiled down, every goal, why do you want that? When you get down to it, because that makes me happy," and that's it. So I can look at something right away, and if it's not making me happy, I'm not going to be in that situation.

Number two is freedom financially and physically. Number three is I want to be young. I told you I'm going to train in Martial Arts every day in some way because it will help you to be young. Like I said, I won't be this young ever again. I've got to take advantage of this youth today. Number four, I've got to help somebody every day without the thought of being compensated or the history I have with them. Sometimes, people will stab you in the back or hurt you, or people go, "Why are you helping them?" I need to help somebody every day. And everything people ask me to do, like this conversation, I figure somewhere somebody will see this, and I'll get number four out of the way. Also, I enjoy talking to you. That makes me happy. I don't enjoy talking about myself but about my people because the people I surrounded myself with made all the difference in the world, not me. So that's the deal. I have had instructors since 1971, but especially right now at this time. And I have juniors and instructors who have been so instrumental in my life and happiness; they're what made the difference, not me. So I think that's it.

Wow. I can create master instructors. But now I have instructors around me who are absolutely phenomenal, and they run my schools, and they run my organization. Everybody gives me credit, but somebody else does most of the actual work because I've been living on vacation, like I said, since 1976.

### **Go2 Karate:**

I'm really glad we got to those five principles, sir. Well, let's talk about Warrior Martial Arts and wrap up with that. Give us a little description of what you're doing that we talked about earlier, and then we'll talk about what people can do to get involved. I think a lot of people would want to know about it.

### **Grand Master Clark:**

Okay, the Warrior Martial Arts, first off, is not a system or an organization. Warrior Martial Arts is a bunch of instructors who love to train and like to learn because all we do is teach people to teach. They go teach, and then they come back and test. That's it. Because I think you learn faster when you learn something, then go teach it. So those three things. We train people, they teach, and they test. That's the whole thing; it's not in the organization; we don't do tournaments.

What I found out about tournaments is that no matter what, if 1,000 people go to a tournament, 800 of them lose. When you go training, everybody wins. That's why I like to hold big trainings instead of tournaments. And I was very instrumental in the ATA as a tournament organization. I loved fighting PKA because I didn't care if I won or lost. I loved preparing for it.

But right now, I know that I love people to train. So it's a training organization that has rank, it has teaching, it has curriculum, it has business if you need business help. But mainly, it's about high-ranking instructors training. I've had every ninth-degree and 10th-degree that's in the ATA training with me and certify with me in the Warrior system. And it's not designed to take anybody away from anything else. I have people from every organization in the United States, from PKA to ATA to GTMA, to Master Lawrence Arthur's organization to Victory Martial Arts, to Karate America, all coming here to train together. During this last training, we had two eighth degrees and a 10th degree in the building training, all training together. Where can you get that? At least half the people in the building were master instructors training to become better.

## **“ I want to make great instructors**

And we have three training sessions a year that are certifications. We have black belt testing and the launch of the Dare to Be Great program, which is our master's program. Anybody who is a master who comes into Warrior or tests into Warrior starts every January. They have 99 days of transformation they go through. I went through the last two years with everybody. It transformed me, and it's transformational what we ask you to do. There are nine steps that you have to go to the master training to get, but you have to do it every day. You have to be accountable.

And at the end of 99 days, you come back, and you have an eight-hour test to make sure you really know what we've done, and then we turn you loose for the rest of the certification. We have a big dinner, we have rings, uniforms, recognition.

But the main thing is you'll transform your life no matter what age you are, no matter what rank you are. Our master program and the Warrior system are transformational like none other I've ever seen.

### **Go2 Karate:**

So, to reiterate, that's open. It doesn't matter whether they're part of another organization or part of their training in something else. This is going to supplement, compliment, and enhance everything that they're doing right now.

### **Grand Master Clark:**

I want to make great instructors. One of the ways to do this is to teach them how to. Because most people, once they start teaching, they never have to teach under scrutiny. They never have to teach with someone giving them feedback. And that's what the Warrior certification is all about. Teaching is not about techniques; I do care about techniques. What I'm trying to create as a student or an instructor is someone who's emotionally powerful, physically strong, and technically fearless. That's my outcome for my students or, my master's, or my instructors. I need those three things to come to. So that means my curriculum has to satisfy that.

Now, warrior training is five different Martial Arts. The first one I created was Warrior X-Fit, which is a kickboxing and strength training program. And now it's Warrior X-Fit. 2, which is really dramatically different. It incorporates a bulletproof program, so you never have injuries in your training, so if you do have an injury, you can rehab yourself without doctors and, without chemicals, without medicine. You can rehab every joint and every muscle through our training program. We have Krav Maga, Fight Club, our traditional program, which is dramatically different than everybody else, and the Warrior Colleague Program, with Master Apolo Ladra in charge of it.

So, each program has a chief instructor and many sub-instructors. All my instructors are top-notch. They can also walk the walk, but they can teach the talk, too. That's the main thing.

They have the vocabulary, the knowledge, and not just the technique. They can't just get in the ring and do it; they can also explain it in detail. I'm very proud of the instructor team.

I have about 300 instructors come through and go through our certification and our testing. That day, we'll test people for first, second, and third in Krav, first, second, and third in Fight Club, first degree in Kali, and defend their ranks in Warrior X-Fit. And we'll have people test from fourth-degree to ninth-degree black belt and mastership. So it's going to be cool.

**Go2 Karate:**

I can't wait. That's exciting, sir. And I think a lot of people are going to want to know how to get involved in that or at least get some more information. And we are going to direct them to [masterclarkjacksonville@gmail.com](mailto:masterclarkjacksonville@gmail.com).

So they can email Ms. Harrison at [masterclarkjacksonville@gmail.com](mailto:masterclarkjacksonville@gmail.com), that's all one word, @gmail.com. And they can also call (904) 724 2100. So (904) 724 2100. Those are the right numbers for them.

**Grand Master Clark:**

Yeah, they can just call and get information. Mainly, it's if you like to train and you have an open mind. We ask people to become a white belt every time they come here so they're open to learning. And we had great success. We can help people no matter what you're teaching. Whether it's JiuJitsu, Taekwondo, Kenpō, or whatever it is, we can help you be a better instructor.

**Go2 Karate:**

Okay. Yes, sir. All right, well, thank you very much, Grand Master, and thank you very much for being here on this Rev Publishing and Rev Marketing Go2 Karate interview.

Yeah, they can just call and get information. Mainly, it's if you like to train and you have an open mind. We ask people to become a white belt every time they come here so they're open to learning. And we had great success. We can help people no matter what you're teaching. Whether it's JiuJitsu, Taekwondo, Kenpō, or whatever it is, we can help you be a better instructor.

**Go2 Karate:**

Okay. Yes, sir. All right, well, thank you very much, Grand Master, and thank you very much for being here on this Rev Publishing and Rev Marketing Go2 Karate interview.

**Grand Master Clark:**

Yes, sir. Live long and prosper.



# Getting More Students

By: Tracy Lee Thomas

In today's digital age, the success of any martial arts school heavily depends on its online presence. Let me tell you how I grew a small chain of Martial Arts and Krav Maga schools.

With countless potential students searching the internet to find the right martial arts classes for themselves and their children, an effective online strategy is crucial. In this article, we will discuss three powerful methods to enhance your martial arts school's website and get it noticed by your target audience.

## Get Seen Organically...

Implementing these strategies WILL Attract More Students and grow your martial arts community.

### 1. Harness the Power of Digital Coupons, Offers, and Images

One of the most effective ways to draw potential students to your martial arts school's website is by adding digital coupons, special offers, and captivating images to your online gallery. Here's how these elements can contribute to your website's success and improve its search engine optimization (SEO).



### A. Digital Coupons and Offers:

Creating and promoting digital coupons and special offers on your website can provide an immediate incentive for potential students to take action. These offers could include discounts on enrollment fees, free trial classes, or promotional packages. By prominently featuring these offers on your website's homepage or a dedicated promotions page, you can capture the attention of visitors and encourage them to explore your martial arts programs further.

Moreover, digital coupons and offers can boost your SEO efforts. Search engines, like Google, favor websites that offer valuable and relevant content to users. When users engage with your coupons and special offers, it signals to search engines that your website provides useful information. This can improve your website's search ranking and visibility.

### B. Images and Visual Content:

Visual content, such as images and videos, is an essential component of any successful martial arts school website. High-quality images of your facilities, instructors, and students in action can convey professionalism and authenticity. Visual content also makes your website more engaging and appealing to visitors.

To enhance your website's SEO, ensure that all images are properly optimized. Use descriptive file names and alt tags that include relevant keywords. Additionally, consider creating an image gallery showcasing different aspects of your martial arts classes, events, and achievements. Regularly update your gallery to keep it fresh and appealing to both visitors and search engines.





# “Fill Your School”

## 6 WEEKS TO ADD 100 STUDENTS CHALLENGE



Would you like all of the tools and systems to add 100 students to your school?



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

with Millionaire Maker Stephen Oliver and former World Kickboxing Champion Jeff Smith.

**6 Live Sessions – 60-90 Minutes Each.**

(Each session recorded with replay and transcript available to all participants with additional 3 **FREE** bonuses, and Access to “Members’ Only” Discussion Forum and more!)

### Thank you so much for your interest in our 100 Students in 6 Weeks Program!

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)

- Week 1** ✓ Get in Front of 100's, 1,000's, or even 10,000 or more potential students and scoop them up!
- Week 2** ✓ The Secret of Multiplying each student. Family & Friends. Word of Mouth.
- 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.
- Week 6** ✓ Making social media work for you. We'll hit the A-Z of all of the social media options to drive traffic to the highest levels.
- 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.

**Still not convinced?**  
If you are still not convinced, at least go watch my 9 minute video with two fantastic school owners at:  
[MartialArtsWealth.com/6Week](http://MartialArtsWealth.com/6Week)




Stephen Oliver's  
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**1-720-256-0208**

or visit our website: [www.MartialArtsWealth.com/100](http://www.MartialArtsWealth.com/100)



SCAN ME

## 2. Blogging to Address Pain Points

Maintaining an informative and engaging blog on your martial arts school's website can be a game-changer when it comes to attracting new students. Your blog is an excellent platform to address the pain points and concerns of potential students in your community. Here's how you can leverage your blog effectively:

### A. Identify Pain Points:

Begin by identifying the common questions, concerns, and pain points of individuals seeking martial arts lessons for themselves or their children. These may include concerns about safety, class schedules, age-appropriate programs, or the benefits of martial arts.

### B. Consistent and Quality Content:

Consistency is key when it comes to blogging. Create a content calendar and commit to publishing relevant and high-quality articles on a regular basis. Your blog posts should address the identified pain points and provide valuable insights, tips, and advice related to martial arts.

### C. SEO Optimization:

To ensure that your blog articles are visible to your target audience, optimize them for search engines. Use relevant keywords in your article titles, headings, and throughout the content. Incorporate internal and external links to authoritative sources to enhance your blog's credibility.

