December Issue

AMSNEWS
Effective Resources for Martial Arts School Owners

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Take Your Exhibition Team to the Mall for Christmas Shopping

One of the basic principles of marketing is to get your message in front of as many people as possible. So, what will nearly everybody be doing in the month of December? Christmas shop! Where will most shoppers be gathered in one place? At the mall. Therefore, it only makes sense that if you want to market your martial arts school, go to the one place where you will find the most people: The mall.

At the mall, there are several ways to inform everyone of the benefits of training in the martial arts at your school, but the most direct way to show them the benefits is with an exhibition. Holiday shopping at the mall is one of the best possible venues for your exhibition team because literally thousands of people will see them in action.



How can you get the most out of a Holiday Shopping Mall Exhibition?

1. Make arrangements with the mall. Call as far in advance as you can to reserve a place on stage or somewhere central where (a) you have enough room to put on your exhibition, (b) there is enough room for a large crowd of spectators, (c) there is a stage or some other feature that makes your show easily visible to a large crowd, and (d) you have electricity for a microphone and a music system.

2. Organize an effective schedule. The mall office can tell you what times and days usually have the biggest crowds, which is typically Black Friday. Consider the members of your team and how long you can ask them to stay at the mall for exhibitions. Then, arrange a schedule of shows, possibly morning, afternoon, and evening, Saturday and Sunday.

3. Prepare your exhibition: Practice exciting routines, as well as how each team will get on and off stage quickly. Train an emcee to pump up the crowd during the show. Train a stage manager to prepare the next team offstage while there is another team performing on stage.

4. Train everyone to make appointments. Immediately after the show, every member of the team should walk through the crowd either selling Enrollment Cards or making appointments for first lessons.

If you are interested in putting on an exhibition at a mall, check out the Chop 'Til You Drop promotion posted last month on the MA Biz Academy!

Interactive Teleconferences/Webinars

Join us for our AMS members brainstorming session on

Every 2nd Tuesday, Every Month!

Mark your calendars for the 2nd Tuesday of every month for future upcoming events!

Always at 1 p.m. Eastern Time

Visit OurAMS.com/webinar (for more details)

Our AMS members Brainstorming session will be:

- 1 p.m. Eastern
- 11 a.m. Mountain
- 9 a.m. Fairbanks
- 6 p.m. London
- 12 p.m. Central
- 10 a.m. Pacific
- 8 a.m. Honolulu
- 5 a.m. Sydney +1 Day

Business Management

Phone Scripts That Sizzle So Your Bank Account Can 'Cook,' Part 1



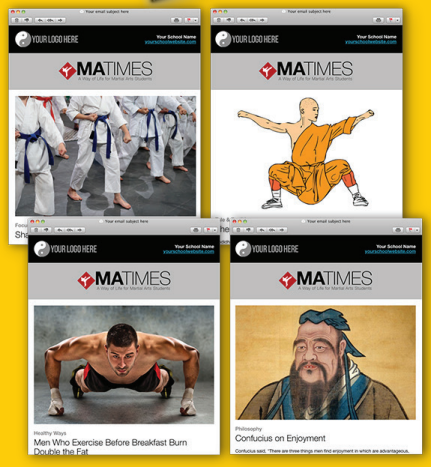
Suppose there was a way to shorten your calls and improve the overall communication impact with your prospects and customers. This would likely mean you could handle more calls in less time, which really means you would meet and exceed your enrollment objectives—faster. Ultimately, if you're the school owner, it would mean better earning potential.

Well, there actually is a way. It's called a 'script.' Given a choice, most school owners would rather pull teeth from their lower gum with rusty pliers than use a script. But, like it or not, well-crafted scripts work. And they work well.

