

Stephen Oliver's Extraordinary Marketing Newsletter Classics.

Excerpts from Stephen Oliver's no B.S. – direct to the bottom line
Weekly newsletter.

An on-going subscription is available
At
<http://www.ExtraordinaryMarketing.com>

Additional Resources are available at
<http://www.ExtraordinaryMarketing.com/martialarts>

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Feel free to pass this on – in it's entirety.

Contact the Author at:

StephenOliver@ExtraordinaryMarketing.com

Here is your first ExtraOrdinary Marketing Lesson from our first FREE Report:

"Insider's Secrets to Using the Internet to Market Your Martial Arts School." And, "Insider's Secrets to Marketing Your Martial Arts School"

"Steve is going to take many martial arts school owners to a new level in running their schools -- don't get left behind!

his program will show you have to save Thousands \$\$\$\$ - and, increase your gross BIG TIME! -- See ya at the top!.
An OLD Dog learning new tricks -- Jeff Smith, DC Bomber
DCBomber@aol.com

Your first step for your web site is to really figure out what you are trying to accomplish. If you have SEVERAL Objectives - recognize them up front and separate them from one another.

Example:

1. Student Resources by Rank
2. Adult Prospects for Kickboxing
3. Adult Prospects for Martial Arts
4. Kids Prospects for Martial Arts
5. Student Resources for Schedule, Calendar, etc.

I dare you to search the web and find more than 1% (bet you can't even find that many!) of Martial Arts Web sites - where the school owner defined what they wanted to accomplish clearly ahead of time and FOCUSED on their objective.

For Instance.

For a prospective new student site -- focus only on what that target individual needs to see for your school.

Forget About:

1. Flash & Shockwave;
2. An On-Line Brochure;
3. Lots on Content - and, continually changing content;
4. Confusing information - and, irrelevant stuff.

Focus on:

1. Your desired outcome:
 - A. An Introductory appointment, or
 - B. An opt-in lead.
2. Lead the prospect to your desired outcome.
3. Give them information ONLY relevant to them.
4. Let them SIGN UP!. Give them an on-line registration form.
5. Don't confuse the issue.

For an example see my kids prospect site:

<http://www.freekarate.com>

Notice that:

1. It is a letter - not a brochure;
2. It asks for an appointment (or, an opt-in)
3. It has LOTS of testimonials.
4. It loads QUICK.
5. It has "thumbnail" pictures so that it... loads quick!
6. It gives urgency - and incentive to register now.

Before beginning an web page design - start with strategy and goals.

Don't let that enthusiastic student throw up a bunch of cool pictures and interesting martial arts stuff - that will be seen by your prospects.

It should include only things that you would send a prospect in the mail - or, show them on a visit to your school. Nothing more.

This has been lesson 1 - "Insider's Secrets to Using the Internet to Market your Martial Arts School" from the ExtraOrdinary Marketing program - now available at <http://www.ExtraordinaryMarketing.com>

As an additional free service to you - please view this
Free Report by Jonathan Mizel - Internet Marketing GURU
and publisher of the online marketing newsletter:

<http://www.cyberwave.com/omt38.html>

Thank you.

Stephen Oliver, MBA

<http://www.ExtraOrdinaryMarketing.com>

Steve's material is a MUST for any serious martial arts business person!.

Kathy Faust

Lesson 2 is a quick overview of some important internet terms that you should be familiar with before you get started in aggressively marketing your school with the internet.

Reading Stephen Oliver's book gave me a quick and easy education on the Do's & Don'ts of the internet and developing a website for my schools.

I've spent countless hours and many years perfecting my skills in the dojo, I appreciate saving time in other areas of my life and business.

I respect Steve's knowledge and expertise in the information age of Martial Arts business and I greatly appreciate his contribution."

Best of Success!

Steve LaVallee
LaVallee's East Coast Martial Arts
Syracuse, NY and Ft. Lauderdale, FL
BossECK@aol.com

For more information about the Extraordinary Marketing program:

<http://www.ExtraordinaryMarketing.com>

If you've been entered into our newsletter list in error, are not a MARTIAL ARTS School Owner or, just don't want to receive more email - please click the link at the bottom of this email - if your received this email in error - please accept our apologies and "opt-out. Do not hit reply to be removed from the list.

1st. URL. This is the www.yourname.com identifier that allows people to quickly find your site.

To be at all professional you really must have your own name - not some subdirectory in AOL, YAHOO, or whoever.

How do you get your own URL?

Try this:

[http://www.virtualis.com/vr/soliver1/domain services.html](http://www.virtualis.com/vr/soliver1/domain%20services.html)

What should your name be for your site?

You might want to consider two sites initially - one for prospective students - one for your existing students.

For prospective students consider an easy to remember name - remember mine? www.FreeKarate.com.

Next consider a name that is "search engine" friendly. Which basically means a string of key words - preferably with a "-" in between which acts as a "delimiter"

Example:

Denver-Karate-MartialArts-Lessons.com

This is a name meant to be "clicked on" not meant to be typed in.

I suggest that you direct your student traffic to a different site altogether (or, a different entry point - more on that later) Example: www.MileHighKarate.com

2nd. Auto Responders.

This is really important!. This is a process to set up a series of letters that get sent AUTOMATICALLY to a prospect or student - in a preset series - that happens automatically once the "opt-in" to your list.

How to get started?

Try this:

<http://www.aweber.com/?25433>

3rd. Search engines.

This is how you get your site found on the web. There are many sources of traffic but the largest base of traffic on the web still comes from Google, AltaVista, Yahoo, and the other major directories and search engines.

How to get listed?

Well the process of being sure of top placement across a variety of search engines is complicated - I explain it in detail in my program.

However - if you have a site up you really need software that I use called - Search Engine Commando. This is a submission program that really works!.

Try this:

<http://www.activemarketplace.com/w.cgi?/sec-10913>

Anyway - search engines get complicated.

You don't need to be found under the major categories like Martial Arts or Karate - but, if someone looks for lessons in your area they should find you pretty easily:

Example. Go to Google or AltaVista.

If you search for Denver Karate Lessons - or, some such thing hopefully you'll find my www.FreeKarate.com site and my www.MileHighKarate.com site on the FRONT PAGE in the TOP 10.

How do you get good placement? - I cover that in detail in my ExtraOrdinary Marketing program - but, remember that the search engines look generally at "Meta-Tags." "Meta-Titles," Opening Titles on your page, your URL, and the "Key-Word Density" on your page - among other things.

More on this topic in our next lesson.

Hope this has been of some value.

My full ExtraOrdinary Marketing program is now available at <http://www.ExtraOrdinaryMarketing.com>.

Thank you.

Stephen Oliver, MBA
ExtraOrdinary Marketing
2555 East Jamison Avenue
Littleton, CO 80122

USA:
toll free: 1-888-502-1555
303-796-7181 Fax.

Direct.
303-740-2291. - USA

StephenOliver@milehighkarate.com.

If you order the Extraordinary Marketing Program you will also receive - ABSOLUTELY FREE OF CHARGE - a COMPLETE (not a demo) WORKING Version of the #1 school management software program.

I personally spent 7 years and way over \$100,000.00 developing this state of the art school management software system that will run under

Windows 95, 98, NT, ME or 2000.

Save yourself 100's of hours with this tremendous management package.

It has sold in the past for up to \$1,295. Now is available to you
FREE of Charge with Purchase of the Extraordinary Marketing Program.

P.S. Before we go - Here's what a few of our industry leaders have
to say about my ExtraOrdinary Marketing Program

"Outstanding" No other words can describe how this will impact
our martial arts industry. It has the ups the downs the in's and
the outs of how to expand your school in all areas. Where else can
you find a more comprehensive, easy to apply method. The internet
is a gold mine and easy to use, once you get your hands on this.
Thank you for your continued contribution to the growth of the
Martial Arts industry. "My hats off to you"

Herman Ocasio
EFC Advisory Board member

"I give Steve's ExtraOrdinary Marketing Program my highest possible
recommendation - highest EVER recommendation. It will pay back
your investment MANY Times over."

Ned Muffly,
General Manager, EFC
EFCCDR@aol.com

"Stephen and I have spend thousand's of dollars and hundred's of
hours studying directly with Jay Abraham and other luminaries in
marketing and business.

Stephen's unique ability to distill the wisdom and make it simple
is demonstrated in this system.... I love it!"

Tim Kovar
Kovar's Karate Centers
TKovar@kovar.com
www.Kovar.com

"Thanks Stephen for presenting a MASTERPIECE to the Martial Arts
community - I plan to recommend it everywhere I go."

Keith Hafner
Keith Hafner Karate
KHafner@Provide.net
www.karateisgoodforyou.com

"Steve has become our official consultant in all things internet -
he is a bonafide expert in this new field - and, gives incredible
value in explaining the details of marketing for your improved
results"

John Cokinos,
President, Educational Funding Company

This is Lesson 3 from Extraordinary Marketing.

"All the money I have spent on various advertising buries the cost of Stephen's program. But his program is the ONLY ONE that returned any results."

**Denny Strecker
Karate and Fitness Center**

**How much can you spend to generate an enrollment?
By Stephen Oliver, MBA**

Everyone has heard that you should spend approximately 10% of your gross revenue on advertising. However, that doesn't answer many important questions about how to structure your marketing for your school. Even within the 10% number some of the very TOP schools in the country vary from -0- direct advertising budget up to as much as 20%. How do you figure out what to do specifically?

Ultimately you must start with a number of what you are able to pay for an ENROLLMENT - then track your enrollment ratios and figure out - if for some reason it's important to you - what you can pay for a call. And, how much you have to spend monthly to hit your target numbers.

How much you can afford to spend for an enrollment ultimately boils down to two factors:

Student Retention Rate

Your Tuition Rate.

This may not be what you expected - however, how much you will be willing to pay for an enrollment will be greatly dependent upon what the average enrollment is worth to you over the lifetime of their participation in your school.

Let me give you two extreme (but real) examples:

1st. A school operates a kickboxing program that has an average student life span of 3 months. In other words 33% drop out per month or, to maintain approximately 200 active students they must enroll 600 new members per year.

Their average monthly tuition per student is \$49 for an average life time value per new member of \$147.

2nd. A school operates a very solid martial arts program. That has an average student life span of 33 months. 3% of their students drop out on a monthly basis. Their monthly tuition averages \$130 per month. Their average life time value per new member exceeds \$4,000.

In the first example what would you be willing to pay for a new student?

Well if you kept your student acquisition cost to 10% then you would be able to spend \$14.70 per enrollment. If you enrolled 1/2 of your inquiries you are down to \$7 per info call.

In the second example at 10% you would be willing to pay over \$400 per new enrollment.

If from a particular media source your conversion ratio from call to enrollment was 50% then you would be able to pay \$200 per call.

See from these examples what a huge difference tuition rate and student longevity make on your thinking?

When the Tae Bo and cardio kickboxing craze came along I have to admit that it began to peak my interest. Why? Cheap info calls. I threw a couple of ads out and started getting \$5, \$10, \$15 info calls. That looked really great. However after a few months I realized the huge gap in the economics between my traditional martial arts program and this cardio craze.

Now I know that quite a few schools had some success with this but what I saw most often was successful martial artists taking their eye of the ball on their traditional program lured by the sexiness and popularity of the cardio craze.

I saw some schools with strong volume 400, 500, 600 cardio students really only making \$5,000 to \$10,000 gross per month from the cardio program. If you can do that without disrupting your regular program then fine however, this was often a matter of giving up dollars to chase dimes (or even pennies.)

Let's take the above discussion to a couple of more layers of complexity.

First - if we are to keep our average marketing budget to around 10% of our gross there is one other factor to keep in mind. How many FREE enrollments do you get.

What do I mean by FREE? How many referrals do you get? How many walk-ins? How many family add-ons? How many from demos? How many from birthday parties? How many from other labor intensive but non advertising sources?

If you get 1/2 of your enrollments from sources like these.

Then you could double the amounts that I discussed above and still remain within about 10% of your total gross going for advertising.

Example:

From example number 2. If that school has an average life time student value of \$4,000+ and they spent \$800 for an enrollment from paid advertising sources. Assuming that 1/2 of their enrollments were from free sources then they would still average 10% or \$400 per enrollment - even if their student acquisition cost were \$800 for paid advertising generated traffic.

Second:

Costs At the Margin versus The Average.

There is an interesting concept from economics that applies here. First understand what we mean by at the margin. If you spent \$5,000 for the month on advertising the next marginal expenditure is dollar \$5,001. Often times in marketing efforts you may encounter declining marginal return in other words for each additional dollar you spend you get less and less return per dollar.

In a sense this is what happens in every school starting with the first dollar spent:

Example.

A school spends \$0 on marketing and advertising in any given month. For that month they get 5 new students as referrals and 2 as walk ins. They have 8 new students at \$0 direct costs.

If they then spend \$1,000 in advertising and get two additional students. They now have 2 more students at a marginal cost of \$500 each. Their marginal cost per new student acquisition jumped from \$0 to \$500 immediately. Their average cost jumped from \$0 to \$200 per enrollment.

How much are you willing to pay at the margin?

Ultimately look at that question like this one:

What is the most you would be willing to pay today in order to receive \$4,000 over the next 33 months? Ultimately at the margin you should be willing to pay a relatively HUGE amount of money for one additional student.

Before we go any further:

Remember. All of the above discussion depends upon the life time value of your student. This number includes all monies that that student will pay into your school including down payments, exam fees, gross profit on retail items, monthly tuition payments, and pre-paid tuition paid.

To get an easy approximation of this number for your school. Take

your years gross and divide by the number of enrollments.

Ie. \$500,000 gross divided by 250 enrollments equals \$2,000 average value per student. If your numbers have been changing rapidly (especially if that means you are growing rapidly) take the last 3 years numbers and look at the sum from that longer term perspective.

How do you get your life time value of a student up?

1. Greater RETENTION (more longevity within your students;)
2. Higher tuition rate;
3. Lower family discounts for 2nd, 3rd, 4th family members.
4. More retail sales;
5. Find more things to sell your students (supplements, clothing, etc.)

This article is from "Direct Marketing for Your Martial Arts School" by Stephen Oliver, MBA it is a part of the Extraordinary Marketing Program.

For more information and ideas visit.

<http://www.ExtraordinaryMarketing.com>

Here's some Recent Feedback from School Owners:

Stephen I have to say that I would have paid the fee just for your "Everything I wish I knew when I was 22" - it was absolutely brilliant and really forced me to think about my own set up in the UK. I sat there reading it thinking "This is me"! Many of the problems you highlighted I am currently dealing with myself, and your views were certainly a balanced and well thought out comment on my current situation.

I have dipped in and out of much of the other material and can see that it will be very useful - I've got a week's vacation coming up so hope to read it more thoroughly then. Will let you know what I think at later date.

Yes, I would recommend this package to my friends and fellow instructors - especially the part I've already spoken so highly about.

Keep up the good work.

Steve Cowley
Steve Cowley's Martial Arts Academy
Unit 4B, Desborough Industrial Park
High Wycombe, BUCKS UK

Chris Rappold of Personal Best Karate (3) locations,
250 East Main Street, Norton, MA Writes:

"Your genius is the ability to see things from a perspective that virtually no one else does. Your combination of an MBA and 20 years pioneering ideas for professional martial arts

instructors is a valuable treasure for school owners such as myself. School owners have a choice of either spending 20 years in the process or trial and error coming up with new ideas, all the while wasting precious time and energy, plus thousands of dollars or they can get the "Cliff Notes" to success which are your "EVERYTHING I WISH I KNEW WHEN I WAS 22" section of Extraordinary Marketing. That's a starting point to standing on the shoulders of your wisdom!"

Come to my site - and, check it out now!

<http://www.ExtraOrdinaryMarketing.com>

Thank you,

Stephen Oliver, MBA
ExtraOrdinary Marketing
<http://www.ExtraOrdinaryMarketing.com>
2555 East Jamison Avenue
Littleton, CO 80122

1-888-502-1555
303-796-7181 Fax
303-740-2291 Direct Voice Number
to Mile High Karate.

StephenOliver@Extraordinarymarketing.com

Tournaments and other Diversions

By Stephen Oliver, MBA

To start this chapter it is really important to note that you really must decide what really gets you turned on and make sure you have that opportunity.

If competing on the open circuit or coaching two or three key students to championship level really turns you on then by all means pursue it. Just be sure that you keep this compartmentalized as a hobby not as a part of your business enterprise.

For me I really want to compete next year in auto racing!

What is the likely impact on my school?

Well, I will need \$50,000 to \$75,000 to pay for training, licensing, track fees, pit crews, and the car lease. On one hand maybe I will really have to get the gross up to support this new hobby on the other hand it will take me away for 7 to 10 four day weekends hitting the track quite a distraction.

Will traveling that circuit successfully or otherwise help my school?

No way.

Will traveling that circuit hurt my school?

Absolutely! Why? dissipated time, energy, focus, and ultimately money.

What is the point? Why do I bring this up?

Well frankly your own participation in open karate tournaments is no more relevant to your martial arts school than auto racing is to mine.

Exercise your hobby if you wish but, gee don't try to justify it as helping your profession or your school.

In addition to Intramural Tournaments that I host for my own students that have had as many as 750 students in attendance I made a decision to promote a national level event beginning in 1989.

My tournament The Mile High Karate Classic was a NASKA World Tour event that was by far the largest and highest quality event in this region of the country and one of the top events in the country.

That having been said I have never figured out even a single

positive element to exposing your students to the open tournament circuit. Ultimately most events are so poorly run that your run of the mill student may get so annoyed by their experiences that they drop out.

Then you have your top students who start winning lots of trophies and start getting ranked

These are the students who eventually develop a prima dona syndrome. Suddenly they start to think that they are doing you a favor by running around to events everywhere representing you (as if you really care what schools in competition with you think about your school!)

Once they really start having success they suddenly have other instructors approaching them to help them reach their potential.

Ultimately many competitors end up basically as free agents. Trained in their garage by their tournament parents, paying other competitors up to \$100 or more an hour to train them privately, while complaining that you would not spend adequate private time with them at \$100 per MONTH. Allowed to continue some of your most physically gifted students actually become bad role models for the rest of your student body.

Am I overly cynical in outlining all of these worst case outcomes?

No I really do not think I am. I have seen it happen over and over again.

Next let's consider the prospects of promoting your own event.

In as objective a way as possible I will list the pros and cons of being a promoter:Pros:

1. If done at a highly successful and professional level being a promoter gives you wonderful networking opportunities.

Many of the top people in our industry that I have met came from my involvement in the circuit.

Do not discount the value of this one element.

2. Exposing your students to Jimmy Pham, John Valera, and Mike Chats of the circuit. On the national circuit right now there are some really nice people and some outrageously good technicians.

Exposure to these great champions can certainly have a positive impact on all of your students. (keep in mind that this applies to the traditional karate circuit, to the traditional Tae Kwon Do events, and to all of the tournament environments to some extent.)

3. Financial rewards. I really do not believe that many promoters make enough money to justify promoting their event based upon financial outcome. In evaluating this you really must factor in opportunity costs

At my peak as a promoter the event could make \$30,000 to \$50,000 net.

Although that is a significant amount of money I never figured that my income from the event by itself justified the time and effort that went into it.

Cons:

1. To run a big event well requires literally a mind numbing number of details and activities. Big events become really complex in a hurry. Try scheduling 200+ divisions into 20 or more rings run by 150+ volunteers and then get everything to start on time run smoothly and end on time.

It takes lots of time and effort to put all of these details together. When I did it my staff was pretty big and most of the administrative details could be delegated to paid, full time staff members.

2. Politics. To successfully promote an event you have really got to spend a lot of time getting those schools who otherwise are in competition with you to support your event.

You can chew up an incredible amount of time trying to garner support from these school owners and black belts.

3. Risk. Although a big event can make a fair amount of money I have seen more of them lose A LOT of money. A big event will have a BIG budget which will get spent no matter what happens. Start with 6 foot trophies for 200 or even 300 divisions.

Add in \$10,000 to \$15,000 in prize money. Do not forget \$2,000 to \$3,000 in pipe and drape (really!) another similar amount for lights and sound. Then comp 20 to 100 room nights for your volunteers. And do not forget anywhere from \$5,000 up to even \$50,000 in rental for your venue.

Wait did I mention printing costs for 50,000+ flyers and the cost of postage.

4. Time. I know promoters who attend literally 50 tournaments per year and travel across country to 12 or 15 big events. Hitting these events to politic the other promoters and school owners can start to chew up every Saturday and Sunday and kill quite a few three day weekends. You really better love attending tournaments!

To me this really was the straw that broke the camels back There really were lots of better ways to spend my weekends.

Remember when computing the net profit from any event to include opportunity costs. What negative impact has the event had on your ability to commit time, energy, and focus to your school (or to your family, hobbies, or other activities.)

With few exceptions what I have seen is:

When supporting events:

1. Going to local tournaments has a negative impact on the students who attend.
2. Supporting local tournaments takes time away from your school.
3. Being involved in the local scene becomes political and time wasting in a hurry.
4. Being a Tournament School Turns off lots of potential and current students.
5. Creating a personal or school reputation on the local tournament scene will have no impact on your school results.
6. Impressing your competitors (other schools in your area) has no impact on your school performance.

When competing personally:

1. Competing personally adds NO VALUE to your school operation.
2. Getting your Name out there on the circuit adds NO VALUE to your school operation.
3. Time and effort to prepare for tournaments can become a distraction from your school.
4. Having a Black Eye or Broken Nose really turns off intros!.
5. Competing because it's important to you to do so is great just remember that it is a hobby UNRELATED to your school operation and will not contribute to your school results.

When promoting a local or regional tournament:

1. Most promoters lose as much (or more) money from time taken away from their school as they would make promoting an event.
2. I've seen more promoters LOSE a ton of money than I have seen make a ton of money.
3. Running a quality event takes LOTS of TIME.
4. If you are not going to do a QUALITY event do not do one at all.
5. To gain lots of local support you must:
 - a. Be politically active in the local community;
 - b. Go to LOTS of tournaments;

c. Work hard at those tournaments;

d. Be careful that your school is not so successful that the local guys see you as a threat.

When promoting a large national event:

1. You will spend LOTS of time traveling to other national events.
2. You must network get to know other national promoters create a positive impression.
3. You must also spend as much or more time at local tournaments as you would if you promoted just a local event.
4. You must have a STRONG base of your own students or of local competitors.
5. You must recruit 100 to 200 volunteers and a minimum of 100 Black Belt Judges.
6. You must make sure that your tournament is a Renewal Tool for your own students.
7. You must plan to LOSE lots of money to get the event up and running.

Excerpted from
Everything I Wish I Knew When I Was 22
part of the Extraordinary Marketing Program
by Stephen Oliver, MBA

Stephen Oliver,
Your newsletters and information are both generous and helpful to all martial art professionals. You have been innovative and inspiring since your days at the Jhoon Rhee Institute as my instructor. Please continue sharing your knowledge.

To all of my fellow martial arts professionals remember whether it's one new idea a month or year or a reminder of what you already know Master Stephen Oliver's messages could be extremely beneficial to us all.

Sincerely,
Master Tommy Lightfoot
Jhoon Rhee Institute - Virginia

Aloha Stephen,

My school has been experiencing record growth over the last two month's. I have tried to put my finger on what is causing this welcome expansion, but I can't.

I haven't changed my advertising or curriculum. The one thing different has been the great messages you have been sending on a daily basis. Maybe I have been implementing some of your ideas if even only sub-consciously. Anyway it's obviously time me to take advantage of your record of success.

Mahalo,
George W. Iversen

Here is you lesson 5 from:

"Insider's Secrets to Using the Internet to Market Your Martial Arts School."

Brought to you by Stephen Oliver and Extraordinary Marketing:

How to Use the Internet to Attract new Students:

General Considerations

Your difficulty in marketing your martial arts school is the fact that you have a three to five mile radius for prospective students around your school.

Many options for advertising on the internet hit literally millions of people who ARE NOT prospective students. Just as you should look at other media buys from a perspective not of Cost Per Thousand (CPM) but, Effective Cost Per Thousand (ECPM) ie. How many real potential prospects is this going to be presented to you must evaluate everything you do on the internet to make sure you are only targeting viable prospects.

If you have a book, audio or video tapes, or other related product then many of the possible national and international promotional approaches available on the internet make a lot more sense.

If you are interested in internet wide marketing approaches then you really should start with reading:

Michael Campbell's
"Nothing But Net"

<http://activemarketplace.com/w.cgi?net-10913>

If you are interested in creating your own information product such as a book or video tape then I really recommend that you read Marlon Sanders excellent program. He is a tremendous copywriter and has a tremendous formula for developing an information product as your business.

Marlon Sanders

"The Amazing Formula"

<http://www.amazingformula.com/cgi-bin/t.cgi/139971>

Finding Prospect Traffic

There the following primary promotional avenues to gain traffic to your prospects site that have value for a karate school:

1. Off-Line promotions.

Promoting your web site through your standard advertising

approaches and therefore prospects to get more information and register on-line without having to call you directly. There are several reasons to make your web site accessible clearly in all of your regular advertising.

Two important considerations are:

- a. Some people will look at your web site for more information but may not want to call and talk to a "salesperson."
- b. Your site is accessible 24/7 allowing them to gain information when you are closed, on vacation, or otherwise unavailable.

Be sure that you put your prospect site web address anywhere that you would list your phone number. In Newspaper ads, postcards, direct mail pieces, on your TV commercials, infomercials, business cards, Guest passes, etc., etc.

2. Email marketing

Through your existing students and partner businesses. This is a wonderful "Viral Marketing" application for your site. Be sure and read Seth Godin's wonderful book "The Idea Virus" about word of mouth - viral marketing.

It is included FREE in the Extraordinary Marketing Program. <http://www.ExtraordinaryMarketing.com> - for more information now.

Once you have your entire student body on your email list you can send them a strong offer with a link back to your web site and ask them to write a testimonial and distribute it to all of their friends.

3. Links from Web Sites

That have a local "geographic" target that makes sense for your business: Radio Stations, Television Stations, Local and Regional Service Businesses, Local Newspapers.

4. Search Engines

More on these later. This is covered in Detail in Extraordinary Marketing. <http://www.ExtraordinaryMarketing.com>

5. Affiliate Program

Paying local businesses to recommend you and link to your site you pay them based on clicks, enrollments, or intros.

More on this later:

Affiliate Programs work BOTH ways - they are a tremendous way to give others incentive to refer their customers to

you - additionally - this is a great way to enhance your revenue base - from your own students and your own list - with VERY little additional effort required.

I hope this has been helpful.

In the next lesson - a single idea that's worth \$1,000,000+ to your gross in the coming 24-36 months - if implemented properly.

Don't miss it.

Sincerely,

Stephen Oliver, MBA

P.S. I appreciate your feedback. Email me back:
StephenOliver@ExtraordinaryMarketing.com

P.S.S. I hope these lessons have been valuable to you. I welcome you to forward them on to your friends.

More great feedback!

More great feedback!

Thank you for the constant inspiring information. It is not every day that this common sense is reachable to those who needs it most. You have done and continue to do so much, not only for the martial Arts industry, but more important for the individuals who dedicated their heart and souls to deliver quality martial Arts and deserve the quality life style they have dedicated themselves to giving to others.

Thank you for the book suggestions, I have read them all, but look forward to sharing them with my children who are on their Journey to open their school soon.

Thank you
Herman Ocasio

Successful School Owner and EFC Advisory Board Member

Thank you for the book request, I have read them all, but look forward to sharing them with my children who are on their Journey to open their school soon.

Hi Steve, hope all is well with you.

You are really working hard to raise the standard in our industry, which it really needs. So true everything you said about school owners, it's ashamed that they don't realizes that in order to well in business, you need to be honest about your situation, if you have

10 clients, don't say you have 50, they are never going to improve this way. Being Honest with your self is one of the best ways to get to the top.

Thanks again
Ken Carlson

Personal Assistant to Grand Master Jhoon Rhee.

Steve, Ron Tramontano

Great article!

Hopefully the articles in this weekly Extraordinary Marketing program have been valuable to you.

I invite you to visit my web site at:

<http://www.ExtraordinaryMarketing.com> at check out the complete Extraordinary Marketing program.

So far school owners from throughout the United States, U.K., Israel, South Africa, Norway, Australia, New Zealand, Canada, and Puerto Rico have give the Extraordinary Marketing program their highest and most enthusiastic thumbs up.

Check it out for yourself and, JUMP START your fall marketing campaign now.

Stephen Oliver,
Extraordinary Marketing

Again, check it out at <http://www.ExtraordinaryMarketing.com>

Finally: Where's what some of the Martial Arts Industry Leader's Say about my Extraordinary Marketing Program:

"Steve Oliver knows what he's talking about.

There are few people in our industry today that have the educational background and the practical experience that Steve does. He's also way, way ahead of his time.

Buy this program read it ---and profit from its ideas."

Tom Callos
WestCoast Demo Team
Children's Curriculum Developer for
NAPMA
Internationally Recognized Speaker
and Author

"I've worked with Steve for 24 + years. He has always been the most diligent at searching for new ideas and, implementing them.

When I read his new program I was amazed by the depth of the information And, the clarity of it's presentation.

Every client really must read this program in it's entirety you will learn the basics of marketing effectively, gain new insight and understanding into Direct response marketing, and learn to use the internet appropriately.

Please immediately purchase his program and, implement it into your school's Take my word for it you won't be sorry that you took action on this right now."

Nick Cokinos
Chairman
Educational Funding Company
www.EFCONLINE.com

"Long recognized as one of the sharpest marketers in the industry, it comes as no surprise that Stephen Oliver is the first to publish an excellent how to manual on marketing your school on the internet. It's Stephen's typical fashion, while the rest of the industry is just discovering the web, he has already written a book on it"

John Graden, Founder, NAPMA
NAPMA@aol.com
www.NAPMA.com

" Steve is going to take many school owners with him to the next level of running a school.

Don't get left behind his program will show you how to save thousands of dollars And increase your gross big time!

SEE YA AT THE TOP" JEFF SMITH...AN OLD DOG AND STILL LEARN NEW TRICKS!!!

Jeff Smith
Retired PKA World Champion
Internationally Recognized School Operator
DCBomber@aol.com

Stephen Oliver has taken aim at a tough target--internet marketing-- and has once again hit the bull's eye! He's made it a no-brainer for you. I strongly suggest that you learn from his rich experiences and follow his leadership into this next level of effective marketing. You'll be glad you did!

Joe Corley
Joe Corley American Karate Schools
Owner Founder PKA
Promoter of the Battle of Atlanta
Joe@BattleofAtlanta.com

"The most educational, most profound the most incredible program
For martial arts school owners that I've ever seen and,
I've seen it all.

You must get this program NOW!

I give this my highest possible highest ever recommendation.
It will pay back Your investment MANY times over!."

Ned Muffley
General Manager
Educational Funding Company
www.EFOnline.com
EFCCDR@aol.com

"When it comes to combining Martial Art marketing genius with
the latest technologies. Stephen Oliver is the proven authority.

Whether you are technology-handicapped,' like me, or have
a strong technology background you need this program!

Thanks, Stephen for presenting a Masterpiece to the
Martial Arts community. I plan to recommend your program
everywhere I go."

Keith Hafner
www.karateisgoodforyou.com
#1 Martial Arts School operator
in the United States
EFC Hall of Fame and, Board of Directors
Khafner@provide.net

"Save yourself hundred's of hours and thousand's of dollar's
with Stephen Oliver's easy to read and easy to apply marketing
system. I found it applicable to the Internet, Direct Marketing,
and In-House promotions. One of the best tools and most concise
tools to come along.

Stephen and I have spent thousand's of dollars and days and
days of our time studying directly with Jay Abraham and other
luminaries in marketing and business. Stephen's unique ability
to distill the wisdom and make it simple is demonstrated in this
system!

I love it.

Tim Kovar
Kovar's Karate Centers
www.Kovar.com
One of the Largest Schools in the World
EFC Hall of Fame and, Board of Directors
Tkovar@kovar.com

"This is the most comprehensive treatment of these issues that
I have ever seen for the martial arts industry. I give this my

Highest recommendation I hope that all of our clients will read
It thoroughly.

Steve has become our official consultant on all things internet
He is a bonafide expert in this new field and, gives incredible
Value in explaining the details of marketing for your improved
Results."

John Cokinos
President
Educational Funding Company
EFCJohn@aol.com

I want to congratulate you on writing a very fine piece of
literature that I think will greatly help the martial arts
community, as well as other small businesses that might use
it...Currently I am working with a computer group from the
University of Delaware to set up our long and overdue website...
Man, does your book ever come in handy! Every page is useful and
filled with the 'do's and don'ts' that make this project a lot
easier...Thank you so much!

I've known you had a high interest in technology and how
it can be applied to our industry; but, I never knew you could
produce a book that was in a format so easy to read, grasp and
put into action...From the start to the finish it is so easy to
follow that a novice techno person right on thru to the
'web savvy Internet martial arts geek' will find the pages
filled with the steps that will save a lot of time, mistakes,
and money...and you know I like that, Steve.

I will recommend this book to anyone interested in gaining a
competitive advantage using computer technology...I commend you
for your expertise, experience, and abilities to communicate what
often appears like an incomprehensible task into and easy one of
helping everyone find the Internet and computers to be our friends
and helpful companions as we enter the future together.

Jim Clapp
American Karate Studios
Newark, Delaware
EFC Board of Directors
HJClapp@aol.com

Wow! Steve Oliver's knowledge on using the internet is totally
comprehensive. Steve's material is a must for any serious martial
arts business person. It includes great ideas for both direct
mail & in house promotions.

Kathy Faust
EFC Advisory Board

senseikf@juno.com

Gee I don't know how you're able to study and come up with this much great material! I was just AMAZED at the content and the exciting ideas in this system it's Really given me some great ideas every school owner must have it now.

What I really like is anything that I want to run with and implement immediately you give me ALL of the tools, all the steps and, even the Click through links to web sites, authors, software tools, etc. that I need to Get up an running right away. This really is the most comprehensive yet easily readable material that I've ever seen.

Joyce Santamaria
Empire State Karate

Stephen Oliver's
Extraordinary Marketing Program
2555 East Jamison Avenue
Littleton, CO 80122
StephenOliver@extraordinarymarketing.com

<http://www.ExtraordinaryMarketing.com>

In the United States: 1-888-502-1555 Toll Free
303-795-7191 Fax Orders
303-740-2291 Direct Line.

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January 2001.

Here is your 6th Lesson from Extraordinary Marketing.

Very Important Considerations Before putting up a Web Site or, Things that no one thinks about and, should!

Before you do ANYTHING
(and, that includes listen to that VERY enthusiastic
technically minded student who's volunteering to do everything FREE) ask yourself these questions:

1. Why do I need a web site?
2. What do I want it to accomplish?
3. Who am I designing the site for?
4. and, How many sites or, entry points do I need?
(more about this later.)

Your first internet strategy probably shouldn't include a web site
at all. You know what you should do first? Bar none?
Forget everything else? The most I really mean it
The most important internet strategy?

Here it is

Are you ready?

I'm REALLY serious here.

Step 1:

Collect EVERYONE's Email address.

Collect the email address for EVERY student.

Collect the email address for EVERY prospect.

Collect the email address for EVERY lead.

What you say that's not COOL.

There's no animation no bio and pic of "your's truly" and,
no cool myname@myname.com email address what gives?

Remember our friend Stephen Covey?

He talks about being proactive not reactive.

Remember that? Well Email is Proactive.

Guess what you can decide WHEN and HOW to communicate with them.

Step 2.

Figure out your strategy for using Email effectively.

What can you do?

1. Send all your students your weekly or daily newsletter;
2. Send all your students your lesson of the week;
3. Send all your students calendars, schedules, dates of closure, schedule changes, special announcements;
4. Sell your students video tapes, nutritional supplements, etc
5. Follow-up with a series of sales letters automatically to every lead or prospect;
6. Answer student and parent questions easily (it's called asynchronous communication on your schedule not theirs.)

Step 3.

Start thinking about your web site.

What do you want to accomplish?

1. Sell prospects for your children's classes and make appointments;
2. Sell prospects for adult programs and make appointments;
3. Sell prospects for Kickboxing, Yoga, Tai Chi, or, some other program;
4. Put you school newsletter on-line;
5. Put curriculum resources on-line:
 1. Test requirements'
 2. Qualification Code;
 3. Intent to Promote
 4. Test Form;
 5. Written Tests;
 6. Video of Each Form;
 7. Audio of your Lesson of the Week;
 8. Pad & Equipment Requirements and on-line ordering.
6. Sell Curriculum Video Tapes
7. Sell Your Book

8. Sell Audio Tapes
9. Give information about your after-school program with on-line registration
10. Give information about your summer camp with on-line registration

And, the list goes on.

Sit Down and Really Think About Your Objectives:

What do you want to accomplish?

Why?

Is it worth the Effort?

Who do you want to target?

What information do you want them to have access to?

What shouldn't they have access to?

I hope this has been helpful.

"Outstanding" No other words can describe how this will impact our martial arts industry. It has the ups the downs the in's and the outs of how to expand your school in all areas. Where else can you find a more comprehensive, easy to apply method. The internet is a gold mine and easy to use, once you get your hands on this. Thank you for your continued contribution to the growth of the Martial Arts industry. "My hats off to you"

Herman Ocasio
EFC Advisory Board member

For more information go to <http://www.ExtraOrdinaryMarketing.com>

Thank you.

Stephen Oliver, MBA
StephenOliver@extraordinarymarketing.com

P.S. I little background - why am I qualified to share this information? If you are interested read on:

A Little Background:

Maybe I was just born under a lucky star
but when it comes to running a professional martial arts school
I was born with the proverbial "Silver Spoon."

While attended college at Georgetown University I was a
head instructor and branch manager for worked
The Jhoon Rhee Institute, in Washington, D.C.

At the time the Jhoon Rhee Institute was the #1 martial
arts business organization in the world. I sat through hours
and hours of training sessions and meetings with a few notable
figures in the martial arts industry:

- * Jhoon Rhee (father of American Tae Kwon Do,)
- * Nick Cokinon (Then President of the Jhoon Rhee Institute,
now chairman and owner of Educational Funding Company,)
- * Jeff Smith (the DCBomber
first World Light Heavy Weight Kickboxing Champion and
one of the top school owner's in the United States,)
- * Ned Muffley (then General Manager for the Jhoon Rhee Institute and
now General Manager for Educational Funding Company)

and many other's.

When I graduated from Georgetown I decided against moving on
to big corporate America and, put pursuing an MBA on hold.

I put together A very extensive business plan with the help of
Nick Cokinon and Ned Muffly Spent 12 months studying direct
marketing at the Library of Congress.

Read everything that I could get my hands
on about advertising specifically direct mail and copywriting.
I also spend several months at the Federal Trade Commission where
I had an opportunity to read the sales manuals and management
training materials for every major health spa chain in the United
.

In a rather gutsy move I then moved across the country to Denver,
Colorado and with \$10,000 opened 5 schools in 18 months and grew
to over 1,500 active students and over a \$1,000,000 in revenue
by 1985.

Over the year's I've continued to develop my schools and experiment
with a huge number approaches.

In 1989 I decided to extend my management knowledge base and
went back to school for a Master's Degree in Business Administration
(ie. MBA) with a primary focus marketing.

At the same time I began promoting the Mile High Karate Classic
which for 10 years was a very successful and highly rated NASKA
world tour event.

Over the past 18 years I've been honored to serve on Educational Funding Company's Board of Directors (as a founding member,) to be honored as the #1 Multi School Operator in North America, and to be Inducted into the EFC Hall of Fame.

During these many year's I've had the privilege of meeting and working with just about every successful business person, teacher, and school owner in the martial arts industry.

These industry leader's have taught me much and, I believe often consider me a mentor and leader in the business of martial arts school operations.

During these years I've had many huge successes.

What I consider by greatest strength is a willingness to continue to take risks and try new approaches to all of the challenges of school operation.

In the past 3 years I decided to pursue what I think of as an informal Ph.D. in Internet Marketing.

I've traveled around North America and spent way over \$100,000 on a variety of internet training seminars and programs ; and, have developed several internet companies many totally unrelated to martial arts.

Over the years I've worked closely with just about every leader in our industry ... this includes Nick Cokinos, Jeff Smith, John Graden, Andrew Wood, Greg Silva, Will Maier, Larry Carnahan, Joe Corley, Tim and Dave Kovar, Steve LaVallee, Keith Hafner, Chuck Norris, Bob Wall, Grand Master Jhoon Rhee, John Chung, Charlie Lee, Dennis Brown, Mike McCoy and Mike Sawyer, Jim Mather and many others too numerous to name....

Unlike many of the leaders in the industry selling you their ideas -- I continue to run a chain of schools in Denver with over 1,000 actively attending students, lecture around North America on School operations and, continue to expand my knowledge of all details of running a successful martial arts business.

a message from ExtraOrdinary Marketing.

A close friend of mine just published his first book.

His name is Keith Hafner - he's one of the most successful martial arts school operators ANYWHERE. And, his new book is just terrific.

I've got to tell you products such as his - sold either directly through an affiliate link (coming soon - I'm told) through an AMAZON affiliate link (available now) or, physically at your school is a wonderful source of additional revenue.

The following is an excerpt from his student newsletter (remember

we talked about - building your list? He's done a marvelous job of that already.)

Note also - that he is working to build affiliate income through another excellent program: www.HealthandWellnessDirect.com.

Both of these programs - are internet marketing applications that I have been providing formal & informal consulting on - I highly recommend that you BUILD your student list - then endorse HIGH QUALITY - related products to them.

None are better than Keith Hafner's Building Rock Solid Kids program or the www.HealthandWellnessDirect.com or www.MaxWeightLoss.com programs.

"How to Build Rock Solid Kids" update:

Here is what educators are saying about "How to Build Rock Solid Kids":

"Rock Solid Kids" is the ultimate "self-help" book! It reminds us that we have all the tools we need to raise happy, healthy kids right at our own fingertips. Self-Control, Respect, Honesty – the ideas in the book are so familiar, yet so many people have lost sight of them. So many people also seem to throw up their hands in frustration and lament, because they feel that they can't do anything to stop the movement away from these core values.

What I like most about your book is that it provides the means for us to do something! "Rock Solid Kids" helps us remember the basic concepts, but more importantly, it gives very specific suggestions on how to apply these ideas. This is an interactive book that gives direction for real action. Your charts at the end of each chapter are an incredibly effective way to encourage your reader to get involved. The charts also enable the reader to see his/her progress – and what a good feeling it is to see our own success.

Something else I like about your book is potential benefit to both the kids AND the adults. The obvious benefit to parents will be happier, healthier kids in their household, and later, the satisfaction of seeing them grow into "happy, healthy, and confident adults." But your readers also have an opportunity to experience their own extensive personal growth. In all their hard work to be the teachers and role models exhibiting these core values, they are strengthening their own skills and working on improving their own lives. It is in this way that the book is more than a guide on "How to Build Rock Solid Kids"; it is also a guide for your adult readers to regain "Rock Solid" values. Perhaps you should consider marketing it to non-parents as well! This book has the power to help people change their lives!

Professor Ellen Lynch, Eastern Michigan University School of Business

"As an educator, I have found "How to Build Rock Solid Kids" a good 'how to' for parents and teachers. I found the text an easy read – and to the point. I especially liked your common sense approach to child development techniques. It is a must read for anyone that is put in a position of child counseling..." David Deaton, Hendersonville, TN

"Such an important book! I like the common language and straight-forward approach. It is a practical how-to book that should benefit any parent that picks it up, reads it, and applies it. I know I have already benefited...and so has Emma! Cheryl Byrne, Phd., President, Gatepower Business Communications

"Every now and then a book comes along which combines wisdom, common sense, and a touch of genius. Master Hafner has journalized 20 years experience working with children into this 'must read' book for all parents. Get it!" Nick Cokinos, founder and CEO of Educational Funding Company.

"Congratulations! Your concise format will be well received in this busy world. Its straight forward, no nonsense approach offers parents a good 'rule of thumb' or map to guide. The clear journal keeping format provides step by step progression as well as an opportunity to review what has or has not worked. You have offered words of wisdom and support to families. This book is a valuable tool to strengthen minds and bodies." Angela Robben, parent, Principal of Allen Creek School, Ann Arbor, MI

"As an educator and parent, I found "How to Build Rock Solid Kids" to be an invaluable guide to parenting and teaching. It is a "toolbox" for building strong, self-confident, and competent kids!" Brie Stosick, educator, parent, Ann Arbor, MI

"Having an action plan to meet our parental goals of guiding and leading the development of our children to a productive life is crucial. Keith Hafner presents this action plan." Jim Harkema, former football coach, Eastern Michigan University

*****3

Dear Friends,

I get questions regarding personal success all the time. "Master Hafner, what were your influences? What did you study?"

That's easy. I can identify three "tools" that were instrumental in my own personal development. I also know that these 3 tools have been used by countless others – both in and out of the Martial Arts – to rise to new levels of personal success. Links for these and other suggested books are available at <http://www.karateisgoodforyou.com/books.htm>

Tool #1: SEE YOU AT THE TOP by Zig Ziglar an audio cassette series:

In my mid twenties, hungry for success, I got a hold of this after seeing Zig speak at a seminar. My head nearly exploded when I first heard this information! It had everything I was looking for: goal setting strategies, ways to develop your self-confidence, how to get along more effectively with other people, how to break thru barriers. All delivered in the charming, easy to understand speaking style of Zig Ziglar. Filled with stories and examples. My first personal development book!

Tool #2: RAISING POSITIVE KIDS IN A NEGATIVE WORLD by Zig Ziglar, an audio cassette series: What did Mrs. Hafner and I know about raising kids? Not much...until we emersed ourselves in Zig's strategies for raising, teaching, coaching, disciplining, and ENJOYING kids – of all ages. "Raising Positive Kids in a Negative World" influenced me, big time, in 3 ways: #1. How Renee and I raised Jason and Ian #2. In developing the "Keith Hafner's Karate" teaching style #3. In the writing of my book, "How to Build Rock Solid Kids." A MUST for anybody with kids, newborn to college!

Tool #3: COURTSHIP AFTER MARRIAGE, also by Zig Ziglar, hardcover: You learn lots of stuff when you are growing up. But when do you learn how to be successful in a marriage? How to raise positive kids (see above)? This is a wonderful book. It was so important to Renee and I, as a young married couple, to get a hold of this information (I confess, I needed it more than she did!). We embraced these principles early in our marriage...filling our relationship with fun, intimacy, and excitement (by the way, we celebrate our 25th wedding anniversary this summer!). Renee says: "Get this book!"

Friends, these are the big ones. I do, however, have a huge list of things that I used – and you can use, too – to climb to higher and higher levels of success.

I'll be bringing some other awesome "tools" to your attention soon!

Your friend,

Master H

Dealing with "Popularity Issues" taken from the "How to Build Rock Solid Kids" Newsletter

A popular person is one who is liked by many people. It's nice to be popular...but the pursuit of popularity can lead to trouble!

Heather says, "I want to be popular no matter what. I'll do whatever it takes!"

Monica says, "I'd like to be popular, of course...but not at any price. I insist on being myself!"

As parents, the thought expressed by "Heather" is bound to make us uneasy. Monica, of course, expresses a healthier

perspective.

When popularity becomes TOO important to your child, problems arise.

* Sometimes children will do things they know they shouldn't do...because they are afraid of losing popularity. They may "cave in" to peer pressure.

* Other times, children will feel that they aren't popular with the "right" crowd. They don't appreciate their current friends.

* Some kids believe that popularity is based on having the "right" clothes, or participating in the "right" activities. They lose their identity by following the crowd.