## 3. Incorporating Videos and Podcasts

Incorporating videos and podcasts into your martial arts school's website can significantly enhance your online presence and engage your audience in new and exciting ways. Here's how to make the most of these multimedia formats:

### A. Video Content:

Create informative and engaging videos that showcase your martial arts classes, instructors, and facilities.



You can also produce tutorial videos, testimonials from satisfied students, and behind-the-scenes glimpses of your school's activities. Videos provide a dynamic and visual way to connect with potential students.

Optimize your videos for SEO by using relevant keywords in video titles, descriptions, and tags. Hosting your videos on platforms like YouTube can also increase your content's visibility and reach a broader audience.

### B. Podcasts:

Podcasts offer a unique opportunity to connect with your audience on a more personal level. Consider hosting podcasts where you discuss topics related to martial arts, fitness, personal development, and the benefits of enrolling in your classes. Invite guest speakers and experts to join your podcast episodes to diversify your content.

Like with blogging and video content, ensure that your podcast episodes are SEO-friendly by using relevant keywords in episode titles, descriptions, and show notes. Publish your podcasts on popular platforms like Apple, Spotify, and Google to broaden your audience.

In today's digital landscape, having a well-optimized website is essential for martial arts schools seeking to attract **MORE STUDENTS**. By implementing the strategies outlined in this article, including adding digital coupons and offers, maintaining an informative blog, and incorporating videos and podcasts, you can enhance your online presence and increase your visibility in search engine results. With these methods in place, you'll be well on your way to getting more students and growing your martial arts community.



Tracy is a multi-business owner, business coach, serial entrepreneur, and 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.

# 10 Revealed Secrets to Motivate and Retain High-Quality Martial Arts Leaders

Running a martial arts school comes with its unique set of challenges, and one of the most critical aspects of success is having a motivated and dedicated team of instructors. These martial arts leaders play a pivotal role in shaping your students' experiences and your school's overall reputation. This article will delve into the top 10 secrets to motivate your employees and keep them engaged for the long term as high-quality martial arts leaders.

## 1. Create a Positive Work Environment

A positive work environment is the foundation of a motivated team. Ensure that your martial arts school offers a welcoming and supportive atmosphere. Encourage open communication, provide opportunities for growth, and maintain a healthy work-life balance. Employees who feel valued and comfortable are more likely to stay committed to your school long-term.

## 2. Offer Competitive Compensation

Competitive compensation is a fundamental motivator for martial arts instructors. Conduct regular salary reviews to ensure that your employees' pay aligns with industry standards and their experience level. Additionally, consider implementing performance-based bonuses or incentives to reward exceptional contributions.

## 3. Provide Ongoing Training and Development

Invest in the professional growth of your martial arts leaders by offering continuous training and development opportunities.

This not only helps them enhance their skills but also keeps them engaged and motivated. Consider providing access to workshops, seminars, and certifications relevant to martial arts instruction.

## 4. Recognize and Reward Achievements

Recognition and rewards are powerful motivators. Acknowledge and celebrate the achievements of your martial arts instructors, whether it's mastering a new technique, earning a higher belt rank, or teaching a successful class. Small tokens of appreciation, like certificates, social media posts with photos, or plaques, can go a long way in boosting morale.

## 5. Foster a Sense of Purpose

Help your martial arts leaders connect with the **greater purpose of your school**. Share your vision for the school's future and emphasize how their contributions are essential to its success. When employees understand the significance of their roles, they are more likely to feel motivated and committed.



## 6. Encourage Leadership Opportunities

Empower your instructors to take on leadership roles within your martial arts school. Allow them to lead classes, mentor newer instructors, or organize special events. This not only helps them grow as leaders but also makes them feel valued and trusted. Train them well and let them lead on their own.

## 7. Offer Flexible Scheduling

Flexibility in scheduling can be a significant motivator, especially for instructors with other commitments. Try to accommodate your employees' schedules as much as possible, allowing them to balance their personal and professional lives effectively. This flexibility can lead to increased job satisfaction and longevity.

## 8. Solicit Feedback and Act Upon It

Regularly seek feedback from your martial arts leaders regarding their experiences at your school. Encourage them to share their ideas, concerns, and suggestions. More importantly, take action based on their feedback to demonstrate that their input is valued and can lead to positive changes.

## 9. Promote Team Bonding and Camaraderie

A sense of camaraderie among your team members can boost motivation and job satisfaction. Organize team-building activities, outings, or even friendly competitions. Building strong relationships within your staff can create a supportive work environment and reduce turnover.

## 10. Provide Opportunities for Advancement

Show your martial arts leaders a clear path for career advancement within your school. Outline opportunities for growth, such as becoming a head instructor, taking on managerial roles, or even opening their martial arts studio with your support. Providing clear career goals can keep your employees motivated to stay and excel.

Motivating and retaining high-quality martial arts leaders is essential for the long-term success of your school. By implementing these ten secrets, you can create an environment where your instructors feel valued, motivated, and committed to your school's mission. Remember that investing in your team's well-being and professional development not only benefits your instructors but also enhances the reputation and growth of your martial arts school. As you put these strategies into action, you'll not only see improved staff retention but also a positive impact on your school's overall success.



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# Martial Arts Pros - Complete Instructor Training Program



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YouTube: <https://www.youtube.com/channel/UCoWummt70GE5MrplHxQ1Wg>

## Martial Arts Pros - School Owner Training

The Martial Arts Pros system is built and designed by Amanda and Keith. We want you to FLOOD YOUR SCHOOL WITH INSTRUCTORS! We want you to implement a Leadership Program in your school that increases your student value for you and for them. We discuss various topics on building leaders and training martial arts instructors in your academies.

Other martial arts news, teaching tips and business ideas are also discussed. Keith and Amanda share their decades of knowledge on the subject and provide you with insight on how to grow leaders and instructors from your own student pool.

With 100's of students, a booming business and over 30 years in business, we have the knowledge and the know how to take your school to the next level. Whether you are a start up, established or a multi-school operation, we have training and products to give you less brain damage and to help you build your own instructor dream team! email us at: [amanda2023marie@outlook.com](mailto:amanda2023marie@outlook.com) for more information.



Contact Amanda or Keith  
at [olsonisma@olsonisma.com](mailto:olsonisma@olsonisma.com)

Or CALL (preferred)  
423.926.9161



# Have You Reached “Black Belt” Rank in Business?

By: Stephen Oliver

Jeff Smith, Greg Moody, and I were discussing the average martial arts school that we interact with, which request free information from us. The topic came up about the level of results that many of the school owners were having (many schools under \$10,000) per month and the backward way that many had structured their curriculum, their tuition, and their marketing approach.

**“*....the difference between his mediocre salespeople and his top 10% was reading two books per month.*”**

Someone, I forget who said that it’s amazing given how much information is available to school owners and the huge advances that have been made by the top school owners in the past 30 years. After some discussion, I pointed out that our industry “turns over” every 4 to 5 years — in other words, 20–25% of all schools go out of business each year. Therefore, the general knowledge of the industry doesn’t date back to the 1960s but really is, on average, only a year or two. And, frankly, many who’ve been in business for 15 or 20 years really have only 1 or 2 years of experience repeated over and over again.

In terms of your martial arts school, most owners are only green or blue belts in the business of operating a martial arts school. Frankly, they usually are at that level as a teacher of martial arts as well, no matter their personal “Athletic Talent.” They don’t know what they don’t know.

Actually, that’s giving most too much credit. Most school owners (probably the bottom 80%, certainly at least the bottom 50%) DO NOT seek out teachers and training on how to run their business more effectively. In a similar vein, I heard a stat recently that said 80% of salespeople have never read even one sales book. The head of a HUGE insurance company said the difference between his mediocre salespeople and his top 10% was reading two books per month. The unfortunate reality is that most people are ignorant by choice. They then blame circumstances for their failure rather than looking in a mirror.

In fact, the number one complaint that we get from members is that they need more time to read all of the stuff we send them. In reality, if you allotted 30 minutes a day to your own training, you’d go through all of our material, plus an additional book or two each month. It’s simple. Surely you should allot 30 minutes or an hour a day to improve your CAREER? Make sure you commit right now to being in the top 20%, then the top 5%, then the top 3% of our industry. More on that later.

There continue to be common themes among failing school owners. I point them out again here. (By the way, I’ll also share some common traits of successful owners.)

First, they tell us their best source of enrollments is “word of mouth,” aka, code for waiting and hoping. They say that in seriousness, but when asked what referral strategies and systems they have in place, you get a blank expression. To be successful, you must “do more stuff.”

Frankly, you should be actively working on internal referral strategies (pizza parties, birthday parties, events tied to belt graduations, self-defense days, movie nights, etc.) and working on community outreach activities with churches, daycares, sports leagues, businesses, schools, etc. — and advertising regularly. If you're not doing 15 or 20 things each and every month to attract new students, then you are missing the boat.

As an aside, if you have less than 100 actively training students, you aren't going to get much traction on referrals, no matter how hard you try. A school with 300, 500, or 800 students can create a large flow of friends and family members. A school with 48 students needs a "jump-start" before even working on that area.

Second, they charge way too little. You really should be at least in the \$297—\$397 range for your lessons. I'd prefer closer to \$400 or more for new enrollments. In almost any town or city, charging less than \$200 is crazy. There's been a lot of recent inflation, and even without that being stuck in 1970's or 1980's, pricing is a problem.

Third, program structure. Most schools are making their initial enrollment too complicated. Many still shy away from contracts or offer "month-to-month" options. For many years (starting in 1983), I offered a 12-month and an 18-month enrollment option. I've seen successful schools that offer 6-month enrollments and others that offer 12-month initial enrollments. But don't make it too complicated. One school I talked to offered month-to-month, three months, six months, and nine months as options. Too complicated. The effort to move away from contracts is counterproductive. We focus on a "Trial Enrollment" and then a renewal to Leadership or Black Belt, which takes them to Black Belt and Beyond.

Fourth, no upgrade system. Many schools STILL just enroll students on a monthly tuition forever (i.e. until they drop out). Others enroll them for six months or 12 months and then just do a new contract. You must have a RENEWAL system in place to help your students set their goal to Black Belt and beyond. It's imperative for them to see that vision and buy into the idea of "graduating" to Black Belt and then to 2nd- and 3rd-Degree Black Belt.





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You also need to have some upgrade system. What I mean by that is a mechanism to move them to pay more than you charged at the initial enrollment. There are several ways to do that, but I'll leave it at you can move them to Black Belt Club, Master Club, or Leadership at higher monthly or per lesson tuitions, or you can have "add-on" options such as demo team, weapons classes, etc. The objective is to add 50%, 100%, or more to the tuition being paid.

Fifth, EVERYONE thinks they teach great classes, have great curriculum, and have great student retention. MOST are fooling themselves. The best indicator is your monthly dropout or quit rate, along with your renewal rate and graduation rates. If you are losing more than 2% per month, you have room for improvement. So, if you have 300 students and are losing more than six per month, I can show you how to fix your student retention levels.

Keep in mind it's easier by far and cheaper to cut your dropout rate by 50% than to double your new enrollments. It enhances your reputation, actually delivers on promises to your students, and creates a much more solid school.