At first, everyone resists using scripts. Typically, school owners resist scripts because they're "canned," lack personality and spontaneity, and don't allow for natural conversational interaction between the school owner and the prospect or customer. You could probably add even more reasons. But before you start wrenching away with those pliers, let's define a "script." Most say it's "a word-for-word presentation from start to finish." But really, it's a word-for-word presentation in certain key parts. Smart managers, instructors, and school owners recognize that a good sales presentation can't be totally scripted because the customer or prospect rarely adheres to what you've written. And unless you're selling a basic commodity like carpet cleaning, it's difficult to script the vast majority of sales calls. Yet, there are the parts that make the call progress smoothly while reducing call length.

Get Your Students Excited about the MA Times!





This month, the *MA Times* features an ancient martial arts true legend in our Tales & Traditions.

Educate students with the **Focus On** section, which features a lesson on the importance of generosity in a martial arts school.

Boost your students' and prospective students' health awareness with **Healthy Ways,** which discusses the science behind exercising before breakfast.

Inspire students with an article from our **Philosophy** section, featuring Confucius' thoughts on "enjoyment."

Read these articles and more in this month's *MA Times!*



Get the Most out of December's Promotional Materials!

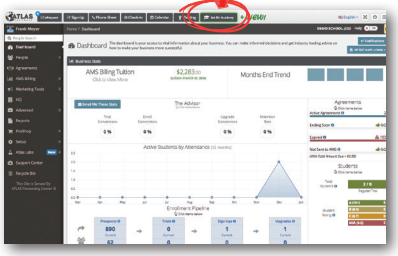
Check out our Seasonal Promotions in the MA Biz Academy for a wide variety of Christmas and New Year's campaigns like the Magic at Midnight Parents' Night Out Promotion, the New Year, New You Promotion, the Ultimate Weight Loss Promotion, and many more! Our promotions are sure to improve your school's student retention and enrollment.

Attract adults to your school with the *Lose 20 in the New Year ad!* The editable special offer is one month for $20 when new students lose 20 pounds. There are two versions of this ad; one is a 5½" x 8½" flyer to distribute to classes and the community to advertise your school. The second version is an 8½" x 11" poster that can be displayed in your school or throughout the community.

Get more children into your school with the *Start the New Year on the Right Foot ad!* The editable special offer is two weeks for $20 for new students. There are two versions of this ad; one is a 5½" x 8½" flyer to distribute to classes and the community to advertise your school. The second version is an 8½" x 11" poster that can be displayed in your school or throughout the community.

This month's promotion is the Flab to Fit Seminar. For more information, see page 12 in this newsletter.

Motivate your students with our theme of the month, Sharing, with this month's amazing Motivational Poster. Print it out and hang it up to encourage students.



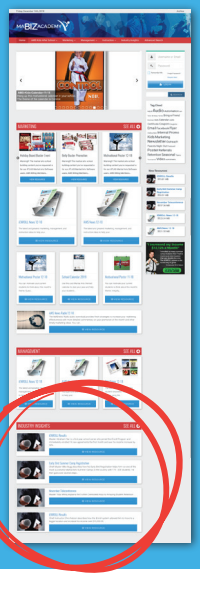
In addition to passing out fliers and hanging posters, make sure to use your social media profiles and website to your fullest advantage. Make events through your school's Facebook Page and promote them daily. Invite your students via Facebook to attend the events and actively respond and interact with commenters to receive more likes, and link your school's website to drive more traffic.

Interviews with the Masters

Every month, AMSnews offers audio and video presentations that you can download or stream on your phone or other devices, so you can listen while driving, working out, or multitasking.

Week 1: Operating a Successful School in a Rural Community . . . . . .Audio interview with Chief Instructor Chris Nelson
Week 2: The Innovative Martial Arts Business System That Combines Tradition and Modern Practices . . . .Audio interview with Chief Master Kirk Pelt
Week 3: Rebroadcast of Live Webinar . . . . . .Video presentation with Master Toby Milroy
Week 4: Operating a Light Sword Academy . . . . . .Audio interview with Sifu Edward Armstrong

We recommend playing these informative discussions during your staff meetings or assigning them to a specific staff member as continuing education.





What You're Missing Without December's AMSkids:

Streamline your after school program easier and keep it full of activities that will have students coming back day after day, and inviting friends to join your program, with November's AMSkids pack!

