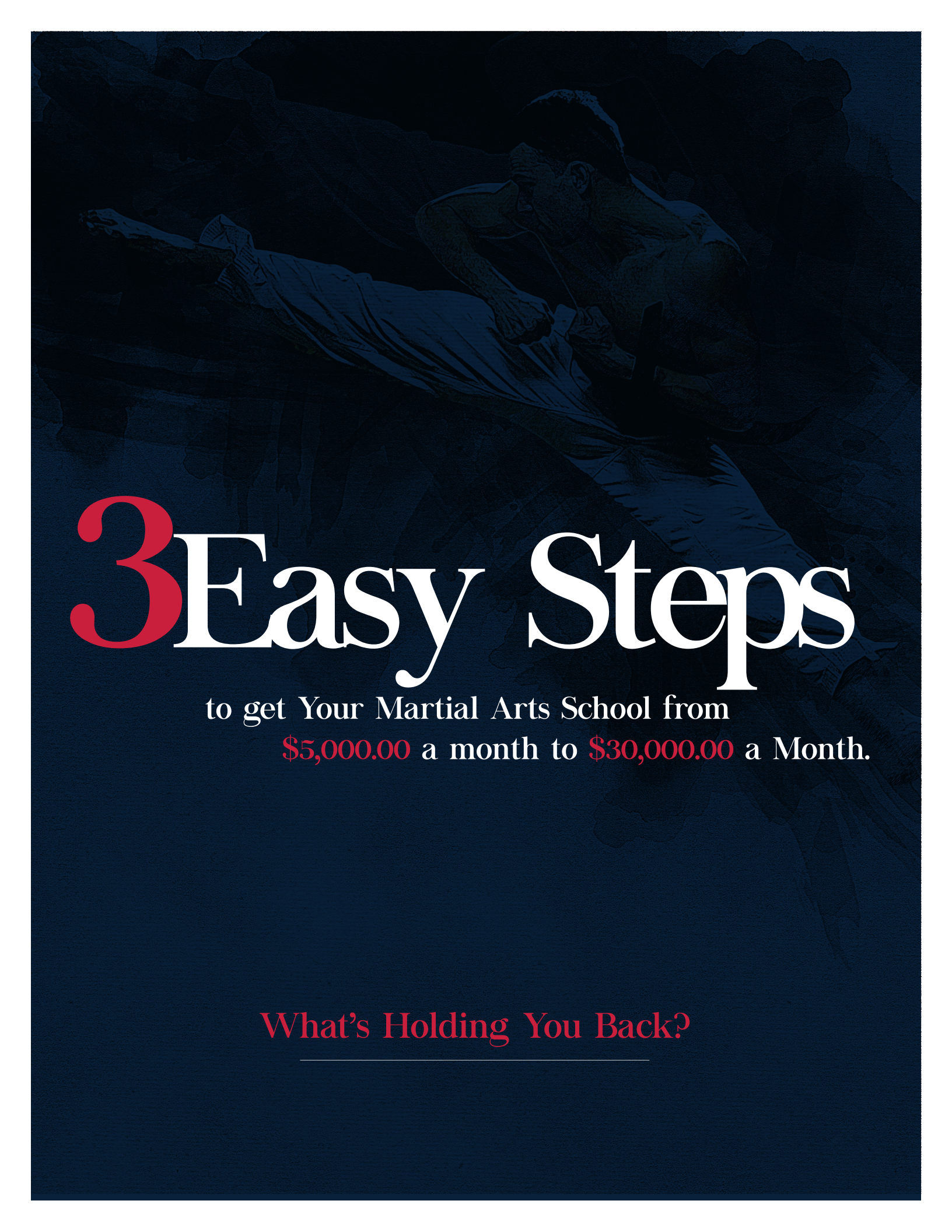
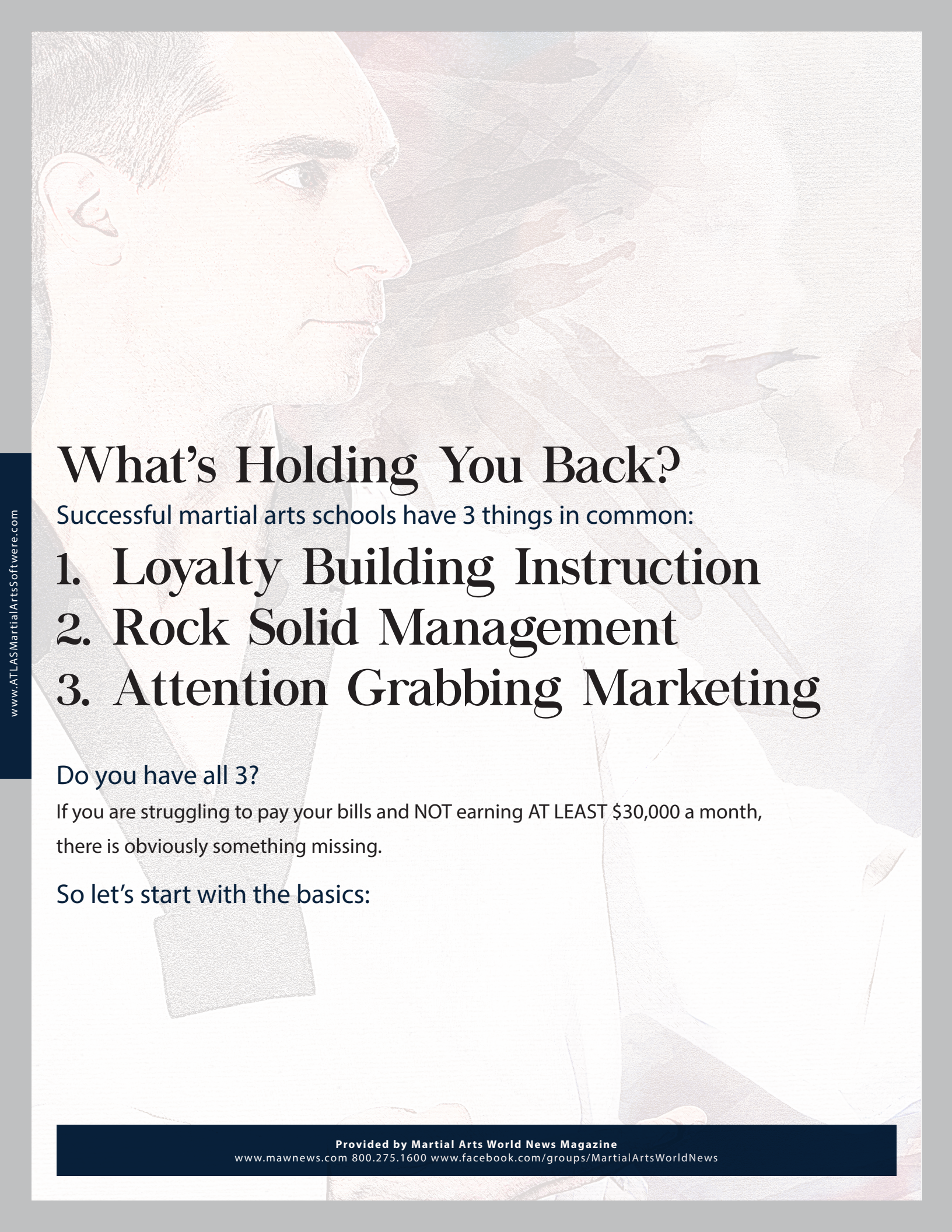