If you are ready to take the next step forward for your business, then we should talk and get a game plan to radically grow your school — now.



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... Principles That Make Sales Easy!

By: Greg Moody, Ph.D.

When I talk to school owners, the most common thing I hear is, “**I need more new members!**”. It’s common to *feel like the real problem is marketing...* well

## What if you could get more MEMBERS and do no extra work or spend more money?

The secret is just converting more leads that you already have into members. What if we could convert even the ones you are having trouble with? What if it didn’t take any extra time (you’re meeting with them already), and we just fixed the sales and enrollment process?

We’ll start with that now with three principles that will make sales easy and more effective. This isn’t a complete sales system (that’d be a longer seminar), but the principles you can add to your current system to make it work better.

### Principle 1: Want

This is going to **seem** basic, which is why it’s so **powerful**... but it’s violated all the time (especially in martial arts schools)... Sales principle / secret number one:

**In ANY situation where you are going to ask for money, the first thing you need to take care of is ensuring that the purchaser WANTS to BUY!**

**WANT** needs to happen BEFORE you ask for money. Seems *reeeaaaal/lllyyyy* simple, right? However, here are three key things that are almost always done wrong in martial arts schools:

### Key 1: they need to UNDERSTAND:

This means that they need to understand what they are getting. A brand-new student or family is at best excited but thinks you are just another activity like soccer, t-ball, or dance and at worst has concerns about this crazy karate thing that may involve getting hit!! They certainly don’t understand the long-term benefits in anything other than a superficial way. (*p.s. all kids’ activities claim to teach confidence, discipline, etc., like you guys, too...*)

The solution is to have lots of materials, including social proof (testimonials and reviews) and content that explains the benefits of what you do and how the things you do provide the benefits.



Ask yourself if you can explain in detail how you build confidence (and saying “Karate builds confidence” doesn’t count.). So how does learning the drills you do, or sparring or bo staff, build self-esteem or discipline? What are the mechanisms? Are there stories from other parents or students in your materials? Can you or your staff explain these connections?

If not, your program sounds just like dance gymnastics or baseball...

**Key 2: they need to LIKE it:**

Both the kids and the parents are who need to LOVE it. A huge mistake is, “thanks for coming in - here’s your class, now Mom you sit here and watch.” then you try to enroll them afterward. The parent didn’t either understand or get that excited about the class. In addition, the first class is often the biggest dropout point for schools. This is the highest rate for students not to return (if they aren’t enrolled). Was the class DESIGNED to fit a brand new, learning-for-the-first-time, possibly scared student?

**“Was the class DESIGNED to fit a brand new, learning-for-the-first-time, possibly scared student?”**

**Key 3: the timing of the ASK is critical:**

The best time to ask for money is after the student and family like the lessons. ***It’s right after the steps above - no later!*** Optimally, this is after 1 or 2 classes. I have seen money get asked for way too soon (like right after getting thrown in a class) or WAY too late (like after a week or two). The most effective time for any ask is when someone just discovers this is an amazing experience that will have great value and benefits for them (or their child).

Principle 1 is to focus - before anything else - that the student (for adults) or the parent (for child students) wants to become a student before you ask for money.

Realize they need to understand what this new, unusual activity is all about and like it before they can possibly make a decision to enroll.

**Principle 2: Benefit (Penalty)**

Principle 2 doesn’t matter if Principle 1 isn’t taken care of first; however, if you’ve done a great job with Principle 1 and they want to join, let’s consider that they may say, “I want to think about it” or “It’s too expensive” or “I’ll go home and think about it and come back” or “I’ll have to check my schedule”...

**Why would they wait if they wanted to do it? Because everyone likes to Delay Decisions...**

The problem is, as you know, as a smart school owner, that if they wait, they are extremely unlikely to come back. As the saying goes, “Be Backs Won’t Be Back!” So, Sales principle / secret number two:

**You need to give them a real Benefit to Decide - and it must be Today!!**

What do I mean about a real reason?

There are three keys to a great reason to make a decision today (and it shouldn’t sound like you’re selling a car!)



### **Key 2: It has to be for Today (but nicely!)**

Another critical item is the benefit has to be for now. For some, that seems aggressive; however, the benefit of enrolling early is useless if it isn't clearly now or never. If it is presented as "Well, here's the benefit, and you can go home and think about it," then it doesn't accomplish this goal.

This gets done incorrectly all the time. If you say, "this is the discount today!" or "It's today only," you're sounding just like the proverbial car salesman. Why do they get the benefit? Is it for some reason? One way we do this is as a trade. "What I'd like to do today is trade your 2 week free pass towards your beginner program. So instead of paying \$XX you pay \$YY and that will save you \$500!". They are getting the benefit by trading a value (their free pass) for the benefit. There are lots of ways you can do this that will fit with your style or system!

**“ Don't talk people into doing Karate! Give them a reason...a benefit for doing it...”**

### **Key 3: Communicate it's a bad idea to Wait**

Do you understand everything the first time you hear it? If you think you do, ask your spouse (or ex-spouse - joking!!!) In any sales situation, people will not understand you the first time you explain. If someone says, "that's a great offer, why don't I use the 2 weeks free and then get started?" you can simply say, "No problem, you can do that, just remember you will lose the credit for trading the two-week free pass today." It's obvious that they'd lose the savings, right? You must accept that the new prospect may need to have something explained 3 or 4 times before they make a decision...

The average number of times someone is asked before a decision is made.... is seven? You may have to ask 5-9 times!

Don't talk people into doing Karate! Give them a reason... a benefit for doing it...

### **Principle 3: Safe**

The last powerful principle is to make people feel safe when they make a decision. As we've said before, they're deciding on doing this crazy, strange martial arts thing, so it's not an easy decision. Our final job is to make sure they **feel safe** enough to make the decision... Sales principle / secret number three:

### **Make sure the decision is easy and SAFE because there is no RISK!**

The good news is that it's easy to implement. For a new enrollment, this is typically easiest to do with a guarantee. This can be in the form of a money-back guarantee ("Let's get them to their first belt and don't feel it's the best thing you've ever done for your child, you can get all the money back you spent"), a right to cancel after say, 30 days or their first belt ("Let's get them to their first belt and if at this point you're not thrilled and don't feel this is the best thing you've ever done for your child, you can cancel, no questions asked!").



Note that this principle is **not** the same as having programs be “month to month.” I have never seen an improvement in closing rates for schools (with good sales systems) who have these kinds of memberships, and it will typically hurt retention rates, but that’s a different topic than this one.

### **Use The 3 Principles And Get More Members**

Using all three principles, Want-Benefit-Safe will get you more members without any more work - just improvements in your process you’re using now.

I review these principles regularly with my staff, and we keep improving how our enrollment process works with these in mind. “How can I make it more appealing?” (Want) “How can I make it a more exciting benefit?” or “How can it feel safer?”. I look forward to hearing about great results from you and all your new members!



#### **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 on his regular podcast at [DrGregMoody.com](http://DrGregMoody.com).

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# Unveiling the Hero's Journey with Marty Callahan

In today's complex world, we often seek guidance and inspiration to navigate life's challenges. Author Marty Callahan, a martial arts expert and the creative mind behind "Hero's Journey Act I - Separation," takes readers on a transformative journey through his book. In this exclusive interview, Marty shares his book's inspiration, the profound impact of martial arts on his life, and his successful partnership with Rev Publish.

**“ I wanted to empower others so that if they ever faced such a situation, they would be prepared to deal with it.**

Marty's journey into writing "Hero's Journey Act I - Separation" began with a realization: the universal presence of the hero archetype across cultures. He was inspired by Joseph Campbell's groundbreaking work on myths from diverse societies worldwide, and his discovery of a common thread - the hero's journey. He was struck by the immense significance of this concept in his own experiences.

He remarked, "I was inspired to write this book after learning about what Joseph Campbell had discovered from his studies of myths around the world - the presence of a hero archetype in every culture. I realized the profound significance of this." At its core, Marty's book explores the idea that anyone can become a hero by embracing the call to adventure and dedicating their life to a higher purpose. This message deeply resonates with those seeking meaning and purpose, making "Hero's Journey Act I - Separation" a compelling read for individuals from all walks of life.



Martial arts played a transformative role in Marty's life, influencing not only his physical abilities but also his character and outlook.

In his book, he emphasizes the hero as someone who accepts the challenge presented by the call to adventure and willingly devotes their life to a greater cause.

Marty's personal journey, fueled by childhood experiences of bullying and abuse, led him to empower himself and others to face adversity with courage and strength. He shared, "I had been bullied and abused as a child, and I did not like it one bit. I wanted to empower others so that if they were ever faced such a situation, they would be prepared to deal with it."

These principles, deeply rooted in his martial arts practice, serve as a guiding force throughout his book, inspiring readers to embrace their inner hero and confront life's challenges with determination.



Operating a martial arts school provided Marty with a unique perspective on personal development and empowerment. His school became a laboratory where individuals of all ages embarked on their own hero's journey.

Marty's experiences as a martial arts school owner undoubtedly influenced his book's content and approach. Real-life examples and practical insights drawn from his school made the concepts in his book relatable and actionable for readers.

Reflecting on his personal journey, Marty shared a poignant revelation that shaped his writing and the content of "Hero's Journey Act I - Separation." Once he had attained a specific level of skill in martial arts, his confidence soared. This newfound confidence led him to realize his true calling - to be there for others and empower them to overcome their obstacles.

He explained, "Once I had gained a specific level of skill in martial arts, I became very, very confident. From this confidence, I came to realize that what I really wanted was to be there for other people."

Marty Callahan's book "Hero's Journey Act I - Separation" is a profound exploration of the hero's journey and its applicability to life. Drawing inspiration from martial arts and personal experiences, Marty's commitment to empowering others shines through, making his work a source of inspiration for those seeking meaning and purpose. As he continues his journey as an author, readers can undoubtedly look forward to more transformative insights and empowering narratives.



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# Crucial Importance of Review Systems

## LocalTrustNavigator.com for Martial Art School Owners

In the dynamic world of martial arts, success isn't just about mastering techniques and providing top-notch instruction; it's also about building a strong and reputable martial art school. In today's digital age, where information travels at lightning speed, having a review system like Local Trust Navigator is paramount for martial art school owners. This article explores the significant reasons why such a review system is essential for success in the martial arts business.



### 1. Enhancing Visibility and Credibility

Martial art school owners often face stiff competition. Building a credible online presence is crucial to stand out in the crowd. Local Trust Navigator helps in this regard by collecting and showcasing authentic reviews from satisfied students and parents. These reviews act as powerful endorsements, making your school more visible to potential students and parents searching for the right place to train.

### 2. Building Trust with Prospective Students and Parents

Trust is the cornerstone of any successful martial art school. Positive reviews on Local Trust Navigator serve as social proof, assuring prospective students and parents that your school is reputable and trustworthy. When people see others sharing their positive experiences, they are more likely to trust your school and consider it for their martial arts journey.