When these types of popularity are attained, they are shallow and short lasting. They last only until the next "popularity test" comes up.

Teach your child to be a person who does the right thing...no matter what others people think; and that loyalty, integrity, and kindness will lead to genuine popularity!

Teach them to treat all others, regardless of social status, with respect and courtesy.

Remind them not be tricked into doing things they know are wrong, in order to gain popularity.

Above all, continually teach them about the value and the importance of your relationship to each other within your family. Teach them about your family history, and your family heritage.

A young person who has a strong sense of family pride won't succumb to the pressure to be TOO popular.

Popularity will come to your child when people recognize her as a person with integrity!

Want some more good "parenting stuff?" from the "Rock Solid Kids" Newsletter? Go to

Subscribe to Keith's Newsletter now:

www.karateisgoodforyou.com/rsknews01.htm

Training Tip from the Masters: Work on improving one thing at a time. If you need to correct your stances, adjust your shoulder position, and apply more power...choose just one of these areas, and concentrate on it for a couple of weeks. Too often, students focus on several changes at once. Very little improvement takes place when you do this.

Improvements in technique are made gradually, usually over a period of weeks. Focus on one correction for a couple of weeks – then move on to the next area!

Being around kids so much, I always have concerns about the nutrition that our Pee Wee's receive on a daily basis.

I'd like to recommend that you visit the following site and try out the "Tiger-Vites" for the best supplementation for 4 to 10 year olds.

www.HealthandWellnessDirect.com/childrens_nutrition.html

I feel that these are the highest quality kids vitamin supplements on the market!

For ADULTS and PRE-TEEN and Teenagers who can swallow vitamins:

www.HealthandWellnessDirect.com/neutraceutical_foundation.html.

I have been taking these products for quite a while - and, have never found a supplement that was of higher quality - or, more appropriate dosages.

Great stuff eh!

Anyway - might site is just about ready to GO!

Visit <http://www.ExtraordinaryMarketing.com> and review and I hope purchase ;>) my new Extraordinary Marketing program - you WILL NOT be disappointed - I guarantee it!.

Stephen Oliver.
Extraordinary Marketing

StephenOliver@ExtraordinaryMarketing.com

If you like our content - feel free to share it with a friend - pass this email on to your friends and associates!.

Dear School Owner.

We are all always looking for ways to accomplish two things:

1. Add more perceived (and real) value for our students - this enhances retention, revenue, and word of mouth referrals - but just between you and I - The reason that I continue to run karate schools - with so many other income opportunities around - is the contribution that I know that I am making to our families.

2. We are always looking for a way to enhance our revenues.

I have forwarded on to you a wonderful newsletter. I have forwarded this newsletter (unedited and unchanged) to my students - suggesting that they subscribe to this wonderful free resouces (perceived value added step 1 + real contribution - this REALLY is good material!)

Next, I plan to buy lots of copies of this book to use as my lesson of the week - one chapter a week - for the year- I'm going to buy one foreach family (at wholesale - of course) and teach along with it for the year.

Finally, I intend to both - set up as an affiliate (either through AMAZON or directly with Keith Hafner) to sell it through my web sites and my emails to my clientele. And, intend to stock it in my school to sell directly to my students - with my highest recommendation.

In my Extraordinary Marketing Program - I discuss ways to use affiliate programs to enhance your revenue - both to receive traffic and to drive traffic. This is a NATURAL Fit with any children's martial arts program!.

Take a look and see what you think!

=====

The "How to Build Rock Solid Kids" Newsletter!
Volume One, Newsletter One

=====

YOU ARE RECEIVING this free newsletter on parenting skills because you are on the "How to Build Rock Solid Kids" opt-in mailing list.

PLEASE RECOMMEND THIS NEWSLETTER to anyone you know that is interested in raising Happy, Healthy, Confident Kids!

Just click on "Forward" in your email program.

The "How to Build Rock Solid Kids" Newsletter is published by Karate Master Keith Hafner. Issues will arrive on the first and third Monday of each month.

For more information: www.RockSolidKids.com/news. To subscribe or unsubscribe, and for Privacy Statement, scroll to end.

=====

Dear Stephen Oliver --

Welcome to the "How to Build Rock Solid Kids" Newsletter. I applaud your initiative in taking advantage of this free subscription!

After all, our kids really are our most important "asset," aren't they? And - I'm sure you will agree - it's really a tough world out there for kids. They are faced with challenges each and every day that were unheard

of, just a generation ago.

And, yet, I see lots and lots of kids who grow up with healthy self-esteem; good values; and the courage and discipline that it takes to reach their goals.

Of course, the question is - why are those kids well equipped "for the journey," while others get left behind?

That part is easy. Those "rock solid kids" were taught those skills by their parents.

The hard part, certainly, is actually doing the skill building. Like most parents, you are very busy, each day. And - nobody ever did give you that "owners manual" for your kids when they were born.

That's where the "How to Build Rock Solid Kids" Newsletter comes in. Each issue will be packed with "rock solid" information. Stuff that you can read, and immediately put to work in teaching your children.

What I would ask of you, right up front, is that you begin to see this "work" as an exciting project...an adventure with huge payoff at the end: happy, healthy, confident kids.

And yes, it does take a lot of work to "build" a kid with high self-esteem. But consider for a moment the huge measure of unhappy work that is required to raise a child with low self-esteem, unclear values, and no self-discipline!

So, let's roll up our sleeves and get busy! And thanks again for subscribing!

Your friend,

Keith Hafner

=====

The 5 Skills of Listening!

It's frustrating when our children don't seem to listen, isn't it?

And when they don't pay attention to what you are saying in the home, you have to wonder how much they are missing at school!

In 20+ years of teaching Martial Arts in our community, we've developed a 5 step approach to develop the skill of listening. You can easily teach these 5 steps to your child!

- The Listening Posture. Teach your child that when it's time to listen, they must sit or stand straight up. Shoulders back. Lift the chest a little. Chin high. This alone can double listening retention!
- Direct Eye Contact is Essential. Insist on it. Your child will then be able to focus on the words being said.

- Repeat the Message Back to the Speaker, When Possible. For example, a child might say, "So Mom, you'd like me to clean up my room and feed the cat before I play on the computer?" This lets the speaker know your child has understood!
- Ask Questions! Coach your children to ask respectful questions. This shows they are paying attention, and care about what the other person is saying!
- Look For More Information. Especially with older children, train them to ask themselves, "How does this person feel about what they are saying?" Are they angry? Bored? Interested? Concerned?

My friends, even young children can be taught these steps. Begin by reading the steps to them, and then practicing each skill!

When you observe your child losing focus, just the simple reminder, "Remember...listening skills!" will re-focus them.

And, of course, watch like a hawk for situations when your child does listen effectively. Catch them doing it right, and follow up with a huge dose of appreciation, like, "Honey, I was so proud of you for listening to what I was saying!"

If you have questions about the 5 Skills of Listening, just e-mail me at khafner@provide.net

I'd be happy to help!

Your Friend,

Keith H

=====

A father was reading Bible stories to his young son. He read, "the man named Lot was warned to take his wife and flee out of the city, but his wife looked back and was turned to salt."

His little son asked, "Well, what happened to the flea?"

=====

The Adventurer's Creed

My life is an adventure, and I relish every exciting moment of it...My life is a temporary gift; I will use it to the fullest and relinquish it with great sorrow...I am a unique, irreplaceable, priceless work of God, and since I am like no other, I will not be bound by the chains of conformity. Just as I cherish the right to live my life as an adventure, I will admire the right of others to do unconventional, adventurous things...My body needs sleep, but I enjoy each day so much that I surrender myself to it reluctantly and awake each morning refreshed and eager for new adventures...Because I recognize life is a temporary gift, I treasure time and organize it and manage it to the best of my ability...Because an adventure is that joyful experience that happens on the way to a destination, I will always have a purposeful direction for my life. But

I will always attach more importance to the journey than to the end.

=====

"Always do right. This will gratify some people, and astonish the rest."
Mark Twain

=====

In Brooklyn, New York, Chush is a school that caters to learning disabled children. Some children remain in Chush for their entire school career, while others can be mainstreamed into conventional schools. At a Chush fundraising dinner, the father of a Chush child delivered a speech that would never be forgotten by all who attended.

After extolling the school and its dedicated staff, he cried out, "Where is the perfection in my son Shaya? Everything God does is done with perfection. But my child cannot understand things as other children do. My child cannot remember facts and figures as other children do.

Where is God's perfection?"

The audience was shocked by the question, pained by the father's anguish, and stilled by the piercing query. "I believe," the father answered, "that when God brings a child like this into the world, the perfection that he seeks is in the way people react to this child."

He then told the following story about his son Shaya: One afternoon Shaya and his father walked past a park where some boys Shaya knew were playing baseball. Shaya asked, "Do you think they will let me play?"

Shaya's father knew that his son was not at all athletic and that most boys would not want him on their team. But Shaya's father understood that if his son was chosen to play it would give him a comfortable sense of belonging. Shaya's father approached one of the boys in the field and asked if Shaya could play.

The boy looked around for guidance from his teammates. Getting none, he took matters into his own hands and said "We are losing by six runs and the game is in the eighth inning. I guess he can be on our team and we'll try to put him up to bat in the ninth inning."

Shaya's father was ecstatic as Shaya smiled broadly.

Shaya was told to put on a glove and go out to play short center field. In the bottom of the eighth inning, Shaya's team scored a few runs but was still behind by three. In the bottom of the ninth inning, Shaya's team scored again and now with two outs and the bases loaded with the potential winning run on base, Shaya was scheduled to be up. Would the team actually let Shaya bat at this juncture and give away their chance to win the game?

Surprisingly, Shaya was given the bat. Everyone knew that it was all but impossible because Shaya didn't even know how to hold the bat properly, let alone hit with it.

However as Shaya stepped up to the plate, the pitcher moved a few steps to lob the ball in softly so Shaya should at least be able to make contact.

The first pitch came in and Shaya swung clumsily and missed. One of Shaya's teammates came up to Shaya and together they held the bat and faced the pitcher waiting for the next pitch. The pitcher again took a few steps forward to toss the ball softly toward Shaya.

As the pitch came in, Shaya and his teammate swung at the bat and together they hit a slow ground ball to the pitcher. The pitcher picked up the soft grounder and could easily have thrown the ball to the first baseman.

Shaya would have been out and that would have ended the game. Instead, the pitcher took the ball and threw it on a high arc to right field, far beyond reach of the first baseman. Everyone started yelling, "Shaya, run to first! Run to first!"

Never in his life had Shaya run to first. He scampered down the baseline, wide-eyed and startled. By the time he reached first base, the right fielder had the ball. He could have thrown the ball to the second baseman who would tag out Shaya, who was still running.

But the right fielder understood what the pitcher's intentions were, so he threw the ball high and far over the third baseman's head. Everyone yelled, "Run to second, run to second."

Shaya ran toward second base as the runners ahead of him deliriously circled the bases toward home.

As Shaya reached second base, the opposing short stop ran to him, turned him in the direction of third base and shouted, "Run to third."

As Shaya rounded third, the boys from both teams ran behind him screaming, "Shaya, run for home."

Shaya ran home, stepped on home plate, and all 18 boys lifted him on their shoulders and made him the hero, as he had just hit a "grand slam" and won the game for his team.

"That day," said the father softly with tears now rolling down his face, "those 18 boys reached their level of God's perfection."

=====

Thanks to all of you who subscribe to the "How to Build Rock Solid Kids" Newsletter and pass it on to interested friends and relatives!

=====

99 Ways to Say "Very Good"
SUPER GOOD! Couldn't have done it better myself. You've got it made .
You are a joy. SUPER! One more time and you'll have it. That's RIGHT!
You really make my job fun. That's good. That's the right way to do it.
You're really working hard today. You're getting better every day. You are
very good at that. You did it that time! That's coming along nicely. You're
on the right track now. GOOD WORK! Nice going. That's very much better!

You haven't missed a thing. I'm happy to see you working like that. WOW!
Exactly right. That's the way! I'm proud of the way you worked today. Keep
up the good work. You are doing that much better today. TERRIFIC! You've
just about got it. Nothing can stop you now. That's the best you have ever
done. That's the way to do it. You're doing a good job! SENSATIONAL!
THAT'S IT! You've got your brain in gear. Now you've got it figured out.
That's better. That's quite an improvement. That was first class work.
GREAT! EXCELLENT! I knew you could do it. That's the best ever.
Congratulations! You've just about mastered that. You're making real
progress. PERFECT! Keep working on it, you're improving. That's better
than ever. Now you have it! Much better! You are learning fast.
WONDERFUL! EXTRAORDINARY! You must have been practicing! You
did that very well. Keep it up! FINE! Congratulations - You did it! Nice
going. You did a lot of work today. You're really going to town.
Well, look at you go! OUTSTANDING! I'm very proud of you. FANTASTIC!
MARVELOUS! TREMENDOUS! I like that. That's how to handle that! Way
to go! Now that's what I call a fine job. Now you have the hang of it. That's
great. You're doing fine. Right on! Good thinking. You're really improving.
You are really learning a lot. You're doing beautifully. Good going. Superb!
I've never seen anyone do it better. Good remembering! You've got
that down pat. It's such a pleasure to work with you! You certainly did well
today!

by Mamie McCollough, the "I Can" Lady

=====

Keith Hafner is hard at work on his next project "How to Build Rock Solid
Marriages," and taking his self-esteem building message to both parents
and children through seminars and school presentations!

=====

PLEASE RECOMMEND THIS NEWSLETTER to anyone you know who is
interested in raising Happy, Healthy, Confident Kids!

Just click on "Forward" in your email program.

To subscribe to this newsletter: <http://www.rocksolidkids.com/news/>

Thank You.

Brought to You by - Stephen Oliver - Extraordinary Marketing.

<http://www.ExtraordinaryMarketing.com>

To buy the Extraordinary Marketing Program - Visit my site today.

As I'm taking to you today - I'm in Geneva Switzerland along with
Jeff Smith, Bill Wallace - and a huge number of European martial
arts competitors.

Such is one beauty of the internet as a marketing tool for your school.

At the same time you get this message - my students in Denver,
Colorado will be getting several messages - some written weeks
or months ago - some written here at the Cyber Cafe in

beautiful Geneva.

Well my Extraordinary Marketing program has had a HUGE response.

Everyone who has seen it has just loved it - and, many are already implementing these easy yet POWERFUL ideas to jump start their results in their martial arts school.

It's gotten rave reviews from Nick Cokinos, Tom Callos, Andrew Woods, John Graden, Jeff Smith, Joe Corley, Will Maier, Keith Hafner, Tim Kovar, Joyce Santamaria, Dennis Brown, Greg Tearney, Herman Ocasio, Kathy Faust, Ned Muffley, David Deaton, Jonathan Mizel, and MANY, MANY other industry leaders.

Keith Hafner implemented just one idea from the program and saved \$2,000 per month - immediately.

Won't you join them?

To celebrate my trip and to give you a REALLY Outrageous incentive - while I'm in Europe I will throw in several great bonuses that really go above and beyond.

I've obtained the complete rights to two magnificent programs that teach you how to write effective advertisements, high response direct mail, and powerful email "auto responder" messages.

Also, two of my closest friends have agreed to give you FREE materials if you order now.

If you order the Extraordinary Marketing System this week you will receive additionally - FREE of Charge:

1. "The Magnetic Sales Letters" program. With over 500 pages of tremendous Ad writing information and secrets to effective direct mail and direct response advertising.
2. "Autoresponder Majic" Over 500 pages of excellent information on writing effective EMAIL marketing campaign messages.
3. A FREE Instructor Training Video Tape from the Kovar Training series -- with any order.
4. Keith Hafner's Just published masterpiece - "Raising Rock Solid Kids"

When you go to the web site - you will notice a huge amount of material that is offered - and will notice that none of the above materials are mentioned at all. These are exclusively FREE bonuses for ordering within the next 72 hours!.

Over 1,000 pages of GREAT material free and a FIRST LOOK at Keith Hafners GREAT Parenting book!.

Order today at <http://www.ExtraordinaryMarketing.com>

Thank you for your interest!

Stephen Oliver, MBA
6th Degree Black Belt

P.S. Visit the web site today. In addition to everything listed above you will also receive free programs from Seth Godin, Jay Abraham, John Kennedy, Claude Hopkins and other Marketing Masters.

I hope you enjoy this brief excerpt from the "Everything I Wish I Knew When I Was 22" section of the Extraordinary Marketing Program.

Wealth vs. Lifestyle

Let us start with a few basic definitions:

Revenue or Gross Revenue:

How much total cash comes through your business on a monthly, quarterly, or yearly basis.

Income or Net Income: How much you have available to you personally after ALL of the regular business expenses have been paid.

Wealth:

How much in REAL assets you have accumulated. this includes:

Equity in Real Estate; Stocks and Bonds, Cash on Hand
And, other truly valuable assets.

Lifestyle: The quality of your life now. This includes factors such as leisure time, travel, where you live, the quality of the furnishings, what you drive, how much real enjoyment do you get out of life.

Now let's talk about reality.

School owners love to brag about 3 things:

Number of students,

Size of their School, and their

GROSS revenue.

It is really interesting to watch. Get 10 school owners together and watch them talk about themselves - and, let the lying begin. Student active counts are the most exaggerated number of them all. But that being said - all of these numbers give you a small piece of the picture of their school and their business but really none of them individually are of much interest to me.

Example: I have on close friend. His claim to fame was 1,000 students. But guess what. He was grossing in the range of \$35,000 per month (scary huh?) and had a huge rent, payroll and other expense numbers. Many of these students as well were not really very solid - they just kind of came when they pleased and got rolled into the active count for show. My friend worked 8 am - 10 pm daily, weekends, and had a huge renewal and retail push on Thanksgiving day.

Example #2. Another friend told me he had 450 active. Most were kickboxing students on punch-cards. They attended sporadically - and as long as they came in at least monthly they were considered an active student. He grossed about \$7,500 per month in an 8,000 square foot facility.

Example #3. I walked into a very small school - owned by an acquaintance. Asked what the active count was - he said they had enrolled 1,400. When I asked for clarification - that turned out to be the number of enrollments that the school had done in the 12 years it had been open. I asked how many ACTIVE students they have. The owner replied that they had 450 students on programs upon further questioning - I learned that that meant that anyone that had a program that had not expired (ie. I signed them to Black Belt 3 years ago - they paid in full - dropped out two months later - and, have 1 year to go before their program expires) counted. I then asked how many were actively attending - they had no idea!

Example #4 A very successful friend - with multiple schools - with several locations grossing \$35,000 to \$40,000 each and I compared financials. In 5 schools I grossed what he did in 3 - HOWEVER - my average rent was \$2,700 his \$6,500. My average school had 2 full-time employees and 2 part-time. His average school had 5 full-time employees. Well the bottom line was - well my bottom line was really good - he had to put \$45,000 into his operation to keep it operating smoothly.

Example #5. A friend runs a nice little - somewhat mundane operation. His gross is always OKAY - not spectacular - his school only enrolls about 8 new students per month and, his curriculum frankly boars me. However, he built his own building several years ago - and, started making double payments. He owns it outright now. Ie. No rent, no mortgage payment, and LOTS of equity. His nice little school runs at close to 50% net. Enough for a new Mercedes every couple of years - a few really nice vacations - and, he really likes \$300 shoes - so he buys them whenever he wants - and, be sure not to forget the net-worth he has built!

Never let impressive numbers - or, an impressive facility fool you. You know what I like to hear about?

1. What is the quality of your life-style?

Do you enjoy life - are you doing what you enjoy - and, do you take time for hobbies, travel, family and entertainment?
If you do not have time for these things because of your incredibly

long-hours - then really what good is the money? It is easy to get caught up in working and striving for more and more money - but really money is only good for two things:

FIRST, insuring that you can do and have the things you want RIGHT NOW; Are you able to afford those Toys that are important to you? Do you refrain from spending money on things that will not contribute substantially to the quality of your life. Do you have expensive STUFF to impress others - or, because you appreciate them personally?

SECOND, so that you can build security for your future - and, I do not necessarily just mean for your retirement.

What if your school has a down-turn (remember all kinds of unexpected things can happen) are you financially strong enough to weather the storm? What if one of your kids has unexpected medical expenses - or, if you have a medical emergency.

2. What is your NET Income?

How much money do you have left over from your business after EVERYONE ELSE gets paid? If your expenses are in line and your gross is adequate or excellent - you could have 15%, 25%, or maybe even 45% or 50% left over. Do \$30,000 per month - with \$15,000 left over and I will think you are incredible. Do \$180,000 per month with \$3,000 left over - well nothing personal - but who cares?.

3. How much Net Worth have you built- and, how much do you save?

Do you have equity in your home? Equity in the building that houses your school? How is your IRA, savings, and investments? Does your SCHWAB account grow every month - or, are you living week to week? Forget about the guy who boasts a huge student base - I want to be like a friend of mine who bought the building that houses his school - and, ended up owning the whole city block - with positive cash-flow from rental income and huge equity. Not very glamorous in the bragging rights pool at the next karate tournament or business convention - but hey he paid HIMSELF first!.

4. How much have you learned this week, month, year?

If you are constantly learning - you will always be about to recover from set-backs as well as capitalize on new opportunities.

STUFF: Your day to day life style expenses must really be determined by - what is really going to add enjoyment to your life - relative to the costs.

A personal example:

Many years ago - many friends and employees laughed at me (remember when they laugh it is your money not theirs.) Why did they laugh? Well once a year I would have a Christmas

party at my house - which is huge, beautiful, is in one of the most expensive neighborhoods in the Denver metro area, and has tremendous views overlooking the city. At the same time - on a day to day basis I drove an Audi 4000 which was at about 150,000 miles (and, I finally traded it when it failed the emissions inspection, got hail damage, and needed more repairs than it was worth.)

During this period - my house appreciated over \$300,000 and my car basically went from the \$20,000 I paid for it new to a value of \$0.

Often we are tempted to buy things based upon the image we hope to project to friends, neighbors, business associates and others. If you really want that expensive toy - because it enhances your enjoyment on a day by day basis then by all means - get it - enjoy it Just decide on a daily basis - not because of the image you hope to project or because of an attempt to impress your friends.

Remember about the only thing that you can buy for yourself - that has any real value after you buy it is your home.

Everything else - with very few exceptions - begins to depreciate - or really have minimal value right after you have spent the money.

Cars - NEVER buy one new. Guess what happens - the minute you drive it off the lot it loses at least 20 to 25% of the value. Want to have fun with your car - what is the difference between brand new - and, a 18 months old and 10,000 - 20,000 miles?

On a Jaguar I bought recently about \$20,000!

Furniture - just try selling that \$2,000 or \$3,000 sofa or table. Guess what - you might just be able to get 10% of what you paid.

Art & Jewelry - people fool themselves into thinking that these items have value. Certainly if you are a serious investor - buy at wholesale - and, have access to quality channels of resale then you might come out okay on some of these things.

Reality is almost any ring, watch, or painting you buy is going to immediately have close to zero value.

Electronics, computers, stereos, etc - Here again Buy what you will truly enjoy - plan on these items having no value once you have purchased them. When you start reviewing your assets and computing your net worth your real estate, stocks, bonds, and other assets have real investment value.

Home furnishings, art and jewelry - probably have only utilitarian value or sentimental value - once you have left the store.

Cars. They begin to depreciate the minute you drive off the lot.

Remember this when deciding on that new luxury car - or, whether to invest in a nicer home.

A book that should be required reading is for all martial arts school owners is The Millionaire Next Door.

This book teaches some great lessons in wealth accumulation.

Quick Read:

The Millionaire Next Door by Dr. Thomas Stanley
Financial Self Defense by Charles Givens

I invite you to visit <http://www.ExtraordinaryMarketing.com>
If you have not purchased the full program - do so today.

It includes many thousand's of dollars worth of great material!.

Thank you.

Stephen Oliver, MBA
Extraordinary Marketing

This has been a brief excerpt from the Extraordinary Marketing program
by Stephen Oliver. see: <http://www.extraordinarymarketing.com>

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Everything is Negotiable
Part III of
Everything I Wish I Knew When I Was 22
Part of the Extraordinary Marketing Program

Just assume that anything that you need to buy - that you are
paying a monthly payment on - or that you owe is negotiable.

Clearly some things are more difficult to negotiate than
others - but ultimately just about anything can be negotiated.

Example: Did you sign a five year or ten year lease when you
opened - perhaps with stars in your eyes it looked like the
greatest thing ever - suddenly a couple of years later the payment
begins to look like the national debt.

We'll start by taking a look at your situation from the other side
of the table.

Does your owner have a full center and a waiting list to get in at
20% more than you are paying? In that case it might be real easy
to sublet - or, just be excused from your lease so that the owner
can shift to a more substantial client with an even higher lease
payment. If you were in that landlord's place - you be in a
huge hurry to release a tenant at a lower rate - to be able to

release to a higher paying tenant and possibly even to a national credit tenant. Discuss the situation with the owner - or with a realtor. Look for alternative space that is either smaller - or that leases at a lower amount per foot - or both.

Sometimes it is also possible to move within the same center to a smaller space or to a less desirable space either way lowering your monthly outlay.

Or, Are you really about the only substantial tenant in a shopping center that looks like it is about to be condemned.

That is a perfect opportunity to renegotiate your lease. Why? Well what happens if you go out of business - or, just walk on the lease?

First the owner has to go looking for another tenant. If he already has vacancies - he has been doing that without a lot of luck already has he not? Once he finds a new tenant then he has to pay realtor a commission, possibly pay for tenant finish, maybe provide some free rent, and definitely wait another two to six months to start collecting rents until the new tenant opens.

You may have to be pretty tough in the negotiations in this case. Your owner may already be operating on a negative cash basis.

You really have to make sure he believes that you are either:

On the brink of insolvency. That without a break you will not stay in business much longer.

OR,

That you are ready to walk away from the lease and that you are really unconcerned about his possible legal remedies.

Both of these examples were obviously at the extreme but they give you the idea. If you want to pay your landlord \$500 less per month for three years that adds up to \$18,000. What is it going to cost him to release the space. Figure out the downtime, realtor fees, tenant finish, and free rent the owner will have to incur.

Also figure out what your real market rental should be - if you are paying over the market that is a negotiating point in your favor - but, is one reason the owner may fight to keep you in your lease rather than putting the space on the market.

As an aside: You are much better off in dealing with your lease if you are NOT Personally Signed on the lease and do not have a lot of assets in the corporation that runs your school - more on this later.

Another Example: Let us say you spent \$10,000 with your local television station, radio station, or newspaper.

The ads ran - and not too unusually the phones did not ring. Rather than the flood of calls you expected you get 4 calls and 2 enrollments.

Then the bill shows up.

What do you do?

Well you can do several things:

Just pay the bill - take your lumps and walk away;

Sit down with the ad rep, his supervisor, and anyone else you can in front of - explain your dilemma. Explain that \$25 per call would be great. \$50 per call okay - that maybe you could even live with \$100 per call. Offer to either pay your maximum - \$100 per call on what you have already run or Explain that you'd be happy if they kept running the commercials - they can even tweak the ad and the run times until you are up to 100 to 200 calls (walk them through what you will do to keep excellent track of the results.)

If they refuse the options above either:

Send them the check for \$100 per call - with an endorsement that spells out that with depositing the check the invoice amount is paid in full;

Or,

Put the bill in your drawer. Six or eight months later when their collections people call - explain the situation and offer to settle for the amount previously offered.

Example Number Three: The sales rep for your local newspaper shows up and practically guarantees that the ads in his/her newspaper will be the greatest thing ever for your business.

Explain to the sales rep that if what he explains turns out to be true then you will both be overjoyed - but ask what guarantee do you have? Explain that you are willing to pay \$50 per call - no more.

You may be able to negotiate one of several things:

First. To pay per inquiry rather than just buying space, or

Second, An agreement for make goods free of charge if the initial run does not get the needed response.

At the very least - you have established your negotiating position properly when the bill comes due.

I hope this has been valuable to you.

Stephen Oliver, MBA
Extraordinary Marketing

Extraordinary Marketing

"Insider's Secrets to Using the Internet to Market Your Martial Arts School"

By Stephen Oliver, MBA

Most of the martial arts sites (and other sites as well) that I see make Seven Classic Mistakes that they would likely never make in direct mail or other marketing:

Mistake 1.

They are an on-line brochure.
With no cover letter and no call to action.

Mistake 2

They try to be all things to all people and do not target their audience properly.

Mistake 3

They do not lead the prospect by the hand to the desired outcome. You want them to make an appointment to come and visit you. Short of that you want to have contact information so that you can continue the dialogue.

Mistake 4

They assume that if no appointment is made that prospects will return to the site. In most cases they will visit **ONLY ONCE**. Unless you've made an appointment or captured contact information you will in all likelihood never interact with them again.

You need to capture their Email address or phone number to be able to continue to contact the prospect.

Mistake 5

They have student resources.
Biographical information.
Detailed style information.
Curriculum requirements.
Newsletter content.

And, other information all presented to a prospective student.

This is confusing.

Once you confuse a prospect they are lost **FOREVER**.

Mistake 6

No way to take action.

Most sites I've seen don't let a prospect register online for anything. Let them register online for your introductory program.

Even if you have 2 or 3 times per week that are only for people who registered from the internet. Make this simple and evergreen. Ask them to fill out your registration form online, then call them back to confirm it and thank them also, you can have automatic email followup.

Actually give them a name, phone number, and hours of operation in case they want to call, an online registration form to take action right then and there, an email contact for more information, and, an email optin to receive additional information (possibly with a free bonus for registering.)

Mistake 7

Throwing all kinds of cool stuff just because it can be done. Make sure you only include what will lead your prospect to take action nothing more or less.

About The Author

Stephen Oliver,
MBA is owner of Stephen Oliver's Mile High Karate and retired promoter of the Mile High Karate Classic.

For more information look up his new site at
www.ExtraordinaryMarketing.com

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Insiders Secrets to Using the Internet to
Market Your Martial Arts School

Viral Marketing Student Referrals Turbocharged.

The great beauty of Email is that it has the ability to rapidly be passed along.

There are many examples of viral distribution throughout the internet. From the whimsical the dancing baby JPG for instance to serious business applications such as Hotmail and, more recently ICQ to fun services such as www.BlueMountain.com greeting cards.

There are many ways to create this type of viral distribution of your materials.

Some ideas include:

1. Including a Tell a Friend box on your web site.
2. Sending an Email letter to your students encouraging them to send it on to their friends.

3. Creating greeting cards that can be sent from your site and, brings the recipient back to your site.
4. An Applause section of your site for student recognition that you encourage them to announce to their friends (of course, do not forget to have a link to your prospective student page from that section.)

The objective is to create a fun and cool approach that helps get your students and other visitors to your web site to pass on the word.

For your students you create a painless and fun way to pass on the message about your program.

The main thing is to GET CREATIVE!

What would get your students and visitors engaged AND encourage them to pass along information to their friends and associates.

Examples:

www.absolute.com
www.bodyforlife.com
www.hotmail.com

About The Author:

Stephen Oliver, MBA
is owner of Stephen Oliver's Mile High Karate and
retired promoter of the Mile High Karate Classic.

For more information look up his new site at
www.ExtraordinaryMarketing.com

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The 10 Secrets of Leadership
From the Extraordinary Marketing Program.
by Stephen Oliver, MBA

((Special FREE offer at the bottom of this message))

There are many effective styles of leadership.

Probably as many different effective styles of leadership as
different personality types of employees as well as bosses.

That having been said I do believe that there are several secrets
to leadership in any organization:

1st. Vision.

You must have a clear and compelling VISION for the future of your

organization. I am not talking about benchmarked goals here.

I am not talking about a target gross or active count, but something much more powerful.

Your vision is a picture of where you want the organization to end up, of the big picture of how it should look in as much sensory rich detail as possible.

Leadership starts from within.

If you have a clear picture of where you want the organization to end up, then your conversation, actions, and goals will tend to fall in line with this vision and ultimately manifest itself.

2nd. Communication.

Having a clear vision of the future is valueless unless you become exceedingly effective at communicating that vision to others.

That does NOT mean that you have to be a gifted public speaker many great leaders (including Thomas Jefferson among others) were not gifted speakers.

You may communicate your vision through pictures, public speeches, written communications, or through ANY media, as long as your message gets through to the intended recipients in as compelling a way as possible.

3rd. Emotional Commitment.

You must lead people from their heart and not their head. Daily commitment comes from an emotional attachment to the leader, to the mission, to the vision or to the target feelings conveyed by your vision of the future.

All leadership is based upon the emotional commitment of the followers much more than an abstract intellectual understanding of goals and objectives.

4th. Values Based.

Although financial rewards help motivate or help maintain motivation. Ultimately people will get out of bed early and work late with the highest levels of intensity for contribution to others and contribution to the community.

If financial rewards are directly tied to personal contribution to others then motivation will remain high.

Long term motivation in any WIN/Lose environment is nearly impossible.

Be clear on your overriding values and, operate on a daily basis within those espoused values.

5th. Congruence.

Your words and actions must be congruent.

You cannot motivate people to contribute and encourage them to a higher purpose if ultimately your integrity is questionable.

Although we have all seen managers (and, certainly politicians) attain high levels with questionable integrity I maintain that longterm leadership must be based upon honesty and the highest integrity.

If your manager co-opts your help to cover up his extramarital affairs how much trust will you give him?

If your boss has a different persona in public than in private will you trust their communications with you to be sincere?

6th. Team orientation.

Someone said once you can accomplish anything if you do not who gets credit for it.

In the martial arts this attitude is exceptionally rare.

Many Master Instructors have really started to believe their own press and, to act as if anything good that happens to them was their idea.

GIVE Credit.

Involve the entire team.

Work as much as possible to accomplish new directions through consensus.

You are better as the leader to play a support role in many discussions and let the team members find the means to accomplish the ends in your vision.

7th. Results orientation.

Focus on results NOT process.

Create accountability from every team member and student for the end result not the activity. Many ideas are good if implemented effectively the greatest idea will fail if implemented poorly.

Allow people within limits to choose their own means to your agreed upon end. Manage based upon results not based upon activity.

8th. Goals.

Once all of the other pieces are in place have daily, weekly, monthly, quarterly, and yearly goals. Make sure that they are all congruent with your mission, values, and vision.

Peter Drucker once said: What Gets Measured Gets Done. Keep records and statistics on everything in your business but then boil your operation down into 2, 3 or 4 key numbers and then watch them like a hawk.

Graph them.

Post them in your office, at the reception desk, in the employee break room or, even on the front door of the school.

Nothing motivates action like a huge graph of your target active count in plain view look at your key numbers daily or even hourly to maintain focus.

Fire those who "suck the life" from your school
an, Excerpt from "Everything I Wish I Knew When I Was 22"
Part of the www.ExtraordinaryMarketing.com program.

I was listening to Tom Peters one day and he was talking about an accounting firm that took a rather radical approach to building their business - they fired the bottom 30% of their clients!

They sat down, took a look at their client roster, and evaluated them on the basis of several factors:

Is this someone that we enjoy working with - who adds value to our practice and who enhances our business?

Is this someone who pays on time and contributes at a level proportionate to the time they take to service.

I really hate to admit it - but I used this idea rather aggressively a few years back and gee - it really worked.

How did I go about this?

Well - I had a branch that had been doing extremely poorly. Things just really hadn't been run properly. Unfortunately my staff really enjoyed working out but didn't care much for marketing or even for paying attention to student retention.

When I personally took over the location there were major problems to say the least. Radical changes upset many (if you can say many with the tiny active count they had accrued) as usual the major problems come from the Black Belts, followed by the Brown Belts.

Maybe I was just in a bad mood - but I basically made radical changes and when senior students complained I nicely as possible explained that it was my way or the highway. That they should either adjust and be supportive or find some other place to be happy.

Sure enough I irritated or just plain fired about 24 people. Then guess what - the school got to be a lot more fun. The negative undercurrents disappeared.

And, the school went from 95 to 310 in about 12 months!.

The really loyal Black Belts chipped in and suddenly became strong leaders when space was made for them and the negative energy was erased.

I was speaking to a very well know industry leader several years ago - while holding a seminar for and teaching his staff and associates. He actually suggested that he wanted to eliminate the parent seating area in his school to "Keep the parents from sitting there bitching about things the entire class."

One way you could evaluate this comment is that there must be a really mediocre level of student service overall in that school, if the complaining parents was prevalent enough to actually consider eliminating the seating area.

However, I'd be the first to admit that no matter how good you are - there's always that bottom 5% who no matter what you do are going to be negative - and, a certain group for whom your philosophies and theirs just are never going to completely align.

You may be far better off to address the bitching/
moaning crowd head on whenever possible one on one,
never in groups:

Before you do really take an OBJECTIVE look at what's going on. You might find they are RIGHT. If you've dropped the ball on service with this family, generally been sloppy in your follow-through, or just haven't performed at your peak then by all means admit it, fix it, regain trust, and create a friend. Those who complain - if treated properly and paid attention to at the right time can become your most loyal students.

After following the above steps and really taking an objective look at things - there are parents and students that would be better off somewhere else.

Additionally, life is just too short to deal with some people. When you've decided to fire a student - nicely hit things head on.

Take all of the blame. Explain that you've obviously not met their families' expectations. You really don't want to continue to disappoint their family and are sure that there are other schools or other activities that they will enjoy considerably more than your school.

As a side note. After terminating several families - they ended up at the school of someone I just didn't like very well. You know what - it really was the best of all worlds to imagine him having to deal with all of the irritations that I had put up with for so long - sometime there's just not enough money in the world.....

Not to get too mercenary but the same concept applies

to your staff as well. Once you end up with a substantial number of people on your payroll - you'll start to notice an interesting phenomenon. Anytime that you and your senior people or senior person (or maybe it's you and your wife or husband) discuss your staff problems, needs, and concerns one or two people consume the vast majority of the conversations.

With 40 - 50 staff members I always found that our management team continually had problems with 3 to 5 people. They were the focal point of almost all of the problems. An adjunct to this is that I've found that as soon as you've started thinking about firing someone - it's probably already been too long.

It's important to be fair and not to act in such a way to make your staff insecure. However - consider two things:

Would your life improve if you terminated your bottom 2, 3, or 5 employees?

Do you have someone who has been a big problem - that you've avoided dealing with? It's easiest to NOT deal with a problem until it has grown and festered out of control. Address problem people head on.

Do you have someone working for you with a bad attitude?

Do you have someone who just drains your energy?

Nick Cokinos (Chairman of Educational Funding Company) has a great saying that applies here:

"I'd rather have a crisis than a sloppy situation"

Keep in mind that any sloppy situation becomes a crisis - sometimes an unrecoverable crisis on it's own schedule. Become pro-active. Hit problems head-on. And your life (and, income) will improve immeasurably.

I hope this has been valuable.

Stephen Oliver
Extraordinary Marketing

<http://www.ExtraordinaryMarketing.com>

To Receive a FREE Audio Tape on how to DOUBLE YOUR GROSS or,
For more information on Educational Funding Company see:

<http://www.efconline.com/Prospective/Prospective.asp>

Hiring from within

Everyone knows that you should "grow your own" staff and instructors but often we forget the lessons that are plainly obvious.

This is certainly a rule that can be broken from time to time but let me again remind you what you already know:

1. Martial artists as employees tend to be very "self-righteous:"
 - a. Doing anything just to make money "off the students" is bad and;
 - b. They never get paid enough and;
 - c. They don't want anything to do with sales or marketing - only teaching what they want to teach - to students they feel like teaching.
2. Unfortunately martial arts is very much like a "cult". Whoever "brainwashed" someone first about what the "True Way" is - often owns their heart and soul forever.
3. As a teacher - often you can do no wrong to a dedicated student.
4. As an employer - often you can do nothing right to a mediocre employee.

Take some of these tendencies and exacerbate them with non-home grown martial artists and you can easily triple your headaches and cut your results in half.

Remember a few obvious truths:

1. If someone failed once already running their own school - why should working for you be any different? Remember - business owners have LOTS of reasons to be much more self motivated than anyone's employee.

(If you take a school operator - and, have a position where they can just teach - if that is something they are really strong at - and, not have to market or sell then it might work.

But failed school operators usually make failed employees. I hate to admit that I've made this mistake a couple of times too many - just a slow learner on some things I guess.)

2. If someone holds allegiance to another instructor or style in their heart - then their true feelings will show in all student and staff interactions. Do you want students excited about the old (read real) instructor and their old (read true) style - or do you want your students excited about you and your school.

How do you grow your own?

This is a huge subject. Better covered in greater detail.

If you are really interested - rush out and buy the Kovar's Martial Arts Career Training Manual.

A Great 30 Page overview of the Kovar Manual is provided FREE with my Extraordinary Marketing Program.

<http://www.ExtraordinaryMarketing.com>

A few pointers:

1. Look for potential future employees in the introductory classes you teach.
2. Have GREAT retention. If no one gets to Black Belt - there aren't many Black Belts to hire.
3. Have a huge SWAT (assistant instructor) team and special leadership training classes.
4. Take promising candidates "under your wing" personally - and, guide them to:
 - a. increasing leadership;
 - b. accelerated progress;
 - c. a winning personal appearance;
 - d. escalating responsibility;
 - e. a vision of a career in the martial arts.
5. Have a goal oriented career path:
 - a. Master Club (or Black Belt Club;)
 - b. Assistant Instructor;
 - c. Instructor;
 - d. Head Instructor;
 - e. Program Director;
 - f. Branch Manager;
 - g. School Owner.
6. For teenagers:

Create a career prospect while paying comparable or

slightly better than their other opportunities.

7. For adults:
 - a. Consider hiring at early stages of their training for program director or receptionist roles;
 - b. Create a career vision that is exciting;
 - c. Don't transition volunteers into paid employees unless it is into full time salaried / incentives position.
 - d. Do keep the door open for them to open their own school with your help - when and if they want to and are ready.

Hope this has been helpful.

9th. Walk Your Talk.

I know this is redundant, but really, nothing demotivates employees or students like hypocrisy. Make a decision to live by your values and to really be who you say you are 24 hours per day 7 days per week.

10th. Fairness.

Ultimately everyone must benefit from success and must suffer from failure. In compensation reward people greatly for successes and, make sure they have consequences for failure. If you really delegate authority, focus on the team, and allow your staff responsibility then they must take 100% of the responsibility for their outcomes. Be supportive but not paternalistic.

If you never allow anyone to fail, you have never allowed them to achieve much either.

Suggesting Reading:

Leadership Secrets of the Rogue Warrior by Richard Marchinko

Leaders by Warren Bennis and Burt Nanus

Leadership When the Heat is On By Danny Cox and John Hoover

The Westpoint Way of Leadership By Col. Larry Donnithorne

You are invited to visit www.ExtraordinaryMarketing.com.

FREE OFFER - THIS WEEK:

If you purchase the program today - you will also receive ABSOLUTELY FREE OF CHARGE: MasterVision school management software program that has been developed over 10 years with over \$100,000 in developmental

costs. A COMPLETE working copy that previously sold for as much as \$995 is yours FREE with the purchase of the Extraordinary Marketing program This Week:

<http://www.ExtraordinaryMarketing.com>

(this is not just a demo version - but a complete license to use this software package - an incredible value included as a FREE BONUS to Extraordinary Marketing this week.)

You will learn this this fall how to SUPER CHARGE your Enrollments and become a MASTER of Marketing as well as of Martial Arts!.

"All the money I have spent on various advertising buries the cost of Stephen's program. But his program is the ONLY ONE that returned results!"

Denny Strecker
Karate and Fitness Center

September 4, 2001

Dear Fellow School Owner,

Picture yourself this fall. You have gained a huge amount of insight in to classic and modern marketing approaches and, how they apply to your martial arts school. Suddenly rather than groping in the dark things become clearer and ultimately easier.

Instead of struggling each month to figure out how your next promotion will be structured you suddenly have clarity and opportunity that you never recognized before and it is liberating and, exciting.

Thats what will happen if you study the Extraordinary Marketing Program.

Before we go any further. I know what you may be thinking!

Yeah more hype about how to market my school!

How do I know it works? Why should I bother! More empty promises. Whats in it for me?

You know I really do not blame you, I was just discussing with a few of my closest friends, who also happen to run some of the most profitable schools in the world, that most of the marketing material in our industry just outright sucks!.

It often has been written by people with no real depth of marketing. Who have little understanding and often no real experience.

People who may never have really run a quality school themselves or ever had to generate enrollments every month to pay the rent.

They may have even stopped learning years ago and just recycle the same old crap!

An interesting story that I heard a couple of months ago involved a true marketing guru by the name of Dan Kennedy. He was hired to help a martial artist who showed him all of the materials sent by the major consulting organizations in our industry.

His observation was that everyone was doing the same stuff.

And, frankly most of it doesn't work.

Well whats in it for you?

How about an extra 100 to 200 enrollments next year? Would that be enough incentive?

What makes me or my program different?

First of all for over 20 years I have been studying and learning about marketing for martial arts schools.

The accumulation of all of those years of knowledge have been distilled into the Extraordinary Marketing Program.

Unlike EVERY other purveyor of information in our industry I have actually been responsible for generating 100 enrollments every month for over 18 years.

I have spent into the millions of dollars on marketing and advertising and, not only have learned from all of the experts in our industry but, really, was responsible for training many of them and/or helping them get off the ground.

I was an integral part of EFC before it was established as a business to support martial arts schools nationally. When their all star report was first established I had four schools out of the total of 10 listed on the list.

I helped train John and Jim Graden and their staff, and, worked with Andrew Wood before he started his Master Club and was a key note speaker at his first convention and, cover story on one of his first issues.

I worked with Greg Silva, Tom Callos, and many others as they were just trying to get a grip on the industry. I was privileged to be asked to do consulting and speaking for Westcoast Tae Kwon Do and have toured the country doing speaking along Tom Callos, Steve LaVallee, Greg Silva, Nick Cokinos, Keith Hafner, Andrew Wood, Fred Degerberg, John Graden and, many others.

More recently I decided follow up my MBA (Masters Degree in

Business Administration) with what I think of as an informal Ph.D. in Internet Marketing and Direct Marketing. During the last five years I have devoted 1000s of hours traveling to seminars and meeting experts and, spent way over \$100,000 on seminars, books, training, and consultants to really build a rock solid foundation with these subjects.

Now to bring YEARS of experience success and, yes hard knocks to you I have finally put it into print with my Extraordinary Marketing Program. This program explains new technologies like using the internet effectively and appropriately for your martial arts school

Obviously, all of this may or may not just be hype designed to sell you a bunch of books and other materials. But really you do not have to believe me. Talk to anyone I have already talked about or listen to what these school owners and, industry leaders have to say (feel free to go to the source anytime and verify the value of all this information:)

Save yourself hundreds of hours and thousands of dollars with Stephen Olivers easy to read and easy to apply marketing system. I found it applicable to the internet, direct marketing, and in house promotions.

One of the best tools and most concise tools to come along. Stephens unique ability to distill the wisdom and make it simple is demonstrated in this system!

Tim Kovar
Kovar Video Productions
EFC Hall of Fame - Board of Directors

After working with Steve Oliver for over 20 years including on the EFC Board of Directors and NASKA Board of Directors, I am in a unique position to attest to his keen knowledge of the workings of the martial arts industry. I have always known Steve Oliver as an idea person with the ability to plan and follow through on his plans. His Extraordinary Marketing program has brought all of his information in a unique package that is both easy to understand and very concise in implementation. There are many innovative ideas. I am VERY excited and am working as fast as I can to implement as many of these great ideas as possible.

