

MA BUS NEWS **AUSTRALIA**

April 2019 - Issue 2

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AT HEART**

**LOURENE
BEVAART**

**POWER OF
BEING NICE
PAUL MRACEK**

**ARNOLD
SPORTS
FESTIVAL**
GREATER FUTURE
FOR MARTIAL ARTS

**CLUB MANAGER
SOFTWARE
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FOR SUCCESS
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MAKES EXCUSES
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A MARTIAL ARTS AUSTRALIA - INDUSTRY MAGAZINE



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Martial Arts Australia
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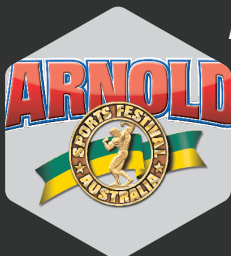


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What can you learn from working in the Big End of Town, Glenn shares how to use that experience for your business.

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The Melbourne Exhibition Centre came alive with over 70,000 sports fans and athletes - Big Bumper Review!

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Phil shares a bunch of videos he and his team create every week to help other build their business.

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Executive Vice President at AMS talks about the greatest transition in marketing strategies in history and how to use it.

DAVE KOVAR



TALKS ABOUT ONE THING WE ALL HAVE IN COMMON - LOVE FOR MARTIAL ARTS

Page 10 Dave is known worldwide as the Teacher of Teachers. An 8th degree Black Belt and still growing, he has dedicated his life to the martial arts.

PAUL MRACEK



The Power Of Being Nice Page 16

Paul has worked for over 25 years experience in Asia, Europe, USA and Australia establishing and building successful businesses.

MA BUSNEWS

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Feature article - Lourene talks about being Russell Crowe's PT, becoming a world karate champion, a mother and what's important to her now.



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Grand Master Oliver 8th Dan, is founder/ CEO of Mile High Karate since 1983, and the leading consultant to the top 1% and 5% of Martial Arts Schools



PAUL VELDMAN

Private classes the hidden Goldmine Page 40

Paul is the co-owner of Martial Arts Business Success (MABS) and founder and Chief Instructor of one of Australia's most successful martial arts schools



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More diverse skills needed for school owners Page 31

Instructors need to wear so many



LEE MILTEER

CHOICE AND NOT CHANCE DETERMINS

YOURSHOWS YOU R DESTINY Page 35

Lee is an internationally known and celebrated Entrepreneur Visionary and Best Selling Author.



JOHN GRADEN

The case of universal education for instructors Page 41

Dubbed the Martial Arts Teacher of Teachers by Martial Arts Worldmagazine he is also a best selling author to numerous books.

In each issue we will inform you of local and international events such as tournaments, seminars and exhibitions. Promoters / Associations can submit their events for free so you can gain greater exposure and attendance.

We welcome all groups as we don't have any political bias to exclude any organisation.

If you would like to submit a story please check the requirements for subject matter and size of articles. Images also need to be a set size and resolution.

There are **NO ADVERTISING COSTS**, yes sounds crazy but its true. That said we will start to charge when we can guarantee the readership numbers, reach their target market and be able to give you a great return on your investment.

At this point there is a selection process that needs to compliment other products and services within each issue.

Those who have supported Martial Arts Australia will have first preference on available space.

READERSHIP: We have just combined our Martial Arts, TV Media and Finance Businesses to reach **7900 Owners**

Our magazine is a service to the Martial Arts Industry funded by Martial Arts Australia



Graham Slater - Publisher

Hanshi Tino Ceberano one of Australia's martial arts pioneers sharing his knowledge at the Arnold Sports Festival, Melbourne. Graham Slater chat with him about life and his ongoing projects.



ASK US WHAT CONTENT YOU WANT!

Do you have a subject for an article that you feel would help club owners?

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It's been a long time between drinks getting **Issue 2** out, but we are back on the road again. Life deals us many choices and in work, family, pleasures and health. The wrong choice can mean regretting something or even getting sick, the right choice is something you know and makes you feel good to the core.

Driving MAA I'm often juggling many projects trying to give each part one my very best attention. We tend to put more pressure on ourselves and sometimes that is the only pressure incurred.

Every project is important to me and one that I feel is particularly great for our industry is the Arnold Sports Festival. Whatever project you take on make sure you always give it your best shot.

I'm also excited about taking on the distribution the award winning **Club Manger Software** with my partner **Glenn Coxon**.

Working with the latest technology can certainly boost your business but it can be a minefield finding the right fit for you. Many of our contributors offer insights into numerous business tools that can make your operation more efficient and profitable.

I hope this magazines validates some of your own operations and gives you ideas to gain greater success. Many of our expert contributors share a small insight and then offer a special deal for more indepth resources. Make sure you click through and consider these generous mentors, because they are some of the best in the business.

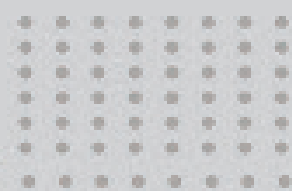
Thank you so much to all the contributors who instantly recognized the vision of this publication and what we believe we can achieve.

Graham Slater

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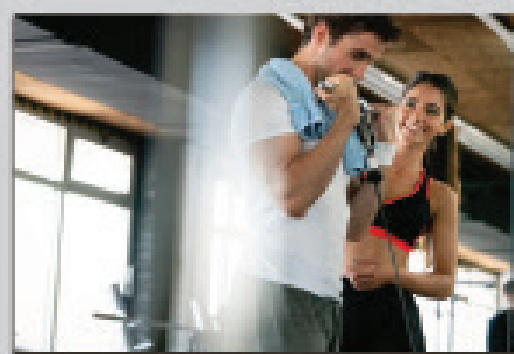
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LOURENE BEVAART

*Graham Slater talks with **LOURENE BEVAART** (aka Wonder Woman / Glacier) in this special feature article. You can read the article and or watch the video through the links in this story.*

Lourene has always had a competitive spirit with a passion for health and wellness. Who would have known that being followed home a couple of times from college would change her life for the better. She was 22 and the experience promoted her to seek out to learn self-defence training and found Samurai Karate, coached by Chief Instructor **Paul Mitchell**. This is where her competitive spirit was really unleashed **winning multiple State, National and World Karate Championships**.

Graduating as a Physical Education Teacher gave her lots of skills and experience to not only help her own training but in sharing it with others.

A chance appearance on the **Gladiator TV Series** led to her winning Series 2 and becoming an actual Gladiator (Glacier) herself. After the series she launched her own Personal Training Business and work with such celebrities as **Russell Crowe** and **Shane Warne**.

Now her current role focuses on building her 'Following and her Tribe as a Fitness Mentor / Ambassador for people wanting to change their current Health and Financial situation. She is also in demand as a **Motivational Speaker and Corporate Trainer**.

[WATCH THE VIDEO - 22mins](#)



Cover story cont:

G: So here we are Lourene, you've been flying all over the world recently, with the new business that you're working on. We'll talk about that shortly but I want to go back with where it all started, what motivated you to get into martial arts? Many of us know your history as an athlete, as a school teacher, your mindset is all about fitness and health but, there's some different sort of motivation that got you into martial arts, tell us about that?

L: Well first of all, I was a huge Bruce Lee fan

G: Oh yeah, aren't we all.

L: I used to love his movies and when I grew up I was trying to be Bruce Lee, but my parents would never let me do martial arts they thought it's too rough.

G: You don't look like you're Butch

L: Nah, but my parents thought "you're tomboy enough, you're not doing martial arts" but when I got to an age where I was going to a university, I got followed home a couple of times where my self confidence and self-esteem was low and... I just really wanted need to do it and I was at an age where I could make those decisions. So I tried, Tae Kwon Do and Judo and the one that resonated with me was Karate.

G: What was it that drew you to Karate, the teacher or the environment that lured you to it?

L: I think the environment was definitely uhm, had a really good vibe, really good energy, the instructors were dynamic, the classes were full, and compared to other ones I was going to. By what I saw and what I read about the history of this particular Karate school I thought, this is for me, that was in Bayswater.

G: Yeah, I trained in that school early on as well, we're talking about the Shukokai club yeah?

L: Yeah the Shukokai, I used to love it. I used to get all these carpet burns during training, now of course they all have matts everywhere now so, yeah that's where my journey started.

G: The innovation of the matts is great.

L: Absolutely

G: Did you know what you wanted to do or be when you grew up?

L: I had no idea but it's quite funny to say that, it was when I was in year eight, I was sitting in the middle of the oval with three of my girlfriends and one of them said to us "What do you want to do when you get big?" I remember clearly saying "I want to go to university, I want to be a Phys Ed Teacher and I want to be a world champion. I had no idea that would become true.

I really wanted to be world champion and a mom", so I always had the aspiration to excel at the sport. I would fly off to my bedroom in roleplay mode screaming "Lourene Bevaart! World champion!" and my mum would walk by and she was "Lourene what are you doing?" I would shoot back "like I always do!"

G: You already had the right mindset for a champion.

L: I really wanted to do it.

G: I guess you could see yourself there holding the trophies and perhaps standing on the podium.

L: I used to swim and do other sports and as much as I love them it wasn't my passion, Martial arts was. I was sort of introduced to the competition side of it. I really quite liked this type of competition.

G: For some people the kumite / sparring side can be quite confrontational especially females against males, how did you feel about it.

L: Yeah an ever ever saw it like that at all, I just loved it, absolutely loved it and I think if I looked back it now it I never ever had a fear of being hurt and I think that comes a lot with my success, I was never scared of being up against a male, whether its short, tall, fast, heavyweight, bring it on.

I just had so much belief in my skill. As I've trained with some of the best people, the best coaches of my time and this really helps. People like **Bruce Hyland, Alan Murdock, Richard Bradford, Christine Ferguson, Brian Peakall, Mark Golding** and so many more. Of Course my **Sensei Paul Mitchell**, he did so much for me, he was amazing. I also had the opportunity to train with many others overseas.
continues next page:

GLADIATOR
DAYS VIDEO -
SEE THE
ACTION



Page 2 cont:

G: Yeah, but not everybody takes on that skill, knowledge and exposure and assimilates it to then apply it. You need the right mindset to be able to use it the way you did.

L: Yeah, I guess all mindsets are different...there are those who think and talk about it. I implemented it and I was just able to read it. To be successful it's always best to be around the right people, I think on that journey as a huge belief for me. You're the average of the 5 main people you circle with right?

G: Martial arts has taken you quite a few places hasn't it? You've got a bit of a break in a TV role that really helped you spring board from that to greater things.

L: Yes Gladiators

G: Gladiators hey! How was that?

L: Yeah well it was just amazing, and you know Karate just opened up so many doors for me or should I say it gave me so many basics and the right mindset to tackle so many things. To be good in the world you have to seek good competition and this meant travelling. Within Australia it was hard to get that competition all the time, so I thought "why not" so I went down to Festival Hall (iconic entertainment centre) and lined up for the Gladiator auditions. When I arrived there were probably two - three thousand other people, decked out in their gym gear all with the same aspirations. The test / audition was a grueling fitness test with a couple of games thrown in.