### 3. Attracting New Students and Retaining Existing Ones

A well-managed review system not only helps you attract new students but also aids in retaining existing ones. Happy students who leave positive reviews can become your school's best advocates. Their testimonials can inspire others to join, and they can reinforce the loyalty of your current students by showcasing the positive impact of your martial arts program.

### 4. Feedback and Improvement

Constructive criticism is invaluable for growth. Local Trust Navigator provides a platform for honest feedback from students and parents. While positive reviews boost your confidence, negative reviews offer an opportunity to identify areas for improvement. Embrace feedback as a tool for refining your teaching methods, curriculum, and overall school experience.

## 5. Staying Ahead of the Competition

In a competitive landscape, staying ahead is essential. Having a review system like Local Trust Navigator allows you to monitor what your competitors are doing well and what areas they might be falling short. You can adjust your strategies accordingly to maintain your edge and keep your school at the forefront.

## 6. Boosting Search Engine Rankings

Search engines like Google consider online reviews when ranking websites. A steady stream of positive reviews on Local Trust Navigator can help improve your martial art school's search engine ranking. This means that when people search for martial arts schools in your area, your school is more likely to appear at the top of the results, increasing your chances of being noticed.

## 7. Long-Term Sustainability

Building a thriving martial art school isn't just about short-term success. It's about sustainability and longevity. A consistent presence on Local Trust Navigator, with a steady flow of positive reviews, helps establish your school as a trusted institution, ensuring its viability for years to come.

Martial Art School Owners cannot afford to overlook the significance of having a review system like Local Trust Navigator. It's a tool that not only helps attract and retain students but also builds credibility, trust, and long-term success. Embrace this digital age necessity to strengthen your martial art school's reputation and ensure its prosperity in the competitive martial arts landscape.



Local Trust Navigator, protecting and building local trust BETWEEN business and Consumer. Our goal is to engage 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.

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# Go2 Karate Recognition Award



We are delighted to unveil the Go2 Karate Lifetime Achievement & Recognition Award for this month. This remarkable individual stands as a true Martial Arts legend, a globally acclaimed mentor, and an industry trailblazer dedicated to nurturing the growth of fellow school owners.

With the utmost respect, we extend our heartfelt acknowledgment to Grand Master Stephen Oliver, MBA, holding a 9th Degree Black Belt, as the recipient of the Go2 Karate Recognition Award. Grand Master Oliver is an exceptional individual who has profoundly impacted the lives of numerous school owners. His unparalleled ability to uplift Martial Arts school owners worldwide is truly awe-inspiring. Stephen Oliver started martial arts in 1969 with the Jhoon Rhee Institute. He worked his way through Georgetown University, expecting to go on to an MBA and then Wall Street. Hoping at the same time to be the next kickboxing champion training with Jeff Smith and their stable of fighters.

Instead, he moved to Denver in 1983 and opened five martial arts schools in 18 months - 6 in 30 months. Growing to 2,500 active and over \$1,000,000 in

revenue by age 25. He was a founding member of the Educational Funding Company's Board of Directors and their first high-profile client and national speaker for that organization for close to 20 years. In 1989, he became a NASKA World Tour promoter and ran the Mile High Karate Classic for ten years on that circuit. To date, he's run over 110 Intramural tournament events and has created well over 1,000 Black Belts.

He went on to receive his MBA in 1992. In 1999, he published the first book for Martial Arts School's on Internet Marketing and since has published seven books on Direct Response Marketing and various operational issues related to Martial Arts School operations and small business operations (free copies of two of those books at [MartialArtsWealth.com](http://MartialArtsWealth.com)) In the 2000's he rolled out his Mile High Karate schools as an International Franchise and acquired NAPMA and Martial Arts Professional Magazine.

He's the founder/CEO of Martial Arts Wealth Mastery, which works exclusively with the top 5% martial arts schools internationally to double, triple, and more their net incomes; he has been coaching school owners along with his team that includes former World Champion Jeff Smith and Ch. Master Greg Moody, PhD for over 30 years.





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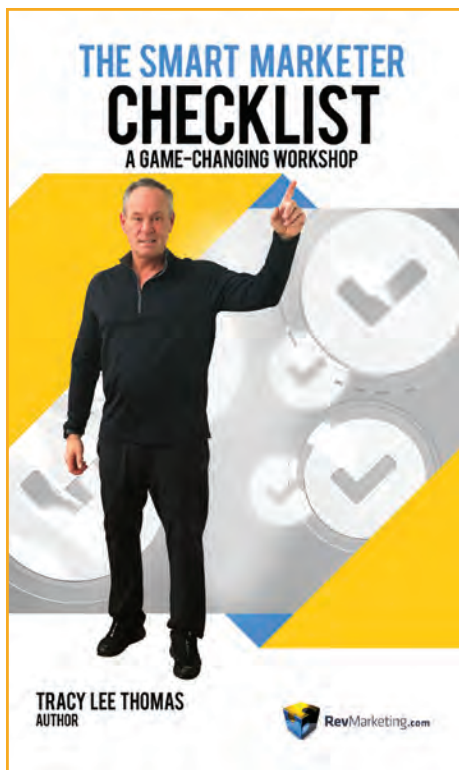
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the next 50 schools.**



# Unlocking Success Go2 Karate's Free Resources

## Empowering Martial Arts School Owners

In the martial arts world, mastering the techniques is just one part of the equation; for martial arts school owners, building and sustaining a thriving academy requires diverse skills and resources. That's where Go2 Karate steps in as a game-changer. Go2 Karate, through its website Go2Karate.com, offers a treasure trove of free resources designed to empower martial arts school owners in every aspect of their journey, from personal training tips and instructional resources to sales and business strategies. In this article, we explore how these invaluable resources are shaping the future of martial arts schools across the globe.



### 1. Free Downloads for School Growth

Go2 Karate provides martial arts school owners with access to a wide array of free downloads that can supercharge their school's growth. Whether it's professionally designed marketing materials, business planning templates, or student retention guides, these downloads are tailored to address the specific needs of martial arts academies. These resources save both time and money, enabling school owners to focus their energy on what truly matters—providing exceptional training to their students.

***“The quality of instruction is paramount in martial arts schools, and Go2 karate understands this better than anyone.”***

### 2. Free E-Books for Skill Enhancement

Mastery in martial arts is a never-ending journey, and Go2 Karate recognizes this. Through its collection of free e-books, martial arts school owners can access a wealth of knowledge and expertise. From advanced techniques and training methodologies to effective teaching strategies, these e-books cover a wide spectrum of topics. They serve as valuable references for instructors striving to improve their skills and enrich their teaching method

### 3. Personal Training Tips for Instructors

The quality of instruction is paramount in martial arts schools, and Go2 Karate understands this better than anyone.

On Go2Karate.com, martial arts instructors can find a treasure trove of personal training tips that can help them become more effective and inspiring teachers. These tips cover aspects such as form correction, motivation techniques, and even mental conditioning, ensuring that instructors are well-equipped to bring out the best in their students.

#### 4. Instructional Resources for Comprehensive Training

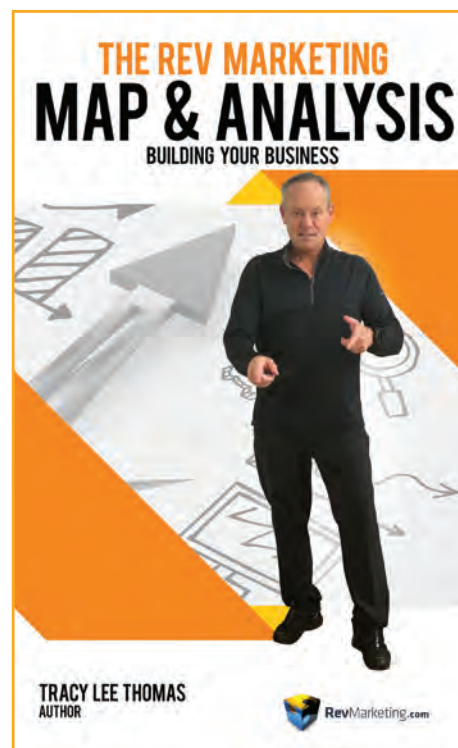
Comprehensive training materials are essential for martial arts school owners to provide a well-rounded education to their students. Go2 Karate offers a plethora of instructional resources that cater to various martial arts disciplines. From curriculum guides and video tutorials to lesson plans and drills, these resources are designed to assist instructors in delivering structured, effective, and enjoyable training sessions.

#### 5. Sales and Business Tools for Success

Running a martial arts school is not just about teaching martial arts; it's also about running a successful business. Go2 Karate recognizes this dual role and provides an arsenal of sales and business tools to help school owners thrive. From customer relationship management (CRM) software to marketing guides and sales strategies, these tools empower martial arts entrepreneurs to manage their schools efficiently and drive growth.

#### 6. Community Building and Networking Opportunities

Beyond the tangible resources, Go2 Karate fosters a sense of community among martial arts school owners. The platform encourages networking and collaboration, allowing school owners to connect with peers, share insights, and learn from one another. This sense of camaraderie is invaluable in an industry where collective knowledge and support can make a significant difference.



#### 7. Empowering Success, One Resource at a Time

Go2 Karate's commitment to empowering martial arts school owners goes beyond the free resources on its website. It represents a shared vision of a vibrant and thriving martial arts community. By equipping school owners with the tools and knowledge they need to excel in every aspect of their business, Go2 Karate is not only helping individual academies but also elevating the martial arts industry as a whole.

The Go2 Karate's free resources on Go2Karate.com are a game-changer for martial arts school owners. These resources encompass the full spectrum of needs, from improving instruction and training to effective business management. By offering these invaluable tools and fostering a sense of community, Go2 Karate is playing a pivotal role in shaping the success of martial arts schools worldwide. It's a testament to their commitment to the growth and excellence of the martial arts community.

# Triumph Over Cerebral Palsy, Vision Loss, and Deafness Through Taekwondo

In a world where obstacles can appear insurmountable, the remarkable journey of Juliana Weigle stands as a testament to the human spirit. Born prematurely in the Ukraine, she entered the world weighing only 2 lbs. 1 oz. She was diagnosed with cerebral palsy but defied the odds to become a Taekwondo champion. Her story takes an even more awe-inspiring turn as she faced the challenges of vision loss at 16 and profound deafness at 19, proving that with unwavering determination and resilience, one can conquer any adversity.

Juliana's journey began with a remarkable spirit. She was adopted by an American family at the age of 17 months. As a toddler, she was unable to walk, crawl, or sit up unassisted. From a young age, she faced developmental delays that presented unique challenges. She wore Ankle Foot Orthotics (AFOs) and relied on a walker to aid her in walking, a reality that set her apart from her peers. But instead of being discouraged, Juliana embraced her circumstances with unwavering determination. With the support of her loving family and dedicated therapists and teachers, she channeled her energy into overcoming these physical challenges. When she was six years old, Juliana took her first steps unassisted. At the age of eight, she embarked on a Taekwondo journey after going to a classmate's birthday party at an ATA (American Taekwondo Association) school in Arkansas.