Dennis Brown
Dennis Brown Shaolin Wu Shu,
EFC Board of Directors NASKA Board of Directos

Steve Oliver knows what he is talking about. There are few people in our industry today that have the educational background and the practical experience that Steve does. He is way ahead of his time. Buy his program now read it and profit.

Tom Callos
NAPMA National Curriculum Director
Former EFC Board Member

West Coast Tae Kwon Do

What an outstanding book, not only for karate school, but for any local business that wants to market wants to market then self more effectively. Tons of resources and details that will save hours and lots of dollars.

Jonathan Mizel
The Online Marketing Letter

Long recognized as one of the sharpest marketers in the industry, It comes as no surprise that Stephen Oliver is the first to publish an excellent how to manual on marketing your school on the internet. It is Stephens typical fashion, while the rest of the industry is just discovering the web, he has already written a book on it.

John Graden,
Publisher MPro Magazine,
Founder NAPMA

Steve is going to take many school owners with him to the next level of running a school. Do not get left behind his program will show you how to save thousands of dollars and increase your gross big time!

Jeff Smith,
DCBomber Retired World Champion
Top School Owner

I strongly suggest that you learn from Stephen Olivers rich experience and follow his leadership into this next level of effective marketing. You will be glad you did!

Joe Corley
Joe Corley American Karate Schools
Promoter Battle of Atlanta and, NASKA Board of Directors

When It comes to combining martial art marketing genius and the latest technologies Stephen Oliver is the proven authority

Keith Hafner
EFCs Number 1 school EVER
EFC Board of Directors

I heard of Stephen Oliver in 1983. He was getting press everywhere for his incredible marketing efforts in Denver. He gave me great advise. We became friends and associates. In my opinion he is one of the premier marketing experts in our industry and has been for over 20 years.

His ideas contributed greatly to huge and rapid growth my experienced. His Extraordinary Marketing program is phenomenal! Get it now you will not be disappointment.

Will Maier
Martial Arts America

Former EFC Board Member
NinjaSeminars.com

This is the most comprehensive treatment of these issues that I have ever seen for the martial arts industry. I give this my highest recommendation. I hope that all EFC clients will buy it and study it thoroughly.

John Cokinos
President EFC

Well, these could go on for another 50 pages the program has gotten a HUGE response. But, gee you get the idea.

This stuff REALLY works. It has been tested applied in the real world. And, developed with LOTS of sweat equity and with a huge commitment of time and resources.

For the first time this material is available to you and for a mere fraction of the cost of acquiring it any other way. Just think, one seminar I attended with complete notes included for you cost \$2,000 and cost another \$1,500 in travel expenses. Another seminar was \$5,000 and 1,500 miles away not to mention 4 grueling days of focus and attention. This has been 20 years in the making and, literally an investment of way over \$100,000.00 in training and, experimentation with several million in marketing and advertising since the early 80s.

All of those ideas have been translated for you into our industry with applied knowledge and experience.

Well I have gone on long enough! There is A LOT more information about this program on my web site:

<http://www.ExtraordinaryMarketing.com>

You can order the program now online.

If you order the program within a week of receiving this letter I will guarantee you a \$200 discount not \$595 but just \$395 and will also include:

A huge amount of the raw information that I have reviewed to develop this program including notes from the Internet Super Conference held in Las Vegas, the Marketing Classics collection and, much, much more but also a complete fully functional copy of my school software package Master Vision which has sold in the past for up to \$1,295.

Please either:

1. Visit my web site @ <http://www.ExtraordinaryMarketing.com> to order securely today you will receive the FULL PROGRAM Immediately!, or
2. Mail a check and all information including your EMAIL address to Stephen Oliver,

Extraordinary Marketing @ 2555 East Jamison Avenue, Littleton, CO 80122, or

3. Call Renee @ 303-740-2291 9 am to 5 pm, Monday through Friday, Mountain Time and purchase with any credit card.

If you have any questions at all feel free to Email me directly @ StephenOliver@ExtraordinaryMarketing.com after reviewing the web site and learning about all of the contents and materials.

Just so you know, The Extraordinary Marketing program comes in three complete sections + support materials.

Part 1. Insiders Secrets to Using the Internet to Market Your Martial Arts School

Part 2. Direct Marketing for Martial Arts Schools
Including: One Idea Worth \$500,000

Part 3. Everything I Wish I Knew When I Was 22

There are also a total of 11 Free Bonuses including the Marketing Classics book and Modern Marketing Masters including books by Jay Abraham and Seth Godin.

If you order this week you will not only receive a FULL WORKING COPY of MASTERVISION school management software FREE which has previously sold for up to \$1,295 but I will also throw in TWO SURPRISE GIFTS.

Thank you,

Stephen Oliver, MBA
6th Degree Black Belt,
EFC Board of Directors and Hall of Fame,
Director Mile High Karate
Extraordinary Marketing.com

P.S. If you order today I will throw in two surprise gifts with 700+ pages of additional marketing materials ABSOLUTELY FREE.

P.S.S. Also, for all EFC clients order the program this week and you will receive the article that was CENSORED AND BANNED from EFC Clients entitled

Bigger is not Always Better
(Included in Everything I Wish I Knew When I Was 22)

Finally, I promise you a 100% money back guarantee.

Invest in the program TODAY read it thoroughly and implement the ideas. If you are not ESTATIC. If you do not feel that it added at least \$10,000 to your bottom line in the next 12 months return it for 100% of your money back no questions asked.

GUARANTEED!

Just between you and me,

Really I am just tweaking my EFC buddies a little. I have worked with Nick Cokinos, Ned Muffly, John and Mark Cokinos for 25 years. To find out more about their services go to www.EFCONLINE.com They have grown 100's of schools from TINY to HUGE, maybe you will be next. BUT, get my program first! At their website you can sign up to receive their full consulting package ABSOLUTELY FREE.

or, Call 301-654-8677 and ask for Mark Cokinos tell Mark that Stephen Oliver sent you, and gave you the CENSORED article!

Personally, I subscribe to NAPMA, Martial Arts Business.com, Have been an EFC Client for 20+ years and LEARN from everyone my material is just plain our different and absolutely the best available on the market bar none.

Here's more great feedback about the Extraordinary Marketing program and, A Free "Teaching Skills Video" by the Kovar Brothers this week.

Stephen I have to say that I would have paid the fee just for your "Everything I wish I knew when I was 22" - it was absolutely brilliant and really forced me to think about my own set up in the UK. I sat there reading it thinking "This is me"! Many of the problems you highlighted I am currently dealing with myself, and your views were certainly a balanced and well thought out comment on my current situation.

I have dipped in and out of much of the other material and can see that it will be very useful - I've got a week's vacation coming up so hope to read it more thoroughly then. Will let you know what I think at later date.

Yes, I would recommend this package to my friends and fellow instructors - especially the part I've already spoken so highly about.

Keep up the good work.

Steve Cowley
Steve Cowley's Martial Arts Academy
Unit 4B, Desborough Industrial Park
High Wycombe, BUCKS UK

I welcome you to visit:

<http://www.extraordinarymarketing.com>

Today.

With your purchase of the Extraordinary Marketing program this week you will also receive an OUTSTANDING video tape by the Kovar bothers on teaching skills for martial arts ABSOLUTELY FREE and, a sneak preview of their excellent INSTRUCTOR TRAINING

MANUAL.

Thank you! (and, thanks to Steve Cowley for his great feedback!

Stephen Oliver

<http://www.ExtraordinaryMarketing.com>

Phone: 303-740-2291 (U.S.)

Email: StephenOliver@ExtraordinaryMarketing.com

Address: 2555 East Jamison Avenue

Littleton, CO 80122 USA

Just in - more great feedback about the Extraordinary Marketing Program - and, "All The Things I Wish I Knew When I Was 22" which is included in the program:

Just in from Brazil:

I just finished "All The Things I Wish I Knew When I Was 22" and it was GREAT!!!

I've already started to change my webpage, last night I purchased some new domain names that are easy to remember and I've started to implement a lot of the other ideas.

I feel like a blueprint was laid in front of me, I've already made some of the mistakes, I've done some of the stuff correct not even knowing if it was good to do it that way. I see major areas that I'm going to fix when I return from Brazil, one is making sure I Major in the Majors and Minor in the Minors. I could talk about changes I'm going to make and how this has helped me so far all day but I don't want to waste your time so thanks for this info.

And,

Get the "Cliff Notes" to success.....

Chris Rappold of Personal Best Karate (3) locations,
250 East Main Street, Norton, MA Writes:

"Your genius is the ability to see things from a perspective that virtually no one else does. Your combination of an MBA and 20 years pioneering ideas for professional martial arts instructors is a valuable treasure for school owners such as myself. School owners have a choice of either spending 20 years in the process of trial and error coming up with new ideas, all the while wasting precious time and energy, plus thousands of dollars or they can get the "Cliff Notes" to success which are your "EVERYTHING I WISH I KNEW WHEN I WAS 22" section of Extraordinary Marketing. That's a starting point to standing on the shoulders of your wisdom!"

And,

....it was absolutely brilliant!

Just in from the UK:

Stephen I have to say that I would have paid the fee just for your "Everything I wish I knew when I was 22" - it was absolutely brilliant and really forced me to think about my own set up in the UK. I sat there reading it thinking "This is me"! Many of the problems you highlighted I am currently dealing with myself, and your views were certainly a balanced and well thought out comment on my current situation.

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Yes, I would recommend this package to my friends and fellow instructors - especially the part I've already spoken so highly about.

Keep up the good work.

Steve Cowley.

This is real feedback from real customers about this revolutionary new program. Won't you check it out for yourself, today?

School owners from the U.S., Canada, Australia, New Zealand, Norway, U.K., Israel, Brazil and Puerto Rico have already begun applying these universal lessons for the martial arts business. Don't get left out!

<http://www.extraordinarymarketing.com>

Feedback and ideas today:

You have no idea how bad I needed to hear (read) what you just sent me!

SdaleKicks@aol.com

I'm glad it was a timely message.

Unfortunately this is one of those lessons that I had to learn the hard way - over, and over again!

Stephen Oliver

Well, I have to admit. This is one of the first times I have read something from the many people who try to tell us how to run a school where the advice is obviously coming from someone who has.

We have been running a small group of successful schools for almost 25 years, and after that kind of experience, it is easier to tell the good advice from the bad. You are quite right about problem parents, of whom I have always said "I don't need their money that bad." As for problem staff, you are also right when you say "if you wait until the think you should fire them, it is probably

too late." I will have to take your material more seriously.

Doug Adamson

Well Doug - yes I actually have - and, yes - most of those people yelling at the top of their lungs about how they can help you run your school - either never have or, barely remember the experience (or, are trying to forget!)

I worked my way through Georgetown University teaching for Jhoon Rhee & Jeff Smith - working for Nick Cokinos. Opened 5 schools when I was 23 - and have been doing that since 1983 here in Denver. These are HARD WON lessons - mostly internalized by screwing it up in many ways. Hope you'll take a hard look at my complete program.

Stephen Oliver.

Mr. Oliver,

This has been the most valuable of all the the things you have sent me.
Thank you.

I have about 4 people I will not let back into my school because they were a headache when they were here. They left to try other schools and now want back in. And they never told me exactly why they left ... just out of the blue one day they weren't here and didn't give me 30 days notice or money ... and bye ! Didn't give me a second thought. Now they want back ... and I have told all of them that:

"I am not accepting old students back at this time ... but will put you on the list and call you when I do. Thank you for inquiring." :-)

Illona

Thank you for sending me that inspiration. I will put it to use immediately.
It make so much sense to me.

FSKick3@aol.com

Thanks to everyone for their feedback - keep it coming!

Please check out my complete program at:

<http://www.ExtraordinaryMarketing.comm>

Stephen Oliver.

Extraordinary Teaching and, the final word on "Fire Students who Suck the Life Out of Your School"

It's really interesting to watch what topics generate alot of interest in the martial arts business!

It seems that martial artists struggle with the issues of commercialism vs. purism --> being a teacher vs running a business

and, serving the greater good while struggling with a few problem students (and/or problem parents.) Liking your students vs. concern for each individual's development - with sincerity.

The Article "Fire the Students who Suck the Life out of your school" attracted a huge response! Mostly - cases of exactly what I was discussing or, glowing support regarding the concept.

Some argue against the basic premise - stating correctly - that often an instructor's ego or misplaced personality creates the problem.

In the martial arts there certainly is no shortage of Black Belts with misplaced or inflated self estimates. Many instructors are truly "legends in their own mind" forgetting the issues of truly focused "student service" and, the servant's role in teaching that ultimately comes from "egoless teaching."

Therefore, it is really important to look in the mirror and judge yourself before being critical of your students. Next, there are many different learning styles and personality types. Many instructors are good at teaching only one kind of students: Those who are just like themselves. Others clash or just don't learn very well. Realize that a "Master Teacher" as opposed to a martial arts athlete - teaches so the student can learn at their optimal pace and to their ultimate capacities - and, takes it as a challenge to win each student over with their warmth, hospitality, and rapport building skills - as well as, their genuine concern for that individual's needs and concerns.

All that having been said - there are always going to be both "bad seeds" who just won't blossom under even the most conducive situations AND, individual's who will just never fit with your school's culture. AND, all truly great schools have a clearly identifiable culture that sets them apart from the mediocre schools with no definable culture of excellence.

Great schools such as Tiger Schulman's, Steve LaVallee's, Keith Hafner's the Kovar's, Bill Clark's ATA schools - each have VERY STRONG and consistent cultures - and, each of these schools are RADICALLY different from one another. Some prospective students will just NOT feel comfortable in some of these environment - most will self select themselves out - some must be weeded for the over-all good of the school and the remaining student body.

Additionally, those who fight against commercialism - really, have an easier time with this issue. When you are fighting to pay your (often large) overhead. Clear payroll for your professional staff, pay the advertising - and, find the money to upgrade your already nice facilities - it can be difficult to terminate any paying student. In a "club" or "gym" environment - it's really less of a concern and, often addressing the needs of those who are not an exact fit with the club is not even a concern.

Finally, in some cases - there's just not enough money (or, good intentions) to endure some people through to Black Belt and beyond.

Stephen Oliver
www.ExtraordinaryMarketing.com

And, here is ALOT more feedback and comments about that subject from our many readers!

Hi Stephen ;-)

I really like what your doing, It is amazing how 1 or 2 "students" can take your dojo down, or there parents. I have only had a couple in my 30 years of teaching, I would try to work with them, Hoping to change there attitude, with NO avail, and the classes sure became a lot of fun,again, after asking them to fine a new school.

Keep up the good work!
May your Chi forever flow through the ones you touch.

Mark Shuey Sr.
CaneMaster

Hi Steve. Thanks for the e-mails. Your last one was right on target, and applicable, really, to any type of business. It's true about the law and tournament business also. And I would guess those people who just never seem to be satisfied with the service they are getting are just as much of a problem everywhere they go, including the gymnastics studio, dry cleaners, and grocery store.

The real trick, of course, is recognizing them early on, before you commit to a lengthy contract with them. I've found that they seem to have a lot of time on their hands, and favor tying you up in lengthy conversations, mostly consisting of listening to their strong but usually negative opinions about a variety of subjects. No matter how tempting the money may be, let them go. You'll miss the money only until the next customer comes in, but the misery of a bad seed in your school lasts forever (or at least feels like it does!).

Hope all is well with you. Hope to see you soon.

Mike Sawyer

Hi Stephen,

Actually, your thoughts about firing the bottom 30% of your clients generated a lot of discussion over the weekend. There is a lot of merit to this idea. I wish that there was a way to fire some of our "parents" without losing their children as students!

Best Regards,
Cory Schaeffer

I used to have a parent committee at my school. Well, it wasn't exactly my school it was at my headquarters school. All of the demo and sparring practice was at this school, so I was there quite a bit. The parents became

to involved and were trying to take over the business. It started out good. Parents were helping to arrange demos, public events and fund raisers. Then they started taking things further. They were telling instructors how to teach. Now we love positive feedback as much as anyone but they were becoming to involved. Every move I made there was someone over my shoulder. On one occasions I had a problem with an instructor. I actually had the parents organization confront me and tell me I shouldn't be so hard on the instructor. This 18 year old instructor was going out with a 13 year old student. Now I know everyone doesn't have these problems. But I can proudly say I got rid of the instructor, left my HQ school and let all the parents who were causing the problems go. (They stayed with the HQ school when I left.) That 20 year old school has about 35 students now. My school has grown to over 400 students, a large staff and almost 100 after school kids. I caution all school owners to take a hard look at the parents you put on a committee. And to decide if you really need one or is it something your staff should be doing.

Dear Mr. Oliver, The insert on Fire those whose suck the life out of your school, is so true. I read this article this weekend and it was great. I have had this problem with my student base also. And I can relate, all it takes is one or two bad attitude's in your school and it will spread like cancer, so get rid of them in a professional way and things will only get better. You'll sleep alot better also, and it's not worth the constant headaches..

Thanks and Keep up the great articles!
Master Jimmy Steger

Steve,

Glad to hear I'm not the only one with dissatisfied advanced students. Please don't put this out on the web. I've given this some thought lately. I think a lot of the problem is that it's tough to please people satisfactorily on a long term basis in a activity where the instructors progressively changes their expectations about something that is very near & dear to them; namely their kids. We appear to change the rules of the game on our kids as they get to be higher in rank. We are easy on them as beginners, as intermediates we let them get away with a little less and, as advanced students, all the sudden we expect them to be serious, focussed, martial artists. We then begin to hold their Black Belts back because they "are not ready yet", they have been lead along for 2-3 years, their level of progress accepted, in many cases reluctantly. They themselves get bored because classes become stricter and more serious. And their parents, let's face it, are tired of coming 2 days a week, every week (and now possibly, as advanced students, 3 days a week!). So, when johnnie doesn't get his next belt or has to wait longer to test because he is not ready yet, the parents, in many cases, can't understand why. And truthfully, all they want is for johnnie to get that belt and not fail, not be hurt, and not be embarassed. Parents hate to see their kids fail and many times simply can't accept it. Thus begins the bad blood and stinkin thinkin. So the question is can we do something to avoid this or is the answer as you put it simply to fire the complainers in a just and kind way, (if this is actually possible) and simply move on. Should we accept mediocrity and hope they get better, or hope they quit after get their black belt. This is a complex issue that I have wrestled with many, many hours; have argued with my staff and my wife for many hours, and have lost

some nice and not-so-nice families over the many years I have taught. What's the answer? The integrity of the system or the self-esteem of a child. The feeling of producing Black Belts you KNOW are truly Black Belts or instilling a false sense of accomplishment in a child. Pissing a parent off or pacifying their desires. Let's face it, we are not seen as an activity that is comparable to an academic school where students are required by law to attend. Although we do try to operate in a manner similar to the school system; beginners (1st & 2nd graders) are given the benefit of the doubt , intermediates (3rd to 5th graders) are given more responsibility, advanced students (6th to 8th graders) are strictly regimented, and so it goes. But the flaw to our thinking is that, in the eyes of the parents, school is thought to be necessary, martial arts are not. I don't think we can ever change that difference in perception because we are not thought of as being necessary for a child's future success and our classes are not required by law. We are an extra-curricular activity and a business. and when we change the rules of OUR game, unlike the school system, we are no better than any other extra-curricular activity our business that says one thing and then down the road says ,oh . . . by the way, the rules have changed, your child isnt ready yet.

If you took the time to read this, thanks. As you can see I am wrestling with this issue since we just had a "tough (on the judges)" black belt pre-test last week. It's a catch 22. If you treat them like Black Belts from day 1, you know what happens. The alternative in many cases is to accept mediocrity; and that's ok with the parents of today because they accept mediocrity in so many other activities these days. The other issue that hits home as a professional martial artist is the family income. Whats your take on this. how have you dealt with it. I'd appreciate any advice.

Roger Cavanaugh
Waldorf TKD
EFC #47

<< Your observations would be valuable in the newsletter - why do you not want them shared? >>

Go ahead if you'd like. I'm just not sure, myself, what my point is. Maybe it is that as long as we do what we do in the way we are doing it, we will always have disgruntled parents, customers, students. And maybe firing them could be avoided in some instances if things were handled differently. The question is How? And this is a very, very complicated, multi-faceted How!

Roger Cavanaugh.

Dear Steve:

I hope all is well with you and your family. Well, we not getting any younger, so I would say that it is very importune that we Think & Work Smart which seems that you are doing great at that with your newsletters. You are helping people. (Martial Arts School Owners), think about how there running there business and dealing with people. Many martial arts school owners & instructors still don't get it, Customers are Always Right, yes there is an exception to the rule, but very small. School owners or martial art instructors who have problems with student parents or there Asst. Instructors is because they don't have the professional training, or education to handle

those type of situations. It's just like teaching, many instructors teach the way they want to teach and not what's the best way for the client, why, because they only know that way. Any fortune five hundred company would tell you, The Customer is always right. How much money does McDonnell's & Walmart spend on telling us how importune we are to them. If your in McDonnell's and your food is cold & you start complaining, do they tell you to get out of the store, or do they give you what you want and try to make things better. A well trained, and good manager will make the situation better, because they want you to come back again.

Just because someone has a black belt, doesn't mean there God. The sooner people understand that, the faster they will reach the top.

Take care...
Ken Carlson

PS. If a so called proplum parent was the first person to join a school, were they a proplum then, I don't think so, so did they change, or did the instuctor change after time.

Dear Mr. Oliver:

I would like to thank you for the information I have received from you just recently titled (those who suck the life from your school) I found it to be very informative. Though I only have 3 students in my kids karate class and 7 in my adult class I was amazed that you can still have these problems with such few students. I hope in the future to increase my enrollment, but I work 11:00am to 7:30pm and these hours make it difficult to keep students. When I can change my hours to a more appropriate time I look forward to increasing my enrollment and building my dojo. Thank you (Domo) once again for the information.

Take Care Sensei Nealy

Hi,

I do not run a Martial Arts school, (although I am a student of Karate).. I am a Life Coach, and find much of your advice to be relevant to my own marketing..I have a slightly different approach as I use the "Principals of Attraction", rather than "sell". I do this as I want to work only with those who are attracted to me and my services and are prepared to put in the effort to make our work together truly productive and satisfying. I echo your thoughts on eliminating those who drain your energy or that of your school or practice..
You might find the attached checklist of interest

Have fun! Keep smiling!
warmest regards
Susie
Susie Ascott
Personal and Professional Coach
61 (0)8 9286 1758

"Your smile will bring happiness to you and to those around you"
Thich Nhat Hanh

Dear Stephen,

thank you for your E-mails. As you've asked for feedback, thought I'd write. However, I'm not really in the same league as many of your contributors nor do I have the same motivations / aims. However, it is nice of you to invite me to contribute to your forum.

Just as a bit of background, Peaceful Fight is a very small school (maximum of 10 students, 4 at present) and is run to give students the confidence to not be afraid to help other people. Martial and healing knowledge are given equal importance within the system as real life fighting should only make up one small part of any person's life. Training must have some reason for existing for all those times "inbetween" the fights. Overall, the system tries to help students to become "natural" and intuitive so that they can make the choice to help / intervene (or to not help / intervene) in situations based on their own personal boundaries. As such, it celebrates the individuality of students rather than trying to homogenise everyone who comes through the door.

Peaceful Fight is not a "business" concern and any money we ever make (if we ever do !) will be used to do local community initiatives. However, I can understand your position that a martial artist should be able to finance him or herself to a reasonable standard of living through instruction. Instruction is time consuming and a massive responsibility so there should be suitable rewards for the instructors dedication. My only concern is if the pursuit of this money is the principle objective of any instructor in undertaking instruction. It might be an old fashioned concept but this seems dishonourable to me and debases the knowledge you pass on to the next generation to the level of a commodity. If an instructor perfects their art, they are surely looking for the "one" to pass the knowledge onto rather than having it die with them ? If students appear as "cash cows" rather than individuals trying to better themselves, it is all too easy to get caught up with their financial value rather than their individuality and so the "one" is missed if and when he / she passes through your club (and if he / she is the "one" will they really want to learn your skills whilst knowing that the instructor views the other members of the student body in this purely financial way ?). There are a multitude of reasons why students pursue martial arts and a good instructor should be concerned and diligent in trying to guide a student towards their individual goals (rather than the instructor's financial goals). It is all too easy to "string along" students by an instructor teaching students issues that they do not wish to know (or similarly claiming "arcane or secret" knowledge that will be given to a student "eventually"). For example, if a student wishes to learn solely self defence, 3 - 6 months of hard training is all that it takes for most people. Although a bit of a generality, beyond this time period, techniques often get more and more esoteric and start to train the "fighting instinct" out of students. In essence they become less effective as they get encumbered with too many techniques and the perception that the relative "niceness" of club training (eg sparring) is a reflection of "street" unpleasantness. The student starts to deviate from their objectives and this deviation should be highlighted by the instructor. The student might leave (or stay on to learn other aspects of the system) , but the instructor has achieved the student's goal and should be proud of this positive help that he / she has given to the student's life. If the loss to an instructor is viewed as a financial one, then it is unlikely that "completion" will ever be highlighted and the

student will continue to follow the same route, ignorant of the fact that they are becoming less rather than more effective, as they trust the instructor to do what is in their best interests. Again, old fashioned, but we have responsibilities for our students well being and money can muddy the waters as to why we want them to train within our system.

You mention getting rid of "negative" students and I agree to an extent with this. Students reflect the wider World and some of them want to irritate other people or run other people down just for the "fun" of doing so. These people will never change so, once you've given them a bit of a chance, then it's time to wave them goodbye. Peaceful Fight has a probation period during which the student decides whether they like the club and the instructor also decides whether they like the student. At the end of this period, either side can decide that Peaceful Fight is not the system for them and leave without falling out with each other. However, again with me in an old fashioned mode, martial arts can help give these difficult students the chance / excuse to change their negative behaviour . I say excuse because many people want to "blame" something for changes in their behaviour especially when trying to get out of a negative lifestyle. For example, a group of children are planning to throw stones at someone's windows but one doesn't really want to take part. However, if he just says he doesn't want to do it, he loses face to the rest of the group and becomes a target for their ridicule. Much easier to say that his "Dad will kill him" if he does the vandalism and this is why he doesn't want to do it. This means that he doesn't have to take part but also helps him save face (and probably acts as a catalyst for others in the group to not take part as well). Martial arts give the same level of excuse as "Dad". Most martial artists are "nice" people and so can help give "difficult" students a different (and hopefully more positive) view of the World and how to deal with situations. Then, when the difficult student is outside of the club environment, and don't wish to undertake some sort of negative behaviour, they can say it's because they would be "going against the club rules" so has a ready made excuse. Much easier for many people to have this excuse than taking control of their own desire to change (especially in the early days of training) . So, maybe give difficult students a few months to change and then suggest that they are not suited to the art and explain why. Instructors should not need an excuse for why they feel that someone is suited or not, they just are and the instructor must have the strength of his / her conviction to highlight this. If the student agrees to change, give them a further chance, if not, then don't as they probably don't deserve it !

Thanks again for the invitation to contribute to your forum and I hope the above makes sense !

Health, wealth and happiness to you all.

Doug Wagstaff
Peaceful Fight Kung Fu (www.peacefulfight.org.uk)

Hope you find this valuable - and/or entertaining.

Stephen Oliver,
Extraordinary Marketing.

What a great Holiday Weekend!

Hopefully you have an opportunity to rest and recharge.
As always your ideas and feedback are welcome.

Also.

I hope you will visit <http://www.ExtraordinaryMarketing.com> and get my new marketing program. This weekend would be a great time to begin digesting the literally 1,000's of pages of material - and, highly focused content to help promote your martial arts school. You can have access to all of the information immediately and start learning how to "Jump Start" your enrollments for the fall.

You don't have to decide now! Try it out. See if it lives up to the promise. You have a year (or, even more) to decide that it's had a huge impact on your school and on your thinking!

<http://www.ExtraordinaryMarketing.com>

"EVERY SCHOOL NEEDS AN ENEMA:"

This subject "Fire the Students Who Suck The Life Out Of Your School" just keeps on going -- I love the quote below from Ed Parker:

Hi Steve

I once had a situation many years ago that relates to your Topic, where we had to let go an Instructor. I call Senior Grand Master Edmund K. Parker, and explained to him what the situation was, his reply was "Leo, there are times when every Studio needs an Enema". I guess that about says it all !

Leo Lacerte

"INSPIRING AND INFORMATIVE:"

Hello Mr. Oliver,

My name is Chris Spaulding, I have been receiving your newsletter for about 1 month now, and I must say, it it is truely inspiring and informative. I am presently in the planning process of opening a martial Arts school, my projected start date is December 1, 2002. I have worked at several martial arts schools in the past including (Herman Ocasio's True Martial Arts) "I'm relatively sure you know him.

I feel the information you provide in your "Extraordinary marketing plan" is going to be crucial to me.

I appreciate your time, and look foreward to doing business with you and working with you.

Sincerely, Chris

"BE CAREFUL ABOUT THE MESSAGE WE SEND.....
DON'T GET RID OF THOSE WHO NEED WHAT WE HAVE TO
SAY THE MOST."

August 29, 2001
Dear Mr. Oliver,

In response to Marilyn Fiero's comment re: no longer accepting students who do not enhance her school ... I understand how that increases ones comfort level. I do want to caution that we are careful of the message we send by the way we do things.

My mission is to model and thereby teach perseverance, love, acceptance, and conflict resolution principles - one of which is giving up your right to be right.

If the standards of a school & expectations of students & parents are clearly and consistently stated in parent meetings, on the floor with students, etc. very few problems arise. I have never asked a student to leave and view it as a personal failure to communicate. I have had one student in 8 years "fire himself" when I explained the expectations that he was unwilling to follow.

Tact is getting your way without being impolite and I have found it most helpful to practice the tactful "Art of Inquiry." When I ask what, when, why, and next, before judging the person or situation, people incriminate themselves and they generally will make the decision how the conflict should be resolved as you invite them to explore options.

Finally, it is easy to give up on someone, hard to hang in. Let's be sure we are not getting rid of people who need to hear what we have to say the most.

Sincerely,

Ernie Brennecke

"KEEP UP THE GOOD WORK"

Dear Stephen Oliver:

It is nice to hear from you. Thanks for sharing your ideas. I totally agree with the concept. I, too, practice the concept currently with my program and it is very easy to talk to the students and/or parents about their progress in the class as well as their program with the institute. Keep up the good work.

Sincerely,
John Chung

"ENJOYING YOUR E-MAIL REPORTS.....Reprinting"

Hi Stephen:

I've been following and enjoying your e-mail reports since you first began the service. Although I no longer operate a dojo, as president of the International Uechi-ryu Karate Federation, I spend quite a lot of time visiting Uechi-ryu dojo throughout the world, conducting seminars, certification programs and B.B. tests. Additionally, I host a number of forums on the Uechi-ryu.com site. One of these forums involves how to build a traditional AND successful school.

I was wondering if you would object to my re-printing excerpts from your newsletter (naturally giving you proper credit and including links to your e-mail address) for the purpose of generating comments and hopefully helping Uechi-ryu dojo owners resolve issues involving business vs. tradition.

Keep up the good work.

Best,
George Mattson

NOTE:

Feel free to forward this newsletter on to your friends at any time and invite them to subscribe at www.ExtraordinaryMarketing.com also. Feel free to copy it to distribute at any time provided it is reproduced in entirety with (c) copyright notice Stephen Oliver and <http://www.ExtraordinaryMarketing.com> included.

"INSPIRING INFORMATION AND CONFIRMATION OF PATH I'M ON"

Dear Stephen,

Thank you again for the inspiring information and confirmation for the path I am on. After 23 years of owning a dojo and 27 years of dedication to my own Sensei I may have gotten soft in my teaching as I find the students today to be lacking in similar dedication. Your notes are giving me the reminders I have needed to return to some of my older methods of teaching. Never lacking in care for the students or desire for them to excel, or even explore, but strict enough. To maintain balance and nurture that dedication and commitment to their training which used to be so evident in my school.

Your input is greatly appreciated.

Sincerely,
Marilyn Fierro

"DEVELOPING TRUE SELF-ESTEEM IS NOT THE SAME AS NEVER FAILING"

Steve,

The letter below caught my attention. I thought I would share something from my material hoping that this instructor finds something to help him in this soul searching dilemma. I have worked with kids a lot since our school opened in 1977, and have

dealt with many of these problems myself. You may give Roger my email address if you wish.

Doug Adamson

My Thoughts (From our Philosophy)
Our Philosophy at Adamson's Karate Studios
A personal letter from the founder of Adamson's Karate,
Shihan Doug Adamson.

When I founded Adamson's Karate Studios nearly a quarter of a century ago, I had a vision of developing a program that would be helpful to my sons and my family. Now, this many years later, I enjoy 4 Black Belt sons, a Black Belt wife, one Black Belt daughter-in-law, and another who will soon (at this writing) be testing for hers. Most of the family works in the business, all live nearby, and I now have three grandchildren. We have the good fortune of working with employees and personal friends who have been with us for years because they agree with our approach and philosophy. Our business is nationally recognized and many people like you already enjoy its benefits. I invite you to examine our philosophy, which I have outlined for you below, to see if you agree with our approach. If you do, let me invite you to use our program to help you develop your children and your family.

Douglas Adamson
7th Degree Black Belt Style Head, Shorei Kai

Arm your child with the tools needed for success in life.

Self Esteem

There is a modern approach to developing self-esteem that teaches that a child should never fail. Developing true self-esteem is not the same as never failing. Always giving things to children instead of requiring them to earn them is eventually counterproductive. On the other hand, pushing a child beyond their limits too soon is as great a mistake. The secret of success in this area is to know WHEN to get firmer with your requirements. Children who have low self-esteem must be nurtured carefully like any young plant. However, to continue that growth to a truly mature self-esteem, the child must be challenged...at the right time...in the right way. As that esteem is hardening, they must see themselves accomplishing more than even they thought they could do. This results in a dynamic young person who is 1, but these thoughts seemed to be the most appropriate to Roger's dilemma)

NOTE:

I like that! I reproduced that for our Mile High Karate student newsletter -- if you'd like to receive our student newsletter feel free to subscribe at <http://www.FREEKARATE.com>.

AGAIN.

I hope you will visit <http://www.ExtraordinaryMarketing.com> and get my new marketing program. This weekend would be a great time

to begin digesting the literally 1,000's of pages of material - and, highly focused content to help promote your martial arts school. You can have access to all of the information immediately and start learning how to "Jump Start" your enrollments for the fall.

You don't have to decide now! Try it out. See if it lives up to the promise. You have a year (or, even more) to decide that it's had a huge impact on your school and on your thinking!

<http://www.ExtraordinaryMarketing.com>

Join school owners from throughout the U.S., U.K., Australia, Canada, New Zealand, Scotland, Puerto Rico, Israel, South Africa, and many others who LOVE the Extraordinary Marketing Program.

If you cannot afford the \$395 this weekend - call next week 303-740-2291 (U.S.) and talk to Renee for a payment plan.

Try it out this weekend.

Stephen Oliver.
Extraordinary Marketing

Growing Pains!

As an EFC member for approximately 5 years now, I have grown from a part time school of about 50 members in a rec center to a school of 300 members. It has taken me four years from moving into a small (1400 sq feet) school to my present school (approx. 4000 sq. feet).

It seems that the time it took me to get to 10 000 in tuition to 20 000 in tuition was about half. This is great except now I have two floors going instead of one, double the staff, a huge increase in rent (due to the landlord investing about 150K) and very little profit if at all! I expected when I expanded to be taking on more expenses but I seem to be a little overwhelmed at the moment.

Here in lies my question, can this program help me achieve a strategy for a positive enrollment of no less than 20 members a month? Can it help me formulate my business plan? Can it help me slow down my attrition? At present I lose about 7-8 members a month on average. I have been enrolling on average 16 members a month (some months better or worse than others, but typically about 16). Therefore, I am only at positive 8 members a month. That is just not good enough. My calculations tell me that its at a 3% loss of total membership a month. My current EFC active count is 246(I started the year at 175), I enroll an average of 16 members a month but lose 8.

IS MY ATTRITION NORMAL?

Do I need to worry about attrition more than enrollment or equally? I am sorry for the long winded question and spilling my guts to you but I really haven't found anyone else that I can ask these questions of.

How do I keep a lid on my expenses as I grow? Everytime I turn around I am getting hammered by unforeseen expenses. It is extremely frustrating especially when EFC takes a whopping 1200 dollars right

off the top every month.

Can you help me? I desperately need a little professional guidance. Thank you for taking the time to read this I realize that your time is valuable and limited. I look forward to any response you might be inclined to give me. Thank you again.

James D. Tosoff

James,

You have fallen into a trap that I warn against in my program (specifically in "Everything I Wish I Knew When I Was 22")

There are details that you left out:

How much is your new rent?,
what are you charging for tuition?,
what's your total gross monthly?,
and what % of that Gross is EFC?

The short answer is this --

OFTEN expansion just turns into lower profits.

It is easy to forget that your objective in running a business - any business must be:

1. The highest possible net profit;
2. The best possible life-style for yourself as owner;
3. Solid contribution to your community.

Often expansion as you've described means you work harder - with more stress to hit your numbers for your higher overhead - and, even a weaker impact on your students individually.

Personally, I'm not a huge fan of the trend towards two (or more) classrooms. Many of my friends have had success with that - including Steve LaVallee and the Kovars - however, I'm not convinced that short of 500+ active students that this does anything but complicate your school's operations while driving your costs through the roof.

Also, while everyone seems to be moving towards bigger and bigger schools - I'm convinced that 2,500 to 3,200 square feet is plenty to run 300 to as much as 500 active students. Look at scheduling and class planning before expanding.

With regard to your specific situation.

First, I would probably increase my rates. You have a perfect excuse to do so with the new facility and added staff. With 300 active students your gross revenue could be \$40,000 to \$50,000 per month. Currently I charge \$139 (US) for the first student,

\$109 for the second, and \$89 for the third in a family. On Jan 1st I'm going to go to \$159 per month.

Having been to Victoria many times - it seems generally things are rather expensive there compared to Denver.

Second, Your drop-out rate is really very good. Keep it there or work to improve but that isn't really the key problem.

Third, 16 enrollments per month is just not enough new traffic to grow at the level that you feel you need to. I would target 30 new students per month (probably at an increased tuition rate as well.)

Fourth, really evaluate that 2 - floor set-up. Do you really need double the staff - and, double the complexity at this stage? How about using one floor - trimming your paid staff - and, building your volunteer (SWAT) help?

Hope this is helpful.

Read "Everything I Wish I Knew When I Was 22" and let me know how else I can help.

Stephen Oliver.

Dear Mr. Oliver,

Thank you for your prompt reply. If my current rent is at 4500/month plus a goods and services tax (GST) of 7% (GST is a tax that we collect and pay to the government but offset it against the GST we pay. So it is an in and out tax) I hope that made sense. My current EFC tuition check is 20 000 plus or minus a couple of hundred and their charge is 6% eft.

At least I feel like I am trying to do the right things like reduce expenses. I have been scouring over my numbers constantly looking for areas to reduce the expenses.

I agree that getting thirty enrollments a month would have a huge impact on my gross. But the truth is I have never enrolled thirty at once. The most I have ever enrolled is 20. I haven't opened up the package for Extraordinary Marketing yet but if I apply your principles (and I will) can I achieve that number?

Another question is you charge 139 US for the first student, what do they receive for their 139 that justifies the tuition? Obviously you teach good martial arts but is that all? Do you give them uniforms, private lessons etc? Is it because Denver is such a bigger market than my city which is about 400 000 that you can charge that? I charge 89 dollars a month plus the GST which makes it a cost of 95 dollars to the student. I would love to charge more but I really don't know what the market will bear(spelling?) here.

Do you know of any Canadian schools that charge comparable prices

to yours?

If you ever visit Victoria again, it would be great to meet you in person. Relatively speaking Victoria's real estate market is very expensive. I think that my rent should be somewhere around the 3000 dollar mark. But it just doesn't happen in a strip mall here.

Thanks again, if there is anything else that might help I would greatly appreciate it. THANK YOU

James Tosoff

There is at least one idea in the Extraordinary Marketing program that by itself could generate 30 - 40 enrollments per month if implemented aggressively.

With regard to tuition.

EVERYONE is hesitant to raise their tuition.

Here are a couple of pointers:

- a. Forget about your competition. In all likelihood you know more about your competitors than your prospective students do now - or ever will. VERY FEW students ever "shop around" for martial arts lessons. Somehow you get their attention. They enroll OR not. If they don't enroll rarely do they end up at the school down the street.

IT REALLY DOESN'T MATTER WHAT ANYONE ELSE IS CHARGING.

- b. Creating a perception of value during your introductory process is vital. This means focusing on what's in it for them - Benefits to be received from the program.

NO ONE -- REPEAT NO ONE - CARES about:

1. Your style;
2. Your lineage;
3. Your resume or your biography;
4. The specific features of your program;
5. About Kicking, Punching, or Grappling.

EVERYONE CARES ABOUT:

What will you do for me? What will I achieve in your program.

- c. Elevate your competencies - and, elevate YOUR OWN perspective of your value. My CPA and Attorney charge close to \$200 an hour for even routine work - should a 20 or 30 year martial artist who has mastered his trade be any different?
- d. Remember with regard to price there are two possible obstacles:
 1. I can't afford it;

2. You are too expensive.

If prospects are saying you are too expensive then you are not BUILDING the PERCEPTION of VALUE during your marketing and introductory processes.

If you don't have some % of your prospects who legitimately cannot afford your rates - then you aren't charging enough.

Focus on attracting students who CAN afford your tuition - and, if you feel guilty about the others feel free to do the occasional work-study or, scholarship program.

- e. Often PRICE determines PERCEPTION of VALUE. Is a mont blanc pen, a Rolex, or a Mercedes really THAT MUCH better than a bic, timex, or chevy? Is Harvard really THAT MUCH better than your local college? If you are at the top of the price range then you can make a stand that you are the best school in town and have everything else be congruent with that stand.

Can you imagine trying to say you are the BEST and THE CHEAPEST? How about Timex - we keep better time for 1% of the price? Would you really LUST for one then?

Where would you take lessons? From someone who is GOOD or someone who is CHEAP?

Getting Started Without \$\$\$,

hi, sir I've been practicing Martial arts since I was 9 (I'm 36 now) from, shotokan , tea kwondo, Aiki do, boxing, Muay Thai, vale tudo, and different traditional weapons, always reaching the black belt, or in Muay Thai becoming a pro- fighter. also working for different studios in America and in south America, achieving lots of experience teaching, and loving it!

I'm also a B.A. in marketing and advertng.but now that I think I'm ready, I need to know how to get help to "open" my school, I've tried different books,(SBA, John Graden , etc) but the hard part is to know which door to knock for that money investment, the money for the opening, would give me some help with that very crucial aspect?

Thanks.

First, Read my extraordinary marketing program - it will help - ALOT. <http://www.ExtraordinaryMarketing.com>

Second, Put together a comprehensive business plan. The SBA has materials that are helpful in this - and, there are many good software packages that will help with Proforma P&L, Balance Sheets, Marketing Plan, etc.

Third, Get your credit in really good shape - and, get big credit lines with Visa, MC, etc., etc.

Fourth, Shop your plan - along with your other credentials & assets to:

- a. Friends and Family (the most likely source;)
- b. Existing Students;
- c. Any banks that you have a good relationship with already;
- d. ANYONE else you can think of.

Fifth, Plan to start on a shoe-string. Therefore - learn EVERYTHING you possibly can RIGHT NOW - so that you can start off strong and really get positive cash-flow right away.

REALITY?

- a. Most karate schools are terribly undercapitalized when they open.
- b. Being undercapitalized is not totally a bad thing. Having a shortage of money - FORCES YOU to focus on quick and immediate growth.
- c. Most money available to you will be:
 1. Friends and Family;
 2. Credit Cards;
 3. Bank loans on assets:
2nd Mortgage, etc.
Banks won't lend for lease-hold stuff like mirrors, carpet, etc.

Hopefully this gives you a few thoughts to help.

Email me after you've read the program for more ideas.

Hope this has been helpful for you.

Please send questions - ideas - or helpful suggestions anytime to StephenOliver@ExtraordinaryMarketing.com

Stephen Oliver.
<http://www.ExtraordinaryMarketing.com>

Extraordinary Marketing
2555 East Jamison Avenue
Littleton, CO 80122

303-740-2291
303-796-7181 Fax.

StephenOliver@ExtraordinaryMarketing.com

Many questions that have come to me fit the following quotation nicely. Think about it - this is more significant that it may at first appear:

From Mark Twain:
"We should be careful to get out of an experience only the wisdom

that is in it--and stop there; lest we be like the cat that sits down on a hot stove-lid. She will never sit down on a hot stove-lid again, and that is well; but also she will never sit down on a cold one anymore."

One more is appropriate as well. This quote I share with all of my students OFTEN:

My favorite quote applies dramatically to YOUR success in martial arts -- this was written by WN MURRAY
The Scottish Himalayan Expedition in 1951:

Until one is committed there is hesitancy, the chance to draw back, always ineffectiveness.

Concerning all acts of initiative (and creation) there is one elemental truth the ignorance of which kills countless ideas and splendid plans:

That the moment one definitely commits oneself, then providence moves too.

All sorts of things occur to help one that would never have occurred.

A whole stream of events issues from the decision, raising in ones favor all manner of unforeseen incidents and meetings and material assistance, which no man would have dreamt would have come his way.

I have learned a deep respect for one of Goethe's couplets:

Whatever you can do, or dream you can. . . begin it.
Boldness has genius, power and magic in it

Stephen Oliver.
StephenOliver@ExtraordinaryMarketing.com

I listened to what you were saying.....

..... it's the best thing I've done for my school!

After buying the Extraordinary Marketing Program: I've increased my schools gross tuition for my adult and childrens program by thousands with one statement that I received from your program.

I've also increase my monthly income by almost \$4200 by following the same principle with my After Schol Program.

I remember 4 years ago when my school was only doing about \$8000 a month total with all of my programs. I've now made that much extra a month just from following one of your principles, although I was nervous at trying it at first but I listened to what you were saying and found out that I was in the situation that you were talking about, after that I did it.

It's probably the best thing I've done financially for my school since starting my after school program and summer camp.

Thanks

Lloyd Irvin Jr
Lloyd Irvin's martial arts
Address: 6333 Old Branch Ave #302
City: Camp Springs State: MD
Zip/Postcode: 20748 Country: United States

Thank you for your GREAT feedback on the extraordinary marketing program. The response has been TREMENDOUS to this program. Hopefully, everyone reading this email will follow your lead!

Stephen Oliver.

Follow-up on Growing Pains

Thank you Mr. Oliver for your professional advice. I have to admit that all of these challenges have gotten me real fired up to overcome them. In fact I am looking forward to implementing the strategies you suggested.

After buying the Extraordinary Marketing Program:
I have read the section on "Everything I wish I knew when I was 22" and the "Direct Marketing for Martial Arts Schools" piece. In addition I have went out and purchased a number of books from your reading list. I read at night until I can't read anymore (bit of a night owl like you).

I have trimmed a little of the paid staff (for the moment) until I get a little more breathing room. My staff is wonderful, they are pouring their hearts and souls into this as much as I am. So I am very grateful. I am going to raise my rates immediately for all new enrollments. I have already realigned my family rates to a 20% off for second family member and 30% for third.

Your reply made me think of what I feel I am worth, it was very thought provoking. I am 31 with an undergraduate degree, 19 years of martial arts experience and having been a corrections officer, had a little life experience dealing with the ones we want to protect ourselves against.

So again thank you for your insights, and helping me realize that NOT everyone should be able to afford my service.