3 Easy Steps

to get Your Martial Arts School from
\$5,000.00 a month to \$30,000.00 a Month.

What's Holding You Back?



What's Holding You Back?

Successful martial arts schools have 3 things in common:

1. Loyalty Building Instruction
2. Rock Solid Management
3. Attention Grabbing Marketing

Do you have all 3?

If you are struggling to pay your bills and NOT earning AT LEAST \$30,000 a month, there is obviously something missing.

So let's start with the basics:

Take Your Martial Arts School From
\$5,000.00 A Month To \$30,000.00 A Month.

Step 1

Do you offer Loyalty Building Instruction?

Have you earned your own certification through hard work and dedication?

Do you teach classes that actually improve the lives of your students?

Do you love your students and really care about helping each one reach their goals?

If you answered, "Yes" to each one of these questions, then you probably offer Loyalty Building Instruction. This Report was designed for you.

On the other hand, you may have heard about the fabled McDojos – modern martial arts schools that are only in it for the money. Their owners have little or no skill in the martial arts, and little or no dedication to the principles of the martial arts as evidenced by the lack of care they show for their students. Fortunately, there are really not many of these around (far fewer

than you may have heard about) because they don't last long. They quite rightfully go out of business, because the foundation of a good martial arts school is Loyalty Building Instruction.

If you opened your martial arts school because you heard it was easy money, this report is definitely NOT for you.

If you offer Loyalty Building Instruction, but your are not earning at least \$30,000 a month, then you have already completed Step 1. You are probably missing something in one of the two remaining steps:

**Rock Solid Management
Attention Grabbing Marketing**

***Read on to find out how to
improve each of these areas.***

Step 2

Take Your Martial Arts School From
\$5,000.00 A Month To \$30,000.00 A Month.

Rock Solid Management

includes the basic Structure and Policies of your Business.

What is Your Structure?

A martial arts school's structure involves these five basics:

1. Location
2. Atmosphere
3. Class Schedule
4. Payment Options
5. Programs

Please notice that your specific martial art style is not really important to your structure.

The business principles we offer help almost any martial arts style be more successful.

**Take Your Martial Arts School From
\$5,000.00 A Month To \$30,000.00 A Month.**

Step 2

1. Location:

If your school is located in an economically depressed neighborhood (or even a dangerous neighborhood), first of all, most of the people who live close to your school may not have the extra money for martial arts lessons – they may be maxed out just paying rent and buying food. Second, those with enough money to afford your lessons may either live too far away, or be very hesitant to come into your neighborhood. Your market of available students may be very small and limiting your growth. If so, you may need to change your market by changing your location.

We are not saying that poor people can't have or shouldn't have martial arts instruction. We are just saying that if you make the choice to serve that community, you have to accept the consequences of your decision. Do the math: you only need 200 students paying \$150 a month to earn \$30,000.00 a month. You will need over 300 students paying \$100 a month to earn that same \$30,000.00. You can get there either way, but one way is a lot easier.