Juliana started competing in ATA tournaments in the "Special Abilities" ring.

In addition to the regular competition, ATA offers divisions for students with physical disabilities, cognitive disabilities, and autism. She won State and World titles multiple years in the Special Abilities-Physical ring. Cerebral palsy posed distinctive challenges, but Juliana's instructors, Senior Master Monica Smith and Master Keegan Ireland, recognized the significance of adaptability. They designed customized training routines to accommodate Juliana's pace of development.

Juliana's journey was marked by obstacles, including moments of frustration and a several-month hiatus after undergoing corrective surgeries to help her walk. Nevertheless, she emerged from every setback even more determined. Her fellow students played a pivotal role, offering relentless support and camaraderie that fueled her determination.



As a teenager, Juliana decided to challenge herself and switch to the regular ring. Whether or not she brings home a gold medal, Juliana enjoys competing against others who are her age.

Her favorite weapon is the jahng-bong (long stick), which she uses to compete in traditional weapons, creative weapons, and extreme weapons. She has earned her 3rd degree black belt and is pursuing her 4th degree.

Juliana's journey took a remarkable turn when she started experiencing migraine headaches and subsequently lost most of her vision at the age of 16. Rather than letting this devastating development shatter her dreams, Juliana adapted. She learned to rely on her other senses, enhancing her spatial awareness and honing her instincts.

At 19, Juliana confronted another formidable challenge: becoming profoundly deaf. This could have discouraged many, but Juliana's spirit remained unbroken. She embraced sign language, communication aids, and her newfound perspective on the world.

Juliana's perseverance bore fruit as she steadily progressed in her academic and Taekwondo journeys. While in middle school and early high school, she performed below grade level. Then, she defied the odds, gradually closing the gap that once separated her from her classmates. Through sheer dedication, countless hours of hard work, and a heart filled with determination, she graduated from high school at grade level.

Becoming an assistant Taekwondo instructor was one of Juliana's most cherished accomplishments. It not only allowed her to excel in a discipline she loved but also gave her the opportunity to inspire and guide others on their own journeys. Helping students set and reach their goals became a source of deep satisfaction for her, reinforcing her commitment to the art of Taekwondo.



What made Juliana's role as an instructor even more meaningful was when a young student with spina bifida joined her class. This young student had witnessed Juliana's own incredible journey and had been encouraged by her example. Juliana's unwavering determination, coupled with her support and encouragement, served as a powerful source of inspiration for this budding martial artist. Witnessing the impact of her own journey on another young person filled Juliana with pride and a profound sense of purpose.

Juliana's story is a testament to the incredible influence one person's determination and support can have on others. Her dedication to Taekwondo and her willingness to guide others along their paths demonstrated the true essence of mentorship and the immeasurable impact it can have on those who follow in one's footsteps.

In addition to conquering cerebral palsy, vision loss, and profound deafness through her Taekwondo journey, Juliana has taken her inspiring journey to a global audience. Through her YouTube channel, aptly named "Super Abilities," she is empowering the world by sharing her experiences, challenges, and victories as she navigates life with multiple disabilities.

Juliana's story transcends her Taekwondo community. Her incredible resilience has become a wellspring of inspiration for individuals with disabilities across the globe. She shares her experiences at church youth events and is available for public speaking events, spreading the message that challenges are merely opportunities waiting to be embraced.

"Super Abilities" came to life as Juliana's way of reaching out to others facing similar challenges. At its core, the channel is a platform for her to inspire, educate, and create a supportive community where individuals with disabilities can find hope, guidance, and a sense of belonging.

One of the primary missions of "Super Abilities" is to raise awareness about disabilities and break down misconceptions. Juliana candidly addresses common misconceptions, fostering empathy and understanding among her audience. Her videos challenge stereotypes, encouraging viewers to see the person beyond the disability.

As Juliana continues to train and compete in Taekwondo, her future overflows with potential. Her journey reminds us that disabilities do not define one's destiny. With unwavering determination, a strong support system, and the right mindset, anyone can shatter the confines of their limitations and achieve greatness.

Juliana Weigle's transformation from a young girl living with cerebral palsy to a Taekwondo champion who has triumphed over cerebral palsy, vision loss, and profound deafness is a testament to the extraordinary power of determination, adaptability, and unwavering support. Her story is a beacon of hope for countless individuals grappling with physical and sensory challenges, encouraging them to pursue their dreams while recognizing that the only real boundaries are those we impose on ourselves. Juliana reminds us all that, in the face of adversity, extraordinary achievements are within reach with the right attitude and unwavering determination.



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# How We Use Energy

By: Lisa Agens

Understanding what energy is and how our bodies use it is important if we are doing any kind of activity. First, let us look at **C**alories. The word calories (lowercase c) are a measure of energy. A **c**alorie is defined as the amount of heat needed to raise the temperature of 1 gram of water 1 degree Celsius.

In nutrition, a **C**alorie (kilocalorie/kcal) is actually 1,000 of the **c**alories. A **C**alorie is the heat needed to raise 1 kilogram of water 1 degree Celsius. When you look at food and you assess the Calories, this is what you are actually looking at. Calories are energy. All **C**alories are the same. They are like inches on a ruler; the first inch is the same as the last inch. A calorie is a unit of measure for energy.

Now, where you get your **C**alories from can differentiate the impact on your body.

- Every gram of protein yields 4 Calories.
- Every gram of Carbohydrate yields 4 Calories.
- Every gram of Fat yields 9 Calories.
- Every gram of Alcohol yields 7 Calories!!!!

The Thermic Effect of Food, fiber, satiety, and activity can all affect how your body responds to **C**alories. **CICO** is an acronym for “Calories In Calories Out.” It is a basic principle that to manipulate your body, you need to have an inverse number of calories going in versus out.

If you want to lose weight, you must eat slightly less Calories than your body is burning. If you want to gain weight, you must eat slightly more Calories than your body is burning. What you are losing or gaining, though, will play out through the Macronutrients.

How can we utilize Calories?

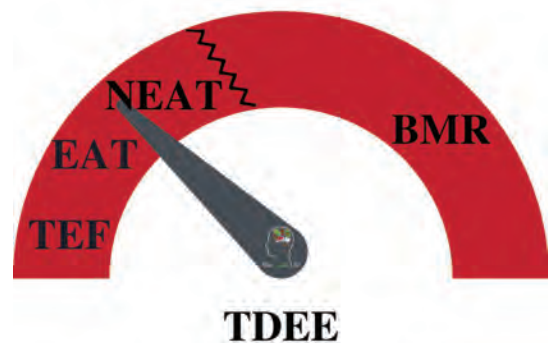
## Burning Calories

Your metabolism takes the things you eat and drink and converts them to energy by various pathways. Your metabolism is the sum of various components that together add up to your total daily energy expenditure or TDEE.

TDEE is made up of TEF, EAT, NEAT, and the largest portion of BMR

Thermic Effect of Food (TEF-8-15%)+ Exercise Activity (EAT-15-30%)+NEAT(-15-50%)+Basal Metabolic Rate(BMR-60-70%)

TEF: TEF stands for Thermic Effect of Food. This is the amount of energy your body exerts to digest/metabolize/burn the food you eat. TEF plays an important role in the foods you choose within your macros. You want to choose foods that will make your body work the hardest for the best advantage. Get the most “bang for your buck”! This often comes down to nonprocessed foods, protein, and high-fiber vegetables.





**EAT:** EAT stands for Exercise Activity Thermogenesis. This is your “formal” activity or exercise. This will vary based on the exercise and your adaptations to the exercise.

**NEAT:** Non-exercise activity thermogenesis (NEAT) is the energy expended for everything we do that is not sleeping, eating, or sports-like exercise. It ranges from the energy expended walking from the car to the desk, typing, performing yard work, running after kids, and even fidgeting.

**BMR:** The largest factor in your metabolism is your basal metabolic rate (BMR); it is often measured in practice as your sleeping metabolic rate. It is the energy your body expends when completely sedentary and fasted, the amount of energy required to sustain your body’s primary functions. BMR factors in age, sex, lean mass, hormones, genetics, stresses, and more. BMR is also considered REE, Resting Energy Expenditure.

## “Getting lean and building muscle comes from a focus on nutrition and resistance training.”

These four divisions are not evenly balanced in your metabolism, and the one that has the most impact is BMR. BMR is often overestimated due to so many factors playing into it. You cannot quickly control, or sometimes control at all, items that affect your BMR. You CAN choose to improve items that affect your TEF, EAT, and NEAT on a daily basis, though!

You can control your exercise (EAT) to control how you burn Calories

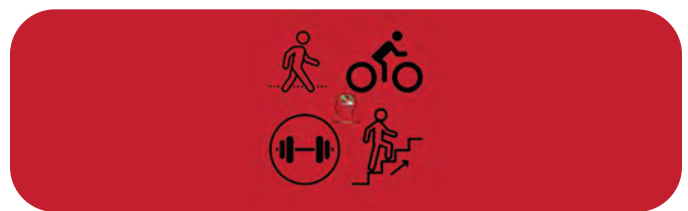
### Resistance Training

Getting lean and building muscle comes from a focus on nutrition and resistance training. Building muscle often focuses on strength or hypertrophy, but the two are not exclusive!

**Strength:** The amount of force your muscles can exert (“Typically” programmed as low rep/high weight)

**Hypertrophy:** The growth of (muscle) tissue. (“Typically” programmed as high rep/lower weight)

Strength Training stimulates the muscles with progressive overload and causes muscle hypertrophy. Strength training takes the best of both worlds and combines them so the strength gains can translate to hypertrophy. The more lean mass you have, the higher your BMR may be. That means, in general, burning calories more efficiently over time.



If you are progressively training your muscles with appropriate weight to break them down and allow recovery time, you will gain strength and hypertrophy. The difference will lie in how fast the complete muscle activation hits. Higher reps/lower weight will take longer for the muscles to be fully recruited, whereas, with lower reps/higher weight, the recruitment is almost immediate.

Ideally, you want to incorporate the intensity to be above ~85%, so choosing appropriate weights for the rep scheme is important. More and more studies are showing the hypertrophy range is closer to 30-100% of 1Rep Max or around 1-30RM vs. 6-12RM. Rest periods also play into your intensity. Not enough rest can leave you gassed out for the next set and not being optimal with your reps. What is “enough” rest? The time it takes to feel recovered and ready to hit the reps with that intensity that is needed for the set.

A Randomized Controlled Trial shows evidence that “longer rest periods promote greater increases in muscle strength and hypertrophy in young resistance-trained men.”<sup>1</sup> So no need to rush through your rest time, but also, do not goof around...GO when your BODY says, “I am ready”!

### Cardio (Cardiovascular Training)

Anabolism and catabolism work together to help you reach your goals – whether that is to lose Fat, gain muscle, or get stronger or faster. Catabolism fuels anabolism; In order to build something, something has to be broken down. Both types of processes are important to human physiology. Both types also occur in exercise.