But which idea in the Extraordinary Marketing Program are you talking about that can generate 30 - 40 enrollments per month? Have I read it yet? Or is something I need to discover for myself? You know just

Just being on the mailing list is worth the fee for the program just to have some professional advice from someone who has been there and is doing it.

Thanks again!

James D. Tosoff
Address1: 3-4011 Quadra Street
Address2:
City: Victoria State: BC
Zip/Postcode: V8X1k1 Country: Canada

In one section entitled:

"One Idea Worth \$500,000.00" which is part of the Extraordinary Marketing program I outline one concept completely which has added well over 1,000 new students to Mile High Karate schools in the last 18 months. This area alone could be worth 20 to 40 new students per month additional with NO ADDITIONAL ADVERTISING COSTS.

<http://www.ExtraordinaryMarketing.com>

Secret Martial Arts Books

The Greatest Collection of Martial Arts Knowledge Ever Assembled! Will turn you into a true warrior!

Dear {!name}:

I have just found the most awesome martial art site on the web

<http://www.martialartsbooks.com/affiliate/referrer.php?ref=58> They offer:

12 Action Packed Instruction Books for the Price of One!

They include: Hard to find books, out of print books, and even secret books some masters don't want you to read.
The 100 deadliest karate moves, Fight for Your life!
Six books on how to quickly master martial arts weapons including Nunchaku, Sai, Staff, Tonfa, Knife, The Book of the Five Rings and the Amazing Secrets of the Martial Arts Masters. The Secrets of Modern Ninjutsu Plus Much..

<http://www.martialartsbooks.com/affiliate/referrer.php?ref=58>

You'll learn:

The one punch knock out
How to control anyone without your hands
How to take full power body strikes without being hurt
How to block any kick with ease
The secrets to super flexibility
Feel like Superman by increase your KI
Knock an attacker to the ground using one finger
Secret Ninja grappling techniques
Break boards with a one-inch punch!

How to defend yourself against any weapon
The secret strategies that give you an edge even against
with multiple attackers

Plus much, much more

INCREDIBLE SPECIAL: OFFER if you act now 12 books
for the price of one!

Click here now

<http://www.martialartsbooks.com/affiliate/referrer.php?ref=58>

Stephen Oliver.
Extraordinary Marketing

I can give an answer to all the questions in a couple of sentences. First I only have about 200 students yet gross about 30,000 per month. I have a 10,000 sq. ft. Facility in a shopping center next to a large national grocery store. The key to my success is give good lessons (Always a Priority), keep your school neat (Most schools are dirty and smell like feet), let a billing company take care of the billing (I am a teacher not a bill collector), offer the after school program (Excellent income potential) and never under any circumstances doubt yourself or how great martial arts is (Look at what it did for you) . I am on the cover of Martial Arts World magazine if anyone is interested in seeing how I turned my unsuccessful school until one of the top schools in the country in a few months.

Thank you for the forum,
Master Eric Thompson

My school has hit a wall!

Dear Mr. Oliver,

Your information I have been receiving in your monthly newsletter is very positive and gives me a great boost in motivation. I would like to personally thank you for offering such professional insight into what I feel are many misunderstandings of our profession.

I started my first location in a dance studio where they were gracious enough to allow me hold some classes. As my enrollment grew to about 30 students we became more disruptive to their dance programs and were asked to move on.

At that time I had one particular family who really believed in the benefits that their children were receiving and asked them if they could advance me 5,000 in tuition so I could move into a 1,200 square foot building. The family agreed and I was now in my own school. The initial 5,000 was only enough for my First, Last and Security. I had just enough money to lay some carpet and hang some flags on the wall. I grew this school to about 75 students before enrolling in EFC. I have been with EFC for over 10 years now and

although I primarily use them as a billing service right now, I feel that they have helped me personally with a better understanding of how to operate my school statistically and allowed me to network with some of the most successful schools in the country.

As I moved into my (Third) and current location I felt things moving in the right direction, my new facility is in the hottest mini mall in my small town of Moorpark Ca. (Population 30,000) My new square ft. is 3,200 and the facility has a very nice private lesson room (Great for generating extra revenue) a parents viewing area enclosed for sound (Seats 40 adults) and my entry way is designed as a nice Pro Shop and supply outlet. Our school is truly a reflection of myself and my vision of what a small school should be like.

During my time with EFC I hooked up with Andrew Wood, My first experience with him was a seminar entitled "How to make 100,000 in your first year in business" this was an awesome seminar and my gross grew to \$100,000. I later became involved with what I thought would be better service and joined the Martial Arts America school franchise program which originally had grown out of my (Masters Club Program). To make a long story short my association with Mr. Wood ended a few years later.

Now my school has hit a wall, I continue to network with other associations such as John Graden (NAPMA) and are still members with EFC. However, The reason I share this story of my experiences in my last 10 years of Martial Arts Business with you is to see if you feel your Extraordinary Marketing will give information I truly have not heard before. I must admit that I have never really spent much of my income on advertising but feel I market myself and my school well. We are the largest school in our town, we have the largest active enrollment (150) we charge \$110 a month for tuition and my reputation for high quality instruction, responsive management services and creating enjoyable and productive learning is our most important asset. However, once again we rely mainly on referral based enrollment and our phone does not ring as often as we would like. Will your Extraordinary Marketing program make a true impact. I believe the most important investment I can make in my Business is my Knowledge (Seminars, Associations & Networking)

I am ready to invest but would like feedback.

In closing I feel because I started my business with virtually nothing and have never invested large amounts of money into marketing and advertising programs I have put myself into a RUT and I cannot get out of it! I have put myself and my family into a quality of living that is not allowing me enough money to invest more into my business.

Our town is currently building 1200 new home starting at 350,000. Our area although small has a very high average income and I would like to figure out what I am doing wrong before these homes are finished.

Thank You For Your Time

Master Dan J. Anderson
Moorpark Ca.

Master Anderson,

Clearly the Extraordinary Marketing program is a VERY small investment with potentially HUGE returns. As always I invite you to try it out now - and, if it does not overwhelm you with valuable information your money will be immediately and cheerfully refunded - even a year from now with no questions asked.

Any school owner really must MASTER the marketing side of his or her business as well as MASTER Martial Arts and MASTER being an Educator.

There are many systems to generate new enrollments - including paid advertising, promotions and PR, internal lead generation and referral mechanisms, direct mail, the internet, etc., etc.

Sincerely I feel that you must master enough of these areas to insure a traffic flow of 20 to 40 new students (per location) - in my case I've always felt that 100 was the minimum number of enrollments that Mile High Karate in Denver needed to maintain &/or grow.

Stephen Oliver, MBA
<http://www.ExtraordinaryMarketing.com>

Raise your montly tuition without the parents getting upset

Hi Steve,

1) is there a way to raise your montly tuition without the parents getting upset and leaving the school.

2)what type of dialogue you will use to sell the programs to the newcomers. This question will help us very much in how to sell ourself to the parents.

3)thank you for the news letters have being very helpfull

Benny S Rivera
ITF Young Brothers
Address1: BMS 486 PO BOX 607061
Address2:
City: Bayamon State: Puerto Rico
Zip/Postcode: 00960-7061 Country: United States

The first easiest way to implement tuition increases is with new intros - not with existing students.

With existing students I ALWAYS OFFER to "grand-father" them in - in other words - lock them in to the existing price structure in return for a long-term commitment or, a one-time lump sum payment.

The dialogue to sell the customers comes primarily during your

orientation or intro classes - everyone should be completely "sold" on your program - before any conversation about pricing.

Then - hopefully you have done such a great job that they are relieved that the tuition is so reasonable.

Dear Mr. Oliver

I have read a few of your newsletters, and I thought I would say a few words, and ask a question if I may. My situation is a little unique as I am running 17 clubs in Nairobi Kenya. That is in Africa if you may not know. I came here four years ago on vacation and found that there was no modern martial arts at all. I am a six degree Blackbelt in Kenpo and ran a school in South Central Los Angeles for ten years. The school was very successful as enabled me to travel a great deal. Once I showed Kenyans my style they immediately jumped at the chance to take classes thinking that I was a tourist and could leave the country at anytime. When it came time for me to leave I couldn't. I started teaching and applying principles that I have learned about treating Martial Art Instructions as a business. The result is a growing organization called Modern African Martial Alliance, which I do full time and make a very good living from by African standards. I have also introduced Sport Karate and have sent several Kenyan players to the U.S.A. to compete. Here in Kenya there is Shotokan and Tae Kwon Do here as there is throughout Africa. But the one thing that I started that made Kenpo the third most practised Martial Art in Kenya in three short years is a "pay per class" method I introduced. Over 60% of Kenyans are under employed and that is a big market that I managed to tap into. We have over 750 active members and our goal is 1,000 by 2002. I visited several African countries including Johannesburg South Africa, and there is a strong demand for Non-Traditional martial arts throughout Africa.

Can you give me any ideas as to how to go about promoting Non Asian , Non Traditional martial arts in a world that has never known anything else????

Your in the Arts
Amen K. rahh
Cellphone Tel:254-0733-725020 (24hrs)
P.O. Box 21473 Nairobi, Kenya.

P.S. I am off to Mombasa to open our first clubs at the coast. Love to here from you anytime.

I find generally that the general public has much less interest in "style" or traditional vs. non-traditional martial arts than

we instructors have. They really don't know the difference - nor, do they care.

I don't claim to know much about teaching in South Africa - but, I know that people are people everywhere.

Promote - WHAT'S IN IT FOR THEM - Not what it is specifically that you teach and you'll appeal to the widest possible audience.

Also, be careful that you are teaching what people want to learn - not just what you find interesting at the moment.

Stephen Oliver.

Hi Mr Oliver

THANK YOU FOR HELPING ALL OF US.

Does extra ordinary marketing have a direct mailing part, like I have seen Keith Halfner talk about.

I have a brand new location with only 800 Sq.,the best thing is that the rent is great.

What is the potential of a location of this size.

I am closing a 2000 sq ft location because of staffing problems and high overhead.

It is ruff starting over in a new city

Have a Blessed day

John Allen
ama312@hotmail.com

Yes the Extraordinary Marketing program has alot of content for use with direct mail - including "Direct Marketing for Martial Arts Schools" one of the books written by me included in the program.

Also, If you order the program this week you will get a free bonus book entitled "Magnetic Sales Letters" itself worth over \$100 Absolutely free of charge.

<http://www.ExtraordinaryMarketing.com>

As for the potential of an 800 square foot facility - well, really I've never run one less than about 2,000 square feet - however, If you are really focused on MAXIMIZING your scheduling and work to stage your classes so as to teach as many people as possible in any time slot - then you will reach your potential.

I saw Steve LaVallee run over 500 active students in a 1,600 square foot school - with \$800 a month in rent. HUGE NET!

He really worked on teaching class so that if 40 were in class only 10 were really performing at any one time. He also played with scheduling AND curriculum to make that facility work - prior to expanding into a larger facility in Liver Pool, NY.

{!name} I hope this newsletter has been valuable to you!
If you haven't purchased the Extraordinary Marketing program -
I hope you will do so today.

And, Keep the questions and thoughts coming.

Stephen Oliver,
Extraordinary Marketing

<http://www.ExtraordinaryMarketing.com>

P.S. any one who orders the Extraordinary Marketing program this week will receive "Magnetic Sales Letters" a \$100 value - absolutely FREE of CHARGE.

"Direct Response Marketing Concepts for Martial Arts Schools"
by. Stephen Oliver, MBA

There are several key concepts that every school owner must focus on to become an effective direct response marketer:

1. Targeting your audience.
2. Responsiveness of the audience
3. Cost per response
4. Cost per new client acquisition

Let's start with targeting:

Geographic:

For a martial arts school we are typically focused on a three to five mile radius from your school. The reality is that many factors influence how far someone is willing to drive on a regular basis to your school.

Some of these factors include:

1. Whether you are in a rural or suburban or urban environment. Generally the denser the population, the busier the traffic, and the more choices available the less distance someone is likely to drive.

This computation is further complicated by factors such as whether someone is traveling into or away from the city center to get to your location. Whether you are dealing with children or adults as clients, and the general characteristics of your area.

2. Psychological barriers such as rivers or interstate freeways.

People tend not to cross major barriers such as these.

3. Ease of access and familiarity of location. If you are in a familiar retail area with recognizable land marks students will likely drive further than in an unfamiliar or hidden area.

Example.

For my Littleton, Colorado location I get a heavy pull from quite a ways south - which is heading further into the suburbs. Much less distance pull from the north towards the city center (people are less likely to drive away from the central urban area for services)

I have natural barriers to the west of me - a river with a major highway running along it and an additional natural barrier to the west - a major interstate highway. In my marketing efforts - my results improve substantially if I can stay within those known barriers.

Once you have figured out the likely willingness to drive to your area - almost all of your marketing efforts should be focused on targeted prospects within those geographic areas.

Age

Really think about who your program draws currently. You usually are better off to target what you've got - obviously that category of people like what you have to offer - than target what you want.

If you have a heavy 5 year old to 7 year old clientele. It may be smarter to try to find more of the same than to attempt for example to attract middle school or high school kids. This doesn't mean that you shouldn't from time to time broaden or expand your program - but these changes really start from within first.

Again, It is often most profitable to expand within a successful niche than to attempt to be all things to all people.

Income

What is the average median income of the students who you appeal to? Really look at your existing clientele and figure out who you appeal to and expand upon that.

Psychographics

Can you narrow down some common characteristics of your students. What other activities do they participate in. What community organizations do they belong in. What occupations do they belong to. What is their common educational background. Any demographic or psychographic predisposition that you can narrow in on will help you attract that type of student with your other marketing efforts.

Starting from Scratch

You may be tempted to go the other way and say to yourself - who would

I ideally like to attract? There is nothing wrong with that approach except the following reality:

Whatever you are attracting now - indicates who you appeal to most easily. Do you have a generally low income - blue collar clientele that train at your off the beaten path and mediocre school? If that's so - before making a major push for higher income students you'd better look at your school, your location, your personal appearance, and your class structure. No matter how much you want to appeal to a given clientele - it will do you no good unless you really have every aspect congruent with your desires.

For my schools:

We typically target families with incomes above \$50,000 with kids in the range of 4 to 10 years old, who own their own home.

These are always within a geographic boundry that we've determined appropriate for a specific location.

"It's been an EYE OPENING experience....."

Some questions - and, real answers - from of all places - South Africa about the Extraordinary Marketing program.

What do you think of:

1. The amount of content included for the price (value of the program?)

Our currency (Rand) is very weak in comparison to the Dollar. You can multiply the price with 8 to have an idea what I paid for the product! I am still very happy that I had bought the program!

2. The ease of application of my manuals to your martial arts business.

Although we are worlds apart, the similarity of our markets is absolutely scary! I am currently reading through the "Things I wish I knew....." for a second time and really enjoy your aproach. I am (was) a technical fighter and teacher all my life and only loved Karate-do, I am now rapidly changing to become a marketer, seller, business person etc.

3. Would you recommend this material to a friend?

Yes!

4. Would you be willing to provide comments to be used as testimonials on the site and in other promotional materials? If so - please include your comments below:

It had been an eye-opening experience to read the material you had sent. I am eagerly awaiting to apply nearly every single suggestion in the program. The similarity in our markets are really amazing! Although we are continents apart! I enjoyed the line, "I have not found even a single advantage into entering my students into the external tournaments". I am currently working through all the material and will have my web site etc in place for the

beginning of our academic year which is January. I will keep you posted!

Soon Pretorius
Karate Academy of South Africa

And, from the U.S.:

"All the money I have spent on various advertising buries the cost of Stephen's program. But his program is the ONLY ONE that returned results!"

Denny Strecker
Karate and Fitness Center

"The information you provided has made me alot of extra money..."

And, real implementation results:

Just in case you decide to use my feedback the information that you provided that has made me alot of extra money per month is where you said "if you want to increase your income then increase your tuition by 15-20%" it's not your quote but it's off the top of my head. You also said that if I think it was 20% of your prospect weren't complaining about price then I was probably undercharging. Well I was far from 20% complaints so I raised my prices, I'm much closer to 20% complaints now but the monthly NSF checks have decreased and I'm still growing just as fast as before.

Lloyd Irvin

The above is real feedback from "estatic" customers of Extraordinary Marketing.

Try it today - with no obligation - 100% personally money back guaranteed by me - Stephen Oliver - to increase your gross and, your net!

<http://www.ExtraordinaryMarketing.com>

Please share your knowledge, questions, concerns, interests with me for possible inclusion in future newsletters. The volume of my mail often precludes being able to personally answer questions, however many will be included in this on-going marketing and school support newsletter.

Send your questions and thoughts to:

StephenOliver@ExtraordinaryMarketing.com

Dear Mr. Oliver,

Your program is fantastic. I especially enjoyed your section entitled "Things I wish I knew when I was 22". I found it very motivating and insightful. Thank you for all time and considerable effort you put into making such a wonderful

program.

Sincerely,

Hilary Sandoval

Company: America's Best Karate Center
Address1: 9507 Viscount
City: El Paso State: TX
Zip/Postcode: 79925 Country: United States

Mr. Oliver,

I am extremely pleased with my purchase of your program. In fact, the internet marketing program is the LEAST of the material i received. i haven't even gotten to it yet due to all of the other awesome material! this is a goldmine of information and i would definitely recommend it to my friends (and will!)

james theros
oriental martial arts college

Name: james j theros 2nd
Company: oriental martial arts college
Address1: 2456 e. bradbury ave.
City: indianapolis State: in
Zip/Postcode: 46203 Country: United States

Steve:

I hope you don't mind that I have referred several of my clients to you for your marketing manual as well as your e-mail updates. I have valued the information you have provided for many years and I am glad you share your expertise with the martial arts industry. It's nice having a real expert giving advise to the industry as compared to some who provide unproven and in many cases bad advise.

Keep up the good work and unless you tell me to stop I will continue sending people to your way.

Wishing you were my client,
Larry Doke

Dear Mr. Oliver,

I have been literally scouring over your material since I have received it and can see the overall impact it can have on my business but just as things seemed so new and uncharted when I started, it is very much the same today as I begin to push forward to new levels of business. In particular the Jay Abraham material. I feel as though I have established my USP but some of the questions he poses are tough to answer directly.

I know what a first time customer is worth to me and I know what a converted BBC member is worth. But what I don't know is how to calculate the probability of converting a first time customer to the BBC

and therefore his/her lifetime value. Is there some way to calculate this conversion based on expected drop out? So that I can calculate what I can afford to spend or not spend to acquire new customers? Further where should my acquisition budget go? Is this a hit and miss effort till I find the right ones or is this simply a drip method everywhere that I can? How do I "buy" customers?

If you can shed some light on this I am ready to take notes.

Thank you

James Tosoff

Address1: 3-4011 Quadra Street
City: Victoria State: BC
Zip/Postcode: V8X1k1 Country: Canada

"Life-Time" Value of a student:

The most straightforward way to calculate the life-time value of an enrollment is:

Take your total GROSS revenue for the year including monthly payments, down payments, paid in fulls, retail sales, event income (from students) etc.

Divide by the total number of enrollments for that year.

That gives you on average what an enrollment is worth to your school:

Example:

\$500,000.00 gross revenue for the year.

250 active students

= \$2,000 average revenue per student.

-----Conversion rate to Black Belt Club (or Master Club)

To find your conversion rate - nearly track your numbers.

How many enrollments did you do last year?

Divide into the number of renewals that you did last year from your initial program into your BBC or MC.

ie. 250 enrollments - 125 renewals = 50% conversion rate.

-----Drop Out rate - and, it's effect on your life-time value:

The effect of your drop-out rate or "quit rate" is HUGE for your return per student.

First definition:

Quit rate - monthly.

How many active students do you have - divided into how many dropped out the previous month:

ie. Total active count at end of September = 300

15 students last attended in August.

Therefore 5% QUIT RATE in August.

Here's an example:

Average quit rate = 7%. Therefore 7% drop out per month on average or the average student trains with you for 14 months.

VS.

Average quit rate = 3%. Therefore the average student trains with you for an average of 33 months.

With a consistent tuition of \$139 per month (forgetting about down payments, paid in fulls, retail and a host of other revenue sources.)

7% quit rate - at \$139 per month - $\$139 \times 14 = \$1,946$.

3% quit rate - at \$139 per month - $\$139 \times 33 = \$4,587$.

This is a HUGE difference in tuition per student!

-----How do you buy a student?

Obviously this is a huge subject - not adequately covered here - but, basically the concept is spending advertising money to generate an enrollment vs. internal referral mechanisms vs. labor intensive but relatively inexpensive methods.

Some ways to buy an enrollment:

Broadcast Fax;
Broadcast Voice Mail;

Television:

30 second spots
2 minute spots
Infomercial

-----Cable and Broadcast

Radio:

30 second or 60 second spots

Informercial
Affiate program - via web.

Internet

Newspaper:

Daily major papers
Weeklys
Shoppers

Direct Mail:

Val Pak
Money Mailer
Advo
other Marriage mail options

Free standing letters
free standing postcards

etc., etc., etc.

As ALWAYS - TEST, TEST, TEST.

Hope this is helpful.
Stephen Oliver,
Extraordinary Marketing.

Hi Stephen

I have had emails from you now for a few weeks. Today I decided to subscribe to buying your Extraordinary Marketing Program. I bought this because I agreed with a lot of what you had said and this was based on personal experiences.

A problem I had, was that I was a good enough teacher but not a good businessman. For a dojo to run efficiently, I needed to listen more to business advice. Since doing so last October, my school has taken off to the point that I now employ teaching staff.

As regards getting rid of the bad elements in a school. It's a bit like pruning a tree. You need to cut out the disease or the rest of the tree will get diseased.

My main problem is the mothers.

One example was I was accused of being responsible for her sons veruchas. But not one member in the school had them beyond her son?

I've had kids that are fat and lazy who could never do the 100 metres, the high jump or get chosen on a football team. These kids were given the same encouagement as any other child yet the mothers complain that their kid isn't progressing as fast as the other kids and has done just as many classes. Then off they go into the sunset for another coke and a chocolate bar.

I think that karate is like going to the movies. Some watch the film, some fall asleep. They both went to the movies and they both paid for it. Does the person falling asleep demand their money back?

One of the top ex-competitors from the UK, Vic Charles, said that good kids with unsupportive parents aren't worth having in the dojo.

Yours sincerely

Paul Coleman
Oxford UK

Name: Paul Coleman
Address1: 35 Weldon Road
Address2: Wadham Park
City: Oxford State: Oxfordshire
Zip/Postcode: OX3 0HP Country: United Kingdom

Mr. Oliver

You wrote that you are currently charging \$139. for the first student and \$109. for the second student and \$89. for the third student. You also wrote come January the first student rate will go up to \$159. My question to you is this how many classes do they come to per week and does the monthly fee include belt testing, new belt, certificate ect.?

Curtis Bodiford

Curtis.
This includes two "standing appointments" per week for classes and, all belt testing, belts, certification, and association dues.
Stephen Oliver.

A VERY special letter from my instructor:

Grand Master Jhoon Rhee, 10th Degree Black Belt.
"Father of American Tae Kwon Do"

Dear Master Oliver,

I hope this letter finds you and your loved ones well and happy. I hope you don't have any family member, friends or associates lost their lives or injured from the insane killing and destroying act of evil last week. I thought I would share some thoughts with you after the few sad days of live nightmare.

What an incredible live nightmare it is. This nightmare will last for a long time. I have spoken over and over again the goodness of American Founding Fathers' Freedom System. It boiled down to Slavery System verses Freedom System of the Globe. Unquestionably, slavery represents evil; freedom good. So far, wars were fought knowing where the enemies were. This new war we have to fight hidden enemies after we find them, some in our backyards.

It is going to be a tough fight. Only way to win this kind of war is to strengthen our effective intelligence network and all freedom loving people to unite as one against the common enemy, the evil.

Dictators control their people as slaves; however, their people do not aware they are controlled by their brainwashing schemes. Their brainwashing scheme is teaching blind belief, promising something better after their physical death.

There is a reason for everything that happens. I think this world is coming to an end of the world. Don't worry about it. Every end of something, there is a beginning of something. The end of the year 2000 was beginning of year 2001. By the same token, the end of this evil world is the beginning of good world, where everyone can be happy with every breath of life.

The human history has been constant conflict between good and evil. The conflict began one person against one person; then, a family against another family; then, between small groups, between cities, between nations, between ideologies, and finally evil against good. Once this war comes an end, there will be a near perfect world, where everyone loves everyone to create a society, where every body is happy with every breath of life.

I had a vision this is coming over 30 years ago; I don't have a thread of doubt this happy society can come within a few generations depending on the people who live today. Internet, fax machines, and other good things are sign of new world. I am disappointed to hear French president is not going to fight all the way with us. I would like to share the Canadian tribute to America, which I read a few months ago, published in a Canadian newspapers as follow:

"When France was in danger of collapsing in 1956, it was the Americans who propped it up, and their reward was to be insulted and swindled on the streets of Paris."

Alexis DE Tocqueville, a French juror, visited America in 1831 to check out something that is moving America peacefully and prosperously, which Europeans never could have imagined.

When he visited jails in America, there were very few prisoners compared to jails in European countries. American people were much better educated in reading through the Bible studies. So, when he returned to France, he wrote two thick volumes of the book titled, "Democracy in America"

He wrote in his book:

"I sought for the greatness and genius of America in her commodious harbors and her ample rivers, and it was not there; in her fertile fields and boundless prairies, and it was not there; in her rich mines and her vast world commerce, and it was not there. Not until I went to the churches of America and heard her pulpits aflame with righteousness did I understand the secret of her genius and power. America is great because she is good and if America ever ceases to be good, America will cease to be great."

Alexis De Tocqueville

The Founders' goal was to eradicate all dictators and tyrannies from the face of the world through people's basic education of knowledge of freedom system, morality, and religion. Naturally, dictators are insecure to see that America, the founding nation of Freedom System, is the most powerful nation

on earth today.

So, all dictators are united to fight against the Founding Nation of Freedom System, the United States of America. Only way for them to fight against America is to organize terrorists to hide cowardly their identities, for they have no power to stand against justice of the United States of America. As thieves always hide from public, so do all terrorists.

As evils breed evils, dictators promote killing innocent people in the name of God and destroying people's property, as the whole world witnessed the way they killed people and destroyed the World Trade Center in New York at 8:48 AM on September 11, 2001. It is the worst nightmare of American history

From this experience, it is time to educate people not to follow anyone blindly but with reason, We must understand that there is nothing more divine, in Heaven and earth, than REASON. For the reason is only commonly possessed by both God and men to be able to communicate each other. Blind beliefs often, throughout history, created the worst human tragedies. We witnessed, in our life time, many incredible tragedies in the past, such as the one in Georgetown, Guyana, Waco, Texas, the World Trade Center in New York, and many other incredible tragedies of human suffering.

I admire people who die for the cause but not those who kill him to kill innocent people. Nothing could be more evil and stupid than killing himself to kill innocent people. I am sure those, who killed themselves to kill innocent people, have found out what an incredible and stupid crimes they had committed and will pay the price for the rest of their eternity. What could be more out of reason than killing himself to kill innocent people by being brain washed by the evil?

America has been consistent to fight against evil dictators not only for Her national defense but also to defend freedom of human right of other nations. Let us study what America had done for many small countries of the world after the World War II, for example. Near the end of World War II, Mr. Winston Churchill, the British Prime Minister was desperate to save the British Empire from falling into the hands of Germany. When Mr. Churchill was seeking help from the US, President Roosevelt made a few conditions.

One of the most important issues among a few was to free all British colonies as independent countries which were vital for British economy that time. Sir Winston Churchill had no choice but to agree with the US, for England was about to be defeated by Germany without US help.

The world should appreciate and give credits to the U. S. for what She had done for many colonized countries like India and many small nations of the African and South American Continents. Korea would not exist today without the US international policy, to free Korea from Japanese occupation in 1945. I am a Korean American who remember the recent Korean history. Korea would still be under Japanese control without help of the United States. I would not be here teaching Tae Kwon Do in America today, if Korea was still under Japanese control.

Prior to the World War I, generally, the purpose of a war between two nations was to expand their national territories to have more farmlands for more foods needed for their expanding populations. Did the United States take any piece of land from Japan or Germany after defeating them? Of course, not. On

the contrary, the US helped these countries to build their economy today. They should be grateful to the United States for Her generosity.

The achievements of Korea to develop Her living standard of today is one of the highest prides of the United States. Of course, Korean people worked very hard but She would be still considered as an underdeveloped country without America's support at the initial stage of the economic development during 1960s and 70s.

Then, why are there so much anti-American sentiments around the world? It is because they really do not know what America had done for the world. People of the world must be aware of America's contribution to this globe. I know I must continually devote myself to let this truth to be known to the world as I have been doing it for the last quarter of a century in the countries of the former Soviet Union.

I would like to point out a few important reasons why America has to stay as the most powerful nation in the world until the world becomes the Utopia or the Kingdom of Heaven, where every body is humanly perfect or divine human beings.

Reason one:

America is the only country where all different racial, ethnic, and religious groups are living together. Whenever there is suffering by an injustice around the world, all Americans from that country will devote to employ the American power to stop it. For example, Nelson Mandella would not be the president today without the influence of African Americans to enforce an economic sanction against South Africa.

Another example is, if the people of Kuwaiti American did not lobby against Iraq's aggression against Kuwait, the injustice of Iraq's action would have been justified to the world. Also, if Japan would try to invade Korea today to occupy Her again, over million Korean Americans and I will do everything we can to stop Japanese occupying of Korea again.

Reason Two:

If a racially homogeneous country becomes the most powerful country in the world, it is very possible that county to claim that She is the country of the most superior race in the world and will put everyone else at unrest. Our selfish human nature have had tendency to discriminate against others openly throughout the history, if they have power to do so. America will never be able to claim that because America is the only country consists of all races, nationalities, religions, creeds and others.

America's role as the beacon of Liberty has never been more evident than the last decade. American Founding Father's Freedom system, 215 years later, is being adopted by the former Soviet Union, Eastern European countries, Nicaragua, South Africa and all over the globe except a few. The rest of a few dictators will fade away soon for it is human nature to seek freedom for happiness. It is exciting to see incredible things are happening in the world in our time of human history. World Trade center may be the price for all good blessings we had had.

Let us expand the American Founding Fathers' freedom and open system -- making the entire world, where nobody can organize any terrorists acts like the one, which the whole world painfully witnessed on September 11, 2001, in New York City and Washington, DC.

I am confident that God will grant our wish to make this planet, where everyone is happy with every breath of life only if we do our shares of total human responsibility. Let us commit ourselves to the universal goal of making a better world for ourselves and our posterity.

Let us assume this live nightmare we experienced is a wake up call for free world. It could have been worse. Under the circumstances, let us all say, Everything Happens for the Best, because, many blessings in life turn out to be curses; many curses turn out to be blessings. I am sure you have this experience many times in your life. So, "Don't worry; be happy."

Sincerely yours,

Jhoon Rhee

And, from fellow Jhoon Rhee student - former reknown point figher - and, now internationally recognized school owner - Pat Worley.

This week has been a challenge to everyone. I keep hearing from others, and I keep asking myself "what can I do to help?"

We can all give blood. I am sure we are all going to roll up our sleeve to help.

Here is a thought. It may be futile. It may be of no effect what-so-ever.

Early Monday when the markets open, I plan to buy stock. If everyone buys some stock, it may have a positive effect. We need to send a message that we are strong mentally and financially.

If you could dig into your pocket and purchase something, \$100, \$500 or anything, please do. If the market is steady and not dropping, it will send a great message to all Americans and to the rest of the world.

If I lose my investment, it is a small, small sacrifice. However, I do not think I will.

May all of your loved ones remain safe during this horrific time in world history.

Pat Worley

Please forward.

And, finally:

"Raise your hand if you are a "sell-out!"

please don't send me your money making junk.
our school is doing just fine without selling out

mike malandra

Sorry,

I just couldn't resist including this CRAP.

What a load of B.S. (pardon my language!) but this stuff just really cracks me up every time I hear it!.

Before going any further - let me share a personal AND true story unrelated to martial arts:

During my first couple of years in college I managed a rock band. In my role as manager I predominantly worked to get the band exposure, to book gigs, supervise demo tapes, manage the recording process, and to get the band radio play whenever possible.

During a conversation one day with a "key" band member he said to me:

"hey, we don't want to be commercial. We just want to make really good music and entertain people."

My response:

"Well if you DO make really good music - then you will be commercial - people will want to listen to your music and with exposure we will be able to sell it. If you just make self-indulgent CRAP then no one will want it - and, you will not be commercial."

After all -- did the Beatles "sell-out" or did they just record REALLY GOOD MUSIC - that was accepted by a WIDE-RANGE and LARGE-NUMBER of people? How about Aerosmith, Fleetwood Mac, or any of a number of other groups or individuals who YOU Really like - and, who have sold LOTS of records?

As always please share your knowledge, questions, concerns, interests with me for possible inclusion in future newsletters. The volume of my mail often precludes being able to personally answer questions, however many will be included in this on-going marketing and school support newsletter.

Honestly,

Do you teach "Self-Indulgent Crap" or do you teach high quality martial arts that others will want to learn - if exposed to your program?

Making money and commercialism?

Really,

If you are non-profit or just a hobbyist - you still need to understand marketing. A non-profit must both market for financial support - and, market their program to those target individuals that they wish to teach. Even hobbyists, must market to the extent that they wish to grow their school. Get more effective at "in-house" referral generating methods - and, you can rapidly identify more people like your current students who may like what you teach.

Really - a better note would have been:

"Gee I know you are a professional - but, I'm an amateur and want to stay that way!"

Really, the PROFESSIONALS that I know have to be REALLY good teachers of REALLY high quality curriculum to ever make a living teaching martial arts.

It's just as hard to go from amateur status to professional as it is to go from H.S. Basketball player to College Player to the NBA. Or, to go from being an unknown "garage band" to being the "Beatles." Did someone tell Michael Jordan he was a "Sell-Out" when

he joined the NBA? Did he care about their opinion?

Send your questions and thoughts to:

StephenOliver@ExtraordinaryMarketing.com

Hope you enjoyed this edition of the Extraordinary Marketing newsletter.

Stephen Oliver,
Extraordinary Marketing

How to gross \$100,000 per month and net \$40,000+ per month!

Here are the only important factors to work towards to match these single school numbers for yourself!

By Stephen Oliver, MBA
Extraordinary Marketing

The Formula:

$30 \text{ Enrollments} \times \$130 \text{ per month} \times 97\% \text{ Monthly retention} = \$100,000+$

Student Retention.

The first secret to \$100,000+ per month success is 97%+ student retention every month - even with 600, 700, or 800 active students.

In other words if only 3% of your student body quits in any month (ie. 3% Quit Rate.)

Many martial arts schools in the U.S. lose 5% - 7% or even 10% every month.

This huge improvement means that each student who enrolls will stay with the school for an average of close to 3 years.

At 500 active students => 3% quit rate => 15 enrollments are needed to stay even.

At 500 active students => 7% quit rate => 35 enrollments are needed to stay even.

Enrollments.

The second secret is that consistently enrolling 30+ people into your school - every month. You must maintain an active marketing campaign including TV, newspaper, direct mail, and actively focuses on internal referrals and a variety of "lead generating" activities to keep a strong intro flow.

Once in the pipeline their follow-up and handling of intros leads to TIGHT enrollment ratios and SOLID enrollments. Your promotional efforts may even produce enrollments at a relatively high cost per person - however since on average you will receive \$130+ per month X 33 months (@ 3% quit rate) + retail + referrals + family add-ons + seminar fees + intramural tournament fees you can see is return

on your advertising investment is VERY strong.

Tuition Rate.

The final secret to success is a tuition rate that is reasonable for the service provided: \$130 for the first person, \$120 for 2nd Family Member, \$110 for 3rd Family Member.

(I'm actually charging \$139 for the first family member - getting ready to go to \$159 in January)

This tuition rate leads to a strong revenue per active student. Even before considering retail sales, event revenue, etc.

Although the above may seem simplistic - these three points are your only points of focus necessary to achieve HUGE financial results in your school.

Questions?

StephenOliver@ExtraordinaryMarketing.com

P.S. This example is based upon Keith Hafner in Ann Arbor, MI
Check out his web site at www.RockSolidKids.com

He is the author of "How to Build Rock Sold Kids" which I now use as required reading for all of my students. He also is an EFC Board of Director's member and has recently been featured as the cover story in the debut issue of Martial Arts Success published by Century Martial Arts.

If you visit his web site you can join his free parenting newsletter and find out about establishing a wholesale account for his book at your school

For more information on Educational Funding Company:

<http://www.EFCOnline.com>

Multiple Streams of Income for your Martial Arts School:

Idea #1:

Sell Keith Hafner's book at \$10 or more profit per book - as required reading for your kids program.

Idea #2:

Affiliate Programs!

Sell a variety of products via easy affiliate programs - for instance nutraceuticals - and, various nutritional products:

<http://www.HealthandWellnessDirect.com>

Idea #3:

Affiliate Program - Extraordinary Marketing.

Sell Extraordinary Marketing to your association schools, billing company, or other martial arts associates you receive 35% for every direct sale: \$138 per sale!. For doing nothing put providing a recommendation with your affiliate link.

And, now some feedback and questions from Extraordinary Marketing newsletter subscribers:

Stephen Oliver,
Your newsletters and information are both generous and helpful to all martial art professionals. You have been innovative and inspiring since your days at the Jhoon Rhee Institute as my instructor. Please continue sharing your knowledge.

To all of my fellow martial arts professionals remember whether it's one new idea a month or year or a reminder of what you already know Master Stephen Oliver's messages could be extremely beneficial to us all.

Sincerely,
Master Tommy Lightfoot
Jhoon Rhee Institute - Virginia

Aloha Stephen,

My school has been experiencing record growth over the last two month's. I have tried to put my finger on what is causing this welcome expansion, but I can't.

The one thing different has been the great messages you have been sending on a daily basis. Maybe I have been implementing some of your ideas if even only sub-consciously. Anyway it's obviously time me to take advantage of your record of success.

Mahalo,
George W. Iversen

Mr. Oliver,
I really enjoy reading your newsletter. I can see where you "Extraordinary Marketing" program will come in handy.

I still want this newsletter.

You are a true asset to those of us who have tried to "reinvent the wheel" sort to speak... Please keep this email coming!

Yours in the Martial Arts,
Lance L. J. Soares
2nd Black, Ed Parker's Kenpo
USA

-----Dear Stephen Oliver,

After reading your fine e-mails I am now greatly interested in your Extraordinary Marketing Program please can you send me any info would be greatly appreciated and I think what your doing for the Martial Arts community should be commened I wished I would of had my hands on something like this years ago, Bless You for raising martial arts up in our society to a place it belongs and helping good people get what they deserve sucess, I have never seeked fame or enormous fortune just comfortability and even that takes making a good living.

Some of us spent our time mastering our arts and the ability to teach but know absolutely squat about marketing and it doesn't matter if you have the best product in the world if it just sits on a shelf and no one knows about it. So after thirty years in the arts this old Dog is ready to learn some new tricks.
Thank You

Sifu Steve Brandon

All the information is available at
<http://www.ExtraordinaryMarketing.com>

Dear Master Oliver:

I have an excellent After School Karate Program. It pays all my business and personal expenses plus extra money which I'm saving. However, my regular program is not as good as I would like. My lease is up in 8 months and I have to move out since the place is getting too small for the After School Program. However, I need to grow the regular program so I can afford the higher rent without sacrificing my finances. Any ideas or suggestions? How can your Extraordinary Marketing Program help my growth?

Respectfully,
Frank Santiago
Chon Ji Tae Kwon Do Center

My Extraordinary Marketing program will have a huge impact on your ability to grow all aspects of your program.

Try it out.

<http://www.ExtraordinaryMarketing.com>

Hello Stephen,

My name is Anne Lauritzen. I am the business manager for The Jungle Creative Arts Center in Orem, UT. My husband and I opened the studio a year ago to teach the Brazilian martial art, Capoeira.

Capoeira is classified as an exotic martial art, as we include music, acrobatics, and several other facets unique to this style. We find that those with most interest in our style are 18-26 years of age, and very often college students.

We are certainly not a "typical" martial arts organization. We are, however, very interested in running a financially successful business. I have been receiving your emails for the past few weeks, have looked at your

website, and am wondering if your marketing program would apply to our organization.

Some of the unique problems we face as capoeira instructors include

1. the fact that the artform is relatively new to the United States and the general public doesn't know what "capoeira" is;
2. We began teaching at a local university and even though we have moved our program into the community, have yet to really establish a children's program; and
3. Capoeira programs are loosely structured throughout the world with no recognized national or international organizations to provide support outside of our individual network of schools.

Would your program be useful to our studio? And how?

Thank you for your time.

Anne Lauritzen

It is easy to think that your situation is different. Usually that is not the case.

First, The Extraordinary Marketing program can just as easily be applied to your situation as to any martial arts style. Schools that teach every style imaginable have applied the program successfully to their situation.

Second, Your "Unique" problems are not at all unique. First, many martial artists are running strong adult programs and have a limited appeal to kids - very successfully. As for style - the general public really doesn't know one from the other. If they have a "Preconception" that "Preconception" is usually WRONG.

Target your audience - and, introduce what you do in an appealing way. I don't know if you have an art with a wide appeal or not - but, start by looking at who you have now and then figure out how to find more of them!

Third, The lack of an organized association compared to other styles may be a benefit. Certainly the organized associations are a double edged sword - with benefits and handicaps.

Please try out my program - you have my personal guarantee that you will be astounded - or, your money back - this month - next year - whenever.

Stephen Oliver.

"Separate your hobby from your business"

Most school owners end up running a school as their hobby gradually evolves into a job then into a career. Maybe they were recruited to teach by their instructor - then had their "entrepreneurial seizure" and ended up self employed.

This is, of course, considerably different from the more pedestrian career path of most professionals - complete high school - go to college to pursue a degree in a field expected to produce an interesting and lucrative career - find the job and pursue career advancement and consistently improving salary and benefits.

Certainly in the new economy that model is becoming increasingly less common - however I walk through this to point out how different our industry usually is.

Although there is a newer generation - many like myself who actually trained to improve their teaching skill - pursued a degree in business and additional training in marketing - and, really approached the martial arts as a career. Generally that's the exception in the martial arts.

If you are really interested in running a quality school and making a reasonable income then you must approach your business as a career - not as a way to pursue your hobby full-time.

I've always held myself to a standard of matching my income opportunities in any other pursuit by plus or minus 10%. I've always planned on consistently matching my other choices.

A quick lesson in economics versus accounting:

If your revenue exceeds your expenses you will end up with what your accountant calls net profit. Although certainly having a positive bottom line is a good thing it misses an important component:

Opportunity cost.

Opportunity cost is in simple terms - what you could have made doing something else

Example:

If you could earn \$50,000 per year - in some other career and you make \$40,000 running your school.

Your accountant will tell you that you made \$40,000 profit - but an economist would tell you that you lost \$10,000 compared to your other opportunities. If you made \$50,000 from the school - then really you have broken even compared to your other opportunities.

The next issue to always pay attention to is your classroom and curriculum:

Do you teach what you like or
do teach what your clients want to learn?

Many, many martial artists pursue their own interests and hobbies in martial arts - then immediately convert their curriculum into these areas.

Example:

The ultimate fighting challenge takes the martial arts community by storm. School owners around the country take up grappling and pursue any of the Gracie clan - or Machado family to teach them this kick ass Brazilian martial art. Convinced that this was the ultimate fighting method - and, enamored of the viciousness of these telecasts they immediately begin teaching these grappling classes on a regular basis and expose their entire student body to this new curriculum.

Ultimately the moderately successful school - that previously had a solid children's and family clientele erodes. The owner has great fun with this new curriculum - the students don't share his new found interest.

The owner convinces himself that the kids and parents just love this new curriculum - his active count slowly dwindles.

Do you just love tournaments?

Is that the best thing for your students? I've run one of the biggest tournaments in the country - but I've got to tell you that I've never seen open tournaments have a positive impact on a school or on a student.

Do you just love to train with knives?

Not a great way to impress the parents is it?

Keep in mind that your personal hobbies in the martial arts and your career running a school should be kept separate.

That doesn't mean that you shouldn't pursue those

things that you enjoy - just step back and objectively evaluate whether what turns you on is the same thing that your clients and prospective clients are looking for when they come to your school.

Hope this was valuable - or, at least sparked some ideas for the operation of your school.

Stephen Oliver,
Extraordinary Marketing.

<http://www.ExtraordinaryMarketing.com>

Hi Stephen,
It seems you were a little extra put out with the letter below.
"Raise your hand if you are a "sell-out!"

please don't send me your money making junk.
our school is doing just fine without selling out

Relax, take a deep breath, and let it go. No one of any consequence would take this seriously. I recently had someone from my city email a nasty letter to me that was meant to sting like this. I sat back in my chair and started to reply with a rebuttal with someone who didn't even sign their real name. After I thought about it, I decided it was not worth my time. I know what I am doing, I know the plans under way to make my program even better, and I am successful. I didn't answer it. Unfortunately, this same person emailed my wife. She wrote a thoughtful reply. He returned with another nasty letter. She was upset for several days.

Some people are really not worth this much grief.

Let us be happy with ourselves, admit our mistakes if we have made them, but go on about our business knowing that NO MATTER WHAT WE DO we will have critics. You would think that if you were a GREAT PRESIDENT, everyone would love you. The fact is, the best President in the world will have people who hate him. It is a fact of life. Hope this encourages you.

Doug Adamson

No, actually I am not put-out - I just find it humorous that these attitudes still exist in our industry. It makes a fun platform to make a point that has been hidden under the surface for many years -- making money = bad martial arts / poverty = real martial arts.

Thanks your your great letter.

Stephen Oliver,

Dear Mr. Oliver,

I am Stephen Ray, Chief Instructor/Owner of World Martial Arts Academies in St. Louis under Grandmaster Young Chul Rho. Thank you

for your continuous encouragement through Extraordinary Marketing.
I wish you even greater success and blessings in your life.

Thank you very much,
Mr. Ray
WMAA-St. Louis

Hello Steven,

I'm new to the teaching arena. I've started small MA clubs at two high schools and one at a community college. How do you know when it's time to look for a commercial space? and how do you get these kids switched over to a tuition plan that will pay your rent?
thanks,

Neil Thomas

Having never gone through that transition I may not be the ideal candidate to respond to that question - however.

A few "rules of thumb:"

If you are not ready to make martial arts instruction your full-time "career" then I would NEVER rent commercial space. Why sign a big lease for your hobby?

However, if you are ready to really be a professional in this industry then I would review your financial situation - find as much capital as possible - and then "go for it."

When I opened in Denver I was 23 years old - and, opened 5 schools in 18 months and grew to over \$1,000,000 in revenue and over 1,400 students (within 3 years) with only \$10,000 in initial capital.

It's not my recommendation that you try to replicate that however the time to open a commercial school is when you have the "guts" to jump off the cliff and just "go for it."

Prior to doing that I would make sure I was REALLY EDUCATED on how to run a school successfully - read LOTS of materials including my full Extraordinary Marketing program. Learn from the many sources available.

The more educated you are before making the plunge the more likely you will be to be successful and to get to positive cash-flow as rapidly as possible.

As far as converting your existing students:

That is partially dependent upon the quality of teaching that you provide now - and, the improvements that you can show them by moving into a real martial arts school.

Stephen Oliver
Extraordinary Marketing

<http://www.ExtraordinaryMarketing.com>

Martial Arts and Commercialism.