Lourene's Top 10 Tips for when working as a Personal Trainer

- Prescribing exercise is the easy part. I can tell people what to do but I can't make them do anything (long term)
 - Knowing what to do and doing what we know are different things. Many people are educated, undisciplined, out of shape and will stay that way.
 - Some people have no idea that they stink. Really stink.
 - Most times attitude will play a bigger role (in determining the outcome) than genetic potential will.
 - There is a direct correlation between the size of the individual's ego and his chances of being injured at the gym.
 - A million dollars worth of equipment doesn't (necessarily) equal a million dollar body.
 - We're better off without too much lycra.
 - Being a qualified trainer and being a good trainer are not necessarily the same thing.
 - Being in shape physically is largely a by-product of being in shape emotionally and psychologically.
 - People lie. Especially about their eating habits.
- Continues Page 13*





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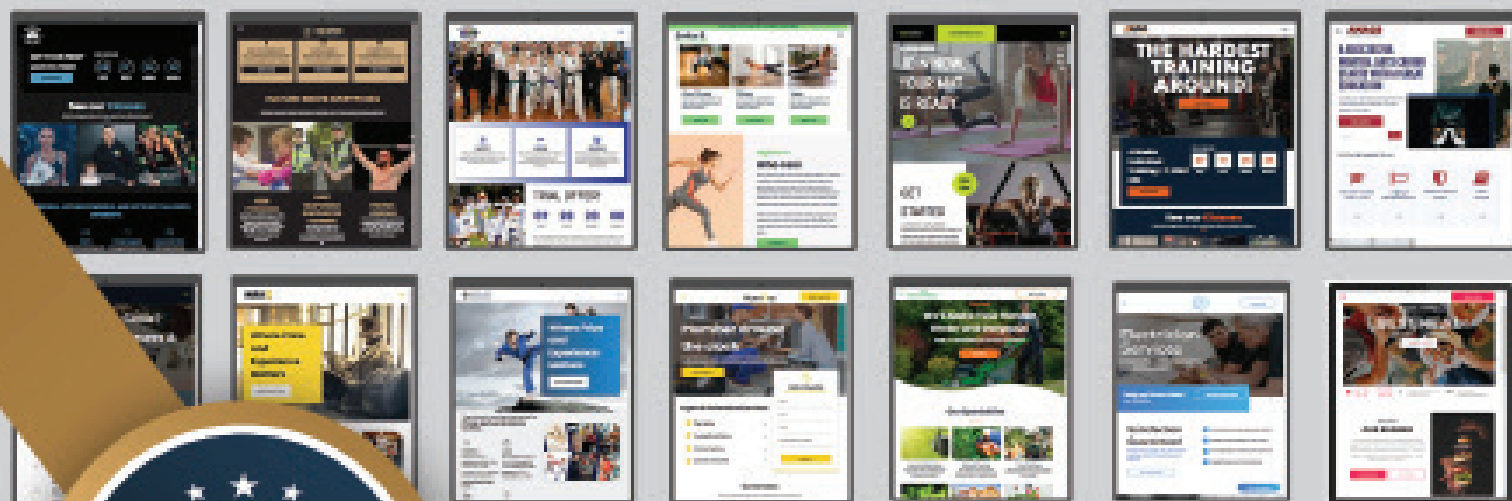
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Cultivate Friendships In Business

The benefits you get personally and professionally when you "Acquire Business in Friendship" and how cultivating it is crucial in business. One of the vital skills that is often overlooked is developing a strong friendship & relationship. [CLICK HERE](#) to watch as Graham discussed how friendship in different circles can help you.

Doing It All Yourself Is Lunacy

One of your biggest investment in business is "Team Building" and having great people with broad range of skills to keep your company strong. As a business owner, you have to focus on a higher level of task essentially to grow your business. [CLICK HERE](#) to watch the full video on how the TIMA team follows this mantra.



You Find Problems, Then Solve It!

Get the factor to stand out when "Creating Solutions" as every business owner needs to master the ability to catch the problem & use it as a motivation to get it done. [CLICK HERE](#) to watch the Dojo Rescue team gives you tips on how to maximize B2B to improve your business.

You Gotta Get IN, To Get OUT

Important facts why every business owner should "Lead By Example" as a business owner, you have to be involved & to actually be in the team. There's no other way for you to be successful in business unless you get to do the hard work, it doesn't mean you have to do everything. So you gotta be in to be able to get out. [CLICK HERE](#) to learn more!



Phil Britten
Co-founder of the W.A. Institute of Martial Arts
TIMA

with three successful schools in Perth, WA. He also owns and runs four other highly successful businesses and shares his knowledge on gaining martial arts business success and longevity in what is fast becoming a highly competitive market place.

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Are You Taking Advantage of the Massive Disruption in Martial Arts Marketing?

By Master Toby Milroy

Right now, we are witnessing the greatest transition in marketing strategy (and effectiveness) we've seen in the history of the martial arts.

We've lived through some pretty big shifts in our industry over the past 50 years or so: The Karate Kid era, which changed the perception of the martial arts and made family martial arts possible; the Professional revolution in our industry that helped countless martial arts school owners transition from "part time" instructors to full time school owners making a great living; the advent of after school martial arts, which brought us a whole new market at a whole new price point; and then the Great Recession, which made the martial arts an unaffordable luxury to many struggling households.

Those shifts in our industry have been significant if not 'revolutionary' but ALL pale in

comparison to what we're living through RIGHT NOW!

Today, we are witnessing the most massive shift in power we've ever seen. This power has been stripped away from huge national media outlets (like television stations, newspapers, and the Yellow Pages) and has been given directly to individuals and small business owners like you and I, through social media. No longer are we 'held hostage' by these media outlets, instead we can now connect DIRECTLY to our audience, our community and our prospective students.

Right now, the eyeballs we can buy, the consumers we can get in front of, is radically underpriced on these social media channels. It's like being able to buy Google stock for 1cent a share.

We're now seeing the ability to attract new students at costs lower than we've ever seen before.



Columnist Profile

Master Toby Milroy
Executive Vice President
at AMS.

He has been called the most Influential Leader in the Martial Arts Industry because of his ability to create hyper effective martial arts school "systems" for marketing, sales, teaching, retention and student service, and the results he's achieved for thousands of schools all over the world.

Email: TobyMilroy@OurAms.com



When I opened my first school, the Yellow Pages was the staple of advertising. You had to have a big yellow pages ad because when people were looking for a product or service, they would go to the Yellow Pages to find it.

I was spending \$800 to \$1,200 a month on Yellow Pages ads (per location), which – over the course of about 13 years and multiple schools -- generated an average of about 3 new students a month. Because my average enrollment was worth about \$5,500 dollars over the next couple years, I was happy to pay \$300 to get \$5,500. It was a no-brainer.

Now with our new approaches to social media, we are getting new students for as low as \$40, \$30, \$20, and even \$13 each. We now have access to the market directly – no longer through Cox Media, Comcast, AT&T or other giant media outlets. Currently, social media platforms like Facebook have significantly underpriced access to our marketplace.

Fair warning though, time is limited. Eventually, large multi-national marketers will realize how “underpriced” this access is, and costs will increase. But right now, local marketers like us have the

advantage and we need to strike while we have the opportunity.

There is however a catch. If you don't have the knowledge or the right set of technical skills, the costs can actually be higher than old school traditional advertising. You have to have impactful graphics and video, be able to write persuasive, engaging copy, master the ad platforms for each social media channel, know which markets to approach. You will also need to know how to structure your ads, how much to spend, and how often.

If you need help with that, I've dedicated an entire division of our organization to do how to structure your ads, how much to spend, and how often. You won't have to deal with building websites, designing funnels with squeeze pages separate from sales pages, building follow-up sequences, deciding which ad campaign to use on which social network, and then monitor them several times a day.

Quite frankly, you have better things to do with your time, so my staff will do it for you. It's part of our mission to help the martial arts industry grow, because when you grow, we grow.

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One Thing In Common: A Love for Martial Arts

By Dave Kovar - *COLUMNIST*

Every Martial Arts instructor has one thing in common: a love for the Martial Arts.

The passion your students see in your instruction is possibly the greatest reason they continue to attend your classes. Time and time again, we hear about the Martial Arts school that's losing all their students to a competitor, and the reason why?

The instructors didn't relay the love they had for the curriculum to their students. On the other hand, we have schools filled with students excited to come to class to see their favourite instructor. Whether it's in the big hugs or the countless stick figure drawings of your team, you'll definitely know the impact you're making on a student.

For our instructors to become positive role models, we owe it to our students and to ourselves to develop an instructor training program. Having assistant instructors alongside your team of certified instructors will improve your program in more ways than one.

The student to instructor ratio automatically decreases. When there are more eyes on the mat, the instructors are less stressed, and happy instructors lead happy students. Not to mention, the parents on the sidelines can see an immediate difference in ease of instruction.

If you're thinking of starting a new instructor training program, as you should, consider the list of recommendations below.

Recommendations for an Instructor Training Program:

1. Be sure to create a name of your instructor training program.

2. Have a Curriculum - list all of the skills - required for your instructors.

For example:

How to start class

How to do your warm up

How to end class (pre-frame the next class)

How to demonstrate the curriculum

How to break down a move

(Isolate and Exaggerate)

How to disguise repetition

How to make corrections

Three touch rule

3. Make levels of required skills for instructors to advance and improve.

From example above.

Level 1 being basic instructor skills, the must-have's.

Level 2 goals are developing enough skill that the assistant instructor can take a small group of students during a break-out in curriculum.

Level 3 goals are to developing enough skill that an instructor, no longer an assistant, can run an entire class.

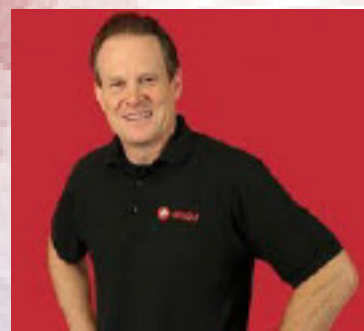
4. Establish the frequency for your instructor training class. Twice a month is ideal, but you will need to provide feedback to your training students between classes.

5. Decide who will teach the training class. I recommend a senior instructor teaching the class at the start of program.

6. Set additional requirements to be in the instructor training program.

7. Your current instructors will also need to restructure their classes to be able to take advantage of your instructors in training. If the trainees don't feel their time is being used efficiently they will stop showing up.

8. Determine if you will charge anything for this program. It works well for us that we don't charge.



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Page 3 continues:

Next we were individually sent to a room to answer questions in action where they asked. "Why should we choose you for to be on the next show of Gladiators?"

I got the gig with 30 males and females continued the battle in Brisbane until we had their top 20.

While we were up there, they got us to play the games, see who was scared of heights or had injuries. They ran various heats, then quarterfinals, semifinals and I'm in the grand final.

L: As I progressed through they said "Lourene, if you win today we want you to be our new Gladiator"

G: The pressure's on

L: I thought this is good for sponsorship as I might even be a Gladiator. So it was unbelievable opportunity.

G: When you heard those words in your ear, did you change your mindset or were you still going for it anyway?

L: I was still going for it anyway, I just wanted to win, I just wanted to be number one. Getting the role of a Gladiator meant I needed time of work but the principal didn't want to give it to me so I left. I resigned from a secure job, well paid, looked after to be; a Gladiator.

Well what can I say - they say 'Your destination is made on decisions you've make. This certainly opened more doors for me.

G: After that you went onto doing some fitness training for the stars that actually got you doing a bit of bodyguard work too.

L: That story is about **Russel Crowe**, it's quite funny, he was filming the movie *Gladiator* and I was a Gladiator so for some reason I caught this eye. He wanted a female trainer and had a couple of male trainers and there was some ego issues. I remember someone rung me up and said "look Lourene there's an opportunity to work with **Russel Crowe** for six months" and back then I sort of heard of the name but it wasn't really big to me. I heard of movie '**Romper Stomper**' then all of a sudden I'm seeing magazines and newspapers with **Russel Crowe** popping out. So anyway, I'm now working for Russell thinking it was a three month gig and ends up being five years.

Working with Russell was amazing, he would train and his fitness would be whatever that movie required him to do and more. As there was so much focus and intensity needed during that time, if the movie shoot was going to start in February for example he would be onto it months before. He would be starting to read, think, listen to the music, having his furniture, having his room decked out to what his character would be like, he would really become involved in depth inside. He would really become his character.