**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.

When we think of exercise, think of the net effect of the exercise you are doing. Is it anabolic (overall building) or catabolic (overall breaking down) for skeletal muscle? Strength training is largely Anabolic (when protein intake and training are programmed well). You will have a Net effect of building muscle as it repairs from you, breaking it down by progressively overloading the muscles with resistance. The muscles break down to rebuild. The muscle protein synthesis is greater than the protein breakdown. Traditional cardio is largely Catabolic. The breakdown of protein can be faster than the potential to rebuild it. Your body breaks down fuel sources to fuel cardio, and that can include your

muscle. This can especially happen if ALL you do is cardio, or you do it too close to strength training, or your nutrition is not adequate.

Karate is a solid combination of strength, endurance, and cardio. Fueling yourself for the energy needed is very important, and if you have body goals, not just technique goals, knowing how to work in accessory training around your karate training is important, as well, to help preserve and build muscle for the rest of your life.

1. Schoenfeld BJ, Pope ZK, Benik FM, Hester GM, Sellers J, Nooner JL, Schnaiter JA, Bond-Williams KE, Carter AS, Ross CL, Just BL, Henselmans M, Krieger JW. Longer Interset Rest Periods Enhance Muscle Strength and Hypertrophy in Resistance-Trained Men. *J Strength Cond Res.* 2016 Jul;30(7):1805-12. doi: 10.1519/JSC.0000000000001272. PMID: 26605807.

#### About 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.

# 7 Powerful Business Ratios To Start Tracking Now

By: Michael Graff

Doctors in the developing world measure their progress not by the aggregate number of children who die in childbirth but by the infant mortality rate, a ratio of the number of births to deaths.

Similarly, baseball's leadoff batters measure their "on-base percentage" - the number of times they get on base as a percentage of the number of times they get the chance to try.

To the degree you intend to sell your martial arts school now or in the future, acquirers also like tracking ratios, and the more ratios you can provide a potential buyer, the more comfortable they will get with the idea of buying your business.

Better than the blunt measuring stick of an aggregate number, a ratio expresses the relationship between two numbers, which gives them their power.

Here's a list of 7 ratios to start tracking in your business now:

## 1. Employees per square foot

By calculating the number of square feet of office space you rent and dividing it by the number of employees you have, you can judge how efficiently you have designed your space. Commercial real estate agents use a general rule of 175-250 square feet of usable office space per employee.

## 2. Ratio of promoters and detractors

Fred Reichheld and his colleagues at Bain & Company and Satmetrix developed the Net Promoter Score® methodology, which is based around asking customers a single question that is predictive of both repurchase and referral. Here's how it works: survey your customers and ask them the question, "On a scale of 0 to 10, how likely are you to recommend <insert your company name> to a friend or colleague?" Figure out what percentage of the people surveyed give you a 9 or 10 and label that your ratio of "promoters." Calculate your ratio of detractors by figuring out the percentage of people surveyed who gave you a 0-6 score. Then, calculate your Net Promoter Score by subtracting your percentage of detractors from your percentage of promoters.



The average company in the United States has a Net Promoter Score of between 10 and 15 percent. According to Satmetrix's 2011 study, the U.S. companies with the highest Net Promoter Score are:

USAA Banking 87%	USAA Auto Insurance 73%
Trader Joe's 82%	Apple 72%
Wegmans 78%	Publix 72%
USAA Homeowner's Insurance 78%	Amazon.com 70%
Costco 77%	Kohl's 70%

### 3. Sales per square foot

By measuring your annual sales per square foot, you can get a sense of how efficiently you are translating your real estate into sales. Most industry associations have a benchmark. For example, annual sales per square foot for a respectable retailer might be \$300. With real estate usually ranking just behind payroll as a business's largest expense, the more sales you can generate per square foot of real estate, the more profitable you are likely to be.

Specialty food retailer Trader Joe's ranks among companies with the highest sales per square foot; Business Week estimates it at \$1,750 - more than double that of Whole Foods.

### 4. Revenue per employee

Payroll is the number-one expense of most businesses, which explains why maximizing your revenue per employee can translate quickly to the bottom line. In a 2010 report, Business Insider estimated that Craigslist enjoys one of the highest revenue-per-employee ratios, at \$3,300,000 per employee, followed by Google at \$1,190,000 per bum in a seat. Amazon was at \$1,010,000, Facebook at \$920,000, and eBay rounded out the top five at \$530,000.

More traditional people-dependent companies may struggle to surpass \$100,000 per employee.

### 5. Customers per account manager

How many customers do you ask your account managers to manage? Finding a balance can be tricky. Some bankers are forced to juggle more than 400 accounts and, therefore, do not know each of their customers, whereas some high-end wealth managers may have just 50 clients to stay in contact with. It's hard to say what the right ratio is because it is so highly dependent on your industry. Slowly increase your ratio of customers per account manager until you see the first signs of deterioration (slowing sales, drop in customer satisfaction). That's when you know you have probably pushed it a little too far.

### 6. Prospects per visitor

What proportion of your website's visitors "opt in" by giving you permission to e-mail them in the future? Dr. Karl Blanks and Ben Jesson are the cofounders of Conversion Rate Experts, which advises companies like Google, Apple, and Sony on how to convert more of their website traffic into customers.



Dr. Blanks and Mr. Jesson state that there is no such thing as a typical opt-in rate because so much depends on the source of traffic. They recommend that rather than benchmarking yourself against a competitor, you benchmark against yourself by carrying out tests to beat your site's current opt-in rate.

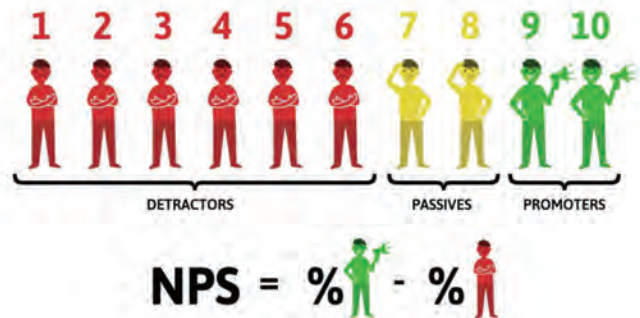
Dr. Blanks and Mr. Jesson suggest the easiest way of increasing the opt-in rate is to reward visitors for submitting their e-mail addresses by offering them a gift they'd find valuable. Information products – such as online white papers, videos, and calculators – make ideal gifts because their cost per unit can be almost zero. Using this technique and a few others, Conversion Rate Experts achieved a 66 percent increase in the prospects-per-visitor rate for SOS Worldwide, a broker of office space.

## 7. Prospects to customers

Similar to prospects per visitor, another metric to keep an eye on is the efficiency with which you convert prospects – people who have opted in or expressed an interest in what you sell – into customers.

Conversion Rate Experts' Dr. Blanks and Mr. Jesson recommend you monitor the rate at which you are converting qualified prospects into customers and then carry out tests to identify factors that improve

## Net Promoter Score



that ratio. Conversion Rate Experts more than doubled the revenues of [SEOBook.com](http://SEOBook.com), the leading community for search marketers, by converting many of SEOBook's free subscribers into customers. Techniques that were found to be effective included (perhaps counterintuitively) restricting the number of places available, allowing easier comparison between SEOBook and the alternatives, communicating the company's value proposition more effectively, and simplifying its sign-up process. The trick is to establish your benchmark and tinker until you can improve it.

Acquirers have a healthy appetite for data. The more data you can give them – in the ratio format they're used to examining – the more attractive your business will be in their eyes.



### About 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 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.

# Bullying!

## You Probably Have It Wrong... Part II

By: Chief Master Greg Moody, Ph.D.

In Part I of Bullying – You Probably Have It Wrong I pointed out that bullying is the most common danger affecting children today. It's worth repeating that **one in three kids are affected by bullying at any given time.**

Just about all the strategies don't work, and when I talk about bullying to my friends and colleagues in the Martial Arts industry usually, I hear stories about how fighting back verbally or physically solves the issue, but that ignores what we discussed last time - **that's not bullying** so those solutions won't work (and will make the problem worse).

In Part II we'll review quickly what bullying is, myths about it and finally what our research told us about how martial arts affects bullying (which is great for us as an industry).

### Bullying Is...

Remember bullying is defined by three main things:

#### First: Intention To Hurt

Bullying always includes an intention to hurt. In other words, it was not just an argument over resources or some other disagreement. Conflict can just be you and I arguing. Bullying would mean that one person had an intention to hurt the other person. Now, violence is intended to hurt however it doesn't have the last component...

#### Second: it's Repeated Over Time (Usually)

Bullying can be a one-time event if it's severe but usually behaviors are small subtle things that are done every day or multiple times a day, and so, add up to severe abuse.

#### Third: there is an Imbalance Of Power.

This is probably the most important key to distinguish between bullying, violence, and conflict. In conflict, people are arguing, fighting, or want the same things. With bullying, the person doing the bullying has more power (physically, socially, economically), so when they abuse the other person, it is difficult to respond.

#### Bullying – Truths and Myths

So, is bullying really a problem anyway? You decide:

- 29.9% of children are involved in bullying
- 16.9% are getting bullied (2 to 3 times a month or more)
- 19.3% bullied others
- Special case: 6.3% bullied others and were bullied – We call these bully victims and will talk more about them later, but they are at very high risk for other issues.



This is where the statistic 1 in 3 kids comes from. You might say this isn't as meaningful since this includes the kids who are doing the bullying; however, kids who bully are at risk for many issues, including something that will probably blow your mind:

In research that was done in 1993, 60% of boys who were bullies in middle school had at least one **felony conviction by the age of 24**. Felonies are crimes like murder and assault. A felony doesn't mean driving too fast, and it doesn't even mean small, minor, or misdemeanor theft. There's a wide variety of crimes that are considered misdemeanors, and, very frequently, when people go to court, they plead down from a felony to a misdemeanor. So, being convicted of a felony means it was serious enough that the perpetrator wasn't able to plead down to a misdemeanor on their first conviction.

Kids who bully are worth our attention as well as the kids who are being bullied. Now that's not to say that kids getting bullied aren't at risk for many issues. Here's just one set of data of the short and long-term effects of kids who are being bullied:

### Short Term Effects

- Lower self-esteem
- Depression & Anxiety
- Absenteeism
- Poor academic performance
- Thoughts of suicide
- Illness

Long-term effects are even more serious. These can affect the bullied for years following the events. Here's a comparison of physical and psychological effects in kids that have been bullied and who have not been bullied:

### Long Term Effects

This is comparing kids who are bullied to kids who are not bullied:

- Headaches—16% vs 6%
- Sleep problems—42% vs 23%
- Abdominal pain—17% vs 9%
- Feeling tense—20% vs 9%
- Anxiety—28% vs 10%
- Feeling unhappy—23% vs 5%
- Moderate depression—49% vs 16%
- Strong depression—16% vs 2%

When we look at this data it shows the stark difference between a child who has been bullied and who has had a more comfortable environment. Pay close attention to that last one - strong depression; these are children who may have suicidal thoughts at eight times the rate of their peers.

...It's a big deal.