This month, AMSkids features lessons targeted to this month's theme of *Sharing*, complete with *Instructor's Guides* that feature daily learning and physical activities, as well as a monthly promotion that will generate new enrollment and retention for your school.

Keep students and parents informed, engaged, and excited about the A-PLUS After School program! *A+ Mail* is your introduction for students and parents to each month's upcoming activities, and includes activities for parents and children to complete together.

Let us run your after school program with the *Instructor's Guides,* which always provide a minute-by-minute rundown of ideas and games that keep students excited to learn.

Not yet an AMSkids After School Program Member? Give your client representative a call at (800) 275-1600 and find out how you can implement the MOST profitable program in the martial arts in your school!

Improve your business and instructional knowledge with the AMSkids Newsletter, which provides tips and strategies to effectively manage your school and staff.

Raise enrollment and retention with the **Promotion of the Month:** the Marvelous Midnight Bash! Improve student enrollment and retention with this superhero-themed Parents' Night Out promotion.

Drive up teen participation with the Leader's EDGE newsletter! Leader's EDGE prepares teens for the real world through lessons on leadership and with skills they've learned in your martial arts classes.



Send Us Your Questions!

Have a business question for us?

Get your questions answered each month by our seasoned experts in the martial arts business.



Our martial arts business titans have proven track records in operating exceptionally successful, highly effective schools and are pitching in to help our members lead the industry and take it to the next level.

Send us your questions on:

- Martial arts marketing
- Sales and enrollment
- Multi-school operations
- Any other martial arts business questions
- Staff development
- Retention
- Franchising and licensing

We'll be answering these questions on our LIVE interactive member teleconferences and webinars hosted in our Martial Arts World News Facebook group.

Send your questions to Answers@ourams.com

Incident Reports Are Your Most Important Records

Even the most organized program will still have minor accidents, injuries, and discipline problems. In order to make sure that the parents, master, or chief instructor are informed of incidents that affect the students, it's wise to fill out incident reports. They also provide important records that can be consulted later if necessary.



Just imagine this situation: Mrs. Johnson calls you and asks why her son Johnny has a bump on his head. If you say that you don't know, it makes you and your entire program look irresponsible—how can you NOT know when your students get injured? Incident reports will not prevent accidents from happening, but they will prevent the embarrassing situations that can come about if you or the parents don't know what happened.

Anything out of the ordinary that happens, whether it is a child becoming sick, an injury, or a significant disciplinary problem, should be reported in an incident report. The report itself should be simple and to the point. You can choose from many free incident report templates available online. Train your staff to record facts, not opinions, and be very accurate in their details. The time, date, and location of the incident are clearly important. In addition, the who, what, how, and why describe what actually happened. Then, the specific actions that were taken to remedy the situation must also be recorded.

How to Use the Incident Report

As soon as an incident is dealt with and the students are taken care of, fill out a report. The report must be filled out by an adult. If a staff member who is not yet 18 witnessed the event, that person would qualify as a witness, but not a supervisor. Some incidents, like sickness or more serious injuries, may require an immediate call to the parents. For example, if Johnny is throwing up, call the parents immediately and ask whether they want to come take Johnny home (or to the doctor), or whether they want you to just let Johnny rest until they get off work. When you make the decision, it's easy for the parents to say you chose poorly and get upset. When you give the parents the decision, you remove that problem.

At the end of the day (but before parents arrive), all incident reports should be presented to the master or chief instructor for review. Minor incidents can be reported to the parents as they pick up their children by the supervisor. For major incidents, or sensitive issues, the master or chief instructor should speak with the parents. For disciplinary or potentially embarrassing incidents, the meeting should be held in the privacy of a closed office.

You can't always control what happens in your after school program, but you can be held legally liable for the way you, and your staff, handle it.

An incident report benefits you by:

- Encouraging everyone to handle incidents properly
- Reporting incidents to the parents before they get out of hand
- Recording what happened and the actions you took

If an incident is ever brought up six months or a year later, you have a written record signed by witnesses as evidence. This ounce of prevention is worth many pounds of cure.