2. Atmosphere:

As a school owner, you have to make some choices about who your ideal student is. Some schools want only adults. Some schools want only MMA style fighters. Some schools want a family atmosphere. Some schools want mostly children to have a powerful effect on the future of their community. What do you want?

Many schools find that children provide the biggest market and therefore the best chance to increase their school income. It's not easy (but also not impossible) to run a successful "adults only" school. You have to weigh your instructional goals with your financial goals. Sometimes a compromise is the best solution.

Once you choose your ideal students, you must structure everything around them. The look and feel (and smell) of the school must appeal to that student. The content of your classes must appeal to that student. The things you and your staff say must create the atmosphere that makes that student comfortable. Take a serious look at the structure of your school to see if your actions are consistent with and attractive to your ideal student.

One easy way to do this is to walk outside your school, take a few moments to clear your head, and then imagine you are your ideal student – perhaps little Johnny's mother who knows nothing about the martial arts – and walk into your school. What do you see? How does it make you feel? What do you hear? Does anyone greet you? Do you feel welcome or intimidated? What do you smell? Is this the kind of place you trust to take care of your precious child?

That one simple exercise, walking into your school with "white belt eyes" can help you understand and change your school's atmosphere.

Step 2

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3. Class Schedule:

Your class schedule must be convenient for your ideal students. Classes cannot be too long or too short, too strenuous or too easy, too early or too late for your ideal students.

If you don't have a Beginner's Class, you may need to add one due to the increased number of new students brought in by some of the Attention Grabbing Marketing programs we will discuss later in this report. AMS Business Development Consultants are available at 1-800-275-1600, and can advise you on creating the best schedule for your specific needs.

4. Payment & Options

The structure of your courses tells your students what you expect of them. If you offer a "no commitment month-to-month" membership, you are telling them they can come and go as they please, and you don't expect them to take the study of the martial arts very seriously.

If you believe in the power of setting goals on the path to outstanding achievement, you need to help your students set powerful goals, like black belt, and structure your courses to reflect that. We highly recommend setting up programs with specific lengths based on specific milestones and goals in your art. We recommend getting your students to commit to those goals with a written agreement, where they promise to pay and you promise to teach

them, to help them achieve their goals.

From the student's point of view, it is a statement of their level of commitment. Historically, Masters have required some proof of commitment before accepting new students – you've probably heard the stories of students waiting outside the temple for days to prove they would not quit easily. The written agreement is a way of showing their level of commitment in our current society.

From your point of view, it is a simple matter of budgeting. How can you sign a lease for your school if you don't know what your monthly income will be next December? If your students have agreed in writing to pay every month, they are more likely to pay. If you tell them there is "no contract and no commitment," half or even ALL your students could decide not to pay in December because they would rather spend that money on Christmas presents. Professional schools follow professional standards of business.

The minimum tuition a good martial arts school should charge in 2019 is \$159 a month. You pay your auto mechanic or plumber \$75 an hour, so \$159 a month for life-changing instruction is really nothing to ask.

If you are not currently charging at least \$159 a month for tuition, this one step provides a clear path to increasing your income. With only 200 students paying \$159 a month, you earn over \$30,000 a month.

We realize this is a sticking point for many struggling school owners who say, "I can't find enough students willing to pay \$79 a month, so how can you expect me to charge \$159 a month?"

Take Your Martial Arts School From \$5,000.00 A Month To \$30,000.00 A Month.

Step 2

Let's look at some basic assumptions in this line of thinking.

A. Poverty ≠ Integrity.

We realize that there are lots of role models in history who were poor and had great integrity: Jesus, Ghandi, Mother Teresa, and many others. Following their lifestyle is a choice, and we certainly admire the lives they lived . . . but they were religious icons, not martial arts school owners in the 21st Century. Just remember that there are also lots of poor people who do not have integrity . . . and lots of rich people who do.

Many of the great martial artists of history were also poor (but not all of them!) The legendary samurai and ninja warriors were soldiers, so they didn't have to run a business -- just fight battles. What was their reward? The glory of dying an honorable death. Again, that is a choice you could make . . . you could become a modern warrior, as there are plenty of wars to fight, but then you would not be running a martial arts school. You have to pick appropriate role models.

The plain truth is that poverty is not a badge of honor. Because you are reading this Report, you have chosen to run a professional martial arts school, and that choice requires some sacrifice. You have to sacrifice some of your own training time to train your students. You have to sacrifice some of your attention to run the business – to pay the rent or mortgage, the utilities, buy equipment, and earn enough extra to feed yourself and your family.

Of course, you could work a day job and teach martial arts at night, as many good instructors do, but that takes a lot of time and focus away from your goal. If you want to be an amateur, that's OK, but we suggest



the better way is to become a professional by owning your own school, so you don't have to divide your focus between your job and your passion.

Pros vs. Joes

Do you know the difference between a pro and an amateur?

Pros get paid. Amateurs do not.

Do you want to be a professional martial artist, or an amateur?

Your school needs a rock-solid financial foundation in order to keep the doors open for your students and to provide a comfortable living for your family. It's not fair to ask them to sacrifice for your dream. It is your responsibility to run a Professional Martial Arts School that will provide security and peace of mind for everyone involved.