G: Was Russell really a bad boy?

L: When the movies done, Russell would let his hair down and that's where the bad publicity would be out there. You know, you hear Russell did this, did that, but he's very intelligent, a great family man, ruthless - absolutely, but most people who want to be number one, normally are. So yeah, great time, great experience.
Continues next page:



Continues from last page:

G: Okay, any difference with training **Shane Warne** after that?

L: Yes a bit different in their approaches because one is an actual athlete training to win a competition the other needs to nail a movie character. Shane needed to get back into shape after his suspension and Russell put me forward. There is a certain amount of discretion required when working with celebrities and they know I'm not going to run to the magazine and the newspapers and tell any stories. So now I've gone from a movie star fairly relaxed about training times, to one who is a professional athlete and is always early ready to go. It's all good fun!

G: So from there you've done a number of things, got married, had children then.

L: Crashed and burned! However I conceive two beautiful girls who are my life

and probably why I worked so hard to keep it together I'm not sure if you know yourself or if many people who will listen to this have been in the situation. It's "What the heck now? What am I going to do now? The emotional pain, is not like an injury, say a blood nose, or losing a competition as I'd be okay with that fairly quickly. The pain and ache of emotional anguish is much harder to deal with. Give me a blood nose any day.

G: Yes, emotional pain is always harder to deal with.

L: I expected marriage to go to plan just like my parents have been together for fifty years my sister is going twenty five years and I haven't even made five. So, life threw me a challenge and the children helped me get through it. I'm a big believer of the energy or the universe so I to decide what I was going to do for a living. If personal training wasn't the answer because if the kids were sick, or my clients were sick I didn't get paid. I needed

something that complemented my belief system and gave me the flexibility to work when I was available to me and paid me even while I slept.

G: I guess you found something because you seem to have it altogether again.

L: So yeah, I just put it out there and then a friend of mine introduced me to a great health technology that has really allowed me help so many people and pay me as well. There's never ever been a better time until now where I'm passionate to share this with other people because it is so unique. There are far too many people with health issues and I want to help as many people as I can battle them and help them reach their fitness goals as well.

If you are aware you will understand that as soon as you walk out of your front door you're exposed to thousands of toxins per day and put on top of that Wi-Fi, computers and mobile phones that affect our health.

There are also issues in the way the food is prepared these days, the sprays and the soil they grow making our bodies absorb more chemical / toxins as well.

Our body's ability to clean out these toxins diminishes and as we get older. Our body has a set supply of what is called redox molecules that helps cleanse us naturally but, this deplete as we get older. These redox molecules are absolute crucial and the foundational to our health, so basically they're the engine room, they're looking after our cells. Our cells get damaged and die but they can be repaired and replaced. What happens to our cells when we get older, every decade you lose ten percent of those redox molecules so you start to feel the aging process and now you can turn back the clock. What if I had something that is the spark plug to all those dormant cells that aren't signaling each other and you felt 10 years younger. Would you like to know about it?

G: Yeah, absolutely.

Continued next page:



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L: It's been dubbed as the most significant health breakthrough of our lifetime now the reason you haven't heard about it yet because it's only been around for the past 5 years. You know how Anti-oxidants is now with everything, it is the buzz word! That took years and years to come out, Redox molecules, what's that? Maybe another twenty or thirty years it will more accepted. For me I'm pretty happy it was shared with me a few years ago.

G: I have to say thank you for introducing it to me as well because I now have so much more energy, less aches / pains and cramps to mention a couple of benefits. You have been successful on a number financial fronts and now as a Health Ambassador for Asea it has gone to a whole new level, tell me about that?

L: By simply sharing my passion of seeking better health through the ASEA products I have the best of both worlds. The reward of knowing I have helped someone achieve a fitness goal and/or overcome a health challenge by mentoring them and putting them on to products that do a specific job. It's always very exciting to help people and get to see the results.

G: Can you share your top 10 business tips with our readers?

L: Sure down below is what I adhere to in my work practices:

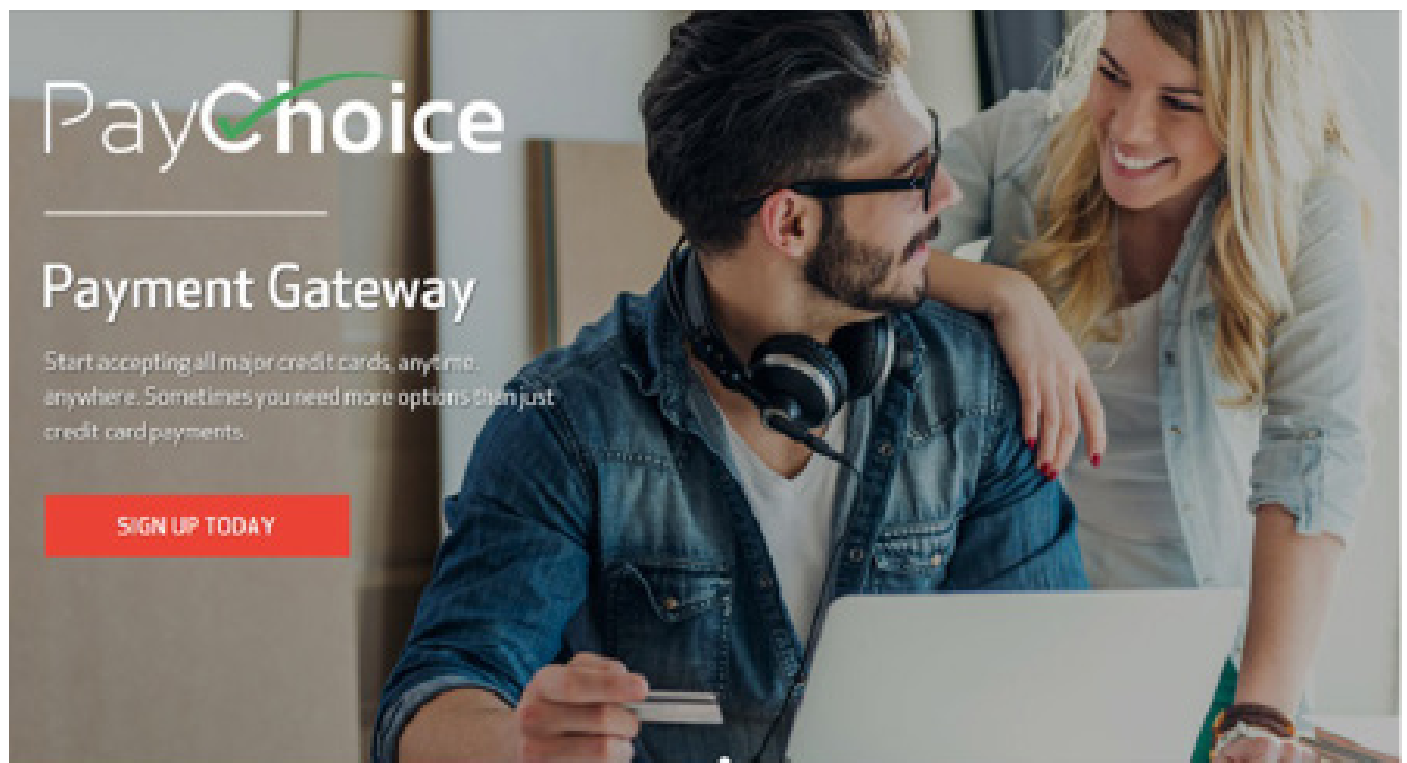
G: Well business, training, lifestyle, is just a snapshot on your life, but thank you very much for sharing your story, we look forward to hearing more about your health / training tips in another issue.

L: It's been fun



MY TOP 10 TIP FOR BUSINESS

- - * Find something you love. ... your passion
- - * Focus on providing value. Your focus should be on providing value to people, not only making money.
- - * Listen To Others...sometimes you will find the answer in the questions you ask
- - * Be Ambitious
- - * Delegate tasks to virtual assistants.
- - * Find something that suits your lifestyle.
- - * Be Unique and Authentic
- - * Continually strive for the Best version of you – Personal Development!
- - * Meditate and Exercise Daily
- - * We are all busy, but be busy doing Real Work on your producing quality output that matters



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The Power Of Being Nice

by Paul Mracek

It seems that at the moment its not seen as a positive to be nice' as the perception is that you will come last, get walked over, and never achieve the level of success that you are looking to achieve.

The current trend of thinking from my experience across multiple countries and cultures is that you have to be pushy and step on toes to get what you want, irrespective of what you do to others...as a lot of people often like to quote "its not personal, its just business". I am sure you are like me and think that this is just a way of justifying poor behaviour and insightful thinking that lacks imagination and ingenuity.

I recently came across a link on LinkedIn which had a great summary on some key takeaways about what it means to be "nice" that applies to everybody, no matter the age or gender...and is worth considering at all times in communicating and creating relationships irrespective of whether it is social, family, professional or business.

Thank you to Mary Anne Waldren and Amanda Blesing from Work Club for these insights...

Key Takeaways

- Nice is not naïve
- Nice does not mean being compliant, complicit or even capitulating
- Nice doesn't preclude being direct, assertive & highly competitive
- Nice also can mean being willing to have tough conversations, or even sometimes using tough love principals to help someone move forward
- Nice means being kind and gracious - graciousness goes a long way in business and is hugely underestimated
- Nice and likeable aren't necessarily the same and definitely not to be confused with needing to be liked
- Nice is about being true to yourself and the situation
- Nice is setting appropriate boundaries without aggression, anger, hatred or resentment.
- Nice is about being strong and firm with your convictions
- Nice allows you to open your heart to show kindness, compassion and gentleness towards others

So what is so wrong with these attributes, surely these are the things that we want our children to learn and do, so that our culture and community where ever it may be become / continue to be something that we appreciate as well as be proud to be part of.

www.advanceddefensivetactics.com

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COLUMNIST PROFILE PAUL MRACEK

Paul has worked for over 25 years experience in Asia, Europe, USA and Australia establishing and building successful businesses. Author of several books on success, business, balance and how to apply the "Warrior Mindset".

Experienced as an International Coach, Mentor, Trainer and Consultant supporting both Businesses & Individuals who are looking to be at the Next Level of Performance and Success... Personally or Professionally.

By Paul Mracek, Black Belt 8th Dan, International Defensive Tactics Coach/Instructor

Trainer & Master Coach - Kotan Method & NLP;
8th Dan Black Belt
Chartered Professional Engineer;
Fellow: Australian Institute of Management
Graduate: Australian Institute of Company Directors
Master Coach & Practitioner: Time Line Therapy & Hypnosis

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The Rap Up for the 2019.

The foot traffic alone was in excess of 70,000 through the doors over the weekend for starters.

For many this was a significant measure of the success of the show, for others it was all about the experience for visitors, what they could see or try out or who they could meet.

There was certainly a lot going on with over 50 sports being represented at the event.

For martial arts we had competitions with **Kyokushin Karate, Taekwondo, Kung Fu** in our zone this year. We thank Michael Muleta, Peter and Maria Rich and Ramish Patel for running those events. Outside of this there were other combat sports activities with **Boxing, Fencing** and **Kraken** which also proved to be very popular.

There were a number of visiting Masters teaching and engaging the visitors such as Tino Ceberano, Mike Stone, Glenn Coxon,

John Gill, Felipe Gez, Jon Hodson, Nick Conduit, Paul Mracek, Gavin Samin, Michael Black, Mal Mcrae, Terry Lim and George Sotiropoulos to name a few.

A number of these instructors got to teach local school groups that are always scheduled for Fridays at this event. It's a great way to get your club known with school teachers in your area.