In reply to these questions I invite the argument that these two elements can co-exist. I consider myself a user of martial arts, in that I use my talent to enjoy and appreciate life. In every aspect then, money or the making of large sums of money is important to utilize the tools of our society.

But you may ask how can we have quality and quantity. Try breaking down the elements of your school, in every school you have a series of classes, a series of levels. Two types of students populate your school, those that are doing what their parents tell them and getting some benefit. And those that want to be there.

From those that want to be there, it's said that for every 1,000 students you will have one lifetime participant of these arts and sciences of human life. So you add one more class.

A club if you will a time slot for those devoted students, those that want quality. If you are determined that you will deliver that quality, then you must give one important element, that of having an open mind.

It's important to give people the right choice of practice. So the levels include even those skills that you don't possess. In other words, your students know of other arts, often it's important to give that art from others. This can put a burden on the \$\$ that parents are paying, but if it saves one life, if it gives one the motivation to excel, how much can it be worth.

In this club I find that I can keep those students the pass into the realm of wanting more, and having more, and doing it here.

P. Greg Alland,
World Kali Silat Society
Box 121 Va. Beach, VA 24358 USA
917 204 5254

Hi Mr. Oliver, I have been following your news letter for several months. Could you tell me what percentage of the schools that bought your program has increased their net profit by \$10000.00 or more per year as a direct result of using your program?

Thanks so much,

Richard Gilliland - Karate International of Kernersville
745 Cinema Court -
Kernersville, N.C. 27284 phone 336-996-6917
e-mail kikville@aol.com fax - 336-996-1507

Side note:

The \$10,000.00 or more per year reference is a direct reference to my 100%, no questions asked, even a year from now, guarantee that if you don't increase your revenue by \$10,000.00 or MORE then

I'll refund 100% of the Extraordinary Marketing purchase price.

Frankly. The program has a 100% love it - or, your money back guarantee - for life!.

But to answer the question:

First, This program has only been offered since mid-spring so therefore I have no way to judge a year's results.

Second, It certainly is not a requirement for purchasers to share their statistics or P&L's with me post-purchase. Therefore, I have NO WAY of knowing what they have done - unless they contact me with real feedback from their implementation.

I have gotten a HUGE number of letters about the incredibly POSITIVE results received from the program - and, honestly their are way over 100 enthusiastic purchasers who are implementing the ideas included in the package right now.

Richard, you are welcome - as are all subscribers to this newsletter to try the program out for yourself. You have my personal guarantee that if you are not 100% ESTATIC with the results you get -anytime that you will get all of your money back - NO QUESTIONS ASKED.

Some examples from real customers include:

I listened to what you were saying.....

..... it's the best thing I've done for my school!

After buying the Extraordinary Marketing Program: I've increased my schools gross tuition for my adult and childrens program by thousands with one statement that I received from your program.

I've also increase my monthly income by almost \$4200 by following the same principle with my After Schol Program.

I remember 4 years ago when my school was only doing about \$8000 a month total with all of my programs. I've now made that much extra a month just from following one of your principles, although I was nervous at trying it at first but I listened to what you were saying and found out that I was in the situation that you were talking about, after that I did it.

It's probably the best thing I've done finacially for my school since starting my after school program and summer camp.

Thanks

Lloyd Irvin Jr
Lloyd Irvin's martial arts
Address: 6333 Old Branch Ave #302
City: Camp Springs State: MD
Zip/Postcode: 20748 Country: United States

Just in from Brazil:

I just finished "All The Things I Wish I Knew When I Was 22" and it was GREAT!!!

I feel like a blueprint was layed in front of me, I've already made some of the mistakes, I've done some of the stuff correct not even knowing if it was good to do it that way. I see major area's that I'm going to fix when I return from Brasil, one is making sure I Major in the Majors and Minor in the Minors I could talk about changes I'm going to make and how this has helped me so far all day but I don't want to waste your time so thanks for this info.

And,

Get the "Cliff Notes" to success.....

Chris Rappold of Personal Best Karate (3) locations,
250 East Main Street, Norton, MA Writes:

"Your genius is the ability to see things from a perspective that virtually no one else does. Your combination of an MBA and 20 years pioneering ideas for professional martial arts instructors is a valuable treasure for school owners such as myself. School owners have a choice of either spending 20 years in the process or trial and error coming up with new ideas, all the while wasting precious time and energy, plus thousands of dollars or they can get the "Cliff Notes" to success which are your "EVERYTHING I WISH I KNEW WHEN I WAS 22" section of Extraordinary Marketing. That's a starting point to standing on the shoulders of your wisdom!"

And,

....it was absolutely brilliant!

Just in from the UK:

Stephen I have to say that I would have paid the fee just for your "Everything I wish I knew when I was 22" - it was absolutely brilliant and really forced me to think about my own set up in the UK. I sat there reading it thinking "This is me"! Many of the problems you highlighted I am currently dealing with myself, and your views were certainly a balanced and well thought out comment on my current situation.

I have dipped in and out of much of the other material and can see that it will be very useful - I've got a week's vacation coming up so hope to read it more thoroughly then. Will let you know what I think at later date.

Yes, I would recommend this package to my friends and fellow instructors - especially the part I've already spoken so highly about.

Keep up the good work.

Steve Cowley.

AGAIN.

I hope you will visit <http://www.ExtraordinaryMarketing.com> and get my new marketing program. This week would be a great time to begin digesting the literally 1,000's of pages of material - and, highly focused content to help promote your martial arts school. You can have access to all of the information immediately and start learning how to "Jump Start" your enrollments for the fall.

You don't have to decide now! Try it out. See if it lives up to the promise. You have a year (or, even more) to decide that it's had a huge impact on your school and on your thinking!

<http://www.ExtraordinaryMarketing.com>

Join school owners from throughout the U.S., U.K., Australia, Canada, New Zealand, Scotland, Puerto Rico, Israel, South Africa, and many others who LOVE the Extraordinary Marketing Program.

If you cannot afford the \$395 this week - call 303-740-2291 (U.S.) and talk to Renee for a payment plan.

Try it out this weekend.

Stephen Oliver.
Extraordinary Marketing

Hi Stephen

Just a quick line to say high and to congratulate you on your great information.

Regards

David Lowe
napmaeuro.com

And,
A response to Grand Master Jhoon Rhee's letter from my last newsletter.

Extraordinary Marketing's newsletter and customer base is truly international and this letter is in from Argentina:

Hi Mr. Stephen,

First of all I want to say Thanks a lot! for sending these wise mails, it is so refreshing and motivating to know other colleagues' point of view about our beautiful job.

I hope everything is fine with you and your country, specially in these difficult days.

I own a small Traditional Kung fu School in Buenos Aires, ARgentina.
My teacher is GrandMaster Chan Kowk Wai, who lives in Brazil and happens to be the first chinese to teach traditional chinese kung fu in South America, beginning in 1960.

I am responsible for the duties of 25 well trained instructors and feel proud for my job, as you surely do too.

I would feel honoured if you visit my website: <http://kaimen.com.ar/>

But the other reason to write back is to make some correction to the well written and wise letter that GrandMaster Jhoon Rhee has sent to you.

He says:

> The Founders' goal was to eradicate all dictators and
> tyrannies from the face of the world through people's
basic education of knowledge of freedom system,

I don't know if you are aware about who were the teachers
who let our tiranes know how to "destroy terrorism" in our
country, a school and way of doing that ended in about 10.000
missing people: you were.

And I am saying this, recognizing our responsibility in this.

But you taught our repressors how-to torture.

The same has happened in Chile.

> Then, why are there so much anti-American sentiments around
> the world? It is
> because they really do not know what America had done for the
> world.

This ignorance about American politics on external affairs is what
makes you really weak. You are indeed an example for the world, you
are indeed a GREAT country. My first kung fu teacher is American.
I admire you in a lot of ways. But that doesn't mean not to recognize
your mistakes!

> Reason one:

> America is the only country where all different racial,

> ethnic, and religious groups are living together.

I feel really ASTONISHED by this statement. Surely Mr John Rhee is
convinced of this, but it is definitely NOT TRUE.

He should visit Argentina (Argentina is in this matter, similar to
USA. We have Japanese, Chinese, Korean, English, American, Spanish,
moslems, christians, jews, deutsch, living in peace together.) Of course
Mr Rhee has never travelled to Argentina, but it is just the same in
Brazil.

When I was in New York in 1980 I felt surprised to notice the similarity
with Buenos Aires in this aspect: interracial community.

My name is italian. My mother's name is spanish. My students are of any
origin: jews, greek, japanese, taiwanese, english, spanish, italian....Argentina
has most of his people with italian and spanish names, but we have a vast
moslem community and jews too, living in the exact same neighbourhood.

How can somebody as John Rhee make such a mistake? the answer is:
Americans are only aware about themselves.

I don't want to disturb your daily work with this political mess, but I feel with the right to raise my voice whenever someone insults (even when he is unaware of this) other people by claiming as unique, things that are not unique. Hope not to offend anyone with this, please don't connect this mail with anything related with the horror you have been living, as I am sure noone with good feelings can avoid sharing your pain.

I would highly appreciate if you could let Mr John Rhee read my message.

God Bless you
Horacio Di Renzo
Asociacion Kai Men Kung Fu
Buenos Aires - Argentina.

Having included this letter from Argentina - I must say that I first became aware of the lack of knowledge or even interest that we American's have in foreign affairs many years ago while visiting Madrid, Spain.

An investor and business person hosted me - hoping that I would open a chain of schools in Madrid. During my stay - Pat Robertson had won a state primarily in his run for President of the United States. That win was a constant point of discussion in Madrid. At the time I had NO IDEA who the President or Prime Minister of Spain was (nor, I bet would most Americans then or now.) Certainly few American's are aware of what goes on outside our borders.

That having been said - I feel compelled also to share a letter that I sent to all of my students (1,200+) following the tragedy:

The last 48 hours have been internationally traumatic and great tragedy has struck Washington, D.C. and New York.

In some ways - I felt personally engaged - as most of us do in these tragedies. When I lived in Washington - I lived in the building where much of the filming of the Pentagon was shot from - right across the highway - directly across from the heliport. In visiting New York - many times over the past several years - I've usually stayed at the Marriott in the financial district (which today is still burning and damaged) which is located next to the world trade center towers.

During the midst of our national trauma it is perhaps important and take the martial artist's perspective on this event and the outcomes as we approach our reaction.

First,

BACK TO BUSINESS AS USUAL - RIGHT NOW:

To allow this horrific event to shut down the United States for

any longer time period than absolutely necessary to secure our relative security is to strengthen the terrorists victory.

Business, schools, financial markets, free travel - and, the business of getting on with our personal and financial lives must go back to normal as soon as possible. As horrific as the human loss - both loss of life and the suffering of the families has already been - our country must not worsen the situation with protracted shut downs in transportation and business.

The on-going economic effect of industry and transportation shut-downs are huge and must be mitigated.

Get back to your life - 100% - right now. Don't let this week be an excuse to let down your action or activity in the pursuit of your goals.

Second,

DO NOT LET FEAR RULE - OR EVEN ENTER YOUR LIFE:

To allow FEAR to rule our lives - following this incident - again adds to the terrorist victory. Parents keeping their children home from school, businesses shuttering for the day or week, and families avoiding travel all negatively affect our way of life.

We must all control our focus - and, realize that despite the situation our personal safety really is no more at risk than before this incident - and, in fact our safety in travel will likely be much better following our national review of airport safety and stronger overview of existing regulations by the FAA and our national government.

Third,

MAINTAIN OUR FREEDOM.

We **MUST NOT** let terrorists impact our **FREEDOMS**. The "knee-jerk" reaction of an event like this is to move towards a more aggressive "police-state." We must not let this event move us towards limiting the rights and opportunities of law abiding citizens. The beauty of our way of life is our relative freedom of movement, privacy of living, and relative non-interference of our government in our daily lives. Ineffective efforts in the past to control drugs and other societal issues have already led to erosion of our civil liberties - we **MUST NOT** move towards restriction travel, bugging phones, reading email, and otherwise interfering with our freedom or privacy.

Fourth,

THERE MUST BE CONSEQUENCES.

However, as any martial artist will acknowledge - the first choice is to avoid the fight. Once the fight has begun - **YOU MUST GO FOR A KNOCK-OUT BLOW**. Until the enemy "GIVES UP" or is "UNABLE TO

CONTINUE" tentative strikes only worsen the situation. Although really knowing who's at fault in a situation like this is difficult - let's not follow the feeble attempts at the past at RETALIATION. Our objective now should NOT be revenge or retaliation - against these opponents that only worsens our situation. Our objective MUST BE a Knock Out Blow or UNCONDITIONAL Surrender.

Fifth,

CONTROL YOUR FOCUS.

Although it is difficult not to follow the news constantly in a situation such as this - and, I freely admit to being glued to the television during the morning on Tuesday -frankly unable to believe the events transpiring were real - WE MUST NOT let the terror and it's aftermath become our primary focus today or the rest of the week.

Focus on your goals - your school or your occupation - your family's health and safety - and, moving forward with your life. By all means - be an informed citizen - but focus on your "AREA OF INFLUENCE" those areas that you can personally impact and not the broader "AREA OF CONCERN" - especially not every gorey detail of this tragic event.

Six,

BE MOVED TO POSITIVE ACTION.

True self-esteem is strengthened by taking action to help others with no expectation of return. Rather than dwell on events under which you have NO CONTROL - act on those areas that you CAN CONTROL.

What can you do positively now?

Donate blood,
Make financial donations,
Or, volunteer your time to reputable charities that need your help.

Seventh,

DO NOT CAST BLAME - Inappropriately.

Honestly in our political system it is common to blame whoever you are not in favor of. Democrats may blame George Bush - for not being perceived as a strong world leader - for being untested - for not taking aggressive action to solve the middle east problems.

Republicans may blame Bill Clinton for weakening our military, for taking inadequate retaliatory strikes at terrorists during his presidency - or, for weakening the CIA, FBI or other government agencies.

Who's to blame?

THE PEOPLE WHO PLANNED AND EXECUTED THIS TERRIBLE ACT. And, all of

those people who directly or indirectly supported their actions.

Our country has been VERY Secure for many years - and, our FBI and other agencies have caught and prevented many similar terrorist plots. Be have many intellegent and effective people in our defense, police, and intellegence agencies. Are they perfect? No. Should they be blamed for this horrific act - obviously not.

Eight,

DO NOT PLAY "ARMCHAIR QUARTERBACK"

We have elected officials who are in place to make the hard decisions about how to move forward. In most cases you and I have no input nor adequate knowledge to effect the actions that need to follow this event.

What is required now is SUPPORT of our national leaders - and, support of our national way of life.

If you want to be involved in our nations political process - by all means, volunteer, donate money, send a letter to your congress man or woman, vote - stand on your soapbox, and vote.

But right now - let's not let the people of our country be a devisive distraction - let's be unified behind our leaders - if only for the resolution of this crisis.

To conclude - what can you and I do to combat these individuals?

1. Maintain and strengthen our wealth and happiness as a country;
2. Support our country and our leaders;
3. Focus on your goals and redouble your efforts to achieve them;
4. Overcome fear - and, resume our confidence in our way of life.

Your ideas and feedback are welcome - please share them with all Mile High Karate students.

I hope you have found this issue of Extraordinary Marketing's newsletter valuable.

Share questions and thoughts:

StephenOliver@extraordinarymarketing.com

And, while you are at it - Jump Start Your Marketing Efforts with Extraordinary Marketing:

<http://www.ExtraordinaryMarketing.com>

"Awesome is the only word I can use to describe your package at such a low cost!"

-----More feedback about the Extraordinary Marketing Program:

Dear Stephen Oliver,

Ever since my wife (office manager, the real boss) ordered your extraordinary marketing program I have received your newsletters with great relish.

I do want to thank you for marketing such an extraordinary package of materials. Awesome is the only word I can use to describe your package at such a low cost. I have had an academy (six days a week) open for the last twelve years and before that worked for one of my instructors for about six years in his five schools. The reason that I say low cost (and you know what I am talking about) is that we have paid out thousands of dollars over the years for business ideas and teaching ideas!

The software is super! We have over the years tried everything that came along. Master Vision beats them all. The little book "All the things I wish I knew when I was 22" was worth the cost of your program. Anyway, it has been the shot in the arm that we needed and we thank you for the dose of medicine.

Anyway, thanks for your program. Keep the faith and keep plugging "if you never give up, never quit and you never surrender you will never fail".

May the Lord God Almighty continue to bless and keep you and you family always, amen

Gordon Dixon
Name: Gordon & Sheila W. Dixon
Company: Tupelo Martial Arts Academy
Address1: 101 Broad St.
City: Shannon State: MS
Zip/Postcode: 38868 Country: United States

PS.

32 new students enrolled during Aug., 21 last month even with the horrible attack on our country, Bought Kovars Instructor college manual and signed 17 folks up and we are in our third week - super, super program best I have seen to develop quality staff instructors most of the concepts and precepts crossover in to whatever you do, several of my higher ranking color belts who are in business are taking this just for that reason as well as becoming better future instructors) and we are having a lot of fun. A real Blast!

Note:

The Introductory Manual to the Kovar's training manual and the school management program: "Master-Vision" both are included as FREE bonuses right now with any purchase of Extraordinary Marketing.

<http://www.ExtraordinaryMarketing.com>

Hi Steve,

Just read your "'secret formula' for \$1,000,000 per year in one school."
Those are some amazing numbers for people to think about. For your readers that are using the MasterVision computer program (and why wouldn't they? They get it for free when they purchase your book), I thought I'd point them to some magic things that MasterVision can do at the push of a button.

1. Student Retention of 97%

MasterVision provides 3 Retention Reports (Retention By Age, Retention By Level Enrolled, Retention By Rank). On these reports you give it a date range and the report shows you how many students inquired in that date range, how many are currently inactive, and what percentage that is. If you have more than 3% inactive, you have some work to do.

If you have work to do, you might want to look at the breakdown on each individual report. You might discover that 11-14 year olds are frequently dropping out or that many people drop out after reaching Blue belt.

MasterVision does all of this number-crunching for you automatically.

2. Enrollments - 30+ per month

MasterVision's "Infocall History" report shows you how many infocalls you received in a month, how many of those took into classes, and how many of those enrolled. It gives you a grand total of enrollment to see if you're making that 30 enrollments a month.

The "Source of Infocalls" tells you how effective your advertising is. It shows the number of infocalls a particular source generated, the number of enrollments for those people, and the percentage of enrollments per infocall. You can instantly see what advertising source is working and which advertising source is not working.

3. Tuition Rate.

MasterVision's "Contract Statistics" report shows you the financial numbers for every report you wrote in a time frame. This includes monthly payment amount to see if you are generating enough tuition. MasterVision's "Aging Detail Report" shows you anyone that is behind on payments so that you can collect all the money you're due.

MasterVision's "Activity: Sales" report shows you exactly what you collected in a time frame. This will tell you to the penny exactly what your school collects in a month.

I think your 'secret formula' is great. School owners who insist on doing this in their head, however, are throwing darts in the dark. By using a quality computer program to help run the school, you can instantly and accurately know if you're going to make that formula or not.

Todd Landrum
MasterVision Software

The software is super! We have over the years tried everything that came along. Master Vision beats them all.

Gordon Dixon

Note:

Master-Vision is a ABSOLUTELY FREE - added bonus to the Extraordinary Marketing program if you purchase this month.

-----Not a DEMO Version - but a complete and fully functional Copy including over 20 pre-written letters from my own Mile High Karate schools and reports and graphs to track your marketing, retention, and teaching results - just like in my own schools.

<http://www.ExtraordinaryMarketing.com>

Hi Stephen

How do you determine when a student has quit?

Thanks

Scott D

Answer:

I track 1 wk, 2 wk, and 3 wk inactive numbers - absolute numbers as well as percentages - then count students as a drop after not attending for 4 weeks. ie. We watch our weekly AND monthly active count - and, our students are considered inactive after 3 weeks of absences.

WE never try to justify that - oh, he's got a broken leg and will be back - they are on vacation - he's taking a break for soccer - really much of that is just excuses to ourselves - or, student excuses to not have to say they just don't like you, martial arts, or your classes anymore.

Hope that answers your question.

Stephen Oliver.

<<From a Previous Newsletter:

The final secret to success is a tuition rate that is reasonable for the service provided: \$130 for the first person, \$120 for 2nd Family Member, \$110 for 3rd Family Member. >>

And, I received a torrent of incredulous school owners on this one - sparked some controversy? Good. I've including just a few of the letters on this issue.

By the way - any of you that want to charge less for lessons - hey,

go right ahead - it's "no skin off my nose." In fact I get students who check out my CHEAPER competitors - some 1/2 of what I charge and, keep coming to us - BECAUSE THEY REALLY LIKE WHAT WE DO - we are GOOD at it - build great rapport with students - and, run really GREAT schools.

I'm really going to give you this stuff straight - NO BS - No smoke and mirrors - and, no let's all just feel good and have a group hug here. Want stuff that REALLY works in the REAL world - in practical application - you will get it here - and, often NO WHERE else!.

-----Letter #1

I am sorry ... but this rate just won't cut it in the area that I am in. A school tried charging \$80 a month up here and it went belly up. Yes, I know ... you are thinking that they weren't a well run school or very popular ... well, they never had a chance because when the parents/students heard how much it was they wouldn't even sign up. They didn't care about how great they said they were or what they could do for their kids ... at that price they just wouldn't even give them a chance.

It was a real well know school from another area down the hill from us that is very, very successful where they are ... in Orange County, where the money is ... but up here it just didn't make it. And in Orange County they charge alot more than \$80 a month. They thought they were cutting it way back when they came up here with that price.

The people up here will pay outrageous prices to put their kids in horsebackriding lessons ... but karate, NO.

Right now I charge the highest rate up here and it is only \$65 a month ... and I still have people trying to talk me down or barter. I just smile and then tell them to try and do that with their doctor or their horsebackriding instructor and see if they will reduce their prices. If they want to be here ... they stay ... if they refuse to pay the money ... I let them walk.

In the olden days I used to negotiate ... not anymore. And I have found that my school is now starting to really fill up since I have put my foot down and stuck to my prices.

I have upped the BBC/SWAT prices this year and haven't gotten as many in there as I would have liked ... but I figure given time and them watching all the others having fun in there and the good results that come from the extra training they get ... they will be joining in soon. I have something planned every Tuesday for them and it is intriguing for others to watch them learn extra weapons and such.

Eventually I will slowly keep raising the monthly fee ... as I am higher than when I first opened the school ... the ones that joined way in the beginning are still paying the lower fee ... but the new ones joining pay the higher fee.

Illona

-----Letter #2

Mr. Oliver,

As I read the newsletter I saw that the equation called for \$130 per month per student. Is that the new industry standard, or is that an example?

Obviously someone in an economically depressed area could not afford to charge that rate, or could they?

Lance L. J. Soares
2nd Black , Kenpo
USA

-----Letter #3

There is not a school out there that should be charging those prices per month unless it was for private lessons.

Tom Girardin
Owner/ Operator/ Student
4th Dan
Island Taekwondo Academy
2160B Cliffe Ave. Courtenay
BC Canada V9N 7S7

Gee - I LOVE that last one. Guess he thinks that martial arts really aren't very valuable. That there really aren't serious life skills to be learned, or that being a 4th Dan -- let's see what's that 4 years + 2 years + 3 years + 4 years = 13 years of training? Gee I'm at 32 years of training. Must not be really valuable?

You know, he must be right - I'd better go back to the 109 new students we have from September and let them know that NO ONE should charge \$130 a month (or, especially the \$239 down - \$139 per month that I charged each of them) -- gee should I refund the difference between that and, what? \$69. OK. Help me out here - what's that \$70 per month difference? Gee - they'll be estatic. They already thought that is was worth \$200+ per month - and, they were getting a HUGE bargain!.

[Gee does that really mean that I make as much from 300 active as ILLONA would make from 600 - no - I'd make ALOT more - you know less rent, less payroll, less advertising and marketing cost,]

Well - let's talk a little about price:

First:

Forget what everyone else is charging. It just doesn't matter. If they know what they are worth fine - but what are you worth? Do you provide great classes? Enduring life skills? Fitness and self-defense training? A great chance to develop physically - mentally - emotionally? What's that worth?

Frankly - with marketing done right - very few prospects will shop around on price anyway. If they do shop around - be the BEST VALUE NOT the cheapest. BE REALLY GOOD AT WHAT YOU DO. That will stand out like a "sore thumb" in our otherwise shabby industry!

Second:

You have to create a perception of HIGH VALUE before getting into price. Always start with a free or inexpensive - painless and easy introductory to your classes. Get them in - build rapport - share success stories - show value - have them enjoy themselves - BEFORE getting bogged down on price.

Third:

Build your value by comparing "apples to oranges" - what's the cost of a physical therapist per hour? \$100 per hour? You're going to teach them what 9 to 15 hours per month. How about Drug rehab? \$300 to \$1000 per day - what if you developed their child to have goals, positive peers, self confidence, and a health and success mentality - what would that be worth.

Fourth:

ASK.

Really, I'm not kidding here. If you ASK - ASK effectively, ASK assumptively, ASK expectantly for a higher tuition they will pay it!.

Gee - Nothing personal TOM & ILLONA - but, really, maybe you'd really better focus on getting REALLY good at what you do - then at communicating it effectively to your marketing - and, persuading your prospective students that you really are a good choice.

Does this make a difference in a "down market?"

Well - perhaps. Depends I think on what you think of as a down market and who your prospects are. We often really pre-judge what people can or will pay - and, what the market will bear.

There's really only one way to find out. ASK, ASK Consistently, and, if it just doesn't work - then reevaluate.

By the way - I just sat around a room in phoenix with a bunch of school operators - probably with a median personal income in the room of \$200,000.00+ per year. The average tuition was \$120+ per month. The richest guy in the room was charging \$135 - I'm charging \$139.

Well, to each their own.

Stephen Oliver, MBA
StephenOliver@ExtraordinaryMarketing.com

P.S. By the way.

Want THE FORMULA FOR GUARANTEED FAILURE?

Here it is:

1. Take every new idea and say:
 - a. My customers are different, or
 - b. That won't work in my town, or
 - c. That won't work in my situation, or
 - d. I don't believe it.
2. Be afraid to take risks - never try anything out of your comfort zone.
3. Undervalue your expertise and impact.

OH, OH wait a minute!

The people up here will pay outrageous prices to put their kids in horsebackriding lessons ... but karate, NO.

What - they have the money. Will pay it for something that they perceive to be valuable? But not a RECREATIONAL activity like karate? Might want to RETHINK YOUR PRECONCEPTIONS!

Steve,

There are a lot of schools out there that will never be able to enroll 30 students in a month because their population bases won't support those numbers, i.e. we have a client in a town of 3,800 people who has 350 active students - that's a high percentage of his total shopping population, but he applied the principles and got great results for this smaller community.

How about showing these guys in smaller communities how they can be successful using the same basis but only using a 5 -10 new enrollment figure for them. That way they are not blown away by the big numbers and fail to see that it works for them too - just not on the same scale. A good school should be able to get 5-7% of the base shopping population in a small community in case you aren't familiar with the smaller city challenges.

Larry Dokes

You make a great point.

A friend of mine - Buzz Durkin - does REALLY well in a small town with a relatively small monthly enrollment base. But, gee I think he runs at 500+ active students - once he signs them up they are never allowed to leave. In fact they are required to bring every family member to the school - and, then hit the 3rd even 4th generation.

The real secret - is REALLY GREAT service.

Keep your students - FOREVER - and, you'll grow, grow, grow and have really good income potential in just about any community.

Stephen Oliver.

Years ago Oliver "Big O" Miller and myself took his son Shannon to fight in a fight up in the Minneapolis, Saint Paul area. The fight was promoted by a (hope this is right) Bill Moore who had a school in Koon Rapids. His school was in a strip mall about 20 feet wide and 80 feet deep with a cubby hole office 6' X 8" located on the right as you walked in. The rest of the school was floor area with two bathroom change areas located at the back, which occupied a 12' X 20" area.

In talking to this guy I asked how many students he had and he replied 328 that were active. I expect that you could have scraped me off the floor! I ended up spending all day talking to him and observing his classes. How do they fit? Well you just have to be creative with your schedule. I then watched all his classes Several things that I took note of.

1. All classes were high energy, fun and motivating (lots of high fives, back thumping real relaxed with a lot of respect for the instructors and fellow students)
2. Different Instructor for every class.
3. No Instructor taught back to back classes
4. Structure, structure and more structure!

His students were awesome, every single one of them!

At that first "Mastermind Weekend" thing in palm springs, (remember that) I wandered into one of the restaurants with another guy from down south here and the only place that we could find to sit was one of those big round tables. We sat down and in comes Master B C Yu (man, now that's one that I hope I got the spelling right on) and politely asked if he could join us. Of course we said we would be honored if he would. As he started to unwrap his silverware he looks me in the eye and asks how good are my white belts. I think their pretty good sir. Humph he replies. He then asked the other guy the same question and he gets the same answer. Then he asks about my yellow belts and I said shucks they are real good! Wrong answer he says and then proceeds to explain to us why we if we did not loose our students at white belt level we ran them out the door at green belt and if we didn't get them there we pitched them out as brown and red belts. That the making of a black Belt is just like an automobile assembly line. White belts must be allowed to be white belts because they are white belts and not black belts and yellow belts should be allowed to be yellow belts and so on and so on. That the reason that we running so many people out of our schools was that we tried to make them black belts before their time. You don't get the shiny, beautiful auto until you get to the end of the process and then it is our duty and obligation to educate them of the value of going on to the custom shop.

We also got a real education about "never teach for material gain" that is to say the real meaning (oriental versus western thinking)

that it's alright to make good living and our duty to support our family in a quality manner. That if you don't you are failure in the martial arts and fail God and are probably stupid.

Lunch lasted about two hours and I learned as much in that time about being a real black belt and instructor as I had in the previous 25 years and have in the 10 years or so since!

There were several other things he shared with us during that lunch. One again was a common mistake about "Honor and Respect" and of course we all tend to put our brand of what that means on that statement and we all need to look further inside. Also about retention, we should never allow anyone to quit. Somebody misses a class call!! Go visit their home, talk to their family, visit their work, talk to their employer, talk to their fellow employees, visit their school, talk to their teacher, to fellow students to their school principal. We after all are the ones with the knowledge of powerful life changing tools of the martial arts and that it is our duty and obligation share this by never teaching anyone to be a quitter! If they don't have Jesus, who is the real answer, (by the way He is the guy I work for) we know that the things that we teach help a lot and who knows we may be able to share Him with them.

Gordon W. Dixon
Tupelo Martial Arts Academy
101 Broad St.
Shannon, MS 38868 United States

Interesting observations!.

Thanks for those great lessons. Yes, I do remember Andrew Wood's first Master-Mind Weekend. I was a key-note speaker - really my topic was "How to Promote a Tournament" - I basically spent an hour explaining to the 200 or 300 participants why no school owner in his/her right mind should ever do that!.

It was a great weekend and, I loved Palm Springs - time for another seminar there!

How about the Ultimate Martial Arts Marketing master mind weekend?

Who's up for that?

Stephen Oliver.

P.S. Please share your knowledge, questions, concerns, interests with me for possible inclusion in future newsletters. The volume of my mail often precludes being able to personally answer questions, however many will be included in this on-going marketing and school support newsletter.

MANY - if not most of your questions will be answered in the Extraordinary Marketing program - I highly recommend that you read it COVER to COVER first.

Send your questions and thoughts to:

StephenOliver@ExtraordinaryMarketing.com

<http://www.ExtraordinaryMarketing.com>

Dear, Mr. Oliver

I am a new school owner for the past 1 1/2 years. We are moving to a new town about four hours away. I don't know when and how to close our current studio. People are still coming in a signing up. Our expected moveing date is May 2002.

Do you have any suggestions? We are going into business with a school up and running in our new town.

Thank You for your help.

Kicks Karate

Most business owners overlook LOTS of opportunities for business ventures - and, mutual benefit.

Closing your school? Who's your #1 competitor in your existing location?

Why not make a deal to "merge" your schools when you leave for a percentage of the on-going revenue from the existing student base. Many school might actually make more money for some period of time using this method to get out from under an other wise money losing deal.

I would look to every opportunity to have your existing student base be an asset worth selling or bartering to a current competitor.

Why not make that deal now - and, really push to up your active count before you move?

Just make sure you are not taking cash-up-front for service you obviously don't intent to provide - there's a huge moral, ethical, and, Legal problem with that.

Keep in mind - this could certainly work the other way as well.

At any one time how many schools in your area are:

1. Barely making ends meet?
2. Steadily losing money?
3. Being run by someone who is a 'burn-out' and wants out;
4. Being run by a multiple school operator who really would rather go back to 1 - or, 3, or, 5?

How about helping them "gracefully" go out of business while absorbing their student body - and, compensating them not only for their existing students - WHO STAY ACTIVE AND PAYING - but, also for their base of prospects (leads) and their existing

relationships otherwise?

Lot's of opportunities exist to buy, sell, merge, cooperate, that never get explored due to mis-placed egos and lack of initiative or creativity.

Probably 25% of your competitors at any time - might be open to exiting the business gracefully - or, in creating positive "joint-venture" opportunities.

Hopefully this gives you something to work with.

Stephen Oliver
Extraordinary Marketing
<http://www.ExtraordinaryMarketing.com>

Dear Mr. Oliver,

Thank you for your recent letter
your letter has led me to discover some very exciting web-sites (ie:rocksolidkids.com) I would like to share one of my school's program ideas with you. It is called 'the number 1 club'. Basically it is a program designed to encourage students to listen(and repond) to their parents immediately. Students can easily become members of the number 1 club. All it takes is for them to 'obey' their parents the first time their parents ask them to do something. Various awards(stickers/certificate) keep the kids motivated.... The parents love it.

Best Wishes
Rod Johnson

Follow-up RE Rock Solid Kids:

Dear School Owner.

We are all always looking for ways to accomplish two things:

1. Add more perceived (and real) value for our students - this enhances retention, revenue, and word of mouth referrals - but just between you and I - The reason that I continue to run karate schools - with so many other income opportunities around - is the contribution that I know that I am making to our families.
2. We are always looking for a way to enhance our revenues.

I have forwarded on to you a wonderful newsletter. I have forwarded this newsletter (unedited and unchanged) to my students - suggesting that they subscribe to this wonderful free resouces (perceived value added step 1 + real contribution - this REALLY is good material!)

Next, I plan to buy lots of copies of this book to use as my lesson of the week - one chapter a week - for the year- I'm going to buy one foreach family (at wholesale - of course) and teach along with it for the year.

Finally, I intend to both - set up as an affiliate (either through AMAZON or directly with Keith Hafner) to sell it through my web sites and my emails to my clientele. And, intend to stock it in my school to sell directly to my students - with my highest recommendation.

In my Extraordinary Marketing Program - I discuss ways to use affiliate programs to enhance your revenue - both to receive traffic and to drive traffic. This is a NATURAL Fit with any children's martial arts program!.

Take a look and see what you think!

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The "How to Build Rock Solid Kids" Newsletter!
Volume One, Newsletter One

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YOU ARE RECEIVING this free newsletter on parenting skills because you are on the "How to Build Rock Solid Kids" opt-in mailing list.

PLEASE RECOMMEND THIS NEWSLETTER to anyone you know that is interested in raising Happy, Healthy, Confident Kids!

Just click on "Forward" in your email program.

The "How to Build Rock Solid Kids" Newsletter is published by Karate Master Keith Hafner. Issues will arrive on the first and third Monday of each month.

=====

Dear Stephen Oliver --

Welcome to the "How to Build Rock Solid Kids" Newsletter. I applaud your initiative in taking advantage of this free subscription!

After all, our kids really are our most important "asset," aren't they? And - I'm sure you will agree - it's really a tough world out there for kids. They are faced with challenges each and every day that were unheard of, just a generation ago.

And, yet, I see lots and lots of kids who grow up with healthy self-esteem; good values; and the courage and discipline that it takes to reach their goals.

Of course, the question is - why are those kids well equipped "for the journey," while others get left behind?

That part is easy. Those "rock solid kids" were taught those skills by their parents.

The hard part, certainly, is actually doing the skill building. Like most parents, you are very busy, each day. And - nobody ever did give you that "owners manual" for your kids when they were born.

That's where the "How to Build Rock Solid Kids" Newsletter comes in. Each issue will be packed with "rock solid" information. Stuff that you can read, and immediately put to work in teaching your children.

What I would ask of you, right up front, is that you begin to see this "work" as an exciting project...an adventure with huge payoff at the end: happy, healthy, confident kids.

And yes, it does take a lot of work to "build" a kid with high self-esteem. But consider for a moment the huge measure of unhappy work that is required to raise a child with low self-esteem, unclear values, and no self-discipline!

So, let's roll up our sleeves and get busy! And thanks again for subscribing!

Your friend,

Keith Hafner

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The 5 Skills of Listening!

It's frustrating when our children don't seem to listen, isn't it?

And when they don't pay attention to what you are saying in the home, you have to wonder how much they are missing at school!

In 20+ years of teaching Martial Arts in our community, we've developed a 5 step approach to develop the skill of listening. You can easily teach these 5 steps to your child!

- The Listening Posture. Teach your child that when it's time to listen, they must sit or stand straight up. Shoulders back. Lift the chest a little. Chin high. This alone can double listening retention!
- Direct Eye Contact is Essential. Insist on it. Your child will then be able to focus on the words being said.
- Repeat the Message Back to the Speaker, When Possible. For example, a child might say, "So Mom, you'd like me to clean up my room and feed the cat before I play on the computer?" This lets the speaker know your child has understood!
- Ask Questions! Coach your children to ask respectful questions. This shows they are paying attention, and care about what the other person is saying!
- Look For More Information. Especially with older children, train them to ask themselves, "How does this person feel about what they are saying?" Are they angry? Bored? Interested? Concerned?

My friends, even young children can be taught these steps. Begin by reading the steps to them, and then practicing each skill!

When you observe your child losing focus, just the simple reminder, "Remember...listening skills!" will re-focus them.

And, of course, watch like a hawk for situations when your child does listen effectively. Catch them doing it right, and follow up with a huge dose of appreciation, like, "Honey, I was so proud of you for listening to what I was saying!"

If you have questions about the 5 Skills of Listening, just e-mail me at khafner@provide.net

I'd be happy to help!

Your Friend,

Keith H

=====

A father was reading Bible stories to his young son. He read, "the man named Lot was warned to take his wife and flee out of the city, but his wife looked back and was turned to salt."

His little son asked, "Well, what happened to the flea?"

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The Adventurer's Creed

My life is an adventure, and I relish every exciting moment of it...My life is a temporary gift; I will use it to the fullest and relinquish it with great sorrow...I am a unique, irreplaceable, priceless work of God, and since I am like no other, I will not be bound by the chains of conformity. Just as I cherish the right to live my life as an adventure, I will admire the right of others to do unconventional, adventurous things...My body needs sleep, but I enjoy each day so much that I surrender myself to it reluctantly and awake each morning refreshed and eager for new adventures...Because I recognize life is a temporary gift, I treasure time and organize it and manage it to the best of my ability...Because an adventure is that joyful experience that happens on the way to a destination, I will always have a purposeful direction for my life. But I will always attach more importance to the journey than to the end.

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"Always do right. This will gratify some people, and astonish the rest."
Mark Twain

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In Brooklyn, New York, Chush is a school that caters to learning disabled children. Some children remain in Chush for their entire school career, while others can be mainstreamed into conventional schools. At a Chush fundraising dinner, the father of a Chush child delivered a speech that would never be forgotten by all who attended.

After extolling the school and its dedicated staff, he cried out, "Where is the perfection in my son Shaya? Everything God does is done with

perfection. But my child cannot understand things as other children do. My child cannot remember facts and figures as other children do.

Where is God's perfection?"

The audience was shocked by the question, pained by the father's anguish, and stilled by the piercing query. "I believe," the father answered, "that when God brings a child like this into the world, the perfection that he seeks is in the way people react to this child."

He then told the following story about his son Shaya: One afternoon Shaya and his father walked past a park where some boys Shaya knew were playing baseball. Shaya asked, "Do you think they will let me play?"

Shaya's father knew that his son was not at all athletic and that most boys would not want him on their team. But Shaya's father understood that if his son was chosen to play it would give him a comfortable sense of belonging. Shaya's father approached one of the boys in the field and asked if Shaya could play.

The boy looked around for guidance from his teammates. Getting none, he took matters into his own hands and said "We are losing by six runs and the game is in the eighth inning. I guess he can be on our team and we'll try to put him up to bat in the ninth inning."

Shaya's father was ecstatic as Shaya smiled broadly.

Shaya was told to put on a glove and go out to play short center field. In the bottom of the eighth inning, Shaya's team scored a few runs but was still behind by three. In the bottom of the ninth inning, Shaya's team scored again and now with two outs and the bases loaded with the potential winning run on base, Shaya was scheduled to be up. Would the team actually let Shaya bat at this juncture and give away their chance to win the game?

Surprisingly, Shaya was given the bat. Everyone knew that it was all but impossible because Shaya didn't even know how to hold the bat properly, let alone hit with it.

However as Shaya stepped up to the plate, the pitcher moved a few steps to lob the ball in softly so Shaya should at least be able to make contact.

The first pitch came in and Shaya swung clumsily and missed. One of Shaya's teammates came up to Shaya and together they held the bat and faced the pitcher waiting for the next pitch. The pitcher again took a few steps forward to toss the ball softly toward Shaya.

As the pitch came in, Shaya and his teammate swung at the bat and together they hit a slow ground ball to the pitcher. The pitcher picked up the soft grounder and could easily have thrown the ball to the first baseman.

Shaya would have been out and that would have ended the game. Instead, the pitcher took the ball and threw it on a high arc to right field, far beyond reach of the first baseman. Everyone started yelling,

"Shaya, run to first! Run to first!"

Never in his life had Shaya run to first. He scampered down the baseline, wide-eyed and startled. By the time he reached first base, the right fielder had the ball. He could have thrown the ball to the second baseman who would tag out Shaya, who was still running.

But the right fielder understood what the pitcher's intentions were, so he threw the ball high and far over the third baseman's head. Everyone yelled, "Run to second, run to second."

Shaya ran toward second base as the runners ahead of him deliriously circled the bases toward home.

As Shaya reached second base, the opposing short stop ran to him, turned him in the direction of third base and shouted, "Run to third."

As Shaya rounded third, the boys from both teams ran behind him screaming, "Shaya, run for home."

Shaya ran home, stepped on home plate, and all 18 boys lifted him on their shoulders and made him the hero, as he had just hit a "grand slam" and won the game for his team.

"That day," said the father softly with tears now rolling down his face, "those 18 boys reached their level of God's perfection."

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Thanks to all of you who subscribe to the "How to Build Rock Solid Kids" Newsletter and pass it on to interested friends and relatives!

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99 Ways to Say "Very Good"
SUPER GOOD! Couldn't have done it better myself. You've got it made . You are a joy. SUPER! One more time and you'll have it. That's RIGHT! You really make my job fun. That's good. That's the right way to do it. You're really working hard today. You're getting better every day. You are very good at that. You did it that time! That's coming along nicely. You're on the right track now. GOOD WORK! Nice going. That's very much better! You haven't missed a thing. I'm happy to see you working like that. WOW! Exactly right. That's the way! I'm proud of the way you worked today. Keep up the good work. You are doing that much better today. TERRIFIC! You've just about got it. Nothing can stop you now. That's the best you have ever done. That's the way to do it. You're doing a good job! SENSATIONAL! THAT'S IT! You've got your brain in gear. Now you've got it figured out. That's better. That's quite an improvement. That was first class work. GREAT! EXCELLENT! I knew you could do it. That's the best ever. Congratulations! You've just about mastered that. You're making real progress. PERFECT! Keep working on it, you're improving. That's better than ever. Now you have it! Much better! You are learning fast. WONDERFUL! EXTRAORDINARY! You must have been practicing! You did that very well. Keep it up! FINE! Congratulations - You did it! Nice going. You did a lot of work today. You're really going to town. Well, look at you go! OUTSTANDING! I'm very proud of you. FANTASTIC! MARVELOUS! TREMENDOUS! I like that. That's how to handle that! Way

to go! Now that's what I call a fine job. Now you have the hang of it. That's great. You're doing fine. Right on! Good thinking. You're really improving. You are really learning a lot. You're doing beautifully. Good going. Superb! I've never seen anyone do it better. Good remembering! You've got that down pat. It's such a pleasure to work with you! You certainly did well today!

by Mamie McCollough, the "I Can" Lady

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Keith Hafner is hard at work on his next project "How to Build Rock Solid Marriages," and taking his self-esteem building message to both parents and children through seminars and school presentations!

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PLEASE RECOMMEND THIS NEWSLETTER to anyone you know who is interested in raising Happy, Healthy, Confident Kids!

Just click on "Forward" in your email program.

To subscribe to this newsletter: <http://www.rocksolidkids.com/news/>

Thank You.

Brought to You by - Stephen Oliver - Extraordinary Marketing.
<http://www.ExtraordinaryMarketing.com>

Dear Mr. Oliver

Would your extraordinary marketing system work in promoting the following businesses?

1. - I have a chiropractic practice in the Los Angeles area. - Would your system work in this type of business?
2. - I might want to start teaching Kung-Fu & Tai Chi in the park on a part time basis. - Would your system help?

Thanks,

Dr. Ed Martin

P.S.- A friend of mine is studying to become a minister. - Would your system help to promote a church?

Honestly - marketing is marketing. AND, the biggest problem with most business owners is that they get way too "in-bred" within

their industry and never branch out to look for other ideas.

Just about everything in my program would:

1. Work wonderfully for a chiropractor.
2. Be "massive over-kill" for a part-time kung fu/tai chi program in the park.
3. Work marvelously for a church or any other business with personal interaction with their clients, members, parishioners, students -- and, the on-going need to build the active base of participants.

Stephen Oliver.

Extraordinary Marketing.

<http://www.ExtraordinaryMarketing.com>

FREE OFFER - THIS WEEK:

If you purchase the program today - you will also receive ABSOLUTELY FREE OF CHARGE: MasterVision school management software program that has been developed over 10 years with over \$100,000 in developmental costs. A COMPLETE working copy that previously sold for as much as \$995 is yours FREE with the purchase of the Extraordinary Marketing program This Week:

<http://www.ExtraordinaryMarketing.com>

(this is not just a demo version - but a complete license to use this software package - an incredible value included as a FREE BONUS to Extraordinary Marketing this week.)

Also - more great feedback about the Extraordinary Marketing Program - and, "All The Things I Wish I Knew When I Was 22" which is included in the program:

Just in from Brazil:

I just finished "All The Things I Wish I Knew When I Was 22" and it was GREAT!!!

I've already started to change my webpage, last night I purchased some new domain names that are easy to remember and I've started to implement a lot of the other ideas.

I feel like a blueprint was laid in front of me, I've already made some of the mistakes, I've done some of the stuff correct not even knowing if it was good to do it that way. I see major areas that I'm going to fix when I return from Brazil, one is making sure I Major in the Majors and Minor in the Minors. I could talk about changes I'm going to make and how this has helped me so far all day but I don't want to waste your time so thanks for this info.

And,

Get the "Cliff Notes" to success.....