If you are not currently charging at least \$159 a month, we can show you how you how to get there. Call a Business Development Specialist at 1-800-275-1600 today!

Step 2

**Take Your Martial Arts School From
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B. Big ≠ Bad

We talked about the McDojos already, but you may also have heard about modern martial arts school owners who have hundreds of students and who earn a nice living for themselves and their families. They are not McDojos just because they have a lot of students. If anything, the fact that they have a lot of students indicates they do care about their students and the quality of their training – why else would so many students stick with them?

If someone tells you that a big school is no good, consider the source: is he just jealous of the big school's success, or do the students really get no benefit from their training?

Two Case Studies:

Master A. Lee has been teaching in the same location for 10 years and in those 10 years has produced only 4 highly qualified black belts.

Master B. Lee has been teaching in the same town for the same 10 years, but in those 10 years has taught thousands of students and produced hundreds of black belts.

Of course Master A's black belts were really good and deserved to be proud of themselves, and were probably better than many of Master B's hundreds of black belts, but do you really think they were better than ALL of them? And what about the rest of the black belts that weren't in those elite few? Didn't they still deserve to be proud of themselves? Which master changed more lives? Which master spread the principles of the martial arts to more people? Which master had a bigger effect on the community and the future of that town?

Which master would you rather be?

If your goal is to be Master A, we respect you for it. Teach in your garage, your back yard, or maybe at the community center. You'll get personal fulfillment and honor knowing you trained a few good students. You might as well stop reading now (and you may continue to struggle paying your bills.)

If your goal is to be more like Master B, then we can help you. If you have the desire to change people's lives through the martial arts, if you have the knowledge and skill in the martial arts to offer life-changing benefits to your students, then we can help you gain more students. More students bring more income, and you can go from being a martial arts hobbyist (who teaches at a community center, who works a day job to support his school, or who has a struggling school that worries about paying the bills each month) to a martial arts professional, who runs a financially solid school that your students can depend on to be open for years to come, and that your family can depend on for a comfortable income.

Is your goal to teach more students or fewer students?



Take Your Martial Arts School From
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5. Programs:

All programs are not created equal.
Some earn more than others.

The fastest and surest way to dramatically increase your income is to offer a different kind or different level of service. Many martial arts schools have found that the AMSkids after school martial arts and summer camp programs do just that.

What difference would it make to your income if your students paid \$79 a week, instead of \$79 (or even \$159) a month? It would take far fewer students to reach that \$30,000.00 mark. In fact, with only 25 AMSkids students, you can increase your income by almost \$8,000 a month during the school year and much more during summer camp. Those 25 students alone could get you from \$5,000 to \$30,000 average per month.

Some of you may be wondering who will pay \$79 a week for martial arts classes. The answer is that you are entering a different market.

Satisfy a Huge Need

Over 75% of U.S. households are either single parent households or ones where both parents work. These parents are required by law to have a safe, supervised place for their children to go between the time school lets out and the time they get home from work. Some pay for day care centers, others pay for extended day programs at their child's elementary school, and others enroll in after school programs

like the after school martial arts program. The market for these children is huge, even in your area, and the parents are accustomed to paying high weekly rates.

The advantage you offer is the discipline, respect, and self-confidence that the martial arts instill in their children. Why would they enroll their child in a day care center when they could get all the benefits of the martial arts for virtually the same price?

Best of all, the AMSkids program is not day care or babysitting – it is real martial arts education. We provide guidelines on how to market your program to fill your school, how to staff your program with sufficient personnel, and day-by-day, hour-

by-hour martial arts based activities to educate the children when they are not taking class.

Our schools find their AMSkids students have better technique and better etiquette than their nighttime students because they spend more time in class and more time at the martial arts school.

To see a sample of the support materials you could receive as an AMSkids member to help your school build a powerful after school and summer camp program, go to ourams.com/tools/amskids-samples.

Many of our schools have over 50 students in their after school and summer camp programs, and the top schools have over 100. Just imagine the income you could generate with those numbers!

"The AMSkids after school martial arts program has actually saved our school. 75% of our total school income comes from our after school kids program."

– Instructor Bill Gross

Step 2

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\$5,000.00 A Month To \$30,000.00 A Month.**

What are your Policies?

Structure is WHAT you do.
Policies are HOW you do it.

For example, charging tuition to your students is part of your structure. How the students pay their tuition is one of your policies.

If you get nothing else from this Report, please get this: You can't get rich doing \$10 an hour jobs. There aren't enough hours in the day and enough days in the week. The math just doesn't work.

You have only 24 hours in a day. If you want to get ahead, you have to invest your time in activities that are worth \$100 an hour (or even \$1,000 an hour) so you can pay someone else to do the \$10 an hour jobs.

What is Your Time Worth?

People earn higher pay for two things:
skill and leadership.

Those with skills (whether it's carpentry, salesmanship, computer programming, or brain surgery) earn more than those without skills. Usually, the higher the skill level, the higher the rate of pay.

Those with leadership (managers) usually earn more than the people they manage.