"Up Your Cash Flow by Next Week: 13 Ways to Have a SALE!"

by Alexandria K. Brown, "The E-zine Queen"

Nothing gets people buying products or programs like a special promotion–online or offline. Now, if you've never done this before, you may already be thinking, "I can't have a sale on my products or services. That's so-o-o cheesy!"

Au contraire, mon frere. It's all how you position it. Here are 13 ideas to consider. Choose one that would work for your business and give it a try.

IMPORTANT: You'll need to put some type of time limit on the offer to encourage folks to buy now and not later. It's also better if you explain to your readers why you're having the sale, to avoid coming off like Wal-Mart. Give your prospects a reason. (Even a funny one—see tip 13!)



1. Close-out sale. Have inventory you want to get rid of? Making room for other products or new versions of products? Then offer the current version at a significant discount.

2. "Scratch-and-dent" sale. Have any books, tapes, or CDs that were returned to you by customers? Offer them at a hearty discount for people who don't mind if they're a bit worn.

3. Half-price sale. Lop off 50 percent from all your goods, or select just one.

4. Coupon sale. Allow customers to enter a coupon or promo code to get a discount.

5. Free shipping sale. Offer free shipping for a limited time. Or, upgrade folks to express shipping at no extra cost.

6. "We'll finance it" sale. Offer a payment plan—this works great for higher-priced items and programs.



7. Free 30-day trial. Get their credit card information at the time of order, but don't charge them until the month is up. Another variation is the 30-day trial for $1.



8. Pre-publication sale. Start taking orders before your product is even ready.

9. VIP discount. Give a special offer to a certain group. Show your newsletter subscribers, your clients, your speaking audiences, etc., that they're special.

10. Buy one, get one free! Yes, this can even work for information products and services. The purchaser can give the extra copy to a colleague as a gift, or two people can split the cost and essentially get your product or service at half-price.

11. Special bonus. Give something extra if people purchase before a certain date. (This is a great strategy to up your sales without cutting your prices.)

12. Package discount. Offer a big discount if they order all your products and services, or a select combination thereof.

13. Birthday sale. Or any fun occasion—Valentine's Day, your anniversary, Groundhog Day, your dog just had puppies, your kid just lost his first tooth—have fun with it!

ABOUT THE AUTHOR:
Online entrepreneur Alexandria K. Brown, "The E-zine Queen," publishes the award-winning Straight Shooter Marketing weekly e-zine with 20,000+ subscribers. If you're ready to jump-start your marketing, make more money, and have more fun in your small business, get your FREE tips now at EzineQueen.com

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3 Keys to Running a Successful Exhibition

There are several keys to running a successful exhibition. More than likely you have done several events such as this by now, and have had one of two reactions: Either you have been quite pleased at your results, or you are scratching your head and wondering why it doesn't seem to be working. If you are the former, these basic tenets should still enable you to increase the productivity of your exhibitions. If you are the latter, the time has come to start seeing some serious results.

First and foremost, high energy is important. In your typical exhibition setting, you will be dealing with an audience that is not overly familiar with martial arts. This being the case, they may not be impressed with difficult but low-energy forms as other martial artists would be. The higher the energy, the more people will be engaged. Think of ways to add plenty of movement to each form. In addition, breaking, if possible, is always sure to turn heads in an exhibition.

Secondly, and most often overlooked, is brevity. There is no need to take 30 minutes to do what you could have done in 15 minutes. People appreciate succinct, to-the-point events. You have the opportunity to grab people's attention quickly, let your exhibition do the talking for you, and exit quickly. Then, afterwards, if they have questions, you will be there to answer them. One of the oldest axioms most of us have heard is, "Leave them wanting more." Do not put so much emphasis on squeezing as much into your exhibition as you can that you lose sight of the real purpose: Signing up new students.