A number of club owners saw the value in taking up an Expo Booth so they

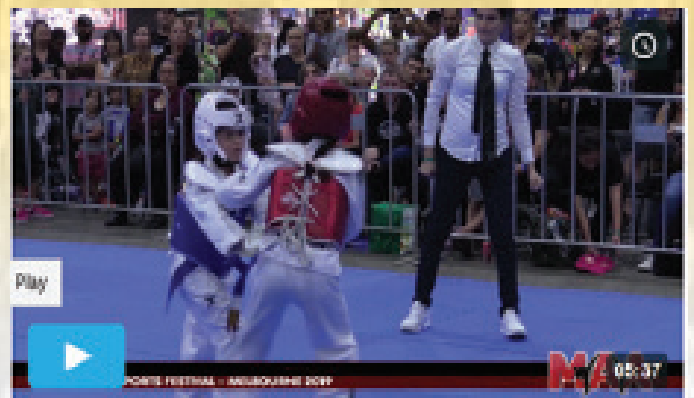
could really engage the visitors and sell their services. It's a rare opportunity to get so many of the public (your target market) walking up to you to ask questions about your business.

The Demonstration in front of Arnie himself is always the highlight of the event for many people. This went off without a hitch and was appreciated by all.

Next will be bigger and offer more opportunities to sell your brand. **Start playing now, we have!**



VIDEO GALLERY



This is certainly one of the best things that has happened for martial arts in getting enormous mainstream media and validation as a credible sporting activity. It doesn't get any better than being promoted by one the most well known and respected action movie / sports / fitness icons, **Mr Arnold Schwarzenegger**.

Those involved get to ride off this enormous brand just by being participating in the event. The ASF is run in a number of countries and is deemed the biggest multiple sports event in the world and martial artists are very fortunate, to be included.

PHOTO GALLERY

ARNOLD



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ARNOLD SPORTS FESTIVAL 2020

More openings have now become available for Tournament Promoters, Demonstration Teams and those wanting to run Seminars and or promote their brand by hiring an Exhibition Booth. Next year we will see a greater number of different martial arts participating at the event all celebrated under the one banner. The overall philosophy for the festival, is to hold the highest level (4-5 Stars) competitions, thus showcasing each discipline on a world stage with selected live video broadcasts. There will also be 'come and try' workshops over the weekend by multiple Masters/Celebrity Presenters put on for free, as part of their entry pass. More exclusive technical seminars will also be available on specific subjects for a set fee, (see schedule).

The Arnold Sports Festival brings credibility, prestige, excitement and a whole lot of media coverage for your brand whether you are a promoter, exhibitor or a competitor. You have the opportunity to run your own activation or participate in existing ones, either way it's a perfect way to boost your business. With **attendance records of 75,000 people**, it's a serious contender for being one the premier events on the Australia Sporting Calendar each year.

Who can be a part of the Festival?

- # Martial Arts Promoters who want to run a competition
- # Masters who want to run free workshops (give them a taste of your product)
- # Masters who want to run paid seminars (share a higher level of your product for a special rate)
- # Exhibitors who want a booth to get in front of thousands of potential clients (gain more brand exposure)
- # Sponsors who want to gain more exposure of their brand and create more sales
- # The public who wants to see what competitions / try outs / new products are available to them



How will you benefit from your involvement with ASF from day one?

Once you have been accepted to run an activity / become an exhibitor / sponsor ASF will start promoting you. The earlier you secure your place, the longer your advertising campaign will go for. Not only do you get early bird rates you also get more people notified of your involvement and your brand gets more exposure, that's more bang for your buck.

The Martial Arts Festival warrants its own media / marketing team for this section specifically. This allows for a video production team to appropriately showcase each activity through live broadcasts around the world.

What does this mean to you?

By broadcasting live video posts through Arnold Schwarzenegger's FB site (3.5mil followers) and many other channels, it means millions of people could be watching your competition, your athletes and seeing with your brand. You can then commercialise this viewership into more competitors entering, substantiate more sponsorship dollars and more prestige to you as a promoter. By being part of one of the most recognised action sports brands on the planet, you are sure to gain a substantial commercial value for your brand.

CONTACT: Graham Slater (MAA)

#0419 569 565

#03 8601 1124



STEPHEN OLIVER

COLUMNIST PROFILE

Stephen Oliver

Grand Master Oliver 8th Dan, is founder/CEO of Mile High Karate since 1983, and the leading consultant to the top 1% and 5% of Martial Arts Schools internationally including many grossing over \$1,000,000.00 and netting over \$500,000.00 annually. He apprenticed with **Jhoon Rhee, Jeff Smith and Nick Cokinos** and completed a Master's Degree in Business. He has along with associate/teacher Grand Master Jeff Smith, helped top schools double or triple their incomes since 2001. He's authored several books on operating and marketing martial arts schools including "Direct Response Marketing for Martial Arts Schools," "Everything I Wish I Knew When I Was 22," and "The Way of the Mile High Maverick." The last two books are available free at:

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WHAT'S THE X-FACTOR THAT MAKES SCHOOL OWNERS SUCCESSFUL?

I've been pondering.... What's the X-Factor that makes some school owners' wildly successful and, others failures? It's a difficult question.

For some of the answer I've looked back to my many years running schools. For my own organization, truth be told, more branch managers failed than succeeded. It wasn't for lack of "Pre-Screening" the new hires. It certainly wasn't a lack of training and training opportunities. It wasn't for a lack of effective systems.

Most in our industry fail by default. They never really look for education. Never get an opportunity to learn about all of the many details that are involved with really running a business. They think that their Martial Arts Skill and Knowledge will be enough. Really it's only a meager beginning. Some of the most skilled and knowledgeable martial artists of our generation have died broke or, were forced to make their living doing something else. Forever doomed to be an amateur at their first love and, to be a professional at something else.

But, that basic ignorance that most unfortunately never get beyond isn't what I'm trying to figure out. The harder issue is what makes otherwise intelligent people with access to all

of the necessary systems and training – fail anyway?

In my own company I was the "Turn-Around" guy. Jeff Smith did for most of his years with the Jhoon Rhee Institute, #1 Location was always the one that he was directly running or supervising. I would periodically put myself in my worst location and get it going. When I had it run up to #1 by a pretty good distance I'd turn it back over to a staff member with the admonition that there would be hell to pay if it fell more than 10-15%. It was both the "Lead-Dog" theory of management... everyone will pace the leader and, proof that all of the excuses used by the previous manager were only that "excuses." It wasn't the location. It wasn't the community. It was the staff.

What was startling was how quickly most of the turnarounds happened. Often it was clean house of the bad attitudes and all of the unnecessary stuff (well organized files, collections of marketing materials never distributed, etc.) and then almost a vertical rise to huge numbers.

But back to the "X-Factor." What is it that most are missing than only a few have?

Continues Next Page:

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I can tell you that it's NOT I.Q.

Certainly to be successful you must be fairly intelligent. But, some of the most intelligent and educated (not, the same thing by the way) school owner's that I've known with have failed.

It's not Charisma.

While it's nice to have that trait – naturally or learned – it's not the key. I've hired A LOT of highly charismatic instructors over the years. I've seen very low-key school owners and staff be very successful. Some of them rather severe introverts.

It's also not training.

Although it's NECESSARY to learn all of the skills of running a business I've had staff members who could teach someone else everything but, just couldn't execute themselves. I've worked with owner's who could "write the book" but, couldn't run their business. Honesty.

This is A Key. But, it's not enough. If you don't CONSTANTLY LEARN then you fall behind. Keep Learning. Keep Relearning.

What's the key?

To really expand a school you must have two things:

You must have a high level of "Esprit De Corps."

Among the student body, among the leadership in the school, and among the staff.

Some think that's high energy classes. It's not.

Some think it's success in tournaments. It's not.

Some think it's about high level athletic talent among the students. It's not.

What is VERY important is a genuine team atmosphere in your school. It's about each individual being recognized as an individual.

It's about high levels of rapport between staff and students – AND – among students and parents. It's about the entire school being a family.

A series of "small families" among different belt levels or "teams." It's also about a family

environment throughout the school.

Often in turning around a failing school the first thing I did was fire 10-20% of the student body. Well, actually first I'd fire the Branch Manager and/or the balance of the staff.

Then I'd go about very quickly and aggressively weeding out the "cancer" in the school. See, really in a failing school often the "WRONG" students stay and the "RIGHT ONES" drop out.

Many who would have been fine with the right leadership become cancerous. Some of them can be fixed (you'd be amazed at the positive benefits of 100 new white belts on everyone's attitude) other's must go away before then infect any of the new people. Staff's the same thing. You can't hire great new people if you let the old ones with bad attitudes or low expectations "infect" them

Stephen Oliver, MBA
9th Degree Black Belt
Stephen Oliver's Martial Arts Wealth Mastery & Mile High Karate Schools (since 1983)

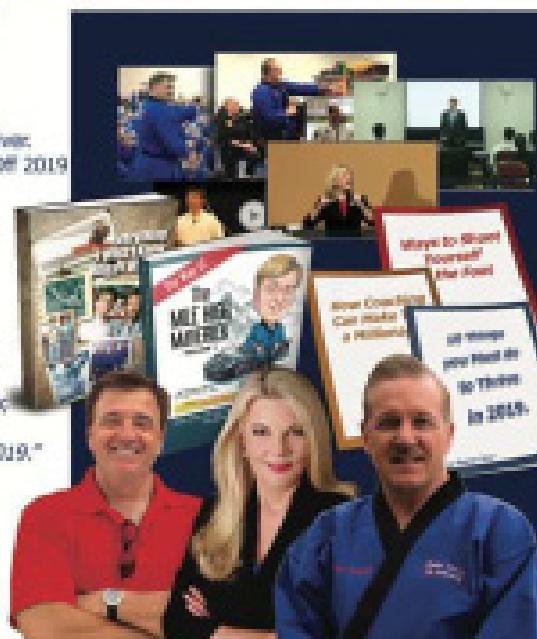
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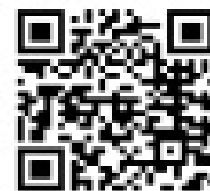


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3 Tips the “Big End of Town” taught me about Martial Arts business

by Glenn Coxon—Reinvention Headquarters



We’ve all heard of the big end of town from those on the TV, in the news and quite often its politicians talking about the big end of town. Having spent a decade working in the big end of town for Australia’s largest company as a business coach I learned a few tricks which are transferable to the Martial Arts business. Many of those tricks I wish I’d learned for my own Martial Art school years before. **So what do the corporates have to share of value for a Martial Arts school ?**

I want to share with you 3 big tips from the big end of town. They revolve around key challenges which arise in businesses of all sizes and I want to share with you some of the techniques which I believe are transferable from the corporate world to the Dojo floor and related business.

Let’s talk first about one of the lessons I learned which I would **NEVER bring from the big end of town into a Martial Arts school.** A small business by government definition is anything between \$10-\$50 million turnover per year. So by definition we are all small businesses.

That’s okay, because we don’t necessarily need to follow a lot of the corporate world’s management style. I’ve found the corporate environment is actually riddled with people who have limited experience in what we as school owners would refer to as the ‘real world’. All too often many of them share theory which would not work for us on the Dojo floor, and there are way too many meetings about whether there should another meeting about another meeting to a point where it takes far too long to get anything done.

In a small Martial Arts business environment, we make decisions and we move forward with the execution of the decision; no time for endless meetings. On the dojo floor we are looking to simply build a strong business which will help us enjoy the lifestyle that’s appropriate for someone who put so many years into their art, so much dedication, blood, sweat and years into something they love. Whilst I’m in no way advocating decision making without planning; I’m pointing out that we as “small business owners” are much more flexible in our thinking and regardless of how big your organisation



About Glenn Coxon:

With Black Belts in 5 styles, a former State and National Champion, triple Guinness World record holder, and successful school owner, Glenn knows his martial arts. He has trained in Japan, China and extensively in the USA and worked with many local and international celebrities including as a training partner to the legendary Chuck Norris, amongst others.