### Other Myths

There are so many myths about bullying - many I was shocked to find out about - and too many for our space today. Here are a few sample highlights:



- Bullying happens more frequently at school, in the classroom, with the teacher present than anyplace else.
- Boys bully about two times more than girls... Girls are bullied about as much as boys (so boys bully girls as well as boys)
- Boys and girls bully differently
- Girls are 30 times more afraid about being teased than getting poor grades in school.
- Kids who bully do not have low self-esteem (yes, it's a myth that kids bully because they have low self-esteem, in fact some research shows the opposite. Therefore having esteem-building groups for kids who bully is counter-indicated)
- Most kids would like to report bullying and get help from teachers or parents but most also don't think the adults are interested.

I don't have time to go into detail about all of these but there will be more detail upcoming in future publications.

### **Martial Arts Makes a Big Difference...**

An important part for us as martial artists is to know how martial arts helps (if it does) and how much? I was fortunate that I was able to do research with Arizona State University in my doctoral program and do a study with 227 students (and their parents) in 17 different states at 22 different schools and large national tournaments to find out.

Without going into the details (you can find my dissertation if you want to read all about it), I wanted to know:

- Did martial arts reduce the amount kids were bullied - simply by participating in a martial arts program?
- Did martial arts reduce the amount kids bullied other kids - simply by participating in a martial arts program?

This was from a survey the kids took (the kids were old enough to take it).

I also studied a ton more data including parent surveys. What we found were a few big key points:

**Key Point: Kids who start martial arts are bullied roughly TWICE as much as the general population... Parents think their kids are bullied much less...**

As you saw above 16.9% of kids are being bullied, but 27% of our sample of white belts reported being bullied. However, the parent surveys showed much less. *Parents don't know their kids are being bullied.*

**“An important part for us as martial artists is to know how martial arts helps...”**

**Key Point: Getting a Black Belt is more effective than any school-based bullying prevention program. It's one thing parents can control to keep their kids safe from bullying...**

Kids who achieved Black Belt or beyond were bullied 64% less than the general population. That's huge when the best programs to reduce bullying report (with good measurements less than 60% at best). You guys do a great job! This means...

**Key Point: Getting a Black Belt is more effective than any school-based bullying prevention program. It's one thing parents can control to keep their kids safe from bullying...**

What I mean by this is regardless of what school programs kids have access to (many of which are effective, like the Olweus Bullying Prevention Program and others), parents have a great choice with Martial Arts - if they stick with it to Black Belt.

**Key Point: Getting a Black Belt probably affects reducing the amount kids bully others; however, so few kids start Martial Arts that bully; we didn't have enough data to measure...**



This is good - or interesting - news and bad news. The interesting part is very few of our sample of white belts bullied others. Much less than the general population, so very few kids want to start if they are bullying others. We had almost no kids in our Black Belt sample who bullied others.

### Conclusion...

This is an incredibly fast summary of all that we could go over regarding bullying. My upcoming book, "Bullying: Truths, Myths and What To Do!" will go into more detail to support you after this head start.

I hope this can give you a great start on understanding this important topic and help you teach your own students in a way that is effective. In fact, if you're enrolling students and keeping them till Black Belt and beyond you're already doing most of it! Teach the rest from these articles and let's reduce bullying together!



### 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 on his regular podcast at [DrGregMoody.com](http://DrGregMoody.com).

# Flood Your School with Instructors

By: Amanda Olson - Illescas

In Dr. John Maxwell's book, "The 5 Levels of Leadership", he mentions when you are at the top of your organization, "Level 5", it is important to think about "succession" and "your legacy." These are key concepts if you truly want your life's work to continue after you are gone. Most of us want to be remembered and hope we have left a positive mark on the world. We would be honored for someone to continue our vision and keep our legacy going for generations to come.

But what about today? How about someone you can trust to carry on your vision and even enhance it by doing the work with you and for you today? Someone who can step in and "be you" to your students while you take time for personal growth and development. You could take a day, a week, or a month off and know classes, and the business would still run smoothly.

**“....you should always be on the lookout for the up-and-coming.”**

As Martial Arts Instructors and Business Owners, we have all experienced burnout. The creative well has gone dry, and we just need some time away to relax and rejuvenate or to study and learn something new for ourselves. None of that is possible without having a quality staff or team to keep things going strong while you do the things you need to or simply want to.

Replicating yourself does not happen overnight, however. Just like planning anything in life, preparing your successor or "righthand man," if you will, takes forethought, strategy, and planning.

Even if you already have this person or group of people, you should always be on the lookout for the up-and-coming. Creating bench-strength. Creating the next generation of leaders.

In life, we think of the next generation often as those who will be here when we are gone. As a Martial Arts Instructor and school owner, I think of generations of students in terms of 4-6 years. A few years to train, time to learn how to lead and teach, and then putting to use the skills they have learned to pay it forward. This may be as a class assistant once a week or a full-time instructor at your academy.

So, how do we do this properly, and how do we make sure the cycle stays on course to fill your school with instructors? Here are five things you must do to build your dream team of leaders.



1. Always be on the lookout for those who show desire and who are teachable.
  - a. I believe leadership can be taught, and those” natural born leaders” are rare.
2. Have a system to grow.
  - a. Make sure you have a well-organized path to lead people through. A checklist of accomplishments to work through the process of becoming an instructor.
  - b. My plan starts at age 12. So, any 12-year-old who shows promise is invited to join the instructor training program. If they follow through, I will have them through high school and possibly beyond as seasoned instructors.
3. Offer training. The plan should include training classes.
  - a. I go into this in detail in my instructor training course.
4. Be willing to delegate and trust the process.
5. Teach your seasoned leaders to be mentors to the next generation.



Now, you see, you can systematically build that dream team of leaders you have been wanting and, I am sure, needing.

Your team of leaders and instructors need you to be their visionary. As leaders, we want to not only teach others how to be good team players but also teach them how to be good team leaders. When we work with others in either capacity, we want to be a source of support. Give people the opportunity to step up and lead. Remember, replacing ourselves with strong leaders who share our vision and can carry it out is the ultimate level of leadership development.

One lesson I teach my students is that they don't always have to be the strongest member of the team, but they should always strive to not be the weakest. Even if your skillset does not yet match the others, your positive attitude and willingness to help can exceed expectations. You may even surprise yourself by doing things you never thought possible alone.

At my academy in Johnson City, TN, I have an amazing team of leaders that I work with that includes members at all levels. None is less important than another. Every action, no matter how small it may seem, has an effect on the team. Knowing that they are the “I” in team helps them understand this. Their actions matter.

I teach others to take their role on the team enthusiastically and focus on the good they can bring to the situation and outcome. This works from the top down, as well. If you are a seasoned and strong team leader, make sure everyone feels empowered and useful. Provide tools that will help bring people forward and make them understand their value. Remember, without all of your team members doing their best, the mission will not be nearly as successful or enjoyable.

Learn to delegate as a leader and see what skills your members can really bring to the group. It is always a wonderful thing to learn something new and unexpected about the people you work with.

I accomplish the goal of teaching teamwork through many activities that require different people taking the lead. The activities I use are outlined in my complete instructor training program, Martial Arts Pros. I always ask my strong leaders if they were able to step back and let others do the job of being the leader. It's surprising how hard it can be to be a follower! I find that by teaching students at an early age how to lead and follow, being a team player becomes a natural part of their actions in any situation. They develop a team member mentality and recognize how important their role is, whether big or small. By the time they are ready to instruct on the floor as older teens, I have a confident new member to add to the dream team.

Lastly, it is important to realize that sometimes helping the team succeed is letting the leader lead, and you be there as a support. This takes time to learn as well. For me, letting a new instructor take over a class is often difficult. It can be hard to watch them make mistakes. However, if I don't allow my up-and-coming team members to grow, I run the risk of losing them. I have to remind myself to be the support person on the team at this point and let them learn. I am there to offer advice or to be a sounding board. My job is to help them learn to do it on their own, not do it for them. More times than not, they have made me a very proud instructor and a leader of this ever-growing and evolving dream team. How is it going at your academy? Are you letting those leaders lead? If not, start supporting their growth and see how they surprise you. Lastly, it is important to realize that sometimes helping the team succeed is letting the leader lead, and you be there as a support. This takes time to learn as well.

For me, letting a new instructor take over a class is often difficult. It can be hard to watch them make mistakes. However, if I don't allow my up-and-coming team members to grow, I run the risk of losing them. I have to remind myself to be the support person on the team at this point and let them learn. I am there to offer advice or to be a sounding board. My job is to help them learn to do it on their own, not do it for them. More times than not, they have made me a very proud instructor and a leader of this ever-growing and evolving dream team. How is it going at your academy? Are you letting those leaders lead? If not, start supporting their growth and see how they surprise you.

**“...teaching teamwork through many activities that require different people taking the lead...”**

\*To order the full Instructor Training course with a year of teaching curriculum and 52 weekly lessons, including videos for your class and instructors, please email me at [olsonisma@olsonisma.com](mailto:olsonisma@olsonisma.com) or call 423.773.3953. We also have a weekly support Zoom call to help guide you through the process of flooding your school with instructors!

Enjoy the Journey!



**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.

# Law Talk – Release of Liability Waivers

By: Laurie Hunter Peterson

Important things to remember:

- State law
- Insurance Requirement and
- Engage and explain

Be it tournaments, martial arts class, or just a day at the water park, release of liability waivers, or “liability waivers” for short, are a constant everyday life. Should I have one? Should I sign one? Is this enforceable? Am I protected as a business and as an individual? Is this thing enforceable? All of these are good questions. A liability waiver is only as good as it is applicable to State law. Once again, this is a lesson in “why I need a lawyer.” Pulling a waiver off the internet and plugging in your own information may cover you, but honestly, do you want to put your faith and livelihood in the hands of a Google search?

In the martial arts setting, liability waivers are intended to protect an organization from a lawsuit if someone is injured while participating in activities or using equipment at the facility. The most common clause in a liability waiver is an “exculpatory clause.” This language attempts to protect one party against a lawsuit by another party, even if the first party was negligent. For instance, an exculpatory clause in a tournament waiver might state that if the participant who signs the waiver is injured, the participant may not sue the tournament organizer, host, or anyone on its staff, even if the organizer or staff member’s negligence caused the player’s injuries.

**Not liable, even if the organizer or staff member’s negligence caused the player’s injuries?** That sounds comprehensive and perfect, correct? Well, no. Depending on applicable State Law, this clause may or may not be valid.

For example, Texas and Louisiana, though close in geography, have very different liability protections for consumers.

The aspect of liability that most business owners do not think about is – type of negligence covered in a liability waiver.

There is a difference between ordinary negligence and gross negligence. While it’s true that waivers of liability can insulate organizations and businesses from legal responsibility for acts of negligence (i.e., lack of reasonable care), a waiver **DOES NOT** protect against gross negligence. Gross negligence is the deliberate disregard for safety by an act or omission by the host or owner. Basically, the host knew or should have known the person would put another in danger. Ordinary negligence is identified by careless mistakes or inattention, like failing to check equipment before a sparring match. Seeing a metal object in sparring gear and allowing the participants to spar would be gross negligence. A release of liability waiver only covers ordinary negligence.