Third, and lastly, is audience participation. This should typically be saved until at least halfway through your exhibition. Even the most diligent of audiences can lose focus on anything. It is the curse of the short attention span. At the very moment you feel you may have started to lose the crowd, pull an audience member up into your exhibition. Make it a point to work a few forms in that will really engage the members of your audience. This way, you will give people a sense of connection not only to you, but also to the martial arts.

All of these are fantastic ways to either improve the already successful exhibitions you have done, or take your seemingly futile exhibitions and turn them into great tools for advancing enrollment at your school. Go over these ideas with your staff and students to really begin putting together a top-class exhibition that will enable your school to reach the goals you have set.



Secrets to Inventory Sales

Inventory describes the extra merchandise or supplies your martial arts business keeps on hand to meet the demands of your students. Having inventory is necessary to make those on-the-spot sales, but it can be a burden if you keep too much inventory. After all, you aren't a warehouse. Martial arts schools are a service-related business. You may hold an inventory of goods or materials needed to perform your services for your customers, such as uniforms for classes, patches for uniforms, and weapons from your curriculum.

Much like accounts receivable, inventory represents an investment of your martial arts business' cash—cash that cannot be used for other cash outflow purposes. Typically, a martial arts school business purchases inventory and pays for it at the time of the purchase.

Depending on how you plan to use your inventory in your martial arts school, it may be days or weeks before the inventory is resold. Therefore, your martial arts business' investment in inventory has a significant impact on your cash flow. An overinvestment in inventory for a martial arts school reduces the amount of cash that could be available for other outflow purposes. Good cash flow management requires that you examine your inventory investment to avoid an overinvestment.



Here are four tips to boost your inventory sales:

1. Only buy inventory that you've planned to sell. What does that mean? Well, many of the top school owners schedule special events like a padded sword seminar on a quarterly basis. You will need to figure out how many padded swords you'll need and order them in plenty of time for the seminar. So, even though you have some cash tied up in the inventory of padded swords, you know that you will be able to sell them to participants of the seminar. Selling additional products, keeping inventory and cash flowing, is a great way to increase your income. Some events that can help generate cash flow and move inventory are:

- Weapons camps
- Sparring seminars
- Leadership camps
- Weapons seminar

Mark your calendars, order your inventory, and get ready to have some great events and make extra money with your school's inventory!



2. Another way to boost inventory sales is to create visually appealing displays for your products. Display the products in a way that allows students to imagine themselves using them. For example, you could display a uniform on a mannequin; this would help the student visualize themselves wearing a new uniform in class. You can take this further by implementing additional products into the display by putting sparring gear on the uniform-wearing mannequin to boost sparring gear sales the weeks prior to a tournament. Around the holidays you can put a Santa Claus hat on the mannequin to add a holiday feel to the display.



3. The best way to boost uniform sales is to add a new uniform to the school. If the instructor wears a new uniform, then several students will want this kind of uniform immediately. Many schools have different uniforms for different seasons. Some schools choose to wear white uniforms in the warm months and dark uniforms in the winter. This gives people a chance to wear something different from time to time and gives you a chance to increase your uniform sales.

4. The Holiday Sale is the number one income-driving event for your Pro Shop. Give students a wish list to fill out and take home to their parents around Thanksgiving, and you will see the orders start pouring in for their favorite items in time for the winter holidays. Decorate for the holidays using equipment and uniform displays and it will skyrocket your sales. Your success with organizing and selling your school's inventory is limited only by your imagination. A well-run school typically makes 30% or more of their total income from inventory sales.



Increase Enrollment, Income & Retention with Winners Camp

Overnight Camps are a great student retention tool because students love to immerse themselves in martial arts training on a deeper level. If your average student trains three hours a week, then a twenty-four hour overnight camp, with about eighteen hours of training, is the equivalent of six weeks of training in a single day. Plus, the fact that the training is extended beyond the regular curriculum, with little food and sleep, gives the student a chance to discover hidden internal strength, and develop more self-confidence.

Winners Camp generates direct income because you charge for the camp – we recommend a fee of up to $99. To increase attendance, we recommend that you hold a belt test at the camp, and offer something extra like a school T-shirt.