As a specialist Coach & facilitator he has worked with a broad spectrum of Australia’s largest private and public-sector companies including the big 4 banks, Telstra, Optus, Vodaphone, Foxtel, Universal Studios, McDonalds, Zara fashions, NSW Health, Sydney Harbour Authority, AFP, to name a few.

He consults widely on innovative project development/management in areas encompassing coaching, business development, training program development, business mentoring, financial services, sports promotion and television production.

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becomes, you should never lose sight of the value of nimble business decisiveness.

So what does the corporate environment have to offer Martial Arts schools about business planning?
See next page...

Glenn Coxon cont:

The first tip I'd like to share with you from the corporate environment is that of structure and planning. If you don't have structure set up into any business you're destined to fail. As the old saying goes, 'fail to plan you plan to fail'.

So don't fail to plan, PLAN TO NAIL IT!

Consider, what structures have you put in place for your business now, what structures are you missing, and what structures could you lose for benefit?

I know some of you may be saying, I know all about this and have done it before; but **when was the LAST time you did a SWOT?** If you have never done a SWOT, then you're missing one of the most fundamental of all business building tools; one which can save your business whether it's new or established! It's not hard either! It can simply be a cross section of 2 lines on a piece of paper.

When I'm coaching or mentoring clients I often share tools I've found

Whether you're a relatively new school owner looking to build a school from scratch, or if you're a seasoned Martial Arts school owner looking to grow your school and take it to the next level. planning is critical to your success.

One lesson I learned from the corporate world and particularly from the mistakes I saw in that world, was to not waste any time experimenting with areas you know nothing about; instead, follow a proven formula. That is to say, if someone has a formula which works, a formula which delivers results and success for them, then if you can get hold of that formula use it, buy it, take it and make it your own and you will save yourself a lot of money and a lot of time

One of the rules of successful entrepreneurs in any industry, is to surround yourself with five very successful people. So, taking a leaf from that book, identify the top five Martial Arts schools in your area or for that matter anywhere and reach out to them to see if any have developed a program which is transferable and scalable.

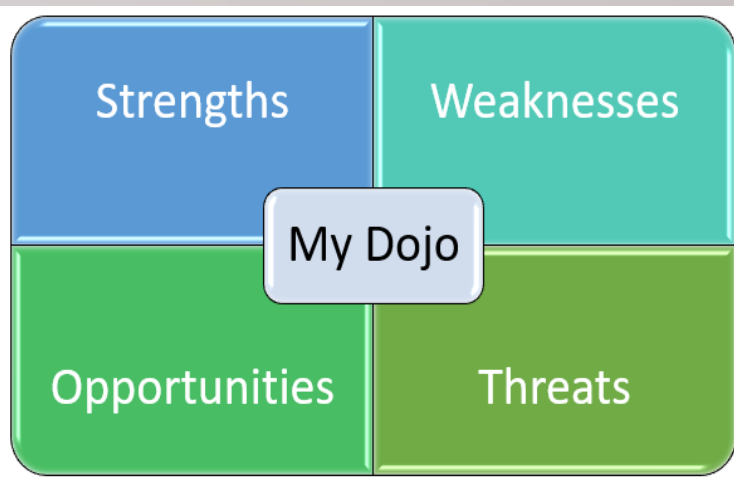
HOW MANY POTENTIAL STUDENTS DO YOU SEE IN THIS PHOTO?

In doing so, you will lift your game to extraordinary heights because you are the sum of the five people you spend most of your time with.

To that end if you spend most of your time with people who are unsuccessful it will be difficult for you to become successful. If on the other hand, you spend most of your time with people who are very successful, you won't be able to help but learn from them and you too will become more successful. It's a simple equation of success through association.

All of the most successful people I know have their own coach or business mentor to guide them and help them with their key decisions. Someone who has taken the steps and knows what you are experiencing, knows your challenges and will help you take your business to the next level without judgement.

Cont next page..



PLANNING

One small step in your planning could be to conduct a SWOT Analysis.

SWOT Stands for Strengths (What are the strengths in you and your business), Weaknesses (What are the weaknesses in you and your business), Opportunities (What are the opportunities there for you and your business) and Threats (What threats may be there to your business).

so the client can grasp the concept fast and act quickly. One of my favourite resources is the "MindTools" website. Here's a simple video which explains the concept of a **SWOT from the MindTools site.**

Conducting a SWOT every 12 months, perhaps at the beginning of each year is a great way to identify many of the elements within a business which need to change to keep your business relevant, vibrant

Glen Coxon cont:

Are you a SMALL fish in a LARGE pond?

The interesting thing about being a small fish in a large pond, that is to say you're really just another Martial Arts school amongst a myriad of other MA schools, is the challenge of being noticed. How can you get noticed without spending a fortune on advertising, marketing, wasting many hours battling to get your name out there?

This next tip relates to that concept of the small fish in a large pond. If you want to stand out and become a bigger fish in the pond you need to be seen as an expert in some area. Okay, by that I mean you need to be seen as more than just another Martial Arts expert, because quite honestly there's many of us out there and to the consumer, we're all the same.

The real questions to ask yourself is, what's going to make you look different, what is going to make you stand out in that big pond, and why will someone come to you rather than someone else?

If you can identify yourself to your prospective customers as the expert in a niche market and stand out as the leader in that market rather than looking like a

small fish in a big pond you will be the BIG fish in a SMALL pond which is far more valuable and has greater potential for sustainability.

Many successful Martial Arts school owners have accomplished this by developing personalised programs to niche market areas such as law-enforcement, women's self defence or children's programs so this is nothing new to the point where you may consider this is all too commonplace. That's exactly why you need to think outside the square, think outside your pond. You could either rebrand or re-purpose an existing program to make it your own and apply it to your niche market or you could infiltrate and develop a new market. In the early 90's I carved out a very nice niche market with Executive Defence Studio, focusing on the executive type looking to rebrand themselves as a corporate warrior.

It worked extremely well and I was able to offer something rather unique, although I copped a bagging from the industry for a little while until a couple of years later, there were around 10 schools around the country trying to copy my formula. Big Fish—Small pond; it worked well for me!

Here's my biggest tip for today as identified in the corporate world. Many of you will be aware of our ageing population growth. People in general are living longer due to healthier lifestyle, better medical and now living well into their 80s, 90s and beyond. As such, one market, one niche market has been quite amazingly untapped up to now is the 60's, 70's and even the 80's plus market.

According to Govt figures, in 1977, only 9% of Australians were aged over 65 years. By 2057 that figure will be 22%. By 2047 there will be over 3.4 million people aged 65-74, plus another 2.6 million aged 75-84 and 1.5 million aged over 85. That is potentially over 7 1/2 million customers! So whilst many of us may be focused on karate kids, kung fu kids, Little ninjas, or whatever you want to call them, (kids classes) we may have neglected what is realistically the fastest growing market on the horizon.

In recognising this trend, the largest corporations in Australia are increasingly gearing their business development to cater for the burgeoning growth in the over 65 years sector.

You wouldn't believe how many millions the big corporates, and government for that matter (albeit a little slower off the mark than the corporate world) are spending in this growing sector; why? Because they can see the avalanche of aged coming (like a scene from the walking dead you may think). But seriously this will be a huge opportunity.

If you want to capture a huge piece of this demographic by developing a 'Mature Martial Arts' or Baby Boomer KaraBox' class or similar, now is the time. Get in early and carve out your slice of a pie which could definitely be a boom opportunity!



Glenn Coxon cont..

My final tip relates to technology.

In short, **EMBRACE IT** or get left behind in the dust. If you ever have a doubt about how much technology can influence the world of the martial arts instructor, just Google "CeBit". CeBit is a technology conference which roles around every year in the major capitals globally and is focused on all things technology related to business.

Not a geek show at all, this is a trade show where you can speak with all the thought leaders and developers in the world of cyber and electronics, education, and all things technology related.

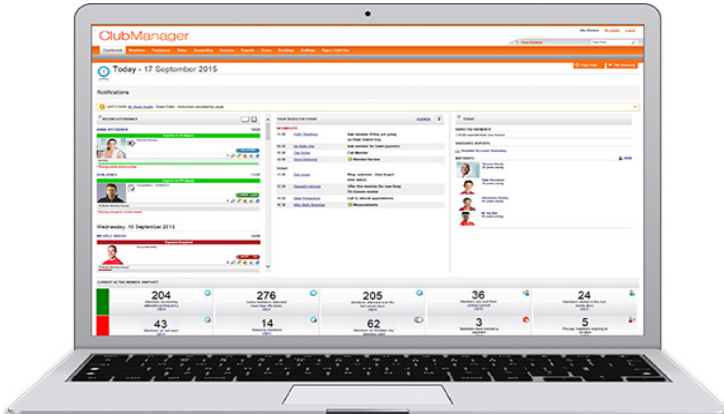
Trust me when I say, if you took half a day and visited the next CeBit Expo (and tickets are usually free), you will **come away with a wash of ideas**.

So my tip is to ensure first of all, start saving time and energy from doing your admin in a spreadsheet or worse still in a book and go online.

There are plenty of software solutions for helping you to build your students, incorporate retention tools, analyse your marketing strategies and even take care of your billing and accounting.

One thing though, **check before you buy**, because all software is not created equal! Do your research as some will cost a fortune without delivering what you need.

Like all software industries, **talk to an expert** to find out what will be appropriate for your business and it could **save you thousands** in money and time.



This Award Winning Software ClubManager has been servicing the industry for over 10 years. It's UK based but with offices in Australia so support is available in your time zone.

As I have said, 'Try Before You Buy'

[CLICK HERE](#)

Glenn Coxon



Martial Arts Australia has arranged Group Insurance Policies for the industry for nearly 20 years! Insurance is about minimising risk - with Martial Arts Australia experience your know you are in safe hands

[GET A COMPETITIVE ON INSURANCE THAT IT IS FIT FOR PURPOSE](#)



THE EXPERT

Lee Milteer is an Internationally known and celebrated Entrepreneur, Visionary, Best Selling Author, Award winning Professional Speaker, TV Personality, and Intuitive Business Mentor. Lee provides business and success advice and resources to nearly 250,000 people around the world. She is the founder of the Millionaire Smarts® Coaching program which supplies coaching for other coaches and businesses.

As president of Lee Milteer, Inc., Career Development Strategists, she has counseled and trained more than a million people in her speeches. Her presentations are so effective that organizations such as Walt Disney, AT&T, XEROX, IBM, Ford Motor Co., NASA, Federal Express, Sales & Marketing Executive International, plus hundreds of government agencies and scores of conventions, associations meetings, and Niche Market Events repeatedly retain her to inspire and motivate their audiences.

Lee is a recognized award Winning, best-selling audio and video author, whose products have been endorsed by Nightingale Conant, SyberVision, CareerTrack, and GKIC.

Lee has written 11 books
Lee has been an expert guest on more than 700 TV and Radio shows on National and International TV and Radio around the world. Lee has been interviewed in newspapers, magazines and trade journals all over the world, including U.S.A. TODAY, Wall Street Journal, INC magazine, and Glamour.