Now let's bring that home:

In a martial arts school someone has to

- teach class
- advertise to get new students
- answer the phone
- enroll new students
- collect tuition
- help students with their problems
- clean the facility
- and much, much more.

Each of those items is a skill, but the area where you are more highly skilled than anyone else should be in teaching classes. When there's class, you probably need to be the one teaching it. That's the first place where you earn more than \$10 an hour.

Your leadership helps you handle the other responsibilities. If you try to do everything yourself, you simply can't. You can't answer the phone while teaching class and do both well. You need help. The amount of help you get depends on your leadership ability. The more leadership ability you have, the higher rate of pay you can earn.

Face it, you can't be in 10 places at the same time . . . but you CAN duplicate yourself like a Xerox machine by training people through your leadership. Those 10 "copies" of you can do 10 times more work, practically printing money for you.

Here are some simple ways not only to duplicate yourself, but to improve yourself by recruiting helpers who have different skills and abilities to complement yours:

Take Your Martial Arts School From
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Step 2

Work Smarter, not Harder: Form a Leadership Team

Your Leadership Team is a team of your best students. They may or may not have the highest level of martial arts skill, but they will have the highest level of dedication and care. For example, your best tournament fighter may be someone who is just big and brutal. He is the right person for your Tournament Team, but not the right person for your Leadership Team. You would be better off choosing someone with a lower level of tournament success but a higher level of compassion for other students to help you in teaching class or in organizing special events.

For your Leadership Team, look for people who have leadership: People who are well liked by the other students and who demonstrate responsibility.

It is easier to teach a leader martial arts skills than it is to teach a fighter leadership.

What will Your Leadership Team Do?

Help with instruction.

Part of their leadership training should be “how to teach the martial arts” so that you are preparing them to eventually become your future instructors. Start by teaching them how to warm-up class, then give them the opportunity to practice. Teach them how to teach a new technique step-by-step, so that you can assign one of them to teach the green belts a new technique of the day, and a different one to teach the yellow belts. Teach them how to teach a form, so that they can teach a small group the steps to a new form. Over time, teach them how to be like

you, a great martial arts teacher. Your students all get more personalized instruction, while you are freed up to focus on higher-level instruction in the class.

Of course, you have to give to get. If you ask your Leadership Team members to take time out of their own training to teach others, you have to make clear they are getting more than they give. First of all, they are learning and practicing leadership, and we’ve already said that leadership is one of the abilities that will help them earn more at their jobs. Second, when they teach a technique, it forces them not only to understand the technique more deeply, but perform it better when they show the other students what to do. Leadership training helps them develop a higher level of skill than the other students. Third, you should provide them with extra training (a special Leadership Team Class) that the other students don’t get. You have to give them a good balance of time when they train like the other students, time when they learn leadership by teaching the other students, and time where you give them special attention to improve their own skills. Make a conscious effort to be sure they feel special.

Help with Special Events.

Every school needs special events to increase student loyalty. Families have special events (birthdays, weddings) and churches have special events (services, holy days) because they add extra excitement and commitment. Your school should also plan special events like Belt Tests, Tournaments, and 24 Hour Camps. Of course, you cannot put on these events by yourself – you need help. Your Leadership Team members are your helpers. At the beginning, you tell them what to do and when to do it. Over time, some will be able to take over responsibility for certain aspects, so that you can review the procedure with

Step 2

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one, who will then tell the newer ones what to do and when to do it.

When you teach others, you duplicate yourself.

At the end of each event, have an evaluation meeting and ask for suggestions on how to improve the event next time. Take notes, make a checklist, and you will undoubtedly get some creative new ideas on making the event better each time. When you learn from others, you multiply yourself – not just making a copy, but gaining skills and insights you didn't have from the talents of others.

Help with the management of the school.

If you have inspired your students properly, they should want to become not only black belts (highly skilled) but instructors (leaders who want to help others grow). Some of them will want to eventually open their own schools (your branch schools) to be like you, so they will need some management training. You can teach them simple management skills like answering the telephone or recruiting new students. In Step 2 we will discuss ways to make this education easy and even ways to reward them for recruiting.

Fiction: *You can't afford to hire someone.*

Fact: *You can't afford NOT to hire someone*

It's no secret that you can't do it all by yourself. Leadership Team members are a great help, but they are still basically volunteers, and have the very real option of not showing up when you need them. You need at least one person whose job it is to help you because s/he is getting paid for it. That person could be your spouse or significant other, an outstanding student, the parent of a student, or someone you

hired for their sales ability, but you need someone you can train and count on to do the things that need to get done while you are doing the \$100 an hour jobs. Many schools call this person the Program Director.

When you learn from others, you multiply yourself – not just making a copy, but gaining skills and insights you didn't have from the talents of others.

In most schools, the program director handles the "business" while the master handles the "instruction." That means that the Program Director answers the phone, does the paperwork, and often, enrolls the new students.

Enrolling new students is more than a \$100 an hour job, as enrolling a new student in a black belt course can be worth over \$5,000. The best sales person in the building should be the one enrolling new students, whether that is the master or the program director. Making mistakes during an enrollment conference can literally cost your school thousands of dollars, so do whatever it takes NOT to make those mistakes. AMS has extensive training programs on telephone techniques, the linear sales model, and overcoming the most common objections, including those that are included in the ATLAS software. You and your program director need to be as skillful at sales as you are in the martial arts, and that takes practice. You should hold weekly staff meetings where you practice these business skills.