You can generate lots of new enrollments by sending campers out on an Action Philosophy mission at lunch time. Students can bring back literally hundreds of leads of people interested in the martial arts.

Sample Schedule

This is a twenty-four hour overnight camp. We recommend you start on a **Friday night around 7:00 or 8:00** and go until the same time on Saturday. You can hold the camp at your school, at a local gymnasium or hotel, or you can find a nearby campground.

Holding it at your school keeps the cost low and brings all exhibition visitors right into your school. Local gymnasiums raise the cost, as do hotel meeting rooms. If you go to a campground with cabins, you will probably travel outside your immediate recruiting area and give up the opportunity to enroll new students…but you will create unique memories for your students.

Generally, we recommend an alternating schedule of physical activity and mental activity.

Begin by forming teams and helping the teams get to know each other. Form a chain of command with an overall commander, team captains, vice-captains, and so on. Students learn leadership by accepting responsibility for various jobs during the camp, and by following the chain of command (for example, by asking their team captain if they can be excused, rather than asking the commander or master).

Follow a progression of physical practice including basics, forms, and self-defense. Camps are a great opportunity to offer extra instruction outside your standard curriculum. You might teach special grappling techniques, or weapons forms and self-defense, or a wide variety of variations and styles. The Winners Camp flyer has a schedule already on the back, but you can change it according to your needs. Call your marketing consultant for ideas.

Every other hour or so, give the students a physical rest by teaching some point of martial arts philosophy. You might teach anything from proper manners, to positive thinking, to Power Breathing or meditation. Again, AMS has great resources.

About an hour before bed time (maybe 1:00 a.m.) do some hard physical training. Make them sweat for about forty-five minutes, then change into their bed clothes (T-shirts), do a short talk to allow them to calm down, and then go to sleep by 2:00.

Around 6:00 a.m. awaken everyone, and do some morning exercises. Go outdoors if possible to breathe the fresh air, even if you have to jog or drive to a nearby park. Do the U.S. National Exercise or some similar energy generating exercises including stretching and morning meditation. Drink some water and continue to train physically and mentally.

Around 10:00 a.m. Begin exhibition practice. Explain to the students that they will put on an exhibition competition tonight, where the Red team will compete against the Blue team (or whatever you named them). It is up to the teams, under the leadership of their captains, to design the exhibition. Once they decide what they will do, they should break up into smaller groups and practice each section of the exhibition. During the design and practice, students get a great opportunity to learn about leadership because not everyone will agree on what will make a good exhibition.

About 12:30 p.m. explain how to do Action Philosophy, practice, and offer prizes for the most appointments made. Give out VIP cards and Appointment Sheets.

Send everyone out to lunch to different areas of town and recommend a nearby place for Action Philosophy. Ask everyone to **return by 3:00 (allowing an hour for lunch and an hour for Action Philosophy).** As they arrive, collect appointment sheets and prepare the prizes for the top individuals and the top team.

Polish the exhibition, and clean up the school. If you have a belt test, **begin the belt test at 5:00 p.m. Begin the exhibition at 6:00 p.m.,** and then hold the graduation ceremony (with certificates). You should be **finished by 7:00 p.m.**

If you need more details, you can order the Camp Promotion Pack from www.ourams.com or call your marketing consultant at **1-800-275-1600.**

Winners Camp is a great opportunity to create loyalty among your students, raise a little extra income, and recruit a large group of new students all at the same time. That is why we recommend you hold two overnight camps every year – one in the Fall and another in the Spring.

SMART!

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Enroll 30 New Students with the New Year's Resolution Solution: The Flab-to-Fit Seminar

It's time to dig out the scale, buy new running shoes, and research the latest exercise and diet plans. Or not. Your martial arts school can provide all of the things necessary to get in shape this coming year—no shoes required. The Flab-to-Fit Seminar will help prospective students get into shape by enrolling and referring their friends.

What Is It?