Why a Coaching Program Can Make You Rich In All Parts of Your Life! Part 1

Choice and Not Chance Determines Your Destiny

Remember when you were a kid, and you used to dream about a time that you would be in charge of your destiny and nothing could stop you from being exactly what you wanted to be? Now as an adult, you have the authority you wished for as a child, but things aren't going the way you had planned. Does your life seem to be all work and no play? Do you feel uneasy about your future, or anxious about your financial security? Have you given up your hopes and dreams without realizing it? You're not getting the sense of gratification that you had hoped for? For many of us, the dream of a great life has somehow faded away.

Within each of us lies a massive amount of potential. We all have dreams and the desire to live the good life. Here's the problem: how do we do that? Just wanting to be successful doesn't always mean we can find our way alone to achieve our dreams. Success Experts say human beings only use 5 to 15 percent of our natural potential. That means we have as much as 85% more potential within ourselves to manifest the life and financial security that we want.

Most people talk about what they want but only a small number of people actually take action on making their dreams become a reality. The truth of life is that if you don't take action you will not achieve exactly what you want in life.

As a professional coach for the last 25 years I can personally share with you that to be able to utilize that 85% potential, you need a mentor or a coach to accelerate your progress by providing focus and awareness of how to use your life energy.

As Woodrow Wilson once said, "I not only use all the brains I have but all the brains I can borrow from others." In our coaching program, I will be sharing wisdom from many of the most successful people that I have studied over the last twenty five years to give you

new perspectives and resources to make your life easier and more fun.

We have five types of life energy: mental, physical, emotional, spiritual, and financial. How you spend your life energy determines what outcomes you get in life.

To change your life you must use your life energy in an effective and efficient manner. In my coaching sessions I will provide you with proven Success Principles and a Holistic approach to assist you in breaking past any mental and emotional blocks to reach your personal and professional goals.

As your personal mentor, it's my job to assist you in producing extraordinary results in your life and as an entrepreneur.

The purpose of this Coaching Program is to assist you to transform the QUALITY of your life in all areas. Our goal is to be happy throughout the journey---not just go for a destination of money or wealth.

Using the proven techniques I am going to share with you in my monthly mentoring program, you will improve your professional performance and enhance the quality of your personal life.

My goal is to give you solutions to build a solid foundation so that your greatest potentials for learning, achievement and success can be utilized. This is what I call your "Intellectual Capital."

This exciting new program will help you determine where you want to go in the future. It will help you determine how to create intentions, choices and actions that will help activate the remaining 85% of natural talent and potential within you that is just waiting to be used.

www.martialartswealth.com

Why a Coaching Program Can Make You

Rich In All Parts of Your Life- Part 2

Page 35 Continued:

We only have 24 hours per day and as a society, we have become so reactive to the needs of life we often times forget to use some of our life energy towards our real goals. We are reactors instead of actors. Being part of a coach's process will give you the opportunity to break free of the daily reactive cycle. The real power of being in a mentoring program is that you get support you need; however, you are accountable for you making sure you get what you want. A coach can supply you with value to help you get in touch with your passion, dreams, hope and purpose. In other words help you reclaim your own childhood dream of the good life. Having a coach can help you overcome your fears and doubts and give you the necessary motivation, tools and resources to keep you taking the necessary steps day by day until you reach your goals.

The bottom line is that belonging to a mentoring program will help you set clear intentions and goals. As your success coach, I will give you new insights about how to think and act. My monthly calls and e-mails will assist you to uncover and remove any limitations, fears, and doubts so you can create the life you really want to live. As your personal mentor it's my job to assist you in producing extraordinary results in your life and as an entrepreneur. Using the proven techniques I am going to share with you in my monthly coaching program will improve your professional performance and enhance the quality of your personal life.

Having a coach in your life will create a solid foundation from which you can maintain integrity with yourself. Having someone who will challenge, stretch and empower you to have a bigger income and to truly go for the financial independence you want, as an entrepreneur is priceless.

As your coach I can provide you with an outside view to see life from another perspective. During my coaching

teleconferences you will uncover skills and resources, find direction, and discover insight. My guidance will allow you to move past blocks that have prevented you from reaching your goals, both in your personal and professional life. My goal as your coach is to give you solutions to build a solid foundation so that your greatest potential for learning, achievement, and success can be utilized. This is investing in your Intellectual Capital.

The bottom line is that choice and not chance determines your future. The choices you make today will create your future. To really be in control in your life, you must become an actor to life and not a reactor to the circumstance. It's true that you may not have any control of outside events, but you do have the power within you to control your internal reactions.

It has been said by wise teachers that the day you take complete responsibility for yourself, the day you stop making excuses, that's the day you start to the top. Your power of choice is your one true personal power, and it is your greatest ally as you design your destiny. It is your destiny you are ultimately shaping with the results of the choices you make every single day of your life. In fact, your power of choice is the only power you have that can ensure you will create a life that fits your own unique personality and needs.

As a mentor and professional success coach I believe more than anything else, it's our decisions, not the conditions of our lives that determine our future and destiny. You must realize that you are responsible for the fulfillment of all your dreams.

The power to succeed or fail is always yours to choose. Make the choice today to be a student of success principles and to be a lifetime learner. No one can take knowledge away from you.

Wisdom with the power of action is the true secret to wealth in life as an entrepreneur. All top executives and athletes use coaches; so, why not you?

Lee Milteer, Millionaire Skills Coach
Stephen Oliver's Martial Arts Wealth
Mastery

Free Copy of Two of Stephen's
Books and
A Free Online Seminary
with Lee Milteer:
www.MartialArtsWealth.com





MARTIAL ARTS AUSTRALIA INSURANCE PACKAGES - BEST PRICE & POLICY WORDING

We think it is important to have a quick overview on Martial Arts Insurance and you can get it right here. Insurance can protect all parties including the operator / chief instructor, other instructors, admin / sales staff and of course the students / members in the unfortunately event that an accident occurs. Getting the best insurance prices and the right policy wording can be difficult because there are a number of providers in Australia that have very similar products that all look the same on the surface - just like banks and home loans.

Martial Arts Australia's pledge over the past 19 years has been to make the insurance process easy and as painless as possible on the hip pocket. We know martial arts and how clubs / associations / promoters operate so we can match you to the right policy at the right price without any grey areas. We don't want you assuming that you are covered in a certain area of your business when you are not. Ask the questions and get the facts so you have peace of mind.

So how do you find the right package for your operation at the best price? You have to do your homework. Graham Slater has 45 years of martial arts experience and two decades working with insurance companies. As a licensed AFSA Graham is uniquely placed to discuss what cover is available to you, what you are actually covered for and how to get the best price. Don't risk your livelihood to a broker who doesn't know what you teach or how you run your club.

The problem instructors are often faced with is not knowing how to research insurance, or how to interpret the policy wording so they know what they are buying, this is where Martial Arts Australia comes in. We make sure the policy wording covers everything a club owner needs, no grey areas and we help you in the unlikely event you have to make a claim and that's priceless.

BEFORE YOU BUY INSURANCE! DO YOUR RESEARCH!

- # 1 Mistake when taking out insurance is buying the wrong product that doesn't cover their business.
- # 2 Mistake is not using a broker who knows their business and can recognise gaps in covers.
- # 3 Mistake is not filling out the application properly / truthfully - resulting in claims not being paid

FREQUENTLY ASK QUESTIONS

How long does it take to get insurance in place?

It can be done the same day if urgent but generally the next working day.

Do I have to pay for it all up front or is there a payment plan?

Clients can do either, up front or 10 monthly instalments.

Do you need certain qualifications to obtain insurance?

Yes, instructors need to meet the industry standards (this will be explained over the phone / email)

Martial Arts Australia can arrange a diverse range of packages to suit your requirements.

Get a Quote Form FILL OUT NOW



Why use a third party student fee collection provider to direct debit your members?

A third-party **Student Fee Collection Service** is an excellent way to guarantee cash flow, increase business value and give you more time on the mat.

- # So why aren't we all doing it?
- # Some clubs think they are too small
- # Some don't know how to go about it
- # Some don't want to tie their students to a contractual payment system

You would think club owners would jump on to this to secure their cashflow and lock it in. For some it feels like its too much like hard work. Well this is not the case you can sign up to a company very quickly, some have online forms others printed ones you send off. Either way you can select the provider that gives you the best service and makes you the most money. I repeat that, Makes You Money!

So what is the actually service?

- # Basic - they just bill your client and any dishonors you follow up.
- # Basic+ - as above but they might do the follow up, send an email / SMS reminder.
- # Basic++ - as above but also help with talking to your clients if they default, they may even offer marketing support, software and business conventions.

The more processes you want managed the more you pay of course. Its generally via a percentage of your turnover or a flat transaction fee. Each provider has varying fees for dishoured payments, follow up SMS and emailing. Some even call the client on your behalf. Research states its better if the

the instructor does the personal touch after a SMS and a couple of emails. It allows them to motivate the client offer a deal if they were looking to drop out.

What if you have engaged a direct debit company but **see a better deal** but don't know how to change.

It used to be that you have to resign all you students to new contracts but now you don't. Certain provider can just use your existing ones. Many instructors feel they might lose students, especially sleepers, if they ad to sign new agreement.

As you can see it's easy to overcome any hurdles and start gaining the benefits of a very competitive provider with the right service.

Direct Debit companies charge either a transaction fee or a percentage of each fortnightly / monthly fee, some charge both.

Why do the collection fee companies vary so much?

It is based upon a number of factors for example:

- # some are part of a larger group and have more transactions making processing much cheaper.
- # Some don't have advanced software and their own costs are higher.
- # Some go by reputation and position them selves as premium service.
- # Some are no frills, cheapest price via a percentage of your turnover.

Let's point out how you can make some extra money out of your student collection fees.

First time starting out:

Set you collection fee above the actual cost to you, (\$150 PM fees, cost to collect \$1.50 - charge student \$2.00) this allows you extra income to better administrate this process).

Existing students:

If you have a collection fee of \$1.50 and you get a new special rate of \$.55c you could add \$.95c to your bottom line on every transaction.

As new students come onboard its essential to keep the collection fees all the same (students talk between themselves). This guarantees the extra income that can be justified in being attributed to your student collection budget. How you use it is up to you, but it could go towards preventing less defaults and better communication with students.

Okay so you now you're thinking how you can get a rate so cheap, (\$0.55c).

Yes, you can get collecting rates at that price or even lower if you know where to look. We work in financial services and have a large network so we know how to source the best rates and can pass you on to them.

MAA members get rates even cheaper, just \$0.45c per transaction.

'I know direct debiting can save me time by not having to chase students for fees but can it make me extra money?'

Absolutely yes, if you had 100 students paying \$1.95 per collection fortnightly but your now pay \$0.45c you could be adding an extra **\$310 per month or \$3720.00 per year. Now that's a lot of money to leave on the table!**

Many clubs have hundreds of students some paying more than \$1.95 per transaction so they can **save \$1000's per year!**

Is it worth allocating more time to consider new players? Certainly and we have made it even easier for you to find one!

CLICK THE LINK TO FOR MORE INFO AND TO GET YOU GOING

FINDING BETTER QUALIFICATIONS TO MEET THE INDUSTRY'S NEEDS

Today's Martial Arts Instructors, need more than a standard curriculum apprenticeship to run a school as a business. The old school ways of 'build it and they will come,' will only work if people know how to find it and have all the right elements to keep them there.

In some ways with new technology, it's easier to get found and get more students, but we are in a much bigger ocean of businesses, so you need to stand out. Many of you know exactly what I'm talking about because you are already doing it well, but did you count how many skills sets you use to make it all happen. This article is not about marketing your school it's about identifying what skills are required to run it.

Martial arts instructors come from all walks of life, some very intelligent, others not and many in between. Sometimes it's just where your focus is, on the training or on the business or a bit of both. The thing is, it can be very hard to keep in control of everything. We tend to stick with things we know and don't allocate enough time to further our knowledge in this constantly evolving industry.