As we will discuss later in the marketing section, someone also needs to be focused on promotion to bring new students in the door. In many schools, the

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Program Director accepts primary responsibility for recruiting as a “business” activity, but if you are trying to grow beyond just the survival level, the master may have to be active in promotion, too. Recruiting new students is definitely the kind of job that can pay more than \$100 an hour if you do it properly.

What to Do if You THINK You Can't Afford Another Staff Member

If you continue to try to carry the weight of the world on your shoulders, it will crush you. If you try to run the school all by yourself, you will either close down or continue to struggle just to keep your doors open. You cannot grow.

However, there are some “half-way” steps to get you moving in the right direction. Your goal is to utilize these half-way steps to earn enough income to be able to pay a Program Director, who will then help you more than double your income if you train him or her properly.

Half-way Step A: Barter: Trade help for instruction.

You can ask someone whom you think has potential to be a great Program Director to help you out in exchange for instruction. This person could be a current student, the parent of a current student, or a new student or parent who really wants to train under you, but cannot afford your tuition. They can trade labor for tuition, with the goal of eventually earning a full-time paid position.

At the beginning, you might even get a team of parents: Mrs. Jones answers the phone and handles the office on Monday, Wednesday, and Friday, while Mrs. Smith does the same on Tuesday, Thursday, and Saturday morning.

Half-way Step B: Utilize Your Leadership Team.

As we said earlier, Leadership Team members can take on many different responsibilities depending on their level of commitment and hunger to learn. Those who want to eventually open their own schools need to learn all aspects of the business, but especially promotion. In the next section we will discuss promotional programs that Leadership Team members can not only participate in to help the school grow, but can earn real cash income for themselves in the process.

Half-way Step C: Accept Scholarship Students.

Sometimes you will get a student who comes into the school who really, really wants to train under you but who just doesn't have the money to pay your tuition. For these students you can arrange a scholarship program where they barter for their tuition with labor, depending on their talents and abilities. One might clean up the school every night before going home. Another might use some of our marketing programs to recruit new students. There are lots of jobs that need to be done around the school, and bartering is a great way to get them done.

Giant Step A: Automate.

A good computer program can save you countless hours, whether you are trying to do the work yourself, or with staff members. A great computer program like ATLAS can do the work of several full-time staff members for pennies on the dollar, and never call in sick! To find out all that ATLAS can do to save you time, save you money, and even make you money, go to www.ATLASmartialArtsSoftware.com.

“ATLAS can do the work of one or two full-time employees.”

- Grandmaster J. Y. Moon

Step 2

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Clarifying Your Focus

By now, you hopefully can see some concrete steps you can take to change your future. You don't have to settle for less in the name of integrity. With leadership and some simple changes, you can teach the true value of the martial arts to a lot more people: you will change more lives, you can buy better equipment for your students, and you can provide a better lifestyle for your family.

*"If you always do what you always did,
You'll always get what you always got."*

You CAN make the jump to \$30,000 a month, but you can't do it by doing the same things you've been doing. You have to make some changes.

The key is NOT to change the value of the martial arts you are teaching, but change some of the management policies that have been holding you back.

To focus on your new Target of earning \$30,000 a month in your martial arts school, you must:

- Believe that you don't have to be poor to have integrity
- Decide you deserve to get paid like other professionals
- Focus your efforts on the jobs that pay you more
- Use your leadership to multiply your efforts

Where do you start?

When you wanted to learn the martial arts you found the best master available to teach you how to get better. Now that you have a business, you need to learn a new set of skills. We have the best program to teach you how to get better without sacrificing the quality of your martial arts. You can teach more students with the same integrity you always had, and relieve the financial pressure on your school and your family. Call 1-800-275-1600 to speak to a business development specialist who will listen to you and your needs.

*How much easier will your day-to-day life be,
when your school earns \$30,000.00 a month?*

"I went from 50 to over 400 students in just 2½ years following the System, and that increased my income 1,000 %. I was barely making the rent when I joined, and now I have a secure future for my school and my family!"

– Master Chris Berlow

"After joining AMS my student enrollment has been increasing steadily. In less than a year I went from only having 10 to over 80 students!"

– Master Tran

"My school has grown 200% thanks to AMS!"

– Master Mike White

Provided by Martial Arts World News Magazine

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Attention Grabbing Marketing

Martial artists are people of action. We cannot sit in our schools and wait for students to find us. We need to have strategies and techniques that actively reach out and invite new students into our doors. Generally, there are two kinds of marketing: internal and external.

Inside Information:

The Best Form of Internal Marketing

Most everyone knows that the best kind of advertising is word-of-mouth advertising, where one person recommends a product to another. We all distrust commercials. Every company says they have the best products, so we have learned to doubt what they say. However, when a friend or anyone who does not work for that company says it's a good product, we are more likely to believe them.

Let's be honest: The best marketing in the martial arts is great instruction. If your classes are so good that your students can't stop talking about what they are learning and the new progress they are making, then you have word-of-mouth advertising.

Real people with Real Stories works.