A health and martial arts exercise seminar that will help prospective students get into the right mindset for martial arts and to accomplish their goal, while giving current students the opportunity to take advantage of their membership. Instructors, staff members, and a health professional (trainer, registered dietician, etc.) should speak, motivate, and arrange a perfect combination of martial arts training and diet plans for each seminar participant.

How Do I Do It?

The seminar should be hosted at your Martial Arts school. You won't have to rent space and it makes it easier to guide new participants back to your school.

The weekend is the perfect time, especially on a Saturday evening when adults are more likely to be free.

Seminar participants will address their ultimate fitness goal and the small goals that will lead up to it. Those who achieve the small goals at each belt test (two–three months) and their entire goal at some point during the year will win some great prizes.



How to Operate

Once you receive your materials, decide on the exact date you want to host the seminar, edit your materials, and begin promoting in your school, via email, and on social media.

Start signing up current students and outside potential students. This promotion is great for adults, but even if children have a goal, the seminar can motivate them as well.

Keep promoting on social media! In this month's materials, we've included Instagram story images, instructions for creating the event on Facebook (including the cover photo), and an email template. When sending the email, make sure the subject reads, "We Have the Solution to Your 2023 Resolution!"

Get a volunteer or hired health trainer, dietician, or someone who is legally certified to advise a healthy diet plan. This will also be a way for them to gain some clients, which should be an incentive.

Finally, host the event:

Introduce guests and have each one address their ultimate fitness goal. You and your staff can help them break it down into three or four smaller goals. Have the health professional organize a diet plan for each person. Not everyone has the same body shape, so adhere to those differences. This can be done while you and your staff organize their goals.

Hold the short trial lesson, going over the basic techniques of beginner martial arts. Motivate the potential students with their new diet plan and training in your school. They can and will achieve their goal this year.

Enroll them in your school.

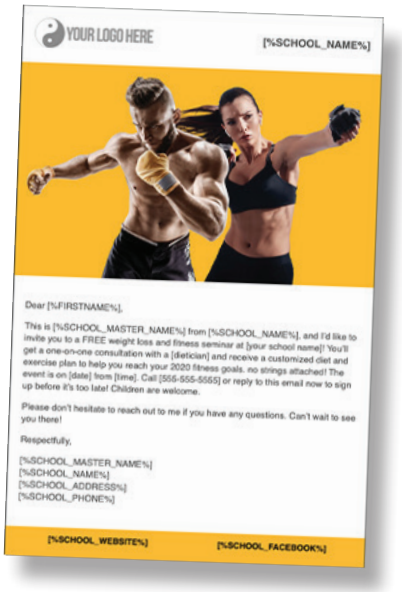
As for prizes, these won't have to be given out for some time, but it's good to have them planned out now. Will one prize be a free month of training? A free belt test? Free private lessons? Whatever you are comfortable with.

Follow Up

The great thing about this promotion is that you will have already had one-on-one contact with each seminar participant. None of these potential enrollments should get away. Enter their contact information into Atlas immediately. You can even hand them an MA Times to inspire them to stay true to their goals. Don't be afraid to follow up with anyone that inquires about the promotion but does not show up. They may want to still act on a deal if you can still give them a free diet plan.







Alternative Promotions

In addition to the strategies outlined in this article, there are plenty of other promotions available to attract new students in the Seasonal Promotions:

- New Year, New Attitude
- Marvelous Midnight Bash
- Rockin' Lock-In
- Magic at Midnight Parents' Night Out
- New Year, New You
- Fit for All
- School Kids Resolution (Anytime Campaign)
- Ultimate Fitness
- Ultimate Weight Loss
- Summer Camp

Check out the Seasonal Promotions in the MA Biz Academy for more details and artwork!

Philosophy: Care

Week 1 – Connect

In martial arts, you must learn to connect with classmates and show that you care. Many aspects of training, like warm-ups, breaking, and sparring, require that you work well with a partner to get good results. In addition, in order to help a partner, you have to connect with them in understanding. In life, parents and children must learn to connect to show they care for each other. Parents must learn about the world of their children to understand them. Children have to listen to their parents to learn from the wisdom of experience. Only by deeply caring can parents and children connect to have great lives together.