What I'm alluding to is senior instructors should be upskilling to keep up with the new innovations. However, more importantly we should be providing our assistant instructors with the right business training as well.

Let's form a quick list of some of the skills / knowledge an instructor needs to run a successful school or schools.

#Martial Arts: teaching techniques, basics, kata, kumite, self defence, impact bag drills etc.

#Sports Science: coaching, anatomy, physiology, stretching, acupuncture points, first aid etc

#Business: law, company structures, OH&S, insurances, risk management, accounting, payroll, HR etc

#Marketing: bulk E-blasts, print mail outs, social media Ads, web Ads, Directory listings, SEO etc

#Media: graphic design, video production, newsletter / magazine printing (PDF), card, flyers etc

#Social Media: Facebook, Twitter, Instagram, LinkedIn - video channels (Youtube / Vimeo) etc

#IT: website design/updating, management software, automating processes, web based forms

#Sales: over the counter, online, at schools, in the street, in malls, at community functions, after demonstrations etc

We can certainly expand these categories, but the point is to make it clear that running a martial arts business requires some knowledge from multiple industries and sectors. In many cases just basic knowledge will be sufficient to operate and help them identify specialist people for more detailed functions.

In most industries / sectors a person can study a certificate course, diploma, degree etc which is designed to make a person job ready by just adding a bit of practical experience. Unfortunately, we don't have a martial arts qualification in Australia nor I'm I aware of one in any other country that covers all the elements required. We do have some great entrepreneurs / educators (some in this publication), that teach instructors many things that are helpful to grow their businesses. Wouldn't it be amazing if we had a course / qualification that covered all the basics with the opportunity to add specialise subjects to enhance skills in particular areas.

If you would like to contribute to an international standard of qualifications, to help give instructors the skills they need to be more successful, please talk to Martial Arts Australia.

It will take the best minds in the business to contribute to this course and it can become the most recognised qualification internationally. We already have a training portal and existing course material we just want to turbo charge it. All contributors will be rewarded on multiple levels for their contributions.



THE EXPERT

Graham Slater is a licensed insurance broker having worked in this area for nearly 20 years. He also has 45 years of martial arts training holding the rank of 7th Dan in Karate. During his career he has trained in 15 countries and run numerous clubs in Australia and overseas.

Graham has been worked with a number of nationally recognised training providers as a trainer to deliver various sports coaching / fitness qualifications to instructors.

Graham has operated numerous martial arts centres and opened his first full time one in 1982. Since 2010 he has dedicated the majority of his time helping school owners grow their businesses.

Do you have a training course that would help school owners? Let us know so we can help you share it.

CONTACT MAA:
support@martialartsaustralia.com.au

The Case for Universal Education for Martial Arts Instructors

By John Graden

I started teaching professionally as a 16-year old blue belt in 1976. After earning my black belt in 1978, I was hired by Walt Bone to be a staff instructor for \$5 per class. I was thrilled. For the next four years, I was "mini-me" to Mr. Bone. I learned to teach by watching him, so I picked up the best and the worst of his teaching methods and mannerisms.

Most of that time was spent teaching college students at St. Petersburg Junior College. It was a great gig for me because I was the same age as the students. I had dropped out of high school a couple of years earlier to teach karate because I figured, "Who needs school when you already know what you want to do with your life?" I literally dropped out of high school to teach college. As many of you can relate to, there are three issues in that narrative.

I learned how to teach martial arts by imitating. Walt Bone learned from Allen Steen and Mike Anderson, who learned from Jhoon Rhee. None of whom had any formal education in teaching. Martial arts teaching styles are one part imitation. Two parts personality, and ego.

I was the same age as the students I was teaching. That was an ego fulfilled experience. Especially since half the class was female. I was big man on campus without guidance.

I dropped out of school to teach karate and it had no effect on my employment by the school. Not only did I not have to complete

high school to teach karate professionally, it just meant that I was now free to teach day classes.

In 1982, Walt Bone died in a plane crash and I was on my own (Who Killed Walt Bone?) The fact that I was the same age as my college students presented some issues. Mainly, because the college required a written curriculum, text books, and official grades that could have serious impact on a student academic career. Like Bone, I had no formal educational program. We pretty much taught what we felt like teaching each day.

Contrast that with the story of an elementary or high school teacher or coach in your area. Their story would be something like, "After graduating high school, I attended college and got my masters in education which qualified me for my job as English teacher at City High School." Are you starting to get an idea where I'm going with this?

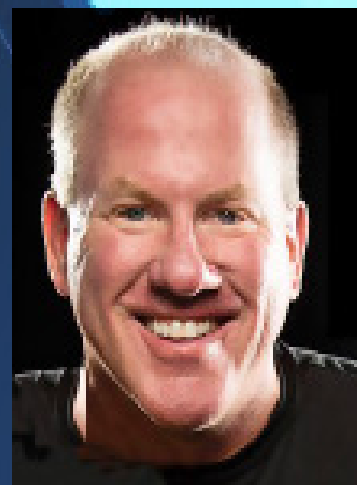
As martial artists, there is no-prerequisite to open a school and become an instructor. You can come out of college with an MBA or you can come out of prison and open a school. Internally, we have a universal agreement that you should at least be a black belt. That's it. That's the sole qualification and since there is no real standard for earning a black belt, it's fair to say there are no standards for performance or education in the martial arts.

To be clear, I am ANTI-REGULATION, but strongly pro-education. That's why I created the ACMA in the 1990s which has been upgraded to the MATA Instructor Certification Program. I'm especially proud that the new program is available at no charge thanks to the generosity and support of Sports Fitness Insurance Corp (SFIC). Visit them at MATAInsurance.com. SFIC supports martial arts instructors, so be sure to support them.

We need a standard language and understanding of how to teach as professionals to replace the "blind leading the blind" patterns of the past.

The MATA Instructor Certification Program accomplishes that with curricula based upon universally recognized and accepted methods of influence, safety, teaching, and leadership. This program was created by me but the majority of the content is written by veteran martial artists who are also experts in the fields of child psychology, sports medicine, motivation, teaching and other subjects most martial artists have never been properly educated in.

To be clear, this program is not a power play. I'm not looking to be the Grand Poohbah of the martial arts world. I never have. I just want to leave the martial arts a little better than it was when I started all those many years ago. I am by nature a teacher, not a Poohbah.



COLUMNIST PROFILE

JOHN GRADEN

www.martialartsteachers.com/about-mata

John widely credited with leading the martial arts school business into the modern age, John was first called a visionary by MASuccess editor, John Corcoran and dubbed the martial arts Teacher of Teachers by Martial Arts Worldmagazine. John is also the author of many of the best selling books on martial arts business and personal development.

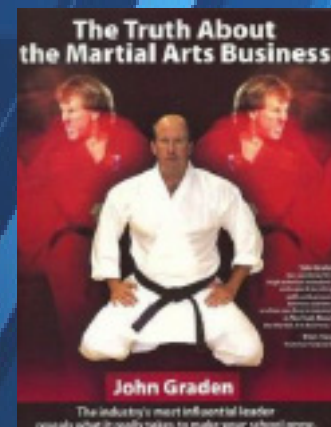
SPECIAL OFFER

JOIN MATA FOR JUST

\$27.00 per month

Normally \$37.00

www.martialartsteachers.com/#join



Staff Meetings – Communication is the Key... By Paul Veldman

Communication is the key to any good relationship, be it husband and wife, friends, business partners, or employer and employee.

For this reason I believe that I believe that regular, structured meetings in your club are vital to the health of your business.

Your team should leave staff

1. Getting everyone on the same page. Here is a chance to update everyone on what's happening around the club. Are you planning a new program? Have an event coming up? Telling your team what's going on is a good way to make them feel respected and valued.

2. Reinforce the importance of teamwork. Bottom line is, if everyone is not pulling in the same direction and putting in the work, our clubs will struggle. Your staff may have different roles, but it is their combined skill that creates the culture that leads to success. Use your meetings so that your team understand and appreciate what each other do.

3. Open up discussion. Team meetings can also be somewhere for staff to express their motivations, issues, wishes and wins. Although some of these discussions would be best done

as a one-on-one, team meetings allow for open discussion amongst an entire team. Encourage them to speak up and ask questions about what you've said, and make it clear that even if you disagree with them, you appreciate their contributions.

As martial artists we are very much hands on people, and used to dealing face to face. You will get a far better understanding of how things are by being there in person. Technology can't replace this, and being together allows you and your staff to discuss ideas that are too complicated or sensitive for emails, memos or reports.

The meeting schedule at my clubs goes something like this:

Daily...
Program Manager & Head Instructor meet and complete end of night report, discussing any issues, victories or events that occurred during the day. Daily stats – enquiries, trials, joins, quits, upgrades or downgrades are also covered. Desk staff / floor staff will have a quick "mud map" meeting with their respective staff bringing them up to speed on anything relevant for the day.

Weekly...
Monday afternoon – Manager's

meeting
Monday evening (after class) –
All staff meeting
Monthly...

Staff Training – theory / practical curriculum, staff development
Club Owners meeting

These are the MINIMUMS we do. I will also speak with club owners and senior instructors regularly on a weekly (or more) less formal basis. Here's a couple of tips to help with organising your Team meetings:

1. Make sure that the meeting starts on time and everyone is punctual, especially you.
2. Have a set agenda so you can stick to time and it runs smoothly. Flag any topics that you or they want to bring up. These might be events coming up, marketing, competitions, etc.
3. If you have a "non training" uniform (polo shirt, etc) make that the required standard. You are meeting as coaches and business people, and a dress standard will reinforce this.
4. Highlight Successes. Go around the table and have each person talk about a win they have had. Do this at the start and it will set a positive feel to the meeting straight up.



COLUMNIST PROFILE

Paul Veldman

Kando Martial Arts and Martial Arts Business Success (MABS)

Paul is the co-owner of **Martial Arts Business Success (MABS)** and founder and Chief Instructor of one of Australia's most successful martial arts schools **Kando Martial Arts**. A 5th dan Karate black belt, black belt in Philippine Martial Arts, and currently training in Brazilian Jiu Jitsu and boxing, he is a martial arts student, instructor and owner that has taken

5. Discuss Challenges. Any problems they have come across. It might concern students, parents, assistant instructors. As each person has their say, open it up to the group to discuss. This may be an issue that someone has come across and dealt with before, or something that needs to be bumped to you for consideration.

Remember, it doesn't matter how many instructors or staff you have. It might just be you and your partner, communication is no less important.



SPECIAL OFFER
MABS has a number of offers for readers but start off by downloading their Free 30 day Manual

<https://mabs.com.au>
MAA Business News 41

Decision Fatigue and the Energy-Time Paradox

By Paul Mracek



THE EXPERT

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Black Belt - Taekwondo OCFM
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Certified In-structor Trainer
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There is very good reason why Steve Jobs wore the same jeans and black shirt throughout most of his career. It was one less decision he needed to make. And when you only have a certain amount of decision-making energy to allocate to each day, it makes perfect sense to eliminate the ones of little importance.

We are exposed daily to a huge amount of information through our 5 senses that is transmitted to our brains to be processed and deciphered as to what is important to us by filtering out the information through the key processes of deleting, distorting and generalizing.

From this filtered information we make decisions everyday based on data, information, knowledge and gut instinct.

A study conducted from Cornell University showed that the average person makes in the vicinity of 35,000 decisions a day. From what to eat, what to wear, what to say and how to behave. Decision fatigue is the result of the huge amount of decisions that wash over our plates each day. This fatigue refers to the diminishing quality of our decision-making skills after

long sessions of having to make decisions. It's easy to assume that as this fatigue sets in, there will be more poor choices and irrational trade offs.