But even so, you need to make it easy for the person who hears the story to come in and try it out. If Mary tells Sally how she lost 20 pounds in your classes, feels more confident, and has learned how to defend herself, Sally should naturally ask, "How can I try it?" You need to have several easy ways for Mary to invite her.

Internal marketing involves approaching people inside your walls with programs and promotions to generate more income.

Internal marketing in the martial arts includes motivating students to invite family and friends to special events. The easiest way to make these programs more effective is the Smart Card.

The Power of the Smart Card

The Smart Card is a business card that contains a valuable offer and can easily fit in a wallet or purse. Smart cards look impressive, contain all the information the prospective new student needs, but are smarter than business cards because they have a tear-off registration slip. That slip increases their effectiveness ten-fold. Smart Cards are an easy and inexpensive way for you to duplicate yourself through your leadership to multiply your growth.

Smart Cards can double your enrollment when you give one to each new student. With just a few carefully crafted words, every new student will bring in a friend or family member, so each new student becomes two, literally doubling your enrollment.

Smart Cards also turn belt tests into events where you can recruit 5 -10 new students while actually increasing the value of the test for the students.

Smart Cards can turn every holiday into an opportunity to enroll dozens of new students.

Many different professional designs of Smart Cards are available to all ATLAS members as part of your complete suite of marketing, management, and instructional software solutions for martial arts school owners. Learn more at www.ATLASmartialartssoftware.com.

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Step 3

Hard-Hitting External Marketing

External Marketing involves approaching people outside your walls and getting them to come into your martial arts school. Most of the advertising you see on TV, in newspapers and magazines, and on the Internet is external marketing.

Posters, flyers, tent cards, door hangers, as well as newspaper, TV, and radio ads are all forms of external marketing, but the one that gives you the most control is the Enrollment Card.

The No-nonsense Enrollment Card

The Enrollment Card works because it does two things: (1) it gets a monetary commitment from the person who buys it, and (2) it provides a financial reward to the person who sells it.

We all know that just because someone makes an appointment doesn't mean they will show up. However, when someone puts money down, they are much more likely to show up. The money is a measure of their level of interest – they wouldn't pay unless they were truly interested -- and most people don't want to waste their money by not showing up. We have found through experience that almost everyone who buys it, tries it.

The fact that the person who sells it gets a financial reward increases your sales team dramatically. In the previous section we talked about Leadership Team volunteers and Scholarship Students going out to recruit students. The Enrollment Card gives them a reward, at an average rate of about \$20 an hour, for

helping your school grow. Even staff members can earn extra income (\$20 a day times 5 days a week is an extra \$100 a week) by going out and selling Enrollment Cards for an hour or so every day.

"The Enrollment Card is very easy to use. I can go out myself and sell 4 to 5 in an hour. Plus, I can train someone else on how to sell them in about 30 minutes. "It's been easy to motivate our students and parents to sell Enrollment Cards for the school, and at our last event, between students, parents, and staff, we sold 35 cards in just a few hours."

– Instructor Mike Earl

In our experience, good schools can enroll one new student for every two Enrollment Cards they sell. That means if you, your staff, or your student volunteers can sell only 2 Enrollment Cards a day, that's 10 a week, and 40 a month, then you should be able to enroll 20 new students every

month just from Enrollment Cards. What difference would that make in your school over the next year?

The Enrollment Card puts control of your growth in your hands. You can choose how many new students you enroll this month by the number of Enrollment Cards you sell. When most people need extra income, they look for a part-time job. You are fortunate that you are a martial arts school owner: You just need to sell a few extra Enrollment Cards to enroll a few more students. It's revolutionary!

To see a video interview of a school owner who had been in business for 8 years and couldn't grow, but with the Enrollment Card enrolled about 100 new students in 6 months and was able to move to a bigger, better facility, go to ourams.com/tools/enrollment-card-dc

Step 3

Take Your Martial Arts School From
\$5,000.00 A Month To \$30,000.00 A Month.

The Enrollment Card is available to all ATLAS members as part of our complete suite of marketing, management, and instructional software solutions for martial arts school owners. Call 1-800-275-1600 to find out how ATLAS can get you over the \$15,000 a month mark.

Social Media Marketing

Please realize that we haven't even touched on the industry disrupting trend of Social Media Marketing. It is the way of the future, but you can jump from \$5,000.00 a month to \$30,000.00 a month without changing your social media marketing.

Once you improve the quality of your management and take advantage of the simple marketing fixes in this report, you can request our second report, "3 Easy Steps to Take your Martial Arts School from \$30,000.00 a month to \$50,000.00 a Month", where we will dive deeper into external marketing techniques and services.

"We can enroll 7-10 new students in a single day with the Enrollment Card."

– **Master Rodney Robertson**

"It's the most exciting information I've seen in the last forty years . . . This is the program that will rock your school!"

– **Chief Master Bill Clark**

"The first week we started using the Enrollment Card we had over 90 new students come into our location. It was incredible!"

– **Master Michael Bugg**

"I went from having a class of 15 to 20 kids, and the next beginner class had 35 to 40 kids in class . . . the Enrollment Card really works!"

– **Master Josh Geeson**

Provided by Martial Arts World News Magazine

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Summary

Breaking through to the next level of success for a martial arts school is easy, yet it's not so easy.