"Be direct so that you can connect."



Week 2 - Accept

When training in the martial arts, you must also learn to accept your partners. At times, you will have to train with a partner of unequal skill. While sparring, a partner may use techniques in a way that you are not used to. In addition, a partner may not be training for the same reason that you are, but you must accept them. In a family, being accepting is extremely important to show how much you care. Since every child is different, parents learn to be accepting of their differences. On the other hand, children must accept the discipline and rules that parents give to show their love. Accepting one another for who they are is truly caring.

"You must elect the choice to accept."

Week 3 - Respect

One of the major tenets in the martial arts is respect. You must be willing to bow to everyone, no matter his rank. Anytime you spar with a partner, you must be careful not to hurt him. In the martial arts, you are taught to have respect for everyone regardless of their race, sex, or beliefs. When a family is respectful, it will be strong and reach its potential. Parents can't be abusive, but must be caring to have their children's respect. Children must be obedient to demonstrate their respect and care for parents. A mutual respect is needed for the members of a family to feel good about themselves.

"It's only correct that you have respect."

Week 4 - Effect

When training in martial arts class, you can always have an effect on others. Every time you train hard and show how much you care, others are motivated to do the same. Each time you help a partner you have an effect that moves them toward improvement. You can have a life-changing effect on others when you care. A family can have the greatest effect upon its members, especially when it's caring. By spending quality time with each other, parents can teach their children how to behave properly. By sharing joys and sorrows together, families become stronger and closer. The care you have for one another will have an effect for life.

"First affect and then you will effect."



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— Instructor Nenad Omerovic

Recession-Proof Your Business With Online Marketing

By Bob Regenerus

The following series was originally published during the 2008 recession. However, with a potential recession on the horizon, the advice is still incredibly relevant and useful.

Part Two: Riding Out the Storm

Online marketing gives you measurement tools that don't exist in any other medium, even so-called "direct response" television advertising. When you learn how to use those online measurement tools, you can create an effective marketing campaign no matter how difficult the economy becomes.



The most common form of online marketing is pay-per-click advertising through a service like Google AdWords. When you use AdWords, you choose the keywords you think your customers are looking for, and you choose how much you're willing to spend to attract those customers. AdWords displays your ad when Google users search for your keywords. The more you're willing to spend, the more prominently your ad is displayed.

When a Google user clicks your ad, you pay a fee to Google—hence the name "pay-per-click." After someone clicks your ad, you can follow their activity on your website to find out if they respond to your initial offer, and if they do, you'll be able to keep track of them in the long term. In fact, you can make note of every dollar they spend with you and trace it back to your Internet ad.

There are four key statistics I help my clients track when they begin an online marketing campaign. It's difficult, if not impossible, to collect this sort of information about the customers you get through any other type of marketing:

Cost per visitor – This is the average fee paid to Google (or another pay-per-click service) for each click on an advertisement which sends a visitor to your website. Cost per click can be broken down by keyword or advertisement, or aggregated for an entire marketing campaign—that's true of these other statistics as well.

Cost per lead – Most of my clients don't try to close a sale as soon as they get a website visitor—they use their website to collect information from their visitors, in return for a small (usually free) product or service. When website visitors provide their contact information, they become sales leads, so your cost per lead is what you're spending for each person who clicks on your ad, visits your website, and "opts in" by giving you their email address or phone number.

Cost per sale – Cost per sale is just what it sounds like: The amount you're spending on marketing for each sale you close.

Total campaign ROI – This is the number my clients really care about. How much did they spend on your campaign, and how much money did it generate for them? With other media, you can only guess at that sort of thing, but if you're marketing on the internet, you can nail it down to the penny.

With these statistics, you can track each individual's experience with your website. Each time someone clicks your online advertisement, you'll know which keyword generated the click, how much you paid for it, and whether the person who clicked the ad eventually bought something from you. Doesn't that sound better than spending tens or hundreds of thousands on a single TV or newspaper ad, crossing your fingers, and hoping that it somehow pays off?



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