Chris Rappold of Personal Best Karate (3) locations,
250 East Main Street, Norton, MA Writes:

"Your genius is the ability to see things from a perspective that virtually no one else does. Your combination of an MBA and 20 years pioneering ideas for professional martial arts instructors is a valuable treasure for school owners such as myself. School owners have a choice of either spending 20 years in the process or trial and error coming up with new ideas, all the while wasting precious time and energy, plus thousands of dollars or they can get the "Cliff Notes" to success which are your "EVERYTHING I WISH I KNEW WHEN I WAS 22" section of Extraordinary Marketing. That's a starting point to standing on the shoulders of your wisdom!"

And,

....it was absolutely brilliant!

Just in from the UK:

Stephen I have to say that I would have paid the fee just for your "Everything I wish I knew when I was 22" - it was absolutely brilliant and really forced me to think about my own set up in the UK. I sat there reading it thinking "This is me"! Many of the problems you highlighted I am currently dealing with myself, and your views were certainly a balanced and well thought out comment on my current situation.

I have dipped in and out of much of the other material and can see that it will be very useful - I've got a week's vacation coming up so hope to read it more thoroughly then. Will let you know what I think at later date.

Yes, I would recommend this package to my friends and fellow instructors - especially the part I've already spoken so highly about.

Keep up the good work.

Steve Cowley.

This is real feedback from real customers about this revolutionary new program. Won't you check it out for yourself, today?

School owners from the U.S., Canada, Australia, New Zealand, Norway, U.K., Israel, Brazil and Puerto Rico have already begun applying these universal lessons for the martial arts business. Don't get left out!

<http://www.extraordinarymarketing.com>

Please share your knowledge, questions, concerns, interests with me for possible inclusion in future newsletters. The volume of my mail often precludes being able to personally answer questions, however

many will be included in this on-going marketing and school support newsletter.

Send your questions and thoughts to:

StephenOliver@ExtraordinaryMarketing.com

<http://www.ExtraordinaryMarketing.com>

More commentary on the state of our nation - and, the world:

A good friend of mine gave me this test. A test for the times.
It is titled "Make a choice"

MAKE A CHOICE: "A" or "B"

- a) I am very fearful in the light of the recent terrible events and destruction I have read about and seen on TV. I am almost paralyzed by my concern and worrying. I am getting very little done.
- b) I am learning to be cautious and alert. I am learning more about world affairs and reevaluating my own life in terms, goals, and relationships. I have made a very firm resolve to continue to make my lifestyle constructive and progressive. I have firmly decided to do what I am supposed to do and to be where I am supposed to be. I recognize that the bread of life is to express my joy, to be helpful to others and to be passionate about my country and it's values. I distinctly conclude that fear is the enemy and I will NOT succumb.

I am not going to ignore these latest happenings, but will not dwell in mindless and morbid communication about it, whether I am on the way to work, riding in a car, traveling by train or airplane or even taking a walk in the park. I will make it my business to keep my thoughts on the good and the true and absolutely know that harmony will prevail."

By Nick Cokinos

Chairman - Educational Funding Company.

Today I was speaking to Mark Cokinos marketing director at Educational Funding Company.

He has agreed to provide a free marketing package for all of my clients and newsletter members.

* If you are ready to double your gross at no extra cost and are ready to receive our complimentary premium, consulting package.

* If you would like to grow your school by 35 students in the next four months and would like an EFC consultant to personally work with you.

EFC is currently offering to new inquiries a complimentary, premium consulting package.

Click here to read more...

<http://www.efconline.com/Prospective/Offer.asp>

Or, better yet - call 301-654-8677 - Ask for Mark Cokinos -> Tell him that Stephen Oliver sent you and he'll send you their introductory package free!

Also they have a free conference call in November that you can plug into - call today.

Give them a call and check it out today.

Stephen Oliver,
Extraordinary Marketing
<http://www.ExtraordinaryMarketing.com>

Hello my name is John Ganaden. I am interested in opening up a school. I already have 15 students waiting for me to open up. but I am not quite sure as to what it takes to open up a school. Right now I am getting my business license and my tax ID. I am also looking for a building to train in, I am also trying to figure out my cost to open. but I am not quite sure as to how to do that. I have some Ideas but not quite sure if they are correct.

Can you give me some advice?

Thank you
John Ganaden

John,

Business license, tax ID, etc. can wait.

You really must start by learning how to MARKET EFFECTIVELY then find 100 students QUICK (6 weeks +- is a good start.) After that worry about the many other administrative details.

Really, read everything you can get your hands on about marketing and advertising (personally - I spent a year studying at the Library of Congress - and, with the SBA AND, learning everything possible from the Jhoon Rhee Institute, Nick Cokinos, Jhoon Rhee, Ned Muffly, and, Jeff Smith - while putting together a 200 page business plan - focused 50% on marketing and 50% on EVERYTHING else including - start-up costs, leases, teaching, curriculum, etc. now my learning would have been so much easier with the wealth of material available CHEAP!.)

How much does it cost to open?

I tell my prospective school owners to plan on \$50,000.00:

\$15,000 Advertising
\$10,000 Training
\$15,000 Bare-Bones Build-Out
\$10,000 Reserve.

This is really a pretty low number - but, they have the advantage of a SOLID CURRICULUM, Pre-Formatted Class Plans, and, a HUGE Wealth of MARKETING knowledge.

Even with those advantages - \$10,000 for training really is a little low. Buy every book. Sign up with EFC, NAPMA, MASuccess, Martial Arts Business.com - BUY MY PROGRAM - and, get your hands on EVERY marketing book that I recommend - and, DIGEST THEM and APPLY THE CONTENT!

By the way, get EVERYTHING by Dan Kennedy, Joe Sugarman, Jay Abraham, David Ogilvy, Tom Hopkins, Joe Girard, Ted Nicholas - and, other direct marketing and sales experts. Lot's of references and suggestions are included in my program.

Stephen Oliver,
Extraordinary Marketing

Some feedback on Extraordinary Marketing!

Our currency (Rand) is very weak in comparison to the Dollar. You can multiply the price with 8 to have an idea what I paid for the product! I am still very happy that I had bought the program!

Although we are worlds apart, the similarity of our markets is absolutely scary! I am currently reading through the "Things I wish I knew....." for a second time and really enjoy your approach. I am (was) a technical fighter and teacher all my life and only loved Karate-do, I am now rapidly changing to become a marketer, seller, business person etc.

It had been an eye-opening experience to read the material you had sent. I am eagerly awaiting to apply nearly every single suggestion in the program. The similarity in our markets are really amazing! Although we are continents apart! I enjoyed the line, "I have not found even a single advantage into entering my students into the external tournaments". I am currently working through all the material and will have my web site etc in place for the beginning of our academic year which is January. I will keep you posted!

Soon Pretorius
Karate Academy of South Africa

"All the money I have spent on various advertising buries the cost of Stephen's program. But his program is the ONLY ONE that returned results!"

Denny Strecker
Karate and Fitness Center

Just in case you decide to use my feedback the information that you provided that has made me alot of extra money per month is where you said "if you want to increase your income then increase your tuition by 15-20%" it's not your quote but it's off the top of my head. You also said that if I think it was 20% of your prospect weren't complaining about price then I was probably undercharging. Well I was far from 20% complaints so I raised my prices, I'm much closer to 20% complaints now but the monthly NSF checks have decreased and I'm still growing just as fast as before.

I've increased my schools gross tuition for my adult and childrens program by thousands with one statement that I received from your program. I've also increase my monthly income by almost \$4200 by following the same principle with my After Schol Program. I remember 4 years ago when my school was only doing about \$8000 a month total with all of my programs. I've now made that much extra a month just from following one of your principles, although I was nervous at trying it at first but I listened to what you were saying and found out that I was in the situation that you were talking about, after that I did it.

It's probably the best thing I've done finacially for my school since starting my after school program and summer camp. Thanks

Lloyd Irvin

You don't have to decide now!

Try out Extraordinary Marketing - no obligation - for the next year!

Use it to start your 2002 off STRONG.

If you are not AS THRILLED as the many customers from around the world - some quoted above - You'll receive a cheerful - no questions - 100% money Back - Refund in full.

I PERSONALLY Guarantee you will be THRILLED!

Find out more at <http://www.ExtraordinaryMarketing.com>

Stephen Oliver
Extraordinary Marketing

Hello Stephen,
We have been stuck in the 300 student area for years now. My wife and I teach most of the classes with the assistance of several of my black belt instructors. Some classes (double classes where we have two rooms going at the same time) are run by my black belts.

I am almost always at the school when classes are running and am on the floor.

It seems like the very successful schools have delegated quite a bit of the teaching to trained staff members. Their main function

is to teach the staff, the black belt classes and oversee the other classes. They focus their attention at developing marketing and sales procedures to bring in new students and improve retention of existing students.

My question is what is the best way to find, develop and train staff. We really can't afford to pay a lot of instructor trainees. On the other hand I think if we really want to grow we need to figure a way to get them trained for little or no salary.

I have heard of school owners who set up a training program and charge \$2-3 thousand for an 18 month program. Then they give the trainee the option of waiving their tuition fee if they agree to teach so many classes per week for a certain period of time.

I am wondering what the labor laws may say about that. Also if the trainees are under a certain age would child labor laws be violated.

Realizing that this may vary from state to state I would interested in what you might have to say about this.

Mike Pace

<http://www.pacekarate.com/>

Frankly - I would start by reframing your thinking and think in terms of all teenage and adult students being in "leadership training" from Red - or Brown Belt (or, your equivalent) an up.

Students LOVE having the spotlight - and, receiving special attention from you as they enter the eligibility to be on your "leadership team"

Rather than treat it like they are doing you a favor - or, worry about labor laws, etc. - treat this aspect as an integral part of what they are paying you to accomplish - that shift in mindset will make a HUGE difference.

Although I've never charged separately for an on-going training program - I think that it's a great idea - however, I would make the teaching part of the program - and, a priviledge and would NOT waive any part of the tuition to participate.

Also, as a rule of thumb - I pay part-time kids enough to keep them from flipping burgers or tearing tickets at the local movie theater. I have LOTS of adults who totally VOLUNTEER and LOVE IT.

Once the adults start getting paid - you often change their attitude about their contribution. I would only pay them if and when I transitioned them to full-time (salary + % compensation) positions if, and only if, you can justify that move.

Hope this was helpful.

Stephen Oliver,

Extraordinary Marketing

P.S. This subject is covered in DETAIL in my program - check it out:

<http://www.ExtraordinaryMarketing.com>

What do you think about having a contest to help drive traffic to your info site and collect emails. Had a data base driven plan presented to me and am curious if you have any experience with this

Harry Grimm

The KEY is Targeted Traffic. If you drive traffic to your site via a contest - make sure that the nature of the contest draws ONLY - strong prospective students.

Make sure you INCOME, INTEREST, GEOGRAPHIC, and other DEMOGRAPHIC and PSYCHOGRAPHIC factors are firmly in place.

Traffic - or, HITS doesn't mean a thing if it is not targeted.

One of my sites did 2,500 UNIQUE VISITORS in 2 hours - and, didn't sell a thing - because we had poorly targeted our market. Don't fall into that same trap.

Lead boxes in the past worked - and, sometimes work now - because if nothing else - usually they are registering for free martial arts classes - at least if they register you know they have an interest at some level in martial arts - you have no idea whether they can or, would pay for lessons.

A contest offering something like - a free uniform - \$200 certificate towards martial arts equipment - or, even a free year to the winner is MUCH better than some generic contest with the prospect only of generating names. A BIG - UNTARGETED LIST is unproductive - a small highly targeted list is PRICELESS!.

Hope this helps.

Stephen Oliver
Extraordinary Marketing

Please share your knowledge, questions, concerns, interests with me for possible inclusion in future newsletters. The volume of my mail often precludes being able to personally answer questions, however many will be included in this on-going marketing and school support newsletter.

Send your questions and thoughts to:

StephenOliver@ExtraordinaryMarketing.com

<http://www.ExtraordinaryMarketing.com>

this is your Second October edition of the
Extraordinary Marketing newsletter entitled:

"The "secret formula" for \$1,000,000 per year in one school."

Also, included are reader letters - with some answers and discussion.

Please share your knowledge, questions, concerns, interests with me for possible inclusion in future newsletters. The volume of my mail often precludes being able to personally answer questions, however many will be included in this on-going marketing and school support newsletter.

Send your questions and thoughts to:

StephenOliver@ExtraordinaryMarketing.com

As always this is an opt-in newsletter for martial artists and martial arts school owners and teachers. If at any time you wish to discontinue receiving this newsletter - just CLICK ON or CUT and PASTE the LINK at the very bottom of this newsletter.

DO NOT reply to this email to be removed.

{!name} you are subscribed to this newsletter under the following email address: {!email}

How to gross \$100,000 per month and net \$40,000+ per month!

Here are the only important factors to work towards to match these single school numbers for yourself!

By Stephen Oliver, MBA
Extraordinary Marketing

The Formula:

30 Enrollments X \$130 per month X 97% Monthly retention = \$100,000+

Student Retention.

The first secret to \$100,000+ per month success is 97%+ student retention every month - even with 600, 700, or 800 active students.

In other words if only 3% of your student body quits in any month (ie. 3% Quit Rate.)

Many martial arts schools in the U.S. lose 5% - 7% or even 10% every month.

This huge improvement means that each student who enrolls will

stay with the school for an average of close to 3 years.

At 500 active students => 3% quit rate => 15 enrollments are needed to stay even.

At 500 active students => 7% quit rate => 35 enrollments are needed to stay even.

Enrollments.

The second secret is that consistently enrolling 30+ people into your school - every month. You must maintain an active marketing campaign including TV, newspaper, direct mail, and actively focuses on internal referrals and a variety of "lead generating" activities to keep a strong intro flow.

Once in the pipeline their follow-up and handling of intros leads to TIGHT enrollment ratios and SOLID enrollments. Your promotional efforts may even produce enrollments at a relatively high cost per person - however since on average you will receive \$130+ per month X 33 months (@ 3% quit rate) + retail + referrals + family add-ons + seminar fees + intramural tournament fees you can see is return on your advertising investment is VERY strong.

Tuition Rate.

The final secret to success is a tuition rate that is reasonable for the service provided: \$130 for the first person, \$120 for 2nd Family Member, \$110 for 3rd Family Member.

(I'm actually charging \$139 for the first family member - getting ready to go to \$159 in January)

This tuition rate leads to a strong revenue per active student. Even before considering retail sales, event revenue, etc.

Although the above may seem simplistic - these three points are your only points of focus necessary to achieve HUGE financial results in your school.

Questions?

StephenOliver@ExtraordinaryMarketing.com

P.S. This example is based upon Keith Hafner in Ann Arbor, MI
Check out his web site at www.RockSolidKids.com

He is the author of "How to Build Rock Sold Kids" which I now use as required reading for all of my students. He also is an EFC Board of Director's member and has recently been featured as the cover story in the debut issue of Martial Arts Success published by Century Martial Arts.

If you visit his web site you can join his free parenting newsletter and find out about establishing a wholesale account for his book at your school

For more information on Educational Funding Company:

<http://www.EFCOnline.com>

Multiple Streams of Income for your Martial Arts School:

Idea #1:

Sell Keith Hafner's book at \$10 or more profit per book - as required reading for your kids program.

Idea #2:

Affiliate Programs!

Sell a variety of products via easy affiliate programs - for instance nutraceuticals - and, various nutritional products:

<http://www.HealthandWellnessDirect.com>

Idea #3:

Affiliate Program - Extraordinary Marketing.

Sell Extraordinary Marketing to your association schools, billing company, or other martial arts associates you receive 35% for every direct sale: \$138 per sale!. For doing nothing put providing a recommendation with your affiliate link.

And, now some feedback and questions from Extraordinary Marketing newsletter subscribers:

Stephen Oliver,

Your newsletters and information are both generous and helpful to all martial art professionals. You have been innovative and inspiring since your days at the Jhoon Rhee Institute as my instructor. Please continue sharing your knowledge.

To all of my fellow martial arts professionals remember whether it's one new idea a month or year or a reminder of what you already know Master Stephen Oliver's messages could be extremely beneficial to us all.

Sincerely,
Master Tommy Lightfoot
Jhoon Rhee Institute - Virginia

Aloha Stephen,

My school has been experiencing record growth over the last two month's. I have tried to put my finger on what is causing this welcome expansion, but I can't.

The one thing different has been the great messages you have been sending on a daily basis. Maybe I have been implementing some of your ideas if even only sub-consciously. Anyway it's obviously time

me to take advantage of your record of success.

Mahalo,
George W. Iversen

Mr. Oliver,
I really enjoy reading your newsletter. I can see where you "Extraordinary Marketing" program will come in handy.

I still want this newsletter.

You are a true asset to those of us who have tried to "reinvent the wheel" sort to speak... Please keep this email coming!

Yours in the Martial Arts,
Lance L. J. Soares
2nd Black, Ed Parker's Kenpo
USA

-----Dear Stephen Oliver,

After reading your fine e-mails I am now greatly interested in your Extraordinary Marketing Program please can you send me any info would be greatly appreciated and I think what your doing for the Martial Arts community should be commened I wished I would of had my hands on something like this years ago, Bless You for raising martial arts up in our society to a place it belongs and helping good people get what they deserve sucess, I have never seeked fame or enormous fortune just comfortability and even that takes making a good living.

Some of us spent our time mastering our arts and the ability to teach but know absolutely squat about marketing and it doesn't matter if you have the best product in the world if it just sits on a shelf and no one knows about it. So after thirty years in the arts this old Dog is ready to learn some new tricks.
Thank You

Sifu Steve Brandon

All the information is available at
<http://www.ExtraordinaryMarketing.com>

Dear Master Oliver:

I have an excellent After School Karate Program. It pays all my business and personal expenses plus extra money which I'm saving. However, my regular program is not as good as I would like. My lease is up in 8 months and I have to move out since the place is getting too small for the After School Program. However, I need to grow the regular program so I can afford the higher rent without sacrificing my finances. Any ideas or suggestions? How can your Extraordinary Marketing Program help my growth?

Respectfully,
Frank Santiago
Chon Ji Tae Kwon Do Center

My Extraordinary Marketing program will have a huge impact on your ability to grow all aspects of your program.

Try it out.

<http://www.ExtraordinaryMarketing.com>

Hello Stephen,

My name is Anne Lauritzen. I am the business manager for The Jungle Creative Arts Center in Orem, UT. My husband and I opened the studio a year ago to teach the Brazilian martial art, Capoeira.

Capoeira is classified as an exotic martial art, as we include music, acrobatics, and several other facets unique to this style. We find that those with most interest in our style are 18-26 years of age, and very often college students.

We are certainly not a "typical" martial arts organization. We are, however, very interested in running a financially successful business. I have been receiving your emails for the past few weeks, have looked at your website, and am wondering if your marketing program would apply to our organization.

Some of the unique problems we face as capoeira instructors include

1. the fact that the artform is relatively new to the United States and the general public doesn't know what "capoeira" is;
2. We began teaching at a local university and even though we have moved our program into the community, have yet to really establish a children's program; and
3. Capoeira programs are loosely structured throughout the world with no recognized national or international organizations to provide support outside of our individual network of schools.

Would your program be useful to our studio? And how?

Thank you for your time.

Anne Lauritzen

It is easy to think that your situation is different. Usually that is not the case.

First, The Extraordinary Marketing program can just as easily be applied to your situation as to any martial arts style. Schools that teach every style imaginable have applied the program successfully to their situation.

Second, Your "Unique" problems are not at all unique. First, many martial artists are running strong adult programs and have a limited appeal to kids - very successfully. As for style - the general public really doesn't know one from the other. If they have a "Preconception" that "Preconception" is usually WRONG.

Target your audience - and, introduce what you do in an appealing way. I don't know if you have an art with a wide appeal or not - but, start by looking at who you have now and then figure out how to find more of them!

Third, The lack of an organized association compared to other styles may be a benefit. Certainly the organized associations are a double edged sword - with benefits and handicaps.

Please try out my program - you have my personal guarantee that you will be astounded - or, your money back - this month - next year - whenever.

Stephen Oliver.

"Direct Response Marketing Concepts for Martial Arts Schools" **by. Stephen Oliver, MBA**

There are several key concepts that every school owner must focus on to become an effective direct response marketer:

1. Targeting your audience.
2. Responsiveness of the audience
3. Cost per response
4. Cost per new client acquisition

Let's start with targeting:

Geographic:

For a martial arts school we are typically focused on a three to five mile radius from your school. The reality is that many factors influence how far someone is willing to drive on a regular basis to your school.

Some of these factors include:

1. Whether you are in a rural or suburban or urban environment. Generally the denser the population, the busier the traffic, and the more choices available the less distance someone is likely to drive.

This computation is further complicated by factors such as whether someone is traveling into or away from the city center to get to your location. Whether you are dealing with children or adults as clients, and the general characteristics of your area.

2. Psychological barriers such as rivers or interstate freeways. People tend not to cross major barriers such as these.
3. Ease of access and familiarity of location. If you are in a familiar retail area with recognizable land marks students will

likely drive further than in an unfamiliar or hidden area.

Example.

For my Littleton, Colorado location I get a heavy pull from quite a ways south - which is heading further into the suburbs. Much less distance pull from the north towards the city center (people are less likely to drive away from the central urban area for services)

I have natural barriers to the west of me - a river with a major highway running along it and an additional natural barrier to the west - a major interstate highway. In my marketing efforts - my results improve substantially if I can stay within those known barriers.

Once you have figured out the likely willingness to drive to your area - almost all of your marketing efforts should be focused on targeted prospects within those geographic areas.

Age

Really think about who your program draws currently. You usually are better off to target what you've got - obviously that category of people like what you have to offer - than target what you want.

If you have a heavy 5 year old to 7 year old clientele. It may be smarter to try to find more of the same than to attempt for example to attract middle school or high school kids. This doesn't mean that you shouldn't from time to time broaden or expand your program - but these changes really start from within first.

Again, It is often most profitable to expand within a successful niche than to attempt to be all things to all people.

Income

What is the average median income of the students who you appeal to? Really look at your existing clientele and figure out who you appeal to and expand upon that.

Psychographics

Can you narrow down some common characteristics of your students. What other activities do they participate in. What community organizations do they belong in. What occupations do they belong to. What is their common educational background. Any demographic or psychographic predisposition that you can narrow in on will help you attract that type of student with your other marketing efforts.

Starting from Scratch

You may be tempted to go the other way and say to yourself - who would I ideally like to attract? There is nothing wrong with that approach except the following reality:

Whatever you are attracting now - indicates who you appeal to most

easily. Do you have a generally low income - blue collar clientele that train at your off the beaten path and mediocre school? If that's so - before making a major push for higher income students you'd better look at your school, your location, your personal appearance, and your class structure. No matter how much you want to appeal to a given clientele - it will do you no good unless you really have every aspect congruent with your desires.

For my schools:

We typically target families with incomes above \$50,000 with kids in the range of 4 to 10 years old, who own their own home.

These are always within a geographic boundry that we've determined appropriate for a specific location.

"It's been an EYE OPENING experience....."

Some questions - and, real answers - from of all places - South Africa about the Extraordinary Marketing program.

What do you think of:

1. The amount of content included for the price (value of the program?)

Our currency (Rand) is very weak in comparison to the Dollar. You can multiply the price with 8 to have an idea what I paid for the product! I am still very happy that I had bought the program!

2. The ease of application of my manuals to your martial arts business.

Although we are worlds apart, the similarity of our markets is absolutely scary! I am currently reading through the "Things I wish I knew....." for a second time and really enjoy your aproach. I am (was) a technical fighter and teacher all my life and only loved Karate-do, I am now rapidly changing to become a marketer, seller, business person etc.

3. Would you recommend this material to a friend?

Yes!

4. Would you be willing to provide comments to be used as testimonials on the site and in other promotional materials? If so - please include your comments below:

It had been an eye-opening experience to read the material you had sent. I am eagerly awaiting to apply nearly every single suggestion in the program. The similarity in our markets are really amazing! Although we are continents apart! I enjoyed the line, "I have not found even a single advantage into entering my students into the external tournaments". I am currently working through all the material and will have my web site etc in place for the beginning of our academic year which is January. I will keep you posted!

Soon Pretorius
Karate Academy of South Africa

And, from the U.S.:

"All the money I have spent on various advertising buries the cost of Stephen's program. But his program is the ONLY ONE that returned results!"

Denny Strecker
Karate and Fitness Center

"The information you provided has made me alot of extra money..."

And, real implementation results:

Just in case you decide to use my feedback the information that you provided that has made me alot of extra money per month is where you said "if you want to increase your income then increase your tuition by 15-20%" it's not your quote but it's off the top of my head. You also said that if I think it was 20% of your prospect weren't complaining about price then I was probably undercharging. Well I was far from 20% complaints so I raised my prices, I'm much closer to 20% complaints now but the monthly NSF checks have decreased and I'm still growing just as fast as before.

Lloyd Irvin

The above is real feedback from "estatic" customers of Extraordinary Marketing.

Try it today - with no obligation - 100% personally money back guaranteed by me - Stephen Oliver - to increase your gross and, your net!

<http://www.ExtraordinaryMarketing.com>

.....Your program was a huge inspiraton to me and on how I marketed my school.!

Hi Stephen,

Well things are going incredible here at my school. A couple of months ago I was facing a decision on whether to close my school or do something that would put some serious zing in my income and enrollments. I had been at that location for 5 years and just was not able to ake things swing for myself financially. My lease was coming up and I had a serious and important decision to make regarding the future of my school and the students in it.

That's when I heard about your program. Still unsure what i was going to do I purchased your series. I most definitely couldn't afford it but I figured that if it didn't work, I really wouldn't be out any more than I already foresaw. Now,

let me tell you!

Your program was a huge inspiraton to me and on how I marketed my school.

Since then I moved locations to a building twice the square footage I had before (sink or swim!) and began hammering out the enrollments. The most helpful bitto me so far (I say so far because, let's face it, there's a lot of material to implement) has been the direct marketing info.

I spent hours penning a letter that I'd send out to potential students. This letter has tripled my enrollments! I have attached a copy for your perusal and critique.

I've also been inspired by the ideavirus on ways to passively gain publicity for my school. While that hasn't seen full swing yet, I'm diligently preparing to unleash it :)

I'm also currently having my website redone to draw the person into the school.

Thank you much Stephen for your efforts and your time. Your material has helped me a great deal.

Honorably yours in the martial arts,

Mark Eckenrode
Work Phone: 480-464-6713
Address1: 6622 E. Hacienda La Noria
Address2: City: Gold Canyon State: AZ
Zip/Postcode: 85219 Country: United States

Hello Master Oliver,

I am still digesting all the information (there is a lot!).

I enjoyed your book "All the Things I Wish I Knew When I was 22", especially the part about firing students and staff. At least now I know I am not alone when no matter what I do that I cannot please everybody.

I plan on implementing several of your ideas into my own offerings, including "One Idea Worth Over \$500,000 to Your School". It it hard to get into our school system in our area but I have made good in roads with the local D.A.R.E. Program. I will let you know how that goes.

All the books you have authored I have looked over and they all seem very informative and relevant. There are several new concepts that I have not seen before as well as many that I have seen but need to see over and over again anyway.

Please keep me abreast of any current and future developments that

you have. I would love to some day come out and see the Mile High Karate operation just to see everything that you do and be a "fly on the wall".

Thank you for providing all your information.

Glenn Finke
karatedo@warwick.net

Traditional Karate-Do Center
<http://www.warwickkarate.com/>
PO Box 1210
Warwick, NY 10990-8210
Tel: 845-988-9223
Fax: 845-988-9933

Check out what school owners from throughout the United States, Canada, UK, Japan, Germany, Puerto Rico, Argentina, Israel, and many, many other locations have been ABSOLUTELY RAVING about!.

The Extraordinary Marketing Program.
Lots MORE information at:

<http://www.ExtraordinaryMarketing.com>

I thank you for still sending your news letters, or E-mails. I feel like a nother old dog (I know you know that) in need of guidance, while trying new tricks.

I'm glad to see there is someone else out there that has the same kind of program as me, referring to Anne Lauritzen. Keep those E-mail's coming. bill@learningmartialarts.com

Bill Bartolone

Initial Question-----

How much do you guys use Kata or Forms in your program? How do you feel about the prevailing new attitude that forms are bad for a commercial business?

Answer-----

We teach the full ITF series Chonji - Chung Mu - then all of the Black Belt forms - and, 3 of Jhoon Rhee's musical forms.

I think the prevailing attitude is very counterproductive. They are a TANGIBLE element of curriculum and students - especially children and adult women enjoy learning them.

-----Follow-up

Hello Stephen,

I agree very much with what you say, and the way we use kata at our school, (and the kind that we use) it is very valuable to our fighters. That means even the "toughest guys" really enjoy that training because they can recognize value in it.

This issue is one of the main reasons I do not get involved with the largest group out there promoting a marketing program for karate.

- 1) They say Americans hate kata and we shouldn't bother teaching it.
- 2) They insist that traditional instructor/student loyalties and respect are counter productive in this modern karate world.
- 3) There should be less discipline because Americans don't like it... they prefer a "Workout Center/Gynamsium" mentality and won't come to your school unless you adopt this approach.

I wonder how their materials can keep espousing the virtues of "Martial Arts," which imply Traditional Values, and yet attack them at each and every juncture.

I don't find this true, and even if I did, I got in the business to have an impact AND to make money. I don't feel we have to give up the one to earn the other.

Doug Adamson
adamsongrn@aol.com

Are you GUARANTEED to Fail?

MANY, MANY school owners guarantee their own failure - more effectively and successfully than any external factor could ever impact them.

How?

1. Closemindedness.
2. Only being interested in curriculum that they personally get excited about.
3. Being uninterested or unwilling to learn the business and marketing aspect of their own school.

No matter how much information is available to our industry - It will not improve greatly until most school owners are willing to approach new ideas with an open mind and truly become PROFESSIONAL Martial Arts TEACHERS and SCHOOL OWNERS not merely professional ATHLETES.

Are you different?

Ask yourself a few questions:

1. How many books do you read per year?

2. Do you explore business ideas and marketing ideas unrelated to Martial Arts?
3. Do you have a HUGE library of Audio and Video tapes?
4. Do your REALLY study to get Better and Better at the key skills in our business?
 - A. Educational Psychology;
 - B. Motivation and Success Skills;
 - C. Marketing Skills;
 - D. Personal Sales Skills;
 - E. Public Speaking Skills;
 - F. Human Relations and Rapport Skills;
 - H. Progressive Curriculum and effective Application;
 - I. Physical Fitness and Health Maintenance;
 - J. Basic accounting and business management;
 - K. Management and Supervisory Skills.
5. What's the last seminar you attended?
6. How much of your budget monthly or yearly is devoted to your own personal development in the above areas?
7. How do you judge new ideas - by actual results they've attained - or, by the slick packaging and pitch of the author?

Stephen Oliver
StephenOliver@ExtraordinaryMarketing.com

<http://www.ExtraordinaryMarketing.com>

Hello Stephen,

As an additional comment to your correct claim that most of us don't get the nutritional intake needed from the foods we eat, let me put in my two cents worth.

Of course, as a business, I am a karate school owner/operator. As one of my main hobbies, I grow organic foods and raise field raised (organically fed, pasture grazing) animals. Right now I raise only poultry... chickens, ducks, and turkeys. However, I plan to do an experiment to demonstrate the inadequacy of our food intake by raising several pigs. One on conventionally grown corn and the other on naturally grown corn. What will be demonstrated is the

HUGE difference this will make to the animal raised on conventionally grown corn. They will not grow as fast or as large because the protein content of conventionally grown corn (read chemically grown) is so low now that the pig cannot possibly eat enough of it to get its needed supply. What this means is that even though that farmer is growing record bushels per acre, the nutrition taken from the soil is so low that the animal cannot function properly on it.

The USDA is well aware of the continually declining nutritional content of the food grown in this country, but does not consider it a big problem. I guess they think that we just need to add vitamins in the prepared foods. Somehow, I don't trust that.

I thought you might appreciate these comments.

Doug Adamson
adamsongrn@aol.com

Note:
This came in response to an email included in the Mile High Karate student newsletter.

We actively work to improve nutritional awareness to our student base and invite them to visit:

<http://www.HealthandWellnessDirect.com> for nutritional support products. Check it out for yourself.

Mr Oliver,

How do you format your BB extravaganza? Maybe you could share this with your weekly e mail.

Mike
God Bless America.

www.martialart-skills.com/

I'd be happy to - we have one coming up in November - we also plan to host a seminar with one of my instructors - Jeff Smith prior to the show. I'll put this years format into the newsletter - when it is closer to being prepared.

Generally, We try to keep it to 90 minutes or less - give recognition to all graduating Black Belts - ie. to 1st, 2nd 3rd, 4th, 5th Degree Black Belt. Also we include those progress checking at intermediate ranks.

It is 100% set to music and very motivational and upbeat.

Stephen Oliver.
Extraordinary Marketing

You mention that you are charging \$139 per month at the moment.

How many lessons does that give per month and how many hours per lesson ?

thanks

Chris Davies
CHRIS.DAVIES@FIRSTEC.CO.UK

Two lessons per week - 45 minutes per lesson.

Stephen Oliver.

It is easy to think that your situation is different. Usually that is not the case.

First, The Extraordinary Marketing program can just as easily be applied to your situation as to any martial arts style. Schools that teach every style imaginable have applied the program successfully to their situation.

Second, Your "Unique" problems are not at all unique. First, many martial artists are running strong adult programs and have a limited appeal to kids - very successfully. As for style - the general public really doesn't know one from the other. If they have a "Preconception" that "Preconception" is usually WRONG.

Target your audience - and, introduce what you do in an appealing way. I don't know if you have an art with a wide appeal or not - but, start by looking at who you have now and then figure out how to find more of them!

Please try out my program - you have my personal guarantee that you will be astounded - or, your money back - this month - next year - whenever.

Stephen Oliver.

I just heard today from a couple of school owners giving their feedback about the Extraordinary Marketing program.

Wanted to share it with you.

Chris Rappold of Personal Best Karate (3) locations,
250 East Main Street, Norton, MA Writes:

"Your genius is the ability to see things from a perspective that virtually no one else does. Your combination of an MBA and 20 years pioneering ideas for professional martial arts instructors is a valuable treasure for school owners such as myself. School owners have a choice of either spending 20 years in the process or trial and error coming up with new ideas, all the while wasting precious time and energy, plus thousands of dollars or they can get the "Cliff Notes" to success which are your "EVERYTHING I WISH I KNEW WHEN I WAS 22" section of Extraordinary Marketing. That's a starting point to standing on the shoulders

of your wisdom!"

Will you join Chris (and, many, many others) in learning from my new program?

Visit <http://www.ExtraordinaryMarketing.com> today to find out more about it right away.

Stephen Oliver, MBA
Extraordinary Marketing

An interview with John Graden - of NAPMA and MAPro Magazine. See the current cover story in this month's issue of MaPro Magazine.

Beginning this month - I will be contributing a monthly marketing column for MaPro magazine. Many of your questions may be included in those monthly columns - or, in this weekly email newsletter.

Also, see the cover story in this month's EFC All-Stars magazine.

Graden: Describe what your toughest period of time was and how you got through it.

Oliver: 1988-1989.

Denver's economy tanked, staff problems, divorce - all same year.

To get through - had to step away from the operation. Reevaluate driving force (ie. mission.) Figure out what I loved about martial arts instruction. And then take a long-term vision for recovery and redevelopment.

Graden: You always been very staff heavy and staff dependent. What do you look for when hiring an instructor?

Oliver: Actually - I think that is an inaccurate statement. Obviously when you run 5 or more locations you are going to have employees running the show in many ways and in many places but, compared to many schools we have always run pretty lean regarding full time and part-time staff. Additionally, our current model is moving towards less dependence upon employees and more dependence upon owner-operators.

However for any staff member there are lots of things that I look for -some of them - in priority order:

1. Enthusiasm;
2. Integrity;
3. Intelligence;
4. Entrepreneurship;
5. Self Motivation;
6. Charisma;
7. Enthusiasm for Teaching;
8. Empathy for Students;
9. Personal Appearance;
10. Martial Arts Knowledge;

11. Physical Skill.

Note that physical skills are last - and martial arts knowledge is next to last. Many school owners get so caught up looking for a good athlete that they forget two very important things - first, that's what we teach - and usually do quite well. I'd rather hire someone who is motivated, enthusiastic, articulate and intelligent then train them up to the level I need on the martial arts side.

Graden: What does a new instructor earn?

Oliver: Base salary o \$24,000 a year + incentives and bonuses.

Graden: How many staff members do you have for how many schools?

Oliver: Now - each school typically has a branch manager (owner-operator) with a full-time program director OR head instructor up to about 250 students and an evening receptionist. And, usually two to four part-time assistant instructors. In the 300 to 350 range they would end up with a branch manager (owner-operator) with a full-time head instructor and full time program director, a receptionist, and several part-time instructors.

Describe your staff positions for a 250 student school? Titles, wages, hours, requirements.

Titles: Branch Manager (or, Owner-Operator) 12% of the Gross.
Head Instructor or Program Director 10% of the Gross
Receptionist + part-time instructors 3% of the Gross.

Graden: What would you tell the guy reading this who has 85 students and doesn't feel he can add staff? What is the first staff member you feel a small school would benefit most from adding? How would you find that person and pay them?

Oliver: In order to grow you must delegate some of your operations. It is impossible to answer the phone - do all of the enrollments - teach all of the classes - do all of the promotional activities yourself. You will either run a really small school - forever - or, just plain burn-out.

Start with grooming students for instructional roles. Develop your leadership team. Create unpaid volunteers in all classes - and, look for someone that you could hire and make either instructor or program director.

Really - my first new hire would be the easiest. Find someone to pay to answer the phones and to hand-off info calls to you. Gradually train to handle info calls as well or better than you can. Then I would look for someone who could keep the floor "spinning" when I step off to do an enrollment conference or a renewal conference. Gradually turn that person into a full-time employee.

Most school owners SHOULD NOT start by hiring a program director. Usually at 85 students they are comfortable with the floor but looking to find someone to run the office for them - that is the opposite of what should happen. Really they should start pulling themselves off the floor slowly - and, really MASTER the enrollment process and renewal process. It is impossible to delegate a role - if you do not understand it well yourself.

As far as pay - a small school can usually find people who are really about 1/2 volunteers who gradually work into a well-paying job. You can start receptionists near minimum wage - then work them up if they are good and if they are loyal. An instructor candidate can also start low - and, then will need a big jump when they really become full-time. Eventually you want that person doing nothing else - so you have to pay them a reasonable wage with incentives.

With all employees - you get what you pay for. Most people who will work full-time for \$7 - \$10 an hour - I really don't want. You want quality people - who by definition have other options.

Graden: While EFC has always promoted a "bigger is better" approach to school management, there is a converse movement towards a highly profitable, low maintenance school of 250 or so students. How do you feel about that?

Oliver: I'm not sure it's fair to say that EFC has promote a "bigger is better" approach. It is accurate to say that their system of client recognition is based upon a schools Gross - not Net or other factors related to their operation. The unintended consequence of that is having schools compete for having the biggest EFC check.

In some cases - for instance EFC's top school right now - Keith Hafner - that leads to a very profitable - big school. In other cases school end up with 80-90% of their gross in their EFC check - with large "Disney Dojo" schools which end up not maximizing their profitability.

Relatively speaking - philosophically I lean more towards the 250 low maintenance school you mention. More appropriately I learn towards maximizing the revenue from the location.

Most of my schools over the years have ranged from 2,500 square feet to 3,200 square feet. Now I have my Littleton/Highlands Ranch location at 6,400 and my Arvada location at 5,100 but those are the exceptions.

Within 2,500 square feet we've run as many as 500 active students. We are currently at 350 and growing fast. At \$159 per month - and, at 50% of the gross from our EFC check - and, 50% from downpayments, pifs, etc. - I'm targeting that school's gross to hit \$75,000 per month.

Really it's important to step outside of only looking at active count - and, gross billing collections and make sure you maximize revenue per student and the profitability of a relatively

inexpensive location. Many school owners build "taj-majals" for schools as a testament to their EGO that has nothing to do with proper business planning or operations.

Graden: What is your definition of a successful school?

Oliver: Well - one of the motivational speakers - I can't remember which - defined success as the progressive realization of worthwhile goals.

To expand on that - I really think a successful school balances two vital - and necessary elements:

1. The highest possible quality student service. That includes rapport with the students, concern for their needs, and open communications - as well as a curriculum that teaches them both what they want to learn - and, what they need to learn.
2. Financial results. A successful school should bring in adequate revenue to cover their expenses, provide quality resources for their students, and make a profit for their owner relative to any other career opportunity that person has - it should match or exceed that person's opportunity anywhere else - and, that by the way - includes their work hours and results. I don't consider someone who works 7 am until 11 pm every day - of necessity - to be successful.

Graden: How did the influx of children into the schools in the 1980s and 1990s effect your ability to staff your schools? Did this require more instructors? More preparation? Result in a smaller pool of potential instructors?

Oliver: Yes and No.

It had a dramatic - negative effect - on the ability to hire full-time program directors and full-time head instructors - as the adult pool shrunk. However, it had a huge positive effect on our part-time pool of instructors.

We have a HUGE pool of 16, 17, 18, and 19 year old 1st, 2nd, 3rd, even now 4th Degree Black Belts who started when they were 6, 7 or 8 years old. In some cases they are now 25 year old full-time employees - but, in most cases they are very experienced teenagers - with years of teaching under their belt. They are excellent assistants under the direction of a more mature adult head instructor and excellent "little ninja" instructors and, excellent for short privates with the younger kids who are having difficulty keeping up with class.

I frankly think that kids are in many ways easier to teach than adults. It is easier to keep them motivated - and - easier to find instructors that work well with the younger kids. You may need more instructors on the floor - but the required quality and maturity of those instructors may not be as high.

Graden: You have done a lot of hiring outside of your school's

student body. You have tried everything from advertising in Black Belt for instructors to an accelerated black belt course to get people to the black belt level sooner so they can teach. What are the advantages to going outside of your student body? Disadvantages? Was it worth it?

Oliver: In the early 80's I hired many external Black Belts - in some cases they did a great job - in 9 of 10 cases they were a royal pain in the ass. I really would rarely consider hiring anyone else's Black Belt for any position at this point. Another person's Black Belt usually - does not know your curriculum, will think that what ever they learned before was "the-way" and will fight you directly or indirectly every step of the way. And, many martial artists become very self-righteous when it comes to the financial end of the business. Your own students and black belts adapt more readily in the student-teacher role of business operations as well as floor operations.

Many times I've done accelerated programs - which worked REALLY WELL - they were basically three to six month - total immersion programs to ramp prospective staff members up to a point to be a really effective program director.

I do not believe in hiring "sales people" for the office. I really want someone who will understand the physical, emotional, and mental component of training.

Graden: Do you still do the accelerated program? How is that going?

Yes. I have no need to run that kind of program for instructors - frankly we have more than I need and have to make sure we don't run the payroll up by making room for all of the talented people that we have. However, many of the owner-operators that we have coming in now to run schools have often have one or both parents who are not trained in martial arts - we are "force-feeding" them curriculum knowledge and developing the character habits that Black Belt develops to help they better understand all aspects of their new business - and, to be able to empathize with their students more effectively.

Graden: What is a good black belt? Do you have age limits on earning black belt? Can a ten year earn one at Mile High? How do you respond to those who say only adults can earn black belts?

Frankly - all you have to do is go to any NASKA tournament to understand that nationally the 10, 12, 15, and 16 year olds are running circles around the adults physically. In national competition - when they pulled the Black Belt kids away from the adults - it was not to give the kids a better chance. It was to keep the adults from continuing to be embarrassed.

There are many components to Black Belt - physical is very important. Physical to a maximum for that individual's potential. We do not hold the adults to the same standards as we hold the kids on their kicking technique or forms any more than we expect an 80 lb child to be able to spar with a 200 lb man. We have

no age limit on earning a Black Belt - what sense would that make? Our average new student right now is about 7 years old - where would that leave them? We are grappling right now with age limits for 3rd Degree Black Belt and for 4th Degree Black Belt. So far we've arrived at 13 and 19 - which boggles my mind.

We have 19 year olds who have been training for 12 to 15 year already!

Graden: How important is physical technique in earning a black belt?

Oliver: Very important - but not the most important thing. I'd much rather see someone with less than perfect technique who has a high moral standard, unshakable character, a positive outlook, and the ability to set and achieve goals.

Graden: EFC has always been big on promoting the martial arts school as sort of a psudeo self-help program. How do you respond to the opinion shared by many that, student creeds and personal development may be good for enrollment but it doesn't translate into an ability to defend yourself.

Oliver: I think they need to really step back and evaluate what they are trying to teach and what's the most important elements.

In my mind their are schools who's focus fall broadly into four levels:

1. Hard-core self defense. ie. Adult self-defense, police training, etc.
2. Sport karate (or, Tae Kwon Do) ie. predominant focus on sport aspect - especially many olyimpic style TKD schools.
3. Fitness from Martial Arts training. ie. Cardio Karate, Tae Bo, etc.
4. Personal development.

Even the question - Pseudo self-help program belies a bias. What I do is: Character Development for kids - and, their families. We do that much more effectively than a year's worth of Zig Ziglar audio tapes, 3 Tony Robbins seminars, and all the rest of that material. We aggressively apply the best of the self-help industrie's output to help our students achieve their maximum potential in all areas of life.

Let's do a reality check here for a second as well.

Personally I've been training since I was 10 years old. I spent the first 10 years in the roughest, toughest, meanest, nastiest place around at the time - Texas and Oklahoma. Back then there were LOTS of GREAT fighters who just plain were HORRIBLE people. As a twelve and thirteen year old - at any karate tournament - I was surrounded by great "bar-fighters" who were openly heavy drinkers, smokers, racists, and criminals of all types.

My self-defense skills were pretty good - even by the time I got to Jr. High School. But, in 32 years now - I've physically used

martial arts for self defense a grand total of ONCE - when I was 13. I've mentally used martial arts for self defense at least 5 or 6 times. But, I've used the confidence, focus and discipline of marital arts to become a national merit scholar - to go through college on a partial honors scholarship then graduate from Georgetown with honors - and, to build a very successful business - rapidly.

What's more important?

Do student creeds and personal development translate DIRECTLY to the ability to defend oneself? Of course not however as my Instructor - Jhoon Rhee is fond of saying: Martial Arts without philosophy is just street fighting.

Graden: One of your schools is located in Littleton, the site of the tragic high school shooting a couple of years back. What was that day like? How did effect your school? Were any of your students hurt?

Oliver: We have two (and, now three schools) that are right around Columbine high school. During the shocking incident - I adopted - as always a business as usual policy. We stayed open - encouraged students to come to class and focused on the postive and high energy classes that we always have. We had many students tied to C olumbine directly or indirectly - but, none of those injured or killed were our students.

I think that it's always important to give students someplace to come to get away from the trajic news of the day and to refocus their energies productively. Several weeks later we did alot of "de-briefing" on the event, especially with our Black Belts.

After an incident like that people lash out in all kinds of unproductive ways - I think it's helpful to be the voice of reason that redirects their energies in a positive way.

Graden: On September 11th, the world got a harsh dose of reality in living color on their TV. How do you think the horrible events of that day will influence the martial arts classroom moving forward?

Oliver: Frankly I think their are two areas. First, people seem to have become more interested in personal self defense - although whether that will maintain itself with the Anthrax threat and other problems arising I don't know. Second, I think more than ever all students need a positive environment to help keep them focused on their person goals, mission, and values.

Graden: As a veteran school owner, you've operated through the Gulf War and the recession of the early 90s. What can you tell young owners who may be concerned about their school in the current economic and political environment?