Just as in the study and practice of the martial arts, most of the limits are the limits you impose upon yourself. When you believe you can do something, and follow the proven path to success traveled by martial artists before you, you can achieve your goals.

When you believe it, you can achieve it.

Success in martial arts business is the same. Once you believe you can earn \$30,000.00 a month, and you follow the proven path to success traveled by martial arts school owners before you, you can achieve your goals.

You just have to offer

1. Loyalty Building Instruction
2. Rock Solid Management
3. Attention Grabbing Marketing

In fact, the sky is the limit.

We also have a blueprint to help you break through from earning \$30,000 a month to earning over a million a year! We have member schools right now who do it while teaching high quality martial arts.

**Your future is up to you.
We can help you get there.**

Call us at **1-800-275-1600**
to find out how we can help you
achieve your goals.

"With the help and guidance of AMS,
I went from having 1 location to
operating 6 full-time schools!"

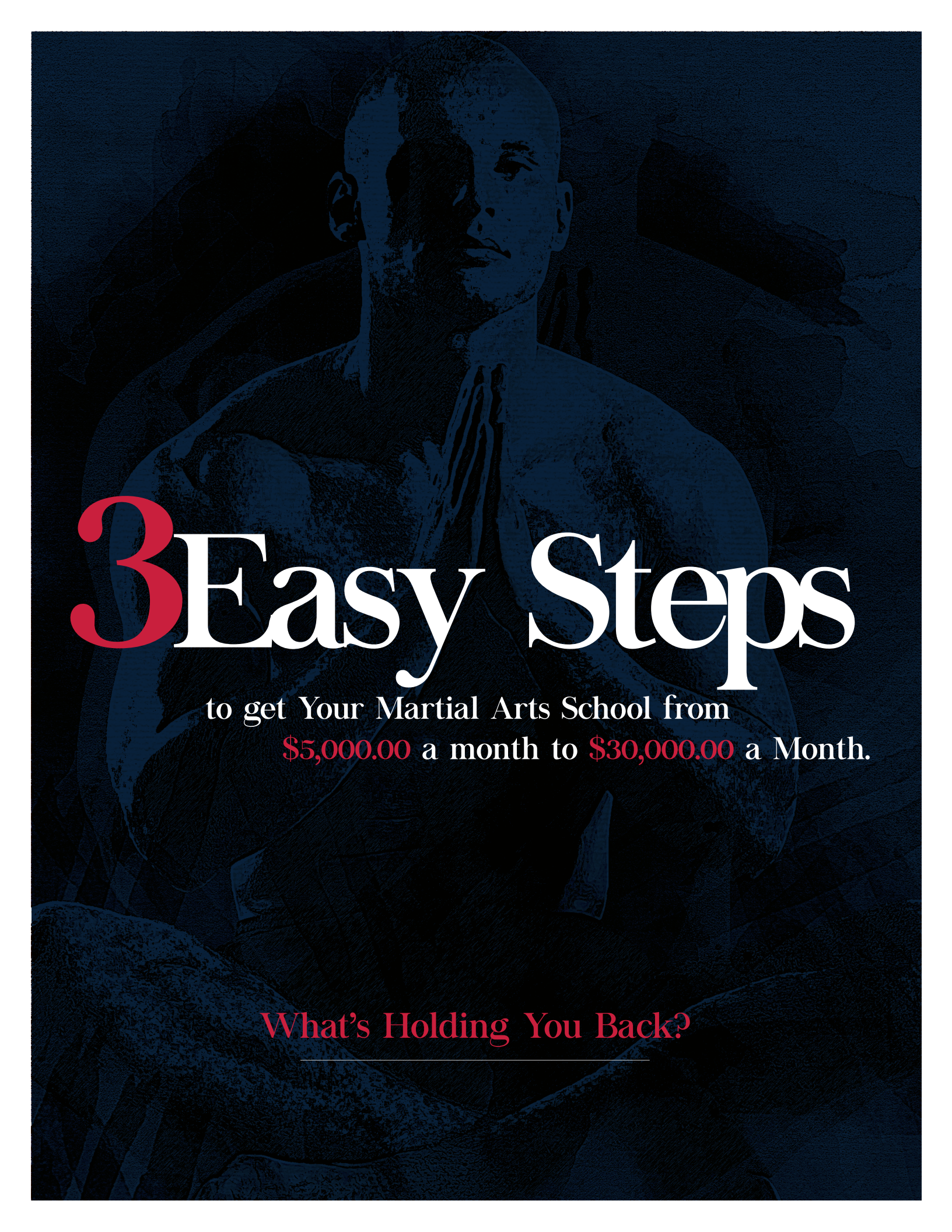
– Grandmaster Jun Lee

"By following the path set by AMS
I increased my school from just 55
students to over 1,000 students!"

– Grandmaster K. S. Hyun

"We are a brand new school, starting
from scratch. I expected it to be
really difficult to grow and become
successful, but we now have over 110
students in only 4 months."

– Master Young Hab Kim



3 Easy Steps

to get Your Martial Arts School from
\$5,000.00 a month to **\$30,000.00** a Month.

What's Holding You Back?