A similar clause that may be seen in activity waivers is an “assumption of risk” clause. In an assumption of risk clause, the person signing the liability waiver indicates that they know the activity involves certain risks but are willing to participate anyway. For example, a waiver for a tournament team might include an assumption of risk clause stating that the participant is aware that concussions, bruises, and sprains are risks involved in playing the particular sport.

An assumption of risk clause allows a party to claim in court that they should not be held liable because the injured person “assumed the risk” of an activity. Assumption of risk clauses also have limits, however. A court is more likely to decide that an assumption of risk clause does not apply if the injury resulted from a risk that was hidden, known only to the negligent party, or was not foreseeable. Practicing judo without having proper mats could result in an invalid liability waiver as the owner/instructor should have the knowledge of the proper equipment while the student may not.

While pulling that release of liability waiver from the internet, you may not think about your insurance company. Your insurance company is a resource to be used when it comes to finding the correct liability waiver for your business or event. As a business owner, you should ask about coverage for regular course of business versus coverage for events. Find out what is covered and what are the exceptions to coverage. If there is an exception to coverage, this action should be in the drafted liability waiver.

**“...be aware of EVERYTHING in the liability waiver and be able to explain the clauses...”**

Lastly, in sales, there is almost always a script to be followed in order to sign up a new member. Scripts should not end with sales. The salesperson should be aware of EVERYTHING in the liability waiver and be able to explain the clauses.



There should be more than “this is a liability waiver, sign here.” Sales staff should know the difference between ordinary and gross negligence and be able to explain the difference. It would be gross negligence to allow beginners in a preschool class to practice drills with bladed weapons. If the instructor allowed that, injury would not be covered by a waiver. Anticipating questions on the liability waiver is just as important as handling objections of a sale.

Below is some sample language that a program director could understand and explain:

By signing this, you agree to conduct yourself in a controlled and reasonable manner at all times and to refrain from using any equipment in a manner inconsistent with its intended design and purpose. Use of the equipment, including training weapons, involves risk of serious injury.

If you suffer from any known disability or condition which would prevent or otherwise limit participation in this physical program, we need to know and have a doctor’s approval for participation.

Once again, the lesson learned here is that you need a lawyer for a Release of Liability Waiver. Even if you simply pull one from the internet, you need to have a lawyer review for applicability of state law.

**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.**



**About Laurie 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.”

# A Day In The Life Of A Master

By: Laurie Hunter Peterson

They call me Master P. I know there is a rapper with the same name, but when you work and train in a “non-martial art” profession, some monikers just stick. My name is Laurie Peterson; I’m a 6th-degree master in taekwondo, an attorney, and a mom.

If you do martial arts for a living, the world of martial arts is your forefront and everyday life. As an attorney and martial artist, I compartmentalize my world, allowing only the best aspects of myself to bleed over into my other worlds.

I started my journey to mastership in the early 1980s as a college student in my twenties. I received my mastership thirty-four years later as an attorney in her 50s. Taekwondo has allowed me to travel, be competitive, and healthy throughout these years. My only regret is not taking good care of my knees, and my subsequent ACL reconstructions and seven knee surgeries have shaped me into the person I am: Smarter about working out.

My day usually begins with a workout. Waking up at 5:45 a.m. is the norm for me. I train at Orangetheory Fitness almost every day. This workout is something that my body at fifty-nine can endure daily without pain or injury. I live less than a mile from a studio, and I can pop in for an hour class, get home, shower, and start my day with the endorphin pump from the workout. We train with free weights, on the rower, and on the treadmill. Being able to focus on my fitness journey without teaching or mentoring in a class allows me to push harder and focus on my physical well-being. I leave every workout looking forward to the next. At one point our stats were posted on the monitors with our nicknames – that is how I became Master P at OTF.

I pause at this point of my day to say that I support the businesses I use in every way possible. I buy the t-shirts, sign up for the extra class, and I try to be the consumer that I would want as a business owner. As a customer, I never want my studio to close due to a lack of students. In an effort to keep what I love going, I post on social media (2 or 3 types) daily in support of the business. This keeps me accountable to my followers that as a martial arts master, I train daily and hopefully inspires my followers to train, whether it be martial arts or other activity.





At 8:00 a.m., I'm off to the office where I am in-house counsel for a medium-sized development corporation. As I work as a corporate attorney, my day is sprinkled with legal issues in the martial arts world. The martial arts world of business varies from customs issues, contracts (lots of contracts), human resources and corporate organization issues. Luckily, I am available to work in both worlds. Occasionally, I bow at the threshold of the door when I am in a non-martial arts setting, but the demeanor of calm needed as a martial artist and as an attorney pair well together. Allowing opposing counsel or a sparring partner to get frustrated while I am calm is a testament to martial arts training.

Remnants of my dual life as a master and an attorney pepper my office. My 4th, 5th, 6th degree, and Master Instructor certificates are on the wall, as well as my Juris Doctor degree and my attorney license. I keep a sword in my office that leans on my door jam to remind myself that my training never ends and maybe I should pick it up on the way out.

Since this is "a day in the life" during a work week, my lunch is already prepared. Stepping back to Sunday, after working out, I shop and then meal prep for the week. It's amazing how age affects weight, and I refused to allow myself to gain weight lest I cannot train due to my knees. So, with a mixture of the things I love, Trader Joe's dumplings, rotisserie chicken, rice, fruit, and vegetables, I prep for my week. Healthy satisfying food to fuel my days.

After lunch, my workday continues until early afternoon, when I plan my evening and the next day. On some days, I train in the evening; on others, I don't, but I always meditate and stretch at the end of the day. I have children in college and an aging Dad, so I check on those I love and mentally prepare for the day, week, month, and year to come. During stretches, I remember to be fluid in life and know that you cannot plan for everything.

Connecting my mind and body at the end of the day is important. Knowing that with age comes mobility issues for a lot of people keeps me on track. As a master, I try to inspire students, friends, and even strangers daily. Being a master is being a role model in every aspect of life. I fall short more times than I stand tall, but I have perseverance, and I get up and move on every time. Learning from failure is an opportunity. My life is about giving what I can to the world, not only as a taekwondo master but as an attorney, mom, and fitness junkie.



# Man of Many Uniforms

## A Veterans Story

Michael Murphy has always been a man of many uniforms. From the time he was a young boy, he has worn the uniforms of various sports teams, Scouts, and eventually, the uniform of the United States Air Force. But his journey through life was far from ordinary, and his favorite uniform would always be the one he wore as a Taekwondo instructor.

His military career began in September 1981 when Michael decided to enlist in the U.S. Air Force. A year later, in 1982, he officially started his martial arts journey as a student of Senior Master Richard and later CM Stauffer while stationed at Moody Air Force Base in Georgia. He enjoyed the discipline, confidence, and perseverance that it gave him. He worked hard and became an instructor. In 1985, became good friends, and an assistant instructor with Go2 Karate Founder Tracy Thomas. As a TKD instructor, he found purpose and fulfillment in helping young minds develop discipline, confidence, and respect. The joy he derived from witnessing his students' growth was unparalleled.

Two years later, the USAF sent him on an assignment halfway around the world to Korea. Feeling dissatisfied with his progress in Taekwondo, he remembered the wise words of EGM HU Lee, "You can do anything you set your mind to." Determined to continue his martial arts journey, he trained diligently on his own during his assignment there. His dedication paid off, and he returned to the martial arts community with renewed vigor.



Later, in another corner of the world, still serving as an active-duty service member, he opened his own club in Germany. Returning to the States and making a career change within the military to an Air Traffic Controller, his rigorous training forced him to take a break from Taekwondo.

Later, at the age of 48, after a quarter-century hiatus, Michael received a life-changing phone call from CM Stauffer. Coincidentally, CM Stauffer was in the same town as Michael, Charleston, South Carolina. This call reignited Michael's passion for Taekwondo, and he wasted no time in reconditioning himself and opening another club in Summerville, SC. Once again, finding so much joy in training another generation of martial artists.

**“ achieve anything  
with determination  
and hard work**

Reflecting on his journey, Michael can't help but smile. He's traveled the world, served his country, and shared his passion for martial arts with countless students. He remembers the words of EGM HU Lee once again; he had been right all along; you could indeed "achieve anything with determination and hard work."



He has worn many uniforms throughout his journey, each representing a different chapter of his life, yet his favorite uniform would forever be the one that allowed him to teach and inspire the next generation of martial artists. It is a life well lived. Michael is a true testament to the power of determination, resilience, and the belief that one can achieve anything they set their mind to - just as EGM HU Lee had told him all those years ago.





Is your business planning up to date in these 3 critical areas:

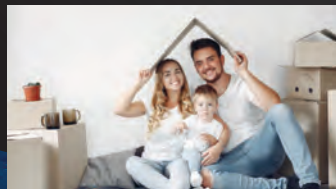
- ✓ VALUATION
- ✓ CONTINUATION
- ✓ SUCCESSION

Knowing the value of your business is essential. It is a measuring stick to assess how well you are managing your enterprise and growing company value over time.



Continuity is critical to all those connected to your business. Insure continuation of operations in the event of loss due to owner or key employee death/disability/departure, property loss, technology interruption/failure, natural disaster.

It is inevitable that someday you will step away from your business. It will either happen as part of a plan, or due to something unexpected. To make certain your exit occurs as you intend, you must have a Succession Plan or Exit Strategy in place at all times so you will be ready, and will never be caught by surprise.



The Family



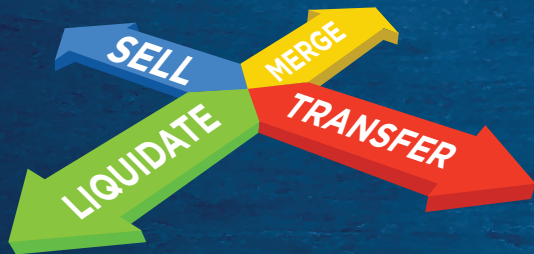
The Employees



The Investors



The Customers



If you would like to review your business planning, feel free to contact me (use my contact information below)

The offer is a complimentary (\$500 value) "Business Valuation & Evaluation Report".



Investment advisory services offered through Brookstone Capital Management, LLC (BCM), a registered investment advisor. BCM and ProIncome are independent of each other. Insurance products and services are not offered through BCM but are offered and sold through individually licensed and appointed agents.

## OPPORTUNITY KNOCKS

**Want to showcase your products and services to a broader audience of potential customers? Look no further than our next issue!**

The Go2 Karate magazine is the perfect platform to list your top-quality products and services designed specifically for the martial arts industry. From training equipment to promotional materials, our readers are actively seeking out new and innovative products to enhance their businesses.

By listing your business in our magazine, you'll have the opportunity to **reach a wide audience of martial arts business owners** who are invested in growing their businesses. Our magazine is distributed across the industry, making it an ideal way to get your business in front of the decision-makers looking for new ways to stand out from the competition.

**Don't miss out** on this opportunity to showcase your products and services to a targeted audience of martial arts business owners.

**KNOCK  
KNOCK**



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