The 90's were among our absolute best years ever. The Gulf War had little impact on us - and, if it did have an impact it was primarily positive. I am very optimistic about the future of our industry. If the economy tightens more - you should just focus on getting

REALLY good two things: Marketing and Service. Make sure your current students - when prioritizing their budgets put you in the essential column not in the expendable column and, get really good at finding more prospects and effectively enrolling them.

Graden: What is your assessment of the current state of the martial arts business now?

Oliver: I am very optimistic about the current state of the industry. The growth trends are very positive - and, martial arts are becoming a fixture in our society.

Graden: What do you feel the martial arts needs to become a bona-fide industry?

Oliver: We really need to continue the process of separating the amateurs from the professionals. Those close-minded individuals that don't understand that to run a quality school you really must take care of that school's teaching quality, curriculum, marketing needs, and financial needs will continue to be weeded out in favor of school owners who can really service their students needs and effectively continue filling their schools.

To really become a bona-fide industry a higher and higher percentage of the industry must take advantage of the tremendous tools that NAPMA, EFC and others provide. There still are over 80% of supposedly professional schools who do not have access to the latest in business development. My Extraordinary Marketing program is designed to help Black Belts - become effective in the marketing as well as in their teaching.

Graden: Since the attacks on September 11th, the demand for self defense training has surged. Do you feel most martial arts schools are prepared and positioned to teach self defense on that level?

Oliver: I think we all have to be careful that while we benefit from new trends such as this that we do not neglect or forget about our core business. I teach character development for kids - I'm not going to immediately start implementing knife defense into those classes - or, let up even a little on my marketing efforts in that area. If the self defense awareness in our nation stays high - obviously we'll design some separate marketing messages for that target audience and teach to their needs.

Really, I think the industry is at it's highest level ever for teaching self-defense. The outcome of the impact of the Gracie family - the surge in interest in escrima as well as teachers like Frank Cucci and others is that many instructors have gotten some much more realistic training in effective self defense and have eliminated their dependence upon traditional stuff that just didn't work.

Graden: How about Mile High?

We have a high internal level of knowledge in that area. We

started with a really good curriculum already - handed down from Jhoon Rhee that evolved at least in part from his association with Bruce Lee, Muhammad Ali, and others. Since then we've added some Escrima, JuJutsu, Aikido, and some really practical self-defense content that just doesn't exist in traditional Tae Kwon Do, Go Ju, or whatever.

Graden: Can you also please provide an accurate breakdown of your schools Your date of birth

April 14, 1960

Your city/state of birth

Tulsa, Oklahoma

Your education

BA, Economics, Cum Laude, Georgetown University
MBA, University of Denver

Year opened

1983

First year numbers

Three Schools by end of first year. Active count by end of first year - approximately 600.

Actually grew to 5 schools in 18 months and at the end of two years as at approximately 1,000 active students. Second full year gross revenue \$850,000 - 1985.

See the full article written by Jeff Smith former world kickboxing champion with contributions by Tom Callos and John Graden in the December Issue of MaPro. And, look for the monthly column in that magazine.

Your questions and suggestions for this newsletter and for the MaPro Column are welcome always.

Stephen Oliver,
Extraordinary Marketing
<http://www.ExtraordinaryMarketing.com>

This week's topics -- What's a Great Ad AND, Traditionalist Follies.

First - some more Extraordinary Marketing Feedback:

"I finally realized that here was someone who was and still is also "in the trenches" just like me! And,

...over 1 million\$\$\$! plus over 1000 new students all coming from "One Idea" which isn't too bad especially from such a small investment

that the Extraordinary Marketing programmes costs."

A few months ago I purchased Stephen Oliver's "Extraordinary Marketing" programme. I am a 20+ year veteran of the martial arts and a 17 year teacher of the martial arts. The last 15 years have been full-time. I have been involved with a lot of the "other" martial arts business consulting groups in that time period. They have helped in their own way but when I read the information provided by Stephen I finally realized that here was someone who was and still is also "in the trenches" just like me and all the other martial arts teachers around the world. His experiences were similar to my own and that made it so much easier to relate to the information provided and also so easy to implement.

I put into practice the "One Idea Worth \$500,000.00" using my target market as a private school. All of the staff, parents thought it was amazing and all the children will be involved in February. They are making our "Martial Arts Enhancement" course mandatory for the whole school. There is over 220 children in the school! Based upon Stephen's enrollment formula we should make over \$66,000.00 when the programme is done. Not bad for about 20 hours work!

I have tried to get into this school for two years but the "One Idea" formula really worked!

I can't wait until march when we get all the testimonials together and approach the other 15 private schools in the city. If all of the other schools participate to the same magnitude that would be 16 schools in total at \$66,000.00 = over 1 million\$\$\$! plus over 1000 new students all coming from "One Idea" which isn't too bad especially from such a small investment that the Extraordinary Marketing programmes costs.

If you want to find out more information go to read the information but for better peace of mind order the programme today!

Thank You Stephen,

C. J. Doyle, Shihan
cjdoyle@cdt-certification.com
www.dojoworld.com
www.cdt-certification.com

What's a Great Advertisement?

Back in the 1980's many of us in the industry let the market convince us that we were advertising GENUSES. Suddenly "Karate Kid" and series of imitators hit the movie theaters, TV, and video store. Suddenly every kid just had to take karate - and every parent was eager to find their own Mr. Miagi to mentor their child.

Any ad that got in front of enough people that combined the words karate and kids or children got huge response. If anyone really was a genius back then - it was if they (like I did) were aware enough of what was going on to keep fanning the flame, to keep throwing more and more advertising into the market and let the school fill-up. The results were so incredible that it was

really easy to get cocky and take credit for an externally driven HOT market.

Many direct marketing experts that I know describe their approach as finding a herd of people who are running for a product (or service) and jumping in front of that stampede and taking a share of the profits. Certainly if you can jump from product to product this is an easy approach - as a martial arts school owner that really doesn't work well.

Peak Markets

Before we talk about ad content let's discuss the difference between an unusually hot market - that happens from time to time (Karate Kid - then Tae Bo)

When you hit an incredibly hot market really what you want to do is throw everything you can at the market. Anything you can do to get exposure - run with it. Put clear copy in front of your target audience that lets them know that whatever it is that they are rushing to find is exactly what you have to offer.

If you have lots of competition then you need to develop in your ad your USP (unique selling proposition.) What can you offer that is above and beyond your competitors that will enhance the prospects experience.

The Rest of the Time

Any ad - that includes a one page flyer, a newsprint ad, ad TV spot, a direct mail piece, an infomercial, or a coupon has several major elements:

The Headline.

The headline is the AD for the AD. It is designed to capture the prospect's attention and peak their interest enough to get them to read the rest of the ad.

The headline must reach out to your target prospect and grab their interest.

Headlines can be of one of several types:

1. One that arouses curiosity.

That is interesting and encourages the prospect to read further to find out more by reading the ad content.

These types of headlines are really dangerous. If you confuse the reader - rather than taking the time to explore further they will probably just skip over the ad.

2. Promises a benefit.

"Create unstoppable confidence in your child"
"We will teach your child to never be a victim of bully's again"

These types of headlines arouse interest in prospects who have a "top of mind" concern in one of these specific area.

3. Addresses a problem.

"Does your child have a problem with confidence? If so read on for a tremendous solution"

"Does your child have a problem with bully's? - discover our solution"

4. Describes your prospect.

"Are you a parent of an elementary school student?"
"Frustrated parents of K-3 graders"

5. Cute or a Play on words.

Forget all your ideas about advertising needing to be "creative" or about allowing "creative types" to design your ads. Year's ago I hired an ad agency who designed a full campaign from the ground up. Their headline concept was "If you love your child, give them a belt" (sub headline: A karate belt that is - a white belt a black belt and all the belts in between)

Really cute --> IT BOMBED!

We tested it side by side with:

"Karate is the best thing I ever did for my child"

and,

"The greatest gift you can give your child - confidence"

(borrowed gratefully from Tiger Schulman.)

Both of the ads that I had designed out-pulled the ad put together by the "creative types" at the professional advertising agency by a factor of at least three to one.

6. A Testimonial.

See above.

Testimonials are a wonderful way to develop your ads. Television ads use "slice of life" as simulated testimonials. Infomercials are usually just loaded with real life testimonials from everyday people - unscripted and real.

Remember that the headline is the ad for the ad. Often on the first, second, third, or even fourth exposure to your ad the only

thing that the reader may notice or remember is your headline. Hopefully they will at least associate your headline with your name.

Hope this was helpful!

Stephen Oliver,
Extraordinary Marketing

Some more Extraordinary Marketing Feedback....

.....Your program was a huge inspiraton to me and on how I marketed my school.!

Hi Stephen,

Well things are going incredible here at my school. A couple of months ago I was facing a decision on whether to close my school or do something that would put some serious zing in my income and enrollments. I had been at that location for 5 years and just was not able to ake things swing for myself financially. My lease was coming up and I had a serious and important decision to make regarding the future of my school and the students in it.

That's when I heard about your program. Still unsure what i was going to do I purchased your series. I most definitely couldn't afford it but I figured that if it didn't work, I really wouldn't be out any more than I already foresaw. Now, let me tell you!

Your program was a huge inspiraton to me and on how I marketed my school.

Since then I moved locations to a building twice the square footage I had before (sink or swim!) and began hammering out the enrollments. The most helpful bitto me so far (I say so far because, let's face it, there's a lot of material to implement) has been the direct marketing info.

I spent hours penning a letter that I'd send out to potential students. This letter has tripled my enrollments! I have attached a copy for your perusal and critique.

I've also been inspired by the ideavirus on ways to passively gain publicity for my school. While that hasn't seen full swing yet, I'm diligently preparing to unleash it :)

I'm also currently having my website redone to draw the person into the school.

Thank you much Stephen for your efforts and your time. Your material has helped me a great deal.

Honorably yours in the martial arts,

Mark Eckenrode

Work Phone: 480-464-6713

Address1: 6622 E. Hacienda La Noria

Address2: City: Gold Canyon State: AZ

Zip/Postcode: 85219 Country: United States

Hello Master Oliver,

I am still digesting all the information (there is a lot!).

I enjoyed your book "All the Things I Wish I Knew When I was 22", especially the part about firing students and staff. At least now I know I am not alone when no matter what I do that I cannot please everybody.

I plan on implementing several of your ideas into my own offerings, including "One Idea Worth Over \$500,000 to Your School". It is hard to get into our school system in our area but I have made good inroads with the local D.A.R.E. Program. I will let you know how that goes.

All the books you have authored I have looked over and they all seem very informative and relevant. There are several new concepts that I have not seen before as well as many that I have seen but need to see over and over again anyway.

Please keep me abreast of any current and future developments that you have. I would love to some day come out and see the Mile High Karate operation just to see everything that you do and be a "fly on the wall".

Thank you for providing all your information.

Glenn Finke

karatedo@warwick.net

Traditional Karate-Do Center

<http://www.warwickkarate.com/>

PO Box 1210

Warwick, NY 10990-8210

Tel: 845-988-9223

Fax: 845-988-9933

Check out what school owners from throughout the United States, Canada, UK, Japan, Germany, Puerto Rico, Argentina, Israel, and many, many other locations have been ABSOLUTELY RAVING about!.

The Extraordinary Marketing Program.

Lots MORE information at:

<http://www.ExtraordinaryMarketing.com>

AND, Traditionalist Follies.....

"remember that Martial Arts has no commercial value.....commercializing Martial Arts is defeating the meaning of the martial arts purposed."

"commercializing the art is desecrating the sacredness of the art and destroying the essence and true meaning of the art. actually, in my art"

Sir:

This is in response to your letter regarding turning Martial Arts into a highly commercialize establishment. I really appreciate your proposal to help me, but I'm sorry to say that although I would really like to increase my income in Martial Arts, I really have to say that I'm not interested in such a marketing plan. I don't mean to offend you or anybody else I just wanted to let you know that I have no plan to expand rapidly when it comes into commercializing Martial Arts. over forty five years ago when I first started Martial Arts Training under my Father and Grand Father I didn't Know about anything except to always be obedient to orders, instructions and commands and whatever the orders, instructions and command in the past I am bound to preserved and keep it and so will it stand. our clan have been taught from generation to generation going down to my sisters and brothers childrens childrens that, as my chinese grand father Tao Co Yap said, remember that Martial Arts has no commercial value, and if in the future you teach Martial Arts, you have to teach any individual wealthy or broke the way you would teach your sons and daughters. commercializing Martial Arts is defeating the meaning of the martial arts purposed. Actually, i'm happy with the twenty four branches world wide that I have, wherein the majority of the Ancestral Tradition are all in Asia. as an Oriental, I would like my method in propagating and emanating martial arts to anyone be strictly done the Asian way. since 1967 the founding of Tatsujin the Martial Arts, the principles that I have learned from my Father and Grand Father (Tao Co Yap) will have to be preserved and guarded. my grandpa who was popular and known by the chinese communty as a master of the iron fist and iron palm always believes that, commercializing the art is desecrating the sacredness of the art and destroying the essence and true meaning of the art. actually, in my art I don't even charge my student for being promoted into the next higher rank, for I firmly believe, if I charge them of promotion fee I am selling the belts and ranks. my student earn their rank honorably with difficulty. they have to take examination for promotion for seven consecutive days and be kept on guarded quarter twenty four hours a day till the examination is over. since 1967 I only produce 27 blackbelts out of over thirty thousand students that I taught. I have taught martial arts in my country for a long time. I taught the military four branches of services, the police, the schools, private organizations, civic organization and now here in the United States. Actually the method of training here are really different the way we trained our students back home. before I end my letter I would like to let you know that, I really appreciate your offer to help but i am bound to keep and preserve the tradition till the end.

sincerely:

Archael
Founder of TAMA INTL.

World Traininghall Chairman and Director

All I can say is:

First, more power to you. If you are happy to starve go right ahead - no problem from me.

Second, I really don't get this idea where being a starving instructor is traditional. Seems like it's just a recent hand me down from rather unsuccessful individuals who may have mastered a martial art without mastering their finances.

I'm currently reading a very good book that I recommend to everyone which is "Secrets of the Samurai - The Martial Arts in Feudal Japan" It seems to me that serious training was reserved for the wealthy and privileged in ancient Japan - and, often for those in the employ of the ruling class. NOT Arts to be shared free to everyone.

I'd be interested in everyone's opinion - but, still I always go back to my favorite current metaphor of Harvard - one of the most respected educational institutions in the world - teaching their subjects better than anyone else, for the highest tuition rate going.

Expanding on this:

"chinese grand father Tao Co Yap said, remember that Martial Arts has no commercial value, and if in the future you teach Martial Arts, you have to teach any individual wealthy or broke the way you would teach your sons and daughters. commercializing Martial Arts is defeating the meaning of the martial arts purposed"

Again -- I have to wonder two things:

First, didn't communism just die? Proven it didn't work! Right.

Second, maybe you are reading a different history than I am - but, it seems that this is just plain crap.

How about we help out the semantics.

Trade "Commercializing" for "Professionalizing" and maybe we start to make more sense of this stuff. When you go to college - do you want a volunteer or a highly paid professional? How about when you need a lawyer - doctor - accountant? Failing to "commercialize" any endeavor GUARANTEES that only AMATEURS will participate.

How about if Basket Ball was never commercialized - would we ever have someone as talented as Michael Jordon?

Their success rate - nearly 100%. Their teachers (professors) with many year's experience and tenure are EXTREMELY well paid. Why not us?

One other fallacy. This is a big one. Thinking that producing FEW Black Belts means you are a good instructor.

"I only produce 27 blackbelts out of over thirty thousand

students that I taught."

Back to the Harvard Example - they Graduate over 96% of those students who enroll in their undergraduate program (which is one of the hardest in the world.. remember!) Gee most good martial arts schools are happy to graduate 96% from May into June (ie only have 4% drop-out in month - rather than over FOUR years!.)

Gee are you really that BAD a teacher that - what is it now - only 1/10th of 1% ever get their Black Belt.

That really is NOT a statement about your STANDARDS but rather a statement about your INABILITY to teach MASTERY in a wide range of your students.

Oh, and one more thing:

"I don't even charge my student for being promoted into the next higher rank, for I firmly believe, if I charge them of promotion fee I am selling the belts and ranks. my student earn their rank honorably with difficulty. they have to take examination for promotion for seven consecutive days and be kept on guarded quarter twenty four hours a day till the examination is over."

Well.. really, I don't have much of a problem with not charging exam fees - I don't either. Certainly taking the financial issues out of the testing process is great. And, having an incredibly difficult test is wonderful - this has NOTHING to do with being a professional or amateur. We run a VERY hard - 24 hr day X 3 days Black Belt test and, it gets worse from there on. Frankly, the more people are paying you to take lessons the more likely they are to be enthusiastic participants in such rituals.

Thanks for your letter!

Stephen Oliver
Extraordinary Marketing

Mr. Stephen Oliver,

Thank you for all of the email newsletters and updates. This is the latest one that I have received. First of all let me commend you on your success and professionalism. . I do however have a couple of questions. Is this a physical product, books, CD's and such or is it totally on the net?

I also read that the offer now includes the full-working version of MasterVision and a Free book with over 500 pages of sample letters. In addition to what is offered on your website, ExtraordinaryMarketing.com, are there any other offers or specials now or in the near future for me to consider?

I await your reply and look forward to hearing from you.

Respectfully,

Miguel Serrano
mas@kodokan.com

Yes, anyone who buys my program by the end of the year will get Master-Vision 100% working model - for your use absolutely free of charge - not, just a demo version.

Additionally, you will get 3 additional free bonuses including the book you mentioned.

Stephen Oliver,
Extraordinary Marketing.

Stephen:

Please answer this question in your email newsletter:

Can your marketing ideas be easily adapted to promoting my chiropractic practice? Do your marketing methods work well for most "local" types of businesses that need to attract customers within 20 miles of their business location?

Thanks,

Dr. Edward Martin, D.C.

Chiropractor & Black Belt in Kung-Fu

Yes, absolutely.

Extraordinary Marketing includes some marketing application that would be hard to apply outside of martial arts (maybe to dance or gymnastics studios) but not to a chiropractic practice.

However, 90%+ of the material can be translated into a variety of local area service business and would definitely be directly applicable to Chiropractic.

You have also inquired about consulting work - right now my time is used up with among other things adding 10 additional schools to the Denver Metro area - and this project.

If and when I were to have time to take on some new consulting clients - I would require that time to be extremely focused and my base rate for consulting is \$500 hourly. If after reading the full program you have a specific need either for strategy development or a specific campaign development I would be happy to discuss the possibilities.

First, please read my full program - and, if you don't get 10X or more value over the investment - I'll happily refund your money at any time. Before considering any additional relationship I would require that you digest that program and have focused needs and directions.

Stephen Oliver
Extraordinary Marketing

P.S. I get deluged with phone calls, emails, and faxes..
really it is impossible for me to get to them all while rapidly
expanding my primary business. I am happy to answer questions
that may benefit everyone in this newsletter - but, really there
is not enough time in the day to respond to the hundred's of calls
and letters that I get.

>You mention that you are charging \$139 per month at the moment.
>How many lessons does that give per month and how many hours per
>lesson ?

>

>thanks

>

>Chris Davies

>CHRIS.DAVIES@FIRSTEC.CO.UK

>-----

>

>Two lessons per week - 45 minutes per lesson.

>

> Stephen Oliver.

Steven, why only 2 per week? Standard Aikido policy is to allow (and even
encourage) students to train 3-4 times per week.

Michael O'Quin
Aikido Of Silicon Valley

Frankly I think that it depends on several factors.

First, I always want students to have "standing appointments" for
class - not just show up whenever they want.

Second, I prefer to start everyone with two times per week then
allow really enthusiastic students an opportunity to train for a
third time (or, a fourth time.) This both adds value to the
classes - and, avoids losing prospects who cannot commit to more
than twice per week.

Stephen Oliver,
Extraordinary Marketing.

For you hold-outs who are not convinced about the value
of the Extraordinary Marketing program - I invite you
to check out the updated web site at
<http://www.ExtraordinaryMarketing.com> and, to check out just
a few - of the real emails that I've gotten from school owners
like yourself!.

"I finally realized that here was someone who was and still is
also "in the trenches" just like me! And,

...over 1 million\$\$\$! plus over 1000 new students all coming
from "One Idea" which isn't too bad especially from such a small investment
that the Extraordinary Marketing programmes costs."

A few months ago I purchased Stephen Oliver's "Extraordinary Marketing" programme. I am a 20+ year veteran of the martial arts and a 17 year teacher of the martial arts. The last 15 years have been full-time. I have been involved with a lot of the "other" martial arts business consulting groups in that time period. They have helped in their own way but when I read the information provided by Stephen I finally realized that here was someone who was and still is also "in the trenches" just like me and all the other martial arts teachers around the world. His experiences were similar to my own and that made it so much easier to relate to the information provided and also so easy to implement.

I put into practice the "One Idea Worth \$500,000.00" using my target market as a private school. All of the staff, parents thought it was amazing and all the children will be involved in February. They are making our "Martial Arts Enhancement" course mandatory for the whole school. There is over 220 children in the school! Based upon Stephen's enrollment formula we should make over \$66,000.00 when the programme is done. Not bad for about 20 hours work!

I have tried to get into this school for two years but the "One Idea" formula really worked!

I can't wait until march when we get all the testimonials together and approach the other 15 private schools in the city. If all of the other schools participate to the same magnitude that would be 16 schools in total at \$66,000.00 = over 1 million\$\$\$! plus over 1000 new students all coming from "One Idea" which isn't too bad especially from such a small investment that the Extraordinary Marketing programmes costs.

If you want to find out more information go to read the information but for better peace of mind order the programme today!

Thank You Stephen,

C. J. Doyle, Shihan
cjdoyle@cdt-certification.com
www.dojoworld.com
www.cdt-certification.com

.....Your program was a huge inspiraton to me and on how I marketed my school.!

Hi Stephen,

Well things are going incredible here at my school. A couple of months ago I was facing a decision on whether to close my school or do something that would put some serious zing in my income and enrollments. I had been at that location for 5 years and just was not able to ake things swing for myself financially. My lease was coming up and I had a serious and important decision to make regarding the future of my school and the students in it.

That's when I heard about your program. Still unsure what i was going to do I purchased your series. I most definitely couldn't afford it but I figured that if it didn't work, I really wouldn't be out any more than I already foresaw. Now, let me tell you!

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I spent hours penning a letter that I'd send out to potential students. This letter has tripled my enrollments! I have attached a copy for your perusal and critique.

I've also been inspired by the ideavirus on ways to passively gain publicity for my school. While that hasn't seen full swing yet, I'm diligently preparing to unleash it :)

I'm also currently having my website redone to draw the person into the school.

Thank you much Stephen for your efforts and your time. Your material has helped me a great deal.

Honorably yours in the martial arts,

Mark Eckenrode
Work Phone: 480-464-6713
Address1: 6622 E. Hacienda La Noria
Address2: City: Gold Canyon State: AZ
Zip/Postcode: 85219 Country: United States

Hello Master Oliver,

I am still digesting all the information (there is a lot!).

I enjoyed your book "All the Things I Wish I Knew When I was 22", especially the part about firing students and staff. At least now I know I am not alone when no matter what I do that I cannot please everybody.

I plan on implementing several of your ideas into my own offerings, including "One Idea Worth Over \$500,000 to Your School". It it hard to get into our school system in our area but I have made good in roads with the local D.A.R.E. Program. I will let you know how that goes.

All the books you have authored I have looked over and they all seem

very informative and relevant. There are several new concepts that I have not seen before as well as many that I have seen but need to see over and over again anyway.

Please keep me abreast of any current and future developments that you have. I would love to some day come out and see the Mile High Karate operation just to see everything that you do and be a "fly on the wall".

Thank you for providing all your information.

Glenn Finke
karatedo@warwick.net

Traditional Karate-Do Center
<http://www.warwickkarate.com/>
PO Box 1210
Warwick, NY 10990-8210
Tel: 845-988-9223
Fax: 845-988-9933

Just in from Brazil:

I just finished "All The Things I Wish I Knew When I Was 22" and it was GREAT!!!

I've already started to change my webpage, last night I purchased some new domain names that are easy to remember and I've started to implement a lot of the other ideas.

I feel like a blueprint was laid in front of me, I've already made some of the mistakes, I've done some of the stuff correct not even knowing if it was good to do it that way. I see major areas that I'm going to fix when I return from Brazil, one is making sure I Major in the Majors and Minor in the Minors. I could talk about changes I'm going to make and how this has helped me so far all day but I don't want to waste your time so thanks for this info.

And,

Get the "Cliff Notes" to success.....

Chris Rappold of Personal Best Karate (3) locations,
250 East Main Street, Norton, MA Writes:

"Your genius is the ability to see things from a perspective that virtually no one else does. Your combination of an MBA and 20 years pioneering ideas for professional martial arts instructors is a valuable treasure for school owners such as myself. School owners have a choice of either spending 20 years in the process or trial and error coming up with new ideas, all the while wasting precious time and energy, plus thousands of dollars or they can get the "Cliff Notes" to success which are your "EVERYTHING I WISH I KNEW WHEN I WAS 22" section of Extraordinary Marketing. That's a starting point to standing on the shoulders of your wisdom!"

Christopher Rappold
Personal Best Karate Inc.
250 East Main St.
Norton, Ma 02766 United States
pbest@ici.net

And,

....it was absolutely brilliant!

Just in from the UK:

Stephen I have to say that I would have paid the fee just for your "Everything I wish I knew when I was 22" - it was absolutely brilliant and really forced me to think about my own set up in the UK. I sat there reading it thinking "This is me"! Many of the problems you highlighted I am currently dealing with myself, and your views were certainly a balanced and well thought out comment on my current situation.

I have dipped in and out of much of the other material and can see that it will be very useful - I've got a week's vacation coming up so hope to read it more thoroughly then. Will let you know what I think at later date.

Yes, I would recommend this package to my friends and fellow instructors - especially the part I've already spoken so highly about.

Keep up the good work.

Stephen Cowley
Steve Cowley's Martial Arts Academy
Unit 4B, Desborough Industrial Park
Desborough Park Road
High Wycombe, Bucks HP12 3BG United Kingdom
steve@bodyfitgym.co.uk

I heard of Stephen Oliver in 1983. He was getting press everywhere for his incredible marketing efforts in Denver. He gave me great advise. We became friends and associates. In my opinion hes one of the premier marketing experts in our industry and has been for over 20 years. His ideas contributed greatly to huge and rapid growth my experienced. His Extraordinary Marketing program is phenomenal! Get it now you will not be disappointment.

Will Maier
Martial Arts America
Former EFC Board Member
NinjaSeminars.com

I listened to what you were saying.....

..... it's the best thing I've done for my school!

After buying the Extraordinary Marketing Program: I've increased my schools gross tuition for my adult and childrens program by thousands with one statement that I received from your program.

I've also increase my monthly income by almost \$4200 by following the same principle with my After Schol Program.

I remember 4 years ago when my school was only doing about \$8000 a month total with all of my programs. I've now made that much extra a month just from following one of your principles, although I was nervous at trying it at first but I listened to what you were saying and found out that I was in the situation that you were talking about, after that I did it.

It's probably the best thing I've done finacially for my school since starting my after school program and summer camp.

Thanks

Lloyd Irvin Jr
Lloyd Irvin's martial arts
Address: 6333 Old Branch Ave #302
City: Camp Springs State: MD
Zip/Postcode: 20748 Country: United States

"Awesome is the only word I can use to describe your package at such a low cost!"

-----More feedback about the Extraordinary Marketing Program:

Dear Stephen Oliver,

Ever since my wife (office manager, the real boss) ordered your extraordinary marketing program I have received your newsletters with great relish.

I do want to thank you for marketing such an extraordinary package of materials. Awesome is the only word I can use to describe your package at such a low cost. I have had an academy (six days a week) open for the last twelve years and before that worked for one of my instructors for about six years in his five schools. The reason that I say low cost (and you know what I am talking about) is that we have paid out thousands of dollars over the years for business ideas and teaching ideas!

The software is super! We have over the years tried everything that came along. Master Vision beats them all. The little book "All the things I wish I knew when I was 22" was worth the cost of your program. Anyway, it has been the shot in the arm that we needed and we thank you for the dose of medicine.

Anyway, thanks for your program. Keep the faith and keep plugging "if you never give up, never quit and you never surrender you will never fail".

May the Lord God Almighty continue to bless and keep you and you

family always, amen

Gordon Dixon

Name: Gordon & Sheila W. Dixon

Company: Tupelo Martial Arts Academy

Address1: 101 Broad St.

City: Shannon State: MS

Zip/Postcode: 38868 Country: United States

Well, I have to admit. This is one of the first times I have read something from the many people who try to tell us how to run a school where the advice is obviously coming from someone who has.

We have been running a small group of successful schools for almost 25 years, and after that kind of experience, it is easier to tell the good advice from the bad.

Doug Adamson

Our currency (Rand) is very weak in comparison to the Dollar. You can multiply the price with 8 to have an idea what I paid for the product! I am still very happy that I had bought the program!

Although we are worlds apart, the similarity of our markets is absolutely scary! I am currently reading through the "Things I wish I knew....." for a second time and really enjoy your approach. I am (was) a technical fighter and teacher all my life and only loved Karate-do, I am now rapidly changing to become a marketer, seller, business person etc.

It had been an eye-opening experience to read the material you had sent. I am eagerly awaiting to apply nearly every single suggestion in the program. The similarity in our markets are really amazing! Although we are continents apart! I enjoyed the line, "I have not found even a single advantage into entering my students into the external tournaments". I am currently working through all the material and will have my web site etc in place for the beginning of our academic year which is January. I will keep you posted!

Soon Pretorius

Karate Academy of South Africa

P.O. Box 95848

Waterkloof

Pretoria, Gauteng 0145 South Africa

soo@karateacademy.co.za

"All the money I have spent on various advertising buries the cost of Stephen's program. But his program is the ONLY ONE that returned results!"

Denny Strecker

Karate and Fitness Center

28724 Ryan Road

Warren, MI 48092 United States

karateandfitness@karateandfitness.com

I began training in the martial arts in 1964 and started teaching in 1970 under Ken McDowell of the American Karate Black Belt Association in Texas. During my military career, I traveled and ran clubs as a hobby, and paid a few bills. In 1989, I was the head karate coach at the Air Force Academy and was looking to maybe open a commercial school in Colorado Springs. I had heard of Stephen Oliver and took a drive to Denver to visit him. I soon learned that he was grossing around 1.5 million or something like that and was totally surprised that he was open to letting me see how his operation worked.

He allowed me to come in, go through his files, and take anything I wanted to use it in my operation. I found his organization chart and systems to be very helpful in opening my school, and especially his marketing ideas. Using some of his marketing tips, I signed up 160 students in 90 days when I opened my first location in 1990. I went on to follow in his footsteps of the multi-school operation having 4 commercial schools with a 1 million dollar gross in two short years.

While spending time as the General Secretary for the USANKF, the official governing body for the sport of traditional karate, I let my business suffer and did not give superior customer service that I had once been known for. Having just read the Insider's Secrets to Using the Internet to Market Your Martial Arts School, I can see that his ideas are once again revolutionary and he is going to lead many schools down a profitable path with his concepts. Any serious school owner, whether traditional or eclectic, should invest in his book and reap the rewards.

Sincerely,
Terry Bryan

This week's topics -- What's a Great Ad AND, Traditionalist Follies.

First - some more Extraordinary Marketing Feedback:

"I finally realized that here was someone who was and still is also "in the trenches" just like me! And,

...over 1 million\$\$\$! plus over 1000 new students all coming from "One Idea" which isn't too bad especially from such a small investment that the Extraordinary Marketing programmes costs."

A few months ago I purchased Stephen Oliver's "Extraordinary Marketing" programme. I am a 20+ year veteran of the martial arts and a 17 year teacher of the martial arts. The last 15 years have been full-time. I have been involved with a lot of the "other" martial arts business consulting groups in that time period. They have helped in their own way but when I read the information provided by Stephen I finally realized that here was someone who was and still is also "in the trenches" just like me and all the other martial arts teachers around the world. His experiences were similar to my own and that made it so much easier to relate to the information provided and also so easy to implement.

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If you want to find out more information go to read the information but for better peace of mind order the programme today!

Thank You Stephen,

C. J. Doyle, Shihan
cjdoyle@cdt-certification.com
www.dojoworld.com
www.cdt-certification.com

What's a Great Advertisement?

Back in the 1980's many of us in the industry let the market convince us that we were advertising GENUSES. Suddenly "Karate Kid" and series of imitators hit the movie theaters, TV, and video store. Suddenly every kid just had to take karate - and every parent was eager to find their own Mr. Miagi to mentor their child.

Any ad that got in front of enough people that combined the words karate and kids or children got huge response. If anyone really was a genius back then - it was if they (like I did) were aware enough of what was going on to keep fanning the flame, to keep throwing more and more advertising into the market and let the school fill-up. The results were so incredible that it was really easy to get cocky and take credit for an externally driven HOT market.

Many direct marketing experts that I know describe their approach as finding a heard of people who are running for a product (or service) and jumping in front of that stampede and taking a share of the profits. Certainly if you can jump from product to product this is an easy approach - as a martial arts school owner that really doesn't work well.

Peak Markets

Before we talk about ad content let's discuss the difference between an unusually hot market - that happens from time to time

(Karate Kid - then Tae Bo)

When you hit an incredibly hot market really what you want to do is throw everything you can at the market. Anything you can do to get exposure - run with it. Put clear copy in front of your target audience that lets them know that whatever it is that they are rushing to find is exactly what you have to offer.

If you have lots of competition then you need to develop in your ad your USP (unique selling proposition.) What can you offer that is above and beyond your competitors that will enhance the prospects experience.

The Rest of the Time

Any ad - that includes a one page flyer, a newsprint ad, ad TV spot, a direct mail piece, an infomercial, or a coupon has several major elements:

The Headline.

The headline is the AD for the AD. It is designed to capture the prospect's attention and peak their interest enough to get them to read the rest of the ad.

The headline must reach out to your target prospect and grab their interest.

Headlines can be of one of several types:

1. One that arouses curiosity.

That is interesting and encourages the prospect to read further to find out more by reading the ad content.

These types of headlines are really dangerous. If you confuse the reader - rather than taking the time to explore further they will probably just skip over the ad.

2. Promises a benefit.

"Create unstoppable confidence in your child"
"We will teach your child to never be a victim of bully's again"

These types of headlines arouse interest in prospects who have a "top of mind" concern in one of these specific area.

3. Addresses a problem.

"Does your child have a problem with confidence? If so read on for a tremendous solution"

"Does your child have a problem with bully's? - discover our solution"

4. Describes your prospect.

"Are you a parent of an elementary school student?"
"Frustrated parents of K-3 graders"

5. Cute or a Play on words.

Forget all your ideas about advertising needing to be "creative" or about allowing "creative types" to design your ads. Year's ago I hired an ad agency who designed a full campaign from the ground up. Their headline concept was "If you love your child, give them a belt" (sub headline: A karate belt that is - a white belt a black belt and all the belts in between)

Really cute --> IT BOMBED!

We tested it side by side with:

"Karate is the best thing I ever did for my child"

and,

"The greatest gift you can give your child - confidence"

(borrowed gratefully from Tiger Schulman.)

Both of the ads that I had designed out-pulled the ad put together by the "creative types" at the professional advertising agency by a factor of at least three to one.

6. A Testimonial.

See above.

Testimonials are a wonderful way to develop your ads. Television ads use "slice of life" as simulated testimonials. Infomercials are usually just loaded with real life testimonials from everyday people - unscripted and real.

Remember that the headline is the ad for the ad. Often on the first, second, third, or even fourth exposure to your ad the only thing that the reader may notice or remember is your headline. Hopefully they will at least associate your headline with your name.

Hope this was helpful!

Stephen Oliver,
Extraordinary Marketing

Some more Extraordinary Marketing Feedback....

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Hi Stephen,

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Honorably yours in the martial arts,

Mark Eckenrode
Work Phone: 480-464-6713
Address1: 6622 E. Hacienda La Noria
Address2: City: Gold Canyon State: AZ
Zip/Postcode: 85219 Country: United States

Hello Master Oliver,

I am still digesting all the information (there is a lot!).

I enjoyed your book "All the Things I Wish I Knew When I was 22",

especially the part about firing students and staff. At least now I know I am not alone when no matter what I do that I cannot please everybody.

I plan on implementing several of your ideas into my own offerings, including "One Idea Worth Over \$500,000 to Your School". It is hard to get into our school system in our area but I have made good inroads with the local D.A.R.E. Program. I will let you know how that goes.

All the books you have authored I have looked over and they all seem very informative and relevant. There are several new concepts that I have not seen before as well as many that I have seen but need to see over and over again anyway.

Please keep me abreast of any current and future developments that you have. I would love to some day come out and see the Mile High Karate operation just to see everything that you do and be a "fly on the wall".

Thank you for providing all your information.

Glenn Finke
karatedo@warwick.net

Traditional Karate-Do Center
<http://www.warwickkarate.com/>
PO Box 1210
Warwick, NY 10990-8210
Tel: 845-988-9223
Fax: 845-988-9933

Check out what school owners from throughout the United States, Canada, UK, Japan, Germany, Puerto Rico, Argentina, Israel, and many, many other locations have been ABSOLUTELY RAVING about!.

The Extraordinary Marketing Program.
Lots MORE information at:

<http://www.ExtraordinaryMarketing.com>

AND, Traditionalist Follies.....

"remember that Martial Arts has no commercial value.....commercializing Martial Arts is defeating the meaning of the martial arts purposed."

"commercializing the art is desecrating the sacredness of the art and destroying the essence and true meaning of the art. actually, in my art"

Sir:

This is in response to your letter regarding turning Martial Arts into a highly commercialize establishment. I really appreciate your proposal to

help me, but I'm sorry to say that although I would really like to increase my income in Martial Arts, I really have to say that I'm not interested in such a marketing plan. I don't mean to offend you or anybody else I just wanted to let you know that I have no plan to expand rapidly when it comes into commercializing Martial Arts. over forty five years ago when I first started Martial Arts Training under my Father and Grand Father I didn't Know about anything except to always be obedient to orders, instructions and commands and whatever the orders, instructions and command in the past I am bound to preserved and keep it and so will it stand. our clan have been taught from generation to generation going down to my sisters and brothers childrens childrens that, as my chinese grand father Tao Co Yap said, remember that Martial Arts has no commercial value, and if in the future you teach Martial Arts, you have to teach any individual wealthy or broke the way you would teach your sons and daughters. commercializing Martial Arts is defeating the meaning of the martial arts purposed. Actually, i'm happy with the twenty four branches world wide that I have, wherein the majority of the Ancestral Tradition are all in Asia. as an Oriental, I would like my method in propagating and emanating martial arts to anyone be strictly done the Asian way. since 1967 the founding of Tatsujin the Martial Arts, the principles that I have learned from my Father and Grand Father (Tao Co Yap) will have to be preserved and guarded. my grandpa who was popular and known by the chinese communtiy as a master of the iron fist and iron palm always believes that, commercializing the art is desecrating the sacredness of the art and destroying the essence and true meaning of the art. actually, in my art I don't even charge my student for being promoted into the next higher rank, for I firmly believe, if I charge them of promotion fee I am selling the belts and ranks. my student earn their rank honorably with difficulty. they have to take examination for promotion for seven consecutive days and be kept on guarded quarter twenty four hours a day till the examination is over. since 1967 I only produce 27 blackbelts out of over thirty thousand students that I taught. I have taught martial arts in my country for a long time. I taught the military four branches of services, the police, the schools, private organizations, civic organization and now here in the United States. Actually the method of training here are really different the way we trained our students back home. before I end my letter I would like to let you know that, I really appreciate your offer to help but i am bound to keep and preserve the tradition till the end.

sincerely:

Archael
Founder of TAMA INTL.
World Traininghall Chairman and Director

All I can say is:

First, more power to you. If you are happy to starve go right ahead - no problem from me.

Second, I really don't get this idea where being a starving instructor is traditional. Seems like it's just a recent hand me down from rather unsuccessful individuals who may have mastered a martial art without mastering their finances.

I'm currently reading a very good book that I recommend to everyone which is "Secrets of the Samurai - The Martial Arts in Feudal Japan"

It seems to me that serious training was reserved for the wealthy and privileged in ancient Japan - and, often for those in the employ of the ruling class. NOT Arts to be shared free to everyone.

I'd be interested in everyone's opinion - but, still I always go back to my favorite current metaphor of Harvard - one of the most respected educational institutions in the world - teaching their subjects better than anyone else, for the highest tuition rate going.

Expanding on this:

"chinese grand father Tao Co Yap said, remember that Martial Arts has no commercial value, and if in the future you teach Martial Arts, you have to teach any individual wealthy or broke the way you would teach your sons and daughters. commercializing Martial Arts is defeating the meaning of the martial arts purposed"

Again -- I have to wonder two things:

First, didn't communism just die? Proven it didn't work! Right.

Second, maybe you are reading a different history than I am - but, it seems that this is just plain crap.

How about we help out the semantics.

Trade "Commercializing" for "Professionalizing" and maybe we start to make more sense of this stuff. When you go to college - do you want a volunteer or a highly paid professional? How about when you need a lawyer - doctor - accountant? Failing to "commercialize" any endeavor GUARANTEES that only AMATEURS will participate.

How about if Basket Ball was never commercialized - would we ever have someone as talented as Michael Jordan?

Their success rate - nearly 100%. Their teachers (professors) with many year's experience and tenure are EXTREMELY well paid. Why not us?

One other fallacy. This is a big one. Thinking that producing FEW Black Belts means you are a good instructor.

"I only produce 27 blackbelts out of over thirty thousand students that I taught."

Back to the Harvard Example - they Graduate over 96% of those students who enroll in their undergraduate program (which is one of the hardest in the world.. remember!) Gee most good martial arts schools are happy to graduate 96% from May into June (ie only have 4% drop-out in month - rather than over FOUR years!.)

Gee are you really that BAD a teacher that - what is it now - only 1/10th of 1% ever get their Black Belt.

That really is NOT a statement about your STANDARDS but rather a statement about your INABILITY to teach MASTERY in a wide range of your students.

Oh, and one more thing:

"I don't even charge my student for being promoted into the next higher rank, for I firmly believe, if I charge them of promotion fee I am selling the belts and ranks. my student earn their rank honorably with difficulty. they have to take examination for promotion for seven consecutive days and be kept on guarded quarter twenty four hours a day till the examination is over."

Well.. really, I don't have much of a problem with not charging exam fees - I don't either. Certainly taking the financial issues out of the testing process is great. And, having an incredibly difficult test is wonderful - this has NOTHING to do with being a professional or amateur. We run a VERY hard - 24 hr day X 3 days Black Belt test and, it gets worse from there on. Frankly, the more people are paying you to take lessons the more likely they are to be enthusiastic participants in such rituals.

Thanks for your letter!

Stephen Oliver
Extraordinary Marketing

Mr. Stephen Oliver,

Thank you for all of the email newsletters and updates. This is the latest one that I have received. First of all let me commend you on your success and professionalism. . I do however have a couple of questions. Is this a physical product, books, CD's and such or is it totally on the net?

I also read that the offer now includes the full-working version of MasterVision and a Free book with over 500 pages of sample letters. In addition to what is offered on your website, ExtraordinaryMarketing.com, are there any other offers or specials now or in the near future for me to consider?

I await your reply and look forward to hearing from you.

Respectfully,

Miguel Serrano
mas@kodokan.com

Yes, anyone who buys my program by the end of the year will get Master-Vision 100% working model - for your use absolutely free of charge - not, just a demo version.

Additionally, you will get 3 additional free bonuses including the book you mentioned.

Stephen Oliver,
Extraordinary Marketing.

Stephen:

Please answer this question in your email newsletter:

Can your marketing ideas be easily adapted to promoting my chiropractic practice? Do your marketing methods work well for most "local" types of businesses that need to attract customers within 20 miles of their business location?

Thanks,

Dr. Edward Martin,D.C.

Chiropractor & Black Belt in Kung-Fu

Yes, absolutely.

Extraordinary Marketing includes some marketing application that would be hard to apply outside of martial arts (maybe to dance or gymnastics studios) but not to a chiropractic practice.

However, 90%+ of the material can be translated into a variety of local area service business and would definitely be directly applicable to Chiropractic.

You has also inquired about consulting work - right now my time is used up with among other things adding 10 additional schools to the Denver Metro area - and this project.

If and when I were to have time to take on some new consulting clients - I would require that time to be extremely focused and my base rate for consulting is \$500 hourly. If after reading the full program you have a specific need either for strategy development or a specific campaign development I would be happy to discuss the possibilities.

First, please read my full program - and, if you don't get 10X or more value over the investment - I'll happily refund your money at any time. Before considering any additional relationship I would require that you digest that program and have focused needs and directions.

Stephen Oliver
Extraordinary Marketing

P.S. I get deluged with phone calls, emails, and faxes.. really it is impossible for me to get to them all while rapidly expanding my primary business. I am happy to answer questions that may benefit everyone in this newsletter - but, really there is not enough time in the day to respond to the hundred's of calls and letters that I get.

>You mention that you are charging \$139 per month at the moment.
>How many lessons does that give per month and how many hours per
>lesson ?
>
>thanks

>
>Chris Davies
>CHRIS.DAVIES@FIRSTEC.CO.UK

>-----
>
>Two lessons per week - 45 minutes per lesson.

>
> Stephen Oliver.
Steven, why only 2 per week? Standard Aikido policy is to allow (and even encourage) students to train 3-4 times per week.

Michael O'Quin
Aikido Of Silicon Valley

Frankly I think that it depends on several factors.

First, I always want students to have "standing appointments" for class - not just show up whenever they want.

Second, I prefer to start everyone with two times per week then allow really enthusiastic students an opportunity to train for a third time (or, a fourth time.) This both adds value to the classes - and, avoids losing prospects who cannot commit to more than twice per week.

Stephen Oliver,
Extraordinary Marketing.

Get the "Cliff Notes" to success.....

Chris Rappold of Personal Best Karate (3) locations,
250 East Main Street, Norton, MA Writes:

"Your genius is the ability to see things from a perspective that virtually no one else does. Your combination of an MBA and 20 years pioneering ideas for professional martial arts instructors is a valuable treasure for school owners such as myself. School owners have a choice of either spending 20 years in the process of trial and error coming up with new ideas, all the while wasting precious time and energy, plus thousands of dollars or they can get the "Cliff Notes" to success which are your "EVERYTHING I WISH I KNEW WHEN I WAS 22" section of Extraordinary Marketing. That's a starting point to standing on the shoulders of your wisdom!"

Christopher Rappold
Personal Best Karate Inc.
250 East Main St.
Norton, Ma 02766 United States
pbest@ici.net

Stephen,
wow. i ordered your programme last week (from a friends system, mine was

suffering from AOLitus) and im holding you directly responsible for my sleepless nights, basically i cant put the info down. I am a big reader like yourself and have an unquenchable thirst for knowledge regarding improving the service to my students and personal lifestyle. Being quite a new school (2 years) i still have everything down on paper, can you suggest some good software to keep accounts of my business, enrolments ect. I dont think master vision was included in my download (if that's the same thing) its 6am over here in England, im going back to bed now for a couple. Once again, a big thank you for your invaluable work.

N. Sunley
Elite Self Defence
England.

Master-Vision does ALOT of the direct school bookeeping - keeping track of your contracts, Point of Sale entries, inventory, ETC.

For your pure accounting work - I highly recommend Quickbooks. It is really inexpensive and works better in 98% of what we need than the \$11,000 accounting system I threw away before starting to use Quick Books.