For Example: Imagine you're lifting a 5kg dumbbell. At the beginning of your weight session it's easy to lift. But as your muscle tires from the repetition, the dumbbell feels heavier some how and it becomes increasingly more taxing to lift. Just like your bicep and its ability to lift become strained, your ability to make effective and rational decisions is not infinite.

It's known that each of us has a limited amount of mental resources to make good, sound decisions. Steve Jobs knew that he was not going to waste any of his mental resources on something futile like an outfit!

So what can you do?

- Listen to your body. Are you a morning person, or do you prefer to work into the night? Figure out when you feel most alert and try to schedule major decision making around these times. Lock in major decisions when your energy is up and motivation is high.
- For daily mundane

decisions like clothing and lunch, make these decisions the night before work. Limit your choices in your home life and simplify your surroundings.

- Stay focused on the task at hand. Can you imagine how many times our brains are making tiny decisions? Even just switching between open tabs on your computer or apps on your phone is a series of decisions that your brain is making. Stay organized. Stay focused and limit distractions.

- Are you able to sneak in a power nap? This not always possible I know, but closing your eyes for just 20 minutes can help to reset your mental space. A nap is not a cure all, and it won't refuel your decision making capacity, but it will improve them slightly.

- Do not make decisions when you are tired. The cognitive impairment you experience when you are sleep deprived is similar to being drunk. Get at least 7 hours every night.

- Be absolutely ruthless

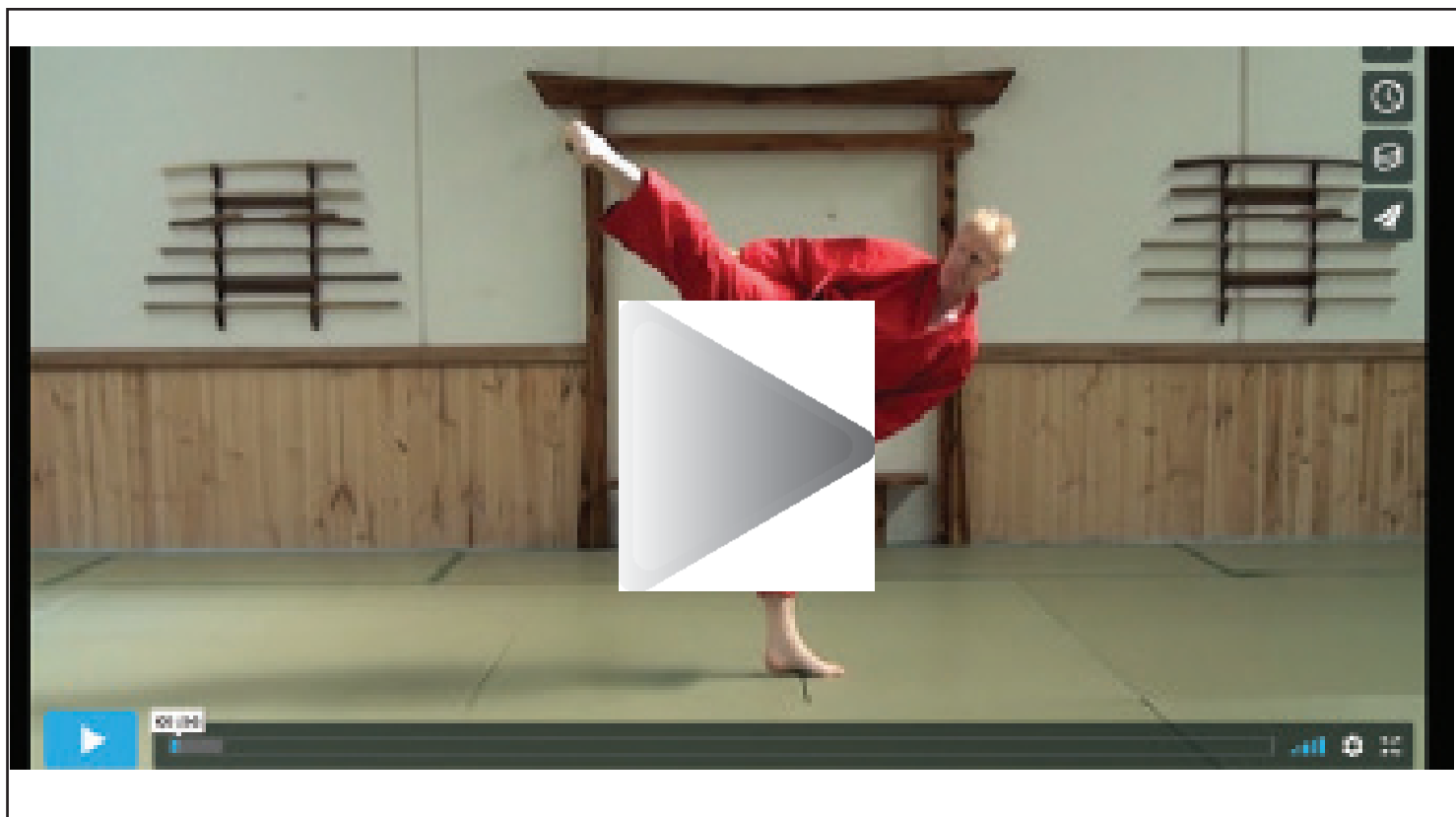
Information Transmission Rates Of The Senses

Sensory System	Bits per second
eyes	10,000,000
skin	1,000,000
ears	100,000
smell	100,00
taste	1,000

VISIT MY FULLTIME CENTRE



Lourene Bevaart talks with Graham Slater about how he got into martial arts and what makes him tick



click image: VIDEOS OPEN UP IN ANOTHER WINDOW - [VIMEO.COM/KAPOWTV](https://vimeo.com/kapowtv)



James DeMile one of Bruce Lee's original students who helped develop the 1-3 punches, shares his knowledge in his only Australian seminar. Graham Slater (Kapow TV) also chats with Sifu James and Sensei Doug Tritton (Australian Host) on what it was like in the early days of training. 60mins

Leadership Teams – The Key to Building the Future...

By Paul Veldman

Having a Leadership Team can be the key to the future of your club. If you want to be able to grow your club and provide a higher service to members, this is a great place to start.

The amazing growth I've had in my clubs over the last couple of years is directly linked to our Leadership Team. The original crew have now reached the age and level where they are opening up their own clubs, or seriously looking at being a full time Martial Arts instructor as a career choice.

A good Leadership Team will enable you to:

- Increase your number of students whilst still maintaining a good instructor / student ratio.
- Provide a better service to your students by being able to give them more "direct" attention in class.
- Take the pressure off "key role positions" by having a back up staff. What if you or your main instructor are injured or sick for an extended period of time could your school survive?
- Develop a bench strength of "home grown" instructors who understand the values, systems and culture of your club.
- Provide a lucrative "upgrade" system.
- Enable you to train instructors that will allow you to free yourself from the necessity to teach every class yourself (Club Owner's goals differ widely here – some are looking to take themselves out of the daily teaching role, others love being on the mats. The idea is to give you the CHOICE to do either).

- Open opportunities to expand into multiple locations using your existing instructor base, without putting too much strain on your staffing at your original club.
- Build a potential exit strategy from your business.

So where to begin?

Much like teaching your martial arts classes, you will need to have a structured approach to the program. Ultimately, what do you want them to be able to do? Luckily you don't need to reinvent the wheel. There are some really good "off the shelf" Leadership Team programs out there that you can plug your own style of martial arts into and get going pretty quickly.

Recruiting your Team.

The size of your club may partly affect your decision on how you want to approach recruiting your Leadership Team. As a smaller club, you may only want one or two helpers. It's important to spread the Leadership role out keep in mind they are not being paid, and that you don't want to burn them out. At my clubs we only have the Junior Leadership help out with class once a week,

so can afford to run a larger group. So decide that you want to "cherry pick" a few choice students by approaching them individually, or put out a letter to a range of students (maybe considering belt level and age).

A quick tick list pre launch:

1. Leadership Curriculum planned out
2. Leadership Manual
3. Uniform and badging
4. Fee structure (if applicable)
5. Identify target students
6. Training times set out on timetable

Once everything is set, I think a great way to launch is by sending out a letter / email to the students & parents inviting them to an information session, outlining the goals and requirements of your program.

And the best time to start your Leadership Program? Last year.

Good Luck!



COLUMNIST PROFILE

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Creating your own TV Show for your Sporting Club is easier and cheaper than you might think. The Kapow TV Studio is set up to help community based sporting clubs to be able to produce their own TV programs. This allows the clubs to be able inform their followers / team members and the public on their activities and achievements.



Having your own TV style videos is great for attracting more sponsors and offering more exposure for your existing ones.



A program that allows the experts in the field to report on the competitions, showcase the best players and show the sporting action is particularly appealing to viewers. Not only do you capture historical content for your sporting code to keep followers engaged the latest news, events, products and their achievements.

Having your own TV style videos is great for attracting more sponsors and offering more exposure for your existing ones.

The conventional format of a 30 minute show is changing as more people channel flick to maintain a constant high level of media stimulation. We also make up 7 minute videos (top / tailed your brand) that can be broadcast individually to support the main show.

Our TV format is designed to maximise your engagement with your followers and actually get them to watch all of your content. This way you know your message is reaching your audience and this attracts more people to your sporting code making your sponsors very happy.

FORMAT

1. 25 actual minutes created (30min show)
2. 3 x 7mins segments
3. 1 x 2mins Trailer
4. 1 x 1min Trailer.

Every half hour TV Show you create you get FIVE VIDEOS. Use

them on social media, your own channels and our network to spread your message. The more people you reach the more you can grow



your business / sporting code. We can assist in getting your content to your target market.

Three Levels of Production

1. Basic raw footage with rough edit ready for you to add your own production style.
2. Complete raw edit finished logo water mark – without titles / lower thirds or graphics
3. Complete TV broadcast with all titles / graphics / logos / sponsors / voice over etc

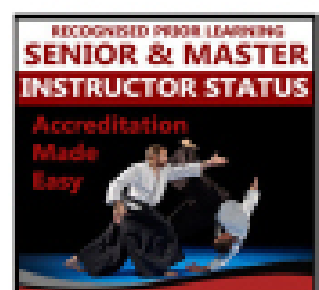
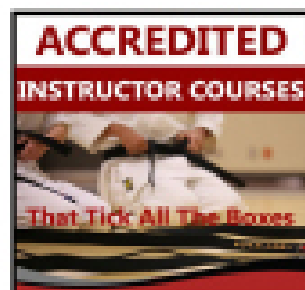
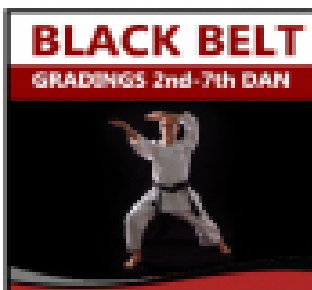
*Includes 2 hours studio filming, camera / technician, studio hire.

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PEAK INDUSTRY BODY

Making A Difference



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By forming strategic alliances / partnerships with experts from around the globe we are better equipped to serve you with all your business needs.

We are best known as the ONE STOP SHOP for Club Owners but do a lot more behind the scenes for the industry.

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All our alliances / partners have been specially selected, meeting the highest standard of quality, expertise, integrity and all offer the most competitive deals in the industry. The concept is clear, don't waste time looking for services that haven't been road tested, spend more time teaching.

Did you know that 70% of our members have been in our network for over 10 years. MAA is grateful for those contributions as this has helped deliver more services back to you.

You can be in more than one association / network and it makes good sense to do so.

Phone: 03 8601 1124



Graham Slater
Founder

25th Year
Serving The Industry
Thanks To You - Club Owners