Stephen Oliver.
Extraordinary Marketing
<http://www.ExtraordinaryMarketing.com>

And,

MasterVision can definitely help you out.

Many schools still use Quickbooks for their accounting needs. MasterVision does not, for example, have a Accounts Payable System or Payroll. Why re-invent the wheel when Quickbooks does it so well? MasterVision does have a report of your sales activity that you can easily enter into Quickbooks (weekly, monthly, however you want to do it).

You'll still use your MCA for automatic draft.

Multiple Disciplines: There are a couple ways you can setup MasterVision to do this. It sounds like you have students who take multiple disciplines (they have multiple ranks, take different tests, etc.) You can use MasterVision's ability to have multiple data directories (explained below) or you could create multiple student records for these people and have it all in one place.

MasterVision can handle multiple ranking systems with no problem. It's a little tough to explain on paper, be sure to call us during your 30 days of free technical support so I can help you get things setup.

Multiple Directories: MasterVision has the ability to work with an unlimited number of multiple data directories. Multiple directories allow you to get different groups of students totally seperate from each other. For example, some schools have their traditional art setup as 1 group of students while the Kickboxing students are another group. You could have a directory in MasterVision for each

discipline you teach, another one for Fight Cards, and yet another one for Seminars. Again, it is probably best that we talk so I can advise you how best to setup MasterVision to meet your needs.

Scan/Barcodes: Yes, MasterVision supports barcodes and scanning both of attendance records and for inventory items.

Trial Program: How about the whole thing for free? With ExtraOrdinary Marketing, you get MasterVision for free. Download it from our website at www.master-vision.com. The free program also comes with 30 days of free technical support so that you are sure to get MasterVision up and running the way you want it.

Todd Landrum
MasterVision Software
303-670-5299

-----You can't please everyone!

And, as a follow-up from a previous email. What a jerk that I can be!. Sorry. Just trying to give it to you straight.

<< Gee - Nothing personal TOM & ILLONA - but, really, maybe you'd really better focus on getting REALLY good at what you do - then at communicating it effectively to your marketing - and, persuading your prospective students that you really are a good choice >>

Gee - I do think that this letter was personal and a put down and I don't think I will be writing to you anymore after this. I was being honest ... and for that I got slapped down and this probably went out to thousands of people.

Just what my instructor did to me when I left his dojo ... and I refuse to surround myself with such people.

Thank you for all your help in the past ... but no thanks ... there are better ways to teach people than what you have done here.

My eyes are opened.

Sincerely,

Illona McKinzie

Also:

Being honest - and, being enlightened and/or thinking outside the box are two radically different things.

As Zig Ziglar says - most of us need a "Check-Up from the Neck-Up"
How is YOUR thinking limiting your success - financial and otherwise?

Stephen Oliver,
Extraordinary Marketing

P.S. Yes - I was just being honest also - perhaps brutally so - I

really don't try to "pull-any-punches" in my newsletter or in my other efforts. I'll still be driving anything I want - Living where I want and, eating steak - no matter what you decide for yourself.

If you really want to see some controversy - watch for my upcoming newsletter with another phrase borrowed from ZIG:

"Loser's limps and other excuses!"

I had a revelation! While reading this I remembered when I opened my first school...I was charging \$45 per month (circa 1992), a drastic undercut. I then raised my tuition to \$65 per month after a long discussion with my accountant. Any way the newsletter got me thinking, people WILL pay if they feel the program has value! I had people try to barter and haggle me down in price even when I charged \$45 per month!!! Now I see some of the same students in other schools and they are paying anywhere from \$65 to as high as \$100-120 per month. Needless to say my way of thinking has drastically changed about how I present my programs to future students.

Lance L. J. Soares
2nd Black, Kenpo
USA

Glad to see I made an impact!

Stephen Oliver.
Extraordinary Marketing

P.S. We are going to \$159 a month in January!.

Dear Mr. Oliver,

Thanks for including me in your email list. The emails have been very thought provoking. Below is a copy of an email from an Aikido teacher you included in one of your recent emails. He asks some of the same questions I have about increasing dojo enrollment and retention. I do have some additional questions and thoughts, which are also below:

>

>as you probably know, Aikido is a different animal from Karate or other sport/competition oriented martial arts. personal development is definitely THE goal.

Most Aikido dojos seem to be based on the assumption that charging a fair price is "immoral". There are schools near mine that charge significantly less. I have been able to compete fairly successfully against them because the quality our instruction is markedly better, and that fact is obvious to anyone visiting other dojos. However, I need to learn more and better ways to communicate the value of our program without putting down another school'd program.

>many people in the martial arts (even within Aikido in the 40s and 50s) thought that Aikido couldn't be popular because of the lack of any sporting aspect but they turned out to be wrong, just a

different segment of the population. In the 1960s there were probably 2000-3000 people practicing Aikido in the US. now it's up to around 200,000-300,000 (worldwide 20-30,000 in the 60s, now over 2,000,000), so it's definitely a growth area.

While Aikido is growing, in my area (San Francisco Bay Area) most of the growth seems to be a growth in teeny-tiny dojos. An Aikido dojo with 50-75 students is considered HUGE. There are some exceptions, but very few. I doubt if there are more than half a dozen Aikido dojos in the country that have 200 or more students. There may only be 1 or 2. I am looking to break out of this mold and would like to have a 300+ student dojo. In addition, I am not aware of ANY Aikido school owner who has more than one dojo. I would also like to break out of this mold also, as the area can support more than one large school, and the style of training taught to me by my teacher in Japan allows an extremely high quality of instruction in large schools.

so we're marketing to working adults. the target audience is, say, 18-55 65% male and 35% female (Children do not play a significant role in the income streams of the vast majority of Aikido schools, though I suppose they could I have a slightly different take on the target market. I feel there are 3 "products" that an Aikido dojo can offer:

1) Adult Program-this is the traditional Aikido training, for working adults. We have quite a few students who started in their 40's and 50's, although we also have quite a few younger folks. When enrollment is higher, I would like to establish a "Soto Deshi" program for very serious students, which would require more frequent attendance, private lessons, etc.

2) Youth Program-For children 10 and up. Children under 10, in my experience, haven't developed the concentration and focus abilities to train in actual Aikido techniques.

3) Senior Program-this is for folks 65+ or disabled. Aikido techniques can be done in a slow and measured manner, similar to Tai Chi. Also, the techniques can be done without the rolls and falls associated with the traditional Aikido programs.

People who get into it often practice for decades (or for life). True, although many folks drop out after getting their Black Belt. In our school, we try to emphasize that 1st degree BB, in Japanese, is sho-dan, literally, beginning step. We encourage San-Dan as a goal, and that seems to be working.

Very relevant to Aikido. You've got to know who your target market is which it seems you do. I just did a complete business plan for an aikido school.

Do you offer "custom" business plans for dojos?

Thanks for your time in reading this. I am interested in your marketing program, but am also interested in discussing a more

"Aikido-centric" custom program.

I really haven't considered doing a custom plan for Dojo's - however after doing many - maybe I should make that available - at least as a template - Maybe one way to recoup the cost of an MBA?

Frankly - I don't see the need for an Aikido-centric program - just about everything in Extraordinary Marketing applies to Aikido as well as every other style.

You are already breaking a mold - I would suggest you totally destroy the self-limiting beliefs of your peers and looks to new radical ways to market yourself and expand your market.

Also. Don't leave out the kids. When I opened my first school EVERYONE said that about Tae Kwon Do and Karate too - no one wanted to teach kids. Maybe all of your peers should work to get better at teaching and then expand their market (as you are already doing.)

Stephen Oliver.
Extraordinary Marketing.

Hi Mr. Oliver,

The simple persistence of the emails you have sent me have kept me interested in your program. However, the reservations I have are based not on your product, but the application in my area (I know, you have heard all the excuses). I live in a very small town (population 1400), with surrounding towns at 10 mile radius (all small, 600-3000 population) adding about 7-8000 more people. The school has been in business for 6+ years, and have 60 + active martial arts students, plus Fit Kickboxing, and a nice weight room. My real concern stems from the heavily-weighted use of the internet in your marketing program. I have done a survey of our members, and only about 10% say they use the internet for shopping. Most travel to larger towns about 45 miles away to shop, so local use of internet seems very limited as a marketing tool. I don't want another great system and volumes of ideas that are not quite designed for me. Am I wrong on this? I have not closed the door, just need to make better decisions based on Logic, not emotion.

Thanks,
Michael Evans

Michael - I refer you to some peer feedback:

...A Goldmine of Information!

Mr. Oliver,

I am extremely pleased with my purchase of your program. In fact, the internet marketing program is the LEAST of the material i received. i haven't even gotten to it yet due to all of the other awesome material! this is a goldmine of information and i would definitely recommend it to my friends (and will!)

Name: james j theros 2nd

Company: oriental martial arts college
Address1: 2456 e. bradbury ave.
City: indianapolis State: in
Zip/Postcode: 46203 Country: United States

P.S.

Extraordinary marketing is 100% money back guaranteed - personally by me. Try it. If you don't love it - and, see a dramatic increase in your NET INCOME - then you get ALL of your money back!.

Stephen Oliver,
Extraordinary Marketing.

Check it out at <http://www.ExtraordinaryMarketing.com>

Also,
The early trial of the program at a \$200 discount must end soon. Be sure to buy it by Thanksgiving to be assured this discounted rate - the response has just been too overwhelming to guarantee this ridiculously low price.

Recently I sent out this email - a letter written by my friend and associate Keith Hafner. Frankly I decided to send it once again since this month he is featured on the debut issue of the new magazine MASuccess Published by Century Martial Arts to Compete with Martial Arts Professional. I'd like to share a couple of responses followed this email - and, discuss their thinking:

- > Hi! In case we haven't met yet, my name is Keith Hafner.
- > I've gotten some really great press with EFC over the last few
- > years for my somewhat unprecedented results. My last EFC check
- > was over \$75,000!
- >
- > You may also have seen me on the cover of this month's debut
- > issue of MA Success magazine profiling my success and my school.
- >
- > Every once in a while, I like to sit back, take a deep
- > breath, and reflect on how I got these results...and to re-focus
- > on the application of basic success strategies.
- >
- > I think it can all be summed up in two simple areas:
- >
- >
- > 1. Once people join our program, they tend to stay enrolled for
- > a long time. My friend Stephen Oliver (more about him later) did
- > an analysis of my school, and discovered that only 3% of our
- > students quit each month. I don't know what your "quit rate" is,
- > but Stephen says the national average is 7 -10% per month.
- > This makes a HUGE difference in my results!
- >
- >
- > 2. I always ran a nice little school. In fact, Mr. Cokinos used
- > to say it was the best SMALL school in EFC. Some people might have
- > heard "best," but what I heard was "small!" What really drove my

> school to the top was my intense study of basic marketing
> principles and then, a bull dog-like stick-to-it-iveness in
> applying them.
>
>
> That's why I'm writing to you. You see, Stephen Oliver first
> started developing and applying these high impact marketing
> principles over 20 years ago.
>
> When I first met him in the early 1980's, he had just moved
> to Denver, and in his usual aggressive, "take-no-prisoners" way,
> opened 5 schools within an 18 month period. He was setting the
> industry on fire with leading edge, hugely successful ideas on
> marketing -- and getting "mind-blowing" results!
>
> Stephen Oliver was "the man" in the Martial Arts in those
> pioneering days; long before anybody had heard of Steve LaVallee,
> Tim and Dave Kovar, or Keith Hafner.
>
> I'm happy to say that Stephen and I became close friends.
> And many of my early marketing ideas came from him.
>
> Whether it was co-promotions with the major movies
> coming out at the time creating relationships with the stars
> in our industry or, just being willing to try new things or spend
> (often lots of) money to try out his ideas Stephen really lead
> the field in every aspect of marketing a martial arts school.
>
> He had a head start on us all and, frankly, has never stopped
> learning. Sometimes I worry that he's so far ahead of most of the
> industry that many people just don't get it.
>
> In all my new projects, like my book "How to Build Rock Solid
> Kids" and my internet efforts, Stephen Oliver is my official
> consultant. I appreciate his input and expertise.
>
> And, I don't know about you, but when it comes to technology
> I'm in the White Belt class! I figure that if Stephen can help me
> make some sense out of web design, e-mail, and other internet
> strategies he IS the genius that everybody says he is!
>
> If fact, he showed me how one little change in what I was
> doing could save me a boatload of time and money. I implemented
> that change, and it has saved me over \$2,000 in out of pocket
> expenses EVERY MONTH!
>
> You will find this strategy, (it's on page 17; snag just
> this one strategy, and you will save yourself thousands each year!)
> and about a million others, in his masterpiece,
>
> "The Extraordinary Marketing Program."
>
> His Extraordinary Marketing program combines the best of
> "Classic Direct Response Marketing" with the latest in internet
> and web technologies.
>

- > If you have any interest in improving your enrollment results;
- > in applying new and leading edge strategies to your martial arts
- > school, or in tackling the internet and applying those tools to
- > your school or, to any other business or product the you really
- > must buy Stephen Oliver's Extraordinary Marketing program as your
- > first step in that journey.
- >
- > Just the Marketing Classics section in his program will
- > give you a huge step up on your competition in this industry.
- >
- > Thank you.
- >
- >
- > Your Friend
- > Keith Hafner

please stop sending us your get rich quick ideas. we don't run that kind of school here, and we already use a billing company and have NO need for EFC or what they have to offer.

mike malandra
malandra's martial arts center

dominic@unitedgyms.com (dominic)
StephenOliver@ExtraordinaryMarketing.com (Stephen Oliver)

please stop emailing us we are well strutured.

Frankly - anyone who doesn't appreciate ideas from someone like Keith Hafner - just doesn't get it. He runs the best - most sincere - most honest operation around. \$1.2 million + in one location - in Ann Arbor of all places - in the basement - with a "nice" but by no means beautiful "disney dojo" school. He spends a ton to get a new student and still - has huge results!

Issue 1. I don't work for EFC - I'm a client - and frankly about 1/2 the time they are irritated, agitated, or just plain pissed off at me for not "toeing the company line." In this newsletter I give it to you "the way it is" from my perspective - like it or not.

Issue 2. ANYONE is welcome to exit this newsletter at any time I you don't want to listen to GOOD - FREE Advice - no problem! (just click the remove link at the bottom of any email from me to be gone forever.)

Issue 3. There are NO Get Rich Quick Ideas in this newsletter or in any of my Marketing materials. Frankly - I'd be happy to just get more martial artists to make a decent living. Certainly at the top end \$200,000, \$300,000, or even \$500,000 per year or more in PERSONAL INCOME (not GROSS REVENUE) is possible and desirable WHY SHOULDN'T a martial arts instructor who does his or her job WELL - earn as much as a decent CPA, Attorney, or MD?

Dear Mr. Oliver,

Recently we have restructured our tuition in reflection to what I think its worth and I see that you currently charge a 239 dollar down payment with a monthly tuition of 139. Do you offer any other payment options or is it strictly 239 down and 139 a month? For example - a larger down payment and a lower monthly tuition. Just a quick and easy one for you. Thank you.

James Tosoff

James,

Clearly there are many options. For many years I used an option of a lower monthly payment with a \$400 or \$495 down payment. Currently, I do not - for no good reason - other than the system you describe above has been working very well.

There are a couple of other issues:

1. To ask for "cash-in-full" at the enrollment?

Frankly I really don't like cash enrollments. I don't have anything against taking cash deals (assuming you can control your budgeting) however - I have found that If I cash out the enrollment the renewal is harder - and, I make 75% or more of my income from RENEWALS not enrollments. Also. I LOVE big cash renewal deals - and, cash enrollments make those harder not easier.

2. Options. Really the more you can KISS (keep it simple stupid) any financial situation for your students the better off you are - I am trying to GREATLY REDUCE the number of times I ever have to ask anyone for money.

3. Another issue - EFT is a wonderful thing. RADICALLY improves your collection percentage. If you are using EFC or one of the other billing companies (UP, EASY PAY, etc.) or Handling it in-house - this is the best thing to come along for collecting money on time and easily.

Stephen Oliver.
Extraordinary Marketing.

I am thankful for your openness to sharing good marketing information. I live in a community that is the fastest growing area in the US. My competition is a tradition T. K. D. school a block away. My marketing is a parthenon (Sp) approach. I get involved with any event that raises the market appeal of my school. Being in Texas, this is a football and soccer crazy state. I compete more against these activities than the other school. My school can and does enroll over 30 karate and kickboxing students a month. I am caught in the old adage "that good help is hard to keep and find." I find the motivated people who show potential for leadership and teaching class. However, my problem is they leave over time.

My next problem is that the rent in this area is \$20 to 24/per foot. I feel like I need to build my own building to stay up with the future growth

of my community. Can you offer any insights into this matter.

Thanks
Rick's Kicks Freestyle
Mixed Martial Arts and Machado BJJ

Rick,

First.

To explain the Parthenon - (I don't know how to spell it either!) approach. That means having AT ALL TIMES multiple feeders for new students - not just one or two methods that may or may not continue to work.

Second,

The first thing to plan on with employees is for their departure. Nick Cokinos has preached for years that if you can keep an employee for two years you are doing great. I have shifted that to working employees into partners or owner-operators - that increases their longevity radically. Second - Steve LaVallee teaches all of his employees what he calls "bench-ten" he always has 10 people on the "bench" as replacements (ie. SWAT and other assistants) you should keep your planning in this vein as well.

Third,

This spring might be a perfect time to BUY a building - Always better to find a business on it's last legs and buy a building that start from scratch. In my area around my Littleton, Colorado school - rental rates are comparable to what you discussed. Luckily I bought at the bottom of the market and are set. You would benefit by looking for the same thing. With INTEREST Rates low - and, with businesses timid now might be the right time.

Stephen Oliver,
Extraordinary Marketing.

By the way.

If you missed the recent conference call with Gerber of Emyth fame - or even if you listened in - you still should go out and by the "Emyth" or the "Emyth Revisited" it has ALOT to say about how to properly structure a karate school as a real school - and, as a real business.

Hello,

First of all, I recently purchased your Extradionary Marketing Program after a long drawn out process of deciding whether or not spend the money.

Well, I'm thankful I did. The information in the "All the Things I Wish I knew When I Was 22" and the One Idea Worth \$500,000 or more to your school" are incredible resources.

Resources that every serious martial arts school owner should have access to. In fact, anyone seriously thinking about owning a school should review the "All the Things I Wish I knew When I Was 22" before even thinking about opening a school.

Our academy's staff has rereviewed the \$500,000 idea several times, and has started to make contact with our local school systems. Would you please answer a few questions for me?

1. Please suggest books on How to Handle a Bully. We currently use Dr. Webster Doyles Books.
2. The Physical Education Plan - Mentions the A, B, C's of Conflict Resolution. It sound very interesting - anything that may be broken down into action steps makes learning easier. What is the A, B, C's.
3. Are the Orientation Classes specifically for the After School Program Kids or is it just another class (white belt or introductory lesson time) at your academy. Thought you might be using a fancy name for something else - eye catcher for the target market.

One more question, relating to "All the things..."

Please suggest further reading material on staff compensation in the martial arts. The information on employees vs owner hit home hard. Making staff's salaries aligned with our success and failure sound great. Not sure how to proceed at all.

Thanks for your time and valuable information.

Lynda D. Nelson
Quest Martial Arts Academy
1473 U.S. Hwy Route 202
nelsonsensei@msn.com Address
Barrington, NH 03825 United States

Thanks for your great feedback!

I am currently reviewing several "Anti-Bully" programs designed for the public school system. When I form an opinion on those I'll let you know what I think is valuable - in the mean time we use Dr. Doyle's "Why Is Everyone Always Picking on Me" + his very comprehensive Instructor Manual to support that book.

The ABC's of Conflict avoidance was borrowed from a Kovar video of the same name - see www.Kovar.com or call 1-916-481-4830 to get a copy - it follows a school presentaton that they do with great success.

Orientation class is an "8 lesson - quick start class" for all new enrollments. ie. Orientation - to White Belt -- to Beginner - Intermediate - Advanced - Black Belt (our class structure)

As far as staff compensation - I am not aware of anyone who has written effectively on this subject. If anyone else knows of quality materials (hard to come by) for martial arts schools then let me know.

As you are aware - this could be a book or seminar by itself - if there is enough interest - maybe I'll package some of these materials in the future.

Stephen Oliver.

P.S. Also, I am hosting a "No Holds Barred" INTENSIVE Martial Arts Marketing Bootcamp - to be held the 2nd Weekend in January in Frisco Colorado (near Breckenridge and Copper Mountain Ski Resorts) it is VERY limited in size but would be very valuable to expand upon the Extraordinary Marketing program.

P.S.S. Everyone who buys Extraordinary Marketing this month will also receive Master-Vision school management software free of charge!

A couple of borrowed quotes - that fit this situation well!

Whenever people agree with me I always feel I must be wrong.
-- Oscar Wilde

It is a common delusion that you make things better by talking about them.
-- Dame Rose Macaulay

Traditionalists Fight Back!

...best possible technologies of self-protection."

Mr. Oliver,

Interesting e-mail from Archael on traditional training.

Oddly, he is the inheritor of a strict Chinese tradition, but he uses the Japanese word Tatsujin in the name of his tradition.

(The two characters for tatsujin as "Accomplished person" can be written in Chinese, but would be pronounced very differently.)

Very unusual and innovative for a Chinese traditionalist, especially in light of the experience his Chinese grandfather probably had with the Japanese in the first half of the 20th Century.

You are also correct that the history of the marital arts in Japan and China definitely points to the conclusion that only those with the time and wealth to study martial arts were taken on as students, as opposed to those so poor that they were required to toil all day to support themselves on peasant wages.

What of monks in Buddhist monasteries? As today, monks were supported in their monasticism by those family members wealthy enough to have the extra money to make such donations to keep the monasteries open.

Not growing up as the inheritor of a family martial legacy myself, I define "commercializing the martial arts" as "making available to people like me the benefits of training in the best possible technologies of self-protection."

Stephen K. Hayes
Black Belt Hall of Fame

SKH Quest Center
6263 Far Hills Avenue at Whipp Road
Dayton, OH 45459
(937) 436-9990
mailto:daytonquest@skhquest.com
<http://www.skhquest.com/>

...The most recent was in poor taste.

I have enjoyed many of the ideas I run across in your news letter.
The most recent was in poor taste.

I understand the Tatsujin teacher's point of view. Many schools give out black belts to many under qualified students that go and open their own schools and promote more under-qualified black belts.

Before long, you have a watered down misunderstood bunch of nothing. I recently had a 6-year-old black belt transfer student from another local school . . . how can someone give a 1st grade child a black belt?

I have taught for over twenty years and have promoted 13 students to black belt.

Also, is there some benefit for you to publish his letter and then belittle his refusal to use your system? All he did was respectfully explain his position.

How many black belts a school produces is no measure of the quality of martial arts taught there. It is not the color of the belt . . . it is the abilities of the person who wears it.

If someone wants to teach martial arts for nothing that is their prerogative. If you want to charge \$200 per month you can do that as well. This is a free country.

I may have to unsubscribe to this email unless you can be more positive in your criticism.

thank you for your time,
Biljac Burnside

Biljac,

One reason that this newsletter has developed a rather large following is that it is one of the few voices that is uncensored and direct and to the point.

#1. Certainly there are many schools that teach poor quality martial arts - and who are poor educators and therefore produce BAD Black Belts. I would NEVER argue with that. The more we can all work together to improve quality in the U.S. and around the world the better.

#2. In my opinion. ANYONE who has taught for 20 years and only promoted 13 Black Belts - must either really suck as an instructor or, have an incredibly small following. One or the other. Going back to my Harvard Analogy - would the brag that they've had --- pick a number -- 500 students enroll and only 13 graduated? They would NOT be praised for turning out a FEW HIGH QUALITY STUDENTS but would be RIDICULED for having VERY LIMITED TEACHING ABILITY.

Let's not all forget that ANYONE can produce a FEW extremely talented individuals. One - or, ten champions over 20 years does not indicate an incredibly high skill set as a teacher.

Enroll 200 people this year (or, 50 for that matter) and let's see the MEDIAN quality of your students in 1, 3, 5 years then we'll decide if you are teaching a quality program.

While we are all at it - martial arts instructors in general have an abismal drop-out rate. The ONLY WAY for any of your students to master martial arts - is to CONTINUE training - not to drop-out prematurely.

Certainly if someone wants to teach for free more power to them. If you think that I am rude - or, unfeeling then feel free not to benefit from this FREE Advice!. (the opt-out link is at the bottom of each email.)

Stephen Oliver,
Extraordinary Marketing.

...your response ...was disrespectful.

I think that your response to Archael's letter about his traditionalism was disrespectful. You really did not have to phrase your response the way you did. I can see now that you only have patience with those people who agree with you. And that you are just an oportunist not a true Martial Artist who cares about all points of view. I myself did not agree with most of the things in his letter to you, but wouldn't an open discussion instead of mean spirited criticism do more for your point of view? I have been training in Kenpo (Parker's system) for about ten years. I also do a lot of cross training with Hwarang-Do and combative grappling (Jiu-Jitsu) to make myself a more complete Martial Artist. I hope that you become more understanding of other people so that you

can become a more complete person and salesman of you product.

Respectfully,
Lee Tulipane
2nd Black Kenpo
Phoenix, AZ

Lee,

Sorry for your concern.

I've been training for 32 years now - and, in every way have been through the school of "Hard-Knocks" in the martial arts. If nothing else - I've earned the right to have an opinion - and, to express it as well.

He - and, you are welcome to express your opinion - and, I think that it's pretty open minded of me to share it with this entire newsletter list (8,000+ school owners) and let them form their own opinions.

Nothing that I've said herein is intended to be "mean-spirited" - however, I just tell things the way I see them.

Feel free to disagree all day long.

As far as being open to his (or your) opinion - I've heard that view many times over the years - and, DISAGREE with the SELF Righteousness of the arguement - especially when ANY instructor hangs his hat on traditionalism while not really understanding history.

Stephen Oliver.
Extraordinary Marketing

P.S. This newsletter is written in the spirit of sharing information not - opportunism - although certainly I have some products to sell and would love to have those who could benefit buy them and enjoy them.

Sir,

As I recently retired from active school ownership (after 25 years) I find your information very helpful even in my case. I am a college professor and over the years used many of the ideas that you now propose.

I ALWAYS looked at the advertizing from a parents point of view. Running a martial arts school is running a business. Years ago my instructor came over from Japan. He was very proud of me in that I did not have a phone, air conditioning, large signage and so on. He was taught that way and so was I. Problem was I never made any money. I paid each month to teach!! After his passing I was ready to give it up.

Then it dawned on me.

I teach how to operate, market, manage and run a business. I changed and started making money. Recently I gave a seminar. I used a chalk board to show the figures. Most martial arts instructors charge less per hour than a babysitter!! In this area (Northern Indiana) most sitters charge \$5.00 per hour. Two hours per night (class) equals \$10.00 per night. Three nights per week is \$30.00 times four weeks in a month equals \$120.00!! How many schools charge that much per student per month.? I even showed this example to prospective students when they thought that I charged way to much.

Any way this is just one example that I used and you are RIGHT ON THE MONEY !! I would like to get with you later for a possible seminar at our World Championships in Jamaica in November 2002,

Keep up the Great Work!

Sincerely
John Pendergrass 8th Dan
President, International Martial Arts League

John,

If I'm going to do a seminar - Jamaica would certainly be a great place to do it.

Thanks for your feedback.

Stephen Oliver
Extraordinary Marketing.

Publishing - Multiple Streams of Income - and, Using the Internet Effectively:

I recently completed shooting a video tape in regards to bringing the american people to an awareness in regards to hijacking situations. The production was very professionally done by professional people. To make a long story short, we shoot inside a 80 passenger commercial bus and a plane as well. We have have 3 hijackers take over the plane, I defuse the situation. I go back to the studio and break down in detail exactly the process that took place in regards to the techniques I applied.

A marketing firm and the production agency are handleing all the details. My jog is to get endorsements. My question to you is how do I go about getting endorsements? I await your response

Grand Master Abel Villareal

Grand Master Villareal,

When You say ENDORSEMENTS I assume you mean TESTIMONIALS. Why don't you dub a copy of this tape and send it to your WISH LIST of prospective testimonials. Send a letter that you have sent a

complimentary copy and would love to have their feedback.

For the "glowing testimonials" you get - ask permission to use them in your marketing materials. If your tapes are any good don't be afraid to go for the "Big Fish" you just may get some great testimonials from some high profile people.

Stephen Oliver,
Extraordinary Marketing.

Hi Stephen,

I am interested in the concept of Bulk-emailing to millions of people to promote a book I wrote that was just released by Unique Publications. It's called " Taekwondo Sparring Strategy for the Ring and the Street. I also have my own video production studio and have made my own martial arts instructional videos that i sell on my web-site.

I am also a student of Bill "Superfoot" Wallace. I am the only instructor in Canada certified to teach the "Superfoot System". I have a lot of great potential, but am at a loss when it comes to marketing. Bill Wallace has been helping me quite bit as far as helping produce a better money-making martial arts school, but I would really like to get my book and videos making me money as well.

Anyway I have been reading your internet material, but am on a non-existent budget so am leary in investing anymore money on more digital e-books or marketing programs. The course I purchased from you was over \$600.00 Canadian so I was hoping for some good advice in exchange as well.

Have you personally sold videos and books over the internet and made big money?

I would really love to hear from you soon Stephen,

Thanks,

Adam Gibson(Desparately looking for answers)

It's in the post....

I wouldn't want to do a digital version yet, perhaps later in the books life. Thanks for the speedy response.

Alan Gibson

Adam,

There are many great materials on self-publishing and internet marketing including MANY that I reference in the Extraordinary Marketing program. And, yes. My Extraordinary Marketing program is just one way that I've made money in internet marketing and promotions.

Bulk emailing is a BAD Idea.

The issue with INFORMATION MARKETING is FINDING an ENTHUSIASTIC TARGET AUDIENCE and putting a product in front of them that they are willing to pay for. I really don't see a huge market in any of the traditionally published martial arts books - and, certainly

the pay-out from Unique or OHara or whoever virtually guarantees that aside from putting published author on your resume you will never make enough money to justify the effort.

Just how many of the people who would be BULK Emailed your book proposition have ANY INTEREST at all in TAE KWON DO Sparring strategies?

TARGET YOUR AUDIENCE.

Promote your product ONLY to a receptive audience.

Stephen Oliver,
Extraordinary Marketing

Stephen,

Is the purchase of your material tax deductible?

Mr. Irwin
Irwin TaeKwon-Do Center

Yes.

Sir,

Thank You for your response. Perhaps everyone would like to know It is a legitimate business expense.

Currently I am in a YMCA type setting renting a room with only a dozen paying students at \$20.00 a person per month.

I have been laid off from my full time job as a computer programmer for the past 2 months.

I would like to teach full time and have my own building.

I don't even have a business license at the moment since everything financially is done thru the people I have the room with.

Although I am an excellent instructor I have little business sense.

Your Emails I receive from you are a great inspiration to me. Thank You and hopefully I will be investing in your material in the near future.

Yours truly,

Doug Irwin

The only question I have right now is how to recruit students. I want to start a children's class. I also want to recruit young adults who want to be serious in the martial arts but I don't want a large school.

Thanks
donald m williams

Donald,

Read my program. Extraordinary Marketing - cover to cover.

<http://www.ExtraordinaryMarketing.com>

Stephen Oliver.
Extraordinary Marketing.

Dear Stephen,

I enjoyed your last newsletter. One Quick question. When you ask for E-Mail addressess are you asking for the childs, the parents or both.

Thank you,

C.Water

I ask for the parent's email address - however for your internal mailings - I would consider including BOTH. I would never include just a child's - the information MUST get to the parents - but, it wouldn't hurt to add the young student's email address to your list also.

Stephen Oliver.

I hope to meet you one day Stephen.

Since your seem to always be proactive in your ideas a have you investigated the CDT programme? In a city of 100,000 people statistics show that there are only 1500 people studying the martial arts. CDT addresses the other 98,500 people who may not want to or not have the time to but do see the need for personal protection.

If you are interested then read on Steven.

"If you were on a plane and it was hijacked what would you do?"

Before September 11th this question for most North American adults would have been purely academic. The answer might have and probably would have been "it won't happen to me, so what is the point of the question?"

Today the question somehow seems very relevant and real to all of us. The event on the 11th September 2001 has changed all our lives in North America (and most likely the rest of the free world) forever.

This recent tragedy affected me, like it did many other people, as I found myself turning to my wife and young family and reaffirming to myself how much they meant to me and asking myself if I had demonstrated that recently as much and as well as I could because somehow this seemed more relevant than anything else I could do. But the other profound thing that happened is that I found my heart going out to all of humanity in a way that had

never quite happened like this to me before.

It also generated a great deal of introspection. As a business owner and executive I have devoted all my adult life to helping people of all ages and backgrounds learn how to better prepare themselves to physically protect their loved ones and themselves in both general and specific situations. With this tragic event I am more committed than ever to make a significant contribution in my field of expertise.

I realized that even though a large part of what me and my organization and team do is to raise awareness through education and training we need to do more, better.

The purpose of this letter is to start doing just that. It has two parts, the first is to educate and the second is to invite.

First, the education piece. My conclusion of this recent tragic event is that, for most of us, our response has been largely an emotional one. What this means is that since we have no real frame of actual reference for what appears to be a mindless act of violence and destruction that seems incomprehensible to us, on a scale that seems unimaginable right now. The way that we have dealt with it is emotionally, since this is the thing that we can do honestly, individually and at will. Also, feeling and expressing this emotion somehow demonstrates to all around us and the world that we care about what has happened.

The other result is that we have all felt (and may still feel) a little emotionally vulnerable right now. So it seems logical that one of our immediate goals needs to be to feel less emotionally vulnerable. It is in this light that I believe me and my organization can make a contribution. Let me explain.

Over the years we have proved time and time again that when an individual (irrespective of age) becomes aware of how they can better, quickly and more effectively physically protect themselves an almost immediate benefit is a greater emotional fortitude in situations in which they feel threatened. This physical preparation has at least four levels.

They are:

1. Simply an awareness of existing or potential danger that does not really touch us. We get this information from the media (radio, television, newspapers, magazines etc.). This does nothing to prepare a person at all.
2. Practiced and enhanced verbal skills to negotiate one's self out of potentially physically threatening situations. Valuable in some situations as long as the perpetrator's intent is not to actually harm you otherwise it does not work. In fact it could make the situation worse.
3. Participation on an irregular basis in some kind of specialized and intense short-term training which tends to take the physical skills (counter measures) with an assailant to the extreme (from a legal point of view). Making the user of the skill vulnerable to potential

litigation. It also does not prepare the student to be mature enough to know how to temper this skill, because they do not have the necessary physical control yet.

4. Participation on a full-time basis in a very structured, controlled and disciplined martial arts environment with the intent of turning the principles into a lifestyle. This kind of training takes thousands of hours of dedication and discipline and years of training. This is the best way to permanently equip one's self. The misuse of this highly developed skill can however also lead to potential litigation against the person using the skill. This is overcome by years of education and training to never abuse the knowledge or skills gained. Unfortunately, the option that appears to do the best job also takes the most energy, effort and time. Commodities that most executives have in small supply. The obvious and ideal answer would be to have an option between levels 3 and 4

The level that we have therefore added to the above options is called CDT. This stands for Compliance, Direction and Take-down. In all the years that I have devoted to level 4 training (explained above) I have never been as impressed as I have with this system of self-preparedness and defence. It is impossible to explain in writing what this experience will do for you other than this guarantee. I personally guarantee that you will feel more in physical control of your own and your family's physical safety than you have ever been. There will also be an immediate consequence of being more physically confident with potentially violent situations with an enhanced emotional strength that will not go away. You will be astounded at how quickly you get these stunningly effective skills. Which leads us finally to the invitation part.

I would like to invite you to consider participating in a CDT course and become a CDT tactical Master Instructor.

Thanks Chris Doyle.

PS They also have a great affiliate programme Steven.
FROM MR. PATIRE (Sr. Instructor and founder of CDT)

Less Can Be More!

By Thomas J. Patire, President & Senior Instructor of the CDT System

What's the biggest issue you face as a school owner? If you are like most people, it's how to grow your enrollment. Let's face it, you have certain fixed costs, such as rent, so new students are almost pure profit. I know what you're probably saying. "Great, Tom. Thanks for that brilliant advice. Get more students. Sure. That's easier said than done, though. I've got so much competition in my area, blah, blah, blah."

I agree. There's a lot of competition out there, but it's not other schools. Look at the numbers. Of the 330-million North Americans, only a little over 5 million are active martial arts students. That's about one and one-half percent of the United States and Canada together! If your town has, say, 100,000 people, that means only 1500 take martial arts either from you, or from someone else. While that sounds like a reasonable number of

people, it belies the fact that 98,500 DO NOT study the martial arts.

That's your real competition. You should be vying for the attention of those 98500 people who are doing other things, like playing tennis, golf, baseball, basketball, hockey, video games, gymnastics, studying dance, watching TV, etc.

How do we tap this market? After all, if we can find ways to get just another one and one-half percent of the population to join our schools, we would double our enrollments. What will it take? Offering programmes that appeal to a broader audience. Only so many want to take the martial arts (most do not have the time to commit to weekly classes). Only so many want to be involved in the long-term commitment needed. Only so many people enjoy the necessary level of physical exercise (and pain!).

So, to grow your school's enrollment, you need to grow your curriculum. That's what made the Cardio Kickboxing types of programmes so popular. It appealed to a different segment of the population, particularly adult females. The trouble with the Cardio Kickboxing programmes is that they seem to be a fad, and fads fade, which is why they are fads in the first place.

What can you add that isn't a fad, which will bring in new students? Without turning your school into a nursery, or having to resort to offering knitting classes, why not consider the up-and-coming training field of "personal protection"/ And by personal protection, I don't mean training bodyguards.

What's personal protection and how is it different from self-defence? Self-defence means many things to many people. For the most part, it's martial arts for the street. It requires fairly intensive levels of instruction to get people to a level of proficiency that works. Statistics show that 97 out of 100 confrontations are nothing more than a grab to the clothing, a persistent handshake or some type of shove, which generally leads to little more than maybe a hurt ego. "All this training and you can't take a comment" is a favorite saying of mine when I hear of martial arts people going to far in a simple confrontation. Yet, most self-defence ads address things like eye gouging, kicking groins ---all those things that, even if they work, will land you or your student in jail or a courtroom!

Personal protection is NOT martial arts. It's not about killing or maiming. It recognizes that, for most situations, only a very low level of force is needed, techniques that almost anyone can learn. Moreover, personal protection is not aimed at any one group. It's not geared for children, adults, men or women. Personal protection IS for everyone, including the 98,5000!

When I decided to fill the void in the market by developing the CDT (Compliance-Direction-Takedown) System, the most recognizable personal protection system in the world, I based it on addressing and protecting the family as a unit. CDT teaches the theory that "less is better," by focusing on the most statistical situations that will happen to a person EVERYDAY. It brings into the classroom a professional look at defence along with a window of opportunity to escape out of the most common things that can threaten the majority of the population. There are no punches, kicks, strike, gouges,

elbows, palm heels, arm bars, dislocations, chokes, head butts, hip tosses or throws in CDT. Just simple, use of force techniques that work within the guidelines of the law.

Remember, teaching LESS force can bring you MORE students. End result: INCREASED REVENUE!

CDT has been featured on CanadaAM, CNN, Good Morning America, Inside Edition, Fox-TV, A&E's Inside Story, as well as numerous cable stations worldwide. For more information regarding CDT Instructor Certification, call 1-800-224-2110, visit our website at www.cdt-certification.com or e-mail us at cjdoyle@cdt-certification.com.

Black Belt Magazine is doing a front page issue this winter!

Interesting information.

I'm not terribly interested - not much in-synch with my "Character Development for Kids - and, their Families" predominant mission - but, have included your information for anyone else who may find it useful.

Stephen Oliver.

Hi there,

Can you please explain just exactly how I get someone to have a look at your wonderful business tools and how I go about doing it through my URL?

Many thanks

Paul Coleman

Paul,

The most effective way to promote my affiliate program - or, any affiliate program is:

1. Sell things you believe strongly in.
2. Send a STRONG - FOCUSED Testimonial to friends and acquaintances recommending the program with your affiliate link in the email (or, letter)
3. IF you have a web site that appeals to school owners - do a strong letter about the program on your site with an affiliate link from your site.

Stephen Oliver.
Extraordinary Marketing

P.S. The key is PERSONAL - Testimonial - and, a familiar group of people - who will take your recommendation seriously.

Please share your knowledge, questions, concerns, interests with me for possible inclusion in future newsletters. The volume of my mail often precludes being able to personally answer questions, however many will be included in this on-going marketing and school support newsletter.

Send your questions and thoughts to:

StephenOliver@ExtraordinaryMarketing.com
<http://www.ExtraordinaryMarketing.com>

Dear Mr. Oliver,

This question is probably more venting than anything else. But nonetheless it is a question. How often do you have to deal with people that are just never satisfied and make accusations reference integrity with no grounds? How often is it that they are usually coming from another school? What do you do with a student who is a manipulator and has used his own son as ammunition, to achieve his personal ends by enrolling him in your Black Belt Club knowing he will be in your school for some time. I guess the question is not so much what to do with someone like that once they have exposed themselves for what they are, but how do you protect yourself from having to deal with it in the first place?

I know your no stranger to debate so I ask you what policy do you have in place for an eventuality such as this. By the way my decision is to throw him out of here so fast his head will be spinning. But I have lost alot of sleep over this and I wonder if you might offer some advice on how to prevent it. The enema is coming for this person.

Thank you very much.

James Tosoff

James,

Rule #1 Separate yourself from Assholes as quickly as possible.
Rule #2 Never lose sleep over them.

Really, look inward first and make sure you are not the problem, then - hit it head on. I usually start with - I'm sorry things haven't worked out but really it's my way or the highway around here. Do you want to stay - and, do it my way - or leave now?

Also. I think MANY of our problems come from students who were indoctrinated somewhere else then came to us.

See also - "hiring from within" same concept.

Stephen Oliver.

Stephen,

I've purchased your Extrordinary Marketing program and have read

through much of it. Very impressive!

You talk about charging what your program is worth, and I believe we should. I now charge \$70-\$80 per month; how do you recommend transitioning into considerably higher tuition without "ticking off" your current members?

Some pointers to help make this a smooth process would be greatly appreciated.

Thanks for everything and I'll look forward to your reply.

Master Tim Prinkey,
Champion Martial Arts,
St. Charles, Missouri

I always try to "grandfather" current students in in some way so that they don't feel that you've pulled a "bait and switch" That can be done in several ways including qualifying for and registering to Black Belt or Master Club at the equivalent of their \$80 per month.

Some ways to do it: Prepaid - 60 or 70 month program @ the equivalent of \$70 per month or, the equivalent of \$80 per month paid @ \$120 monthly for 48 months - 30 months free.

Main thing is to give them:

- #1 Fair warning tuition is going up;
- #2 An option to renew not at the old rates.

This is a very valuable subject matter - hopefully we can discuss in more detail in the future. I'm in the middle of renewing several hundred students at the "old rate" of \$139 per month (or, \$7,800 one payment) to Master Club to avoid the 2002 rate of \$159 per month.

Stephen Oliver
Extraordinary Marketing.

Does Keith hafner actually pay 10% of the \$75,000 or 7,500 a month to efc?

Keith griffin
7th degree black belt
Griffin Martial Arts

Keith Hafner actually pays EFC 4% of \$75,000.00+ per month.

He appreciates the support of Nick Cokinos, Ned Muffly and others and, enjoys the many networking opportunities among people like myself, Steve LaVallee, Tim & Dave Kovar, Buzz Durkin, David Deaton, etc. who are on the Board of Directors.

Stephen Oliver.

Does your program offer idea's for school owners that only operate

in the evening due to a regular 8-5 job ? I have subleased it to a partner of mine to offer a Cardio Kick Boxing program during the times im not there but still im looking for that gold vein that will back them in

Hello Stephen Oliver,

I am an instructor at a parks and recreation center with more than eighteen years experience in the martial arts. My desire is to open a commercial school, but I don't have all the answers or the confidence. I know I can do it & do it well, it just feels like I am missing some info. Does your Extraordinary Marketing Program go over opening a martial arts studio? Does it go over a marketing program when a school first opens? Do you have a step by step program that covers opening a school?

Cordially,

Justin Bunn

=====
My program is not designed specifically for start-ups - however - the MOST IMPORTANT element for a start-up is to learn how to FILL UP that new school.

Get Extraordinary Marketing. Read it and underline - highlight - and, tear apart. If space is available attend my marketing bootcamp. Read every marketing book that I recommend in the program. And, learn how to do 100 enrollments within the initial 6 weeks - to really get going strong.

Stephen Oliver,
Extraordinary Marketing.

Author's note:

This column was originally published as "Banned and Censored" in honor of EFC's refusal to run it in their "Eagle Express" magazine. They didn't feel that the message of growth isn't always good was in keeping with their own self-interests.

If you are an EFC client - hopefully I'll see you at their upcoming annual convention - and, look for the article on yours truly on their upcoming "All-Stars" report.

=====
Bigger isn't always better:

When I was young something was planted firmly in my mind - I didn't even recognize it - are you ready? Bigger equals Richer - More Sophisticated equals More Substantive - More Students equals More Profits - More Staff equals More Results - and, More Revenue equals More Profits.

You know what happened ? I added more and more locations - more and more staff - focused constantly on Getting the Gross Up.

You know what happened? The bigger I got - the harder I worked. I started finding out that you can gross \$200,000 in a month - and, guess what - still not make any money after all the staff, landlords, advertisers, and insurance bills are paid. It's really a bummer to sign that many checks - and, really not have that much left over.

You know what I've figured out since? If you have a school running nicely with two full-time people and you add another full time - with no other changes - everyone just does 1/3 less!. If you have a high profit operation running in 3,000 square feet - and you add 3,000 square feet (to keep up with the "big boys") - with no other changes - you know what happens? That's right - you just run the same number of students through a LOT MORE EXPENSIVE facility - and, now this is the kicker - everyone assumes that you are A LOT less successful - because the school just doesn't look very busy anymore!.

Sure, everything else being the same - a HIGH gross is way better than a LOW gross - it's just that revenue doesn't equal profits and, size does NOT equal success.

Anytime you make a decision to increase your square footage, add a staff member, or upgrade your facilities - make sure you have all the steps in place to make sure that these changes effect not only the "top line" - ie. Revenue but also the "bottom-line" - what's left over. In fact, if you figure that bigger facility, larger staff, or facilities upgrade will just add enough to your gross to pay for the extra expenses - DON'T DO IT!. Bigger is almost by definition - more complicated, risky, and difficult to manage.

Our industry is replete with well intentioned school owners who - when they had a nice thing going - screwed it up by:

1. Adding a second location;
2. Turning their nice little school into the "Taj Mahal" of karate schools;
3. Hiring everyone who asked for a job;
4. Taking up golf, tennis, or jujutsu - and, leaving the school in the hands of the "employees" expecting the results to stay the same.

Hope this has been valuable.

Stephen Oliver
<http://www.ExtraordinaryMarketing.com>

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Additional Resources are available at
<http://www.ExtraordinaryMarketing.com/martialarts>

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Extraordinary Marketing™ of Martial Arts Marketing, LLC.
2555 East Jamison Avenue, Littleton, CO 80122
303-740-2291
303-796-7181 Fax.

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Contact the Author at:

StephenOliver@ExtraordinaryMarketing.com

