



**FREE Report Reveals...**

# “The Big Money’s Not In Teaching Martial Arts...It’s In Marketing Your Martial Arts School—And That Discovery Can Change Your Life...And Income!”

**My New “17 Secrets” Martial Arts Marketing System Can Help You Generate A Constant Stream Of New Students Without The Gut-Wrenching Pain Of Cold Calling Or The Humiliation Of Begging For Referrals. And Best Of All, My Amazing New Techniques And Systems Can Operate On “Auto-Pilot” So You Can Work Less And Make More Money!**

**T**roy, OH - Even if you’re the greatest Martial Arts Instructor in the world, you’ll go broke without a steady stream of new clients.

And that’s the truth.

Because being a great Martial Arts instructor is useless with no one to teach! The only answer is to be so good at marketing that you can set up...

## **Dozens Of Appointments With Excited Potential New Students Each and Every Week!**

Let’s face it. Being able to teach your discipline with brilliant strategies and outstanding techniques is nice. But, getting a never ending stream of interested prospects is much, much better!

So what’s the secret to getting more new students in a week than you now get all month? It’s...

## **Emotional, Response-Oriented Marketing!**

Most of the advice you’ll typically get about marketing from the so-called “experts” is useless. It’s boring. It’s the same old stuff that people have seen a million times before. You know the ads I’m talking about. The ones with the picture of that kid doing a flying kick with the phrase, “Joe’s Karate Studio” as the headline.

It’s boring! And more importantly... it doesn’t work! Those kind of ads just don’t make money! I don’t know why so many people in our industry insist on running those money-wasting advertisements! Because it’s all a bunch of what I call “me-too” image advertising.

All you get from those types of ads is the empty feeling of frustration that comes from knowing you’re good at what you do, but are still left with no one to be good for!

Which is why that type of “me-too” advertising... what’s called...

## **“Image Building” ... Is A Total Waste Of Time!**

Most Martial Arts instructors mistakenly try to use “image building” ads to market their services. But this won’t work if you’re really interested in making serious money.

See, if you want a waiting list of eager, motivated new students, you must understand the most fundamental aspect of human behavior...

## **People Make All Their Buying Decisions Based On Their Emotions, And Only Later Rationalize Those Decisions Logically!**

One of the first discoveries I made about most people in the Martial Arts business was that hardly anybody has any background, education, or savvy in marketing, so everybody copies everybody else. The blind leading the blind – doing everything the hard way. I finally started becoming successful in business when I turned my back on almost everything everybody else was doing and went in an

entirely different direction.

That direction, by the way, is what’s called “Direct Response Marketing”. I started studying some of the world class direct response marketing experts, learned their most effective secrets, put them to use in my business, and had...

## **Breakthrough Results!**

What kind of results? How about returns on ad dollars of 4-to-1, 6-to-1, and even 10-to-1! In other words, if I spent \$500 for an ad, I got back \$2000, \$3,000, or even \$5,000 in gross revenues. That’s when I knew I was on the right track.

One of the second most important discoveries I made was that no matter what business you’re in, you’re actually in the marketing business.

Now I realize you’ve spent years and years learning and refining your art... and I’d be willing to bet you’re pretty darn good at what you do. But that alone won’t even buy you a cup of coffee nowadays.

## **Being Good Is Not Good Enough!**

If you’re the only person who knows you’re good, I guarantee you’ll have an empty Dojo night after night. See, it’s not enough to open a school, hang out your shingle and wait for the students to come to you. That might have worked a few years ago but not anymore.

To really prosper and be successful you have to come to the realization that...

## **You’re Not In The Martial Arts Business, You’re In The Business Of Marketing Your Martial Arts Business!**

To really have a growing successful school you need a constant stream of enthusiastic new prospects and systems in place to properly follow up and convert them into loyal, paying students.

And your marketing and follow up need to be “system dependent”, not “people dependent”. If all the marketing and follow up is dependent upon you doing it all, you’ll immediately put a cap on your income. There’s only 24 hours in a day and you have other things to do like teach classes and take care of all the administrative stuff. When your marketing systems run on “auto-pilot”, you’ll enjoy...

## **More Free Time...Even While Your Membership And Income Grow!**

When you learn and implement a true marketing system like mine, your phone rings predictably every single day with really good, desirable new students. And your stress level is a lot lower knowing that you constantly have new business coming in day after day.

I’ve invested a lot of time and money to test, prove, and fine tune an entire collection of advertising, marketing, profit improvement, and referral stimulation strategies. If you get your hands on them, you’ll instantly be light years ahead of all your competition. Most of these strategies are sim-

ple and can be put into use quickly and easily.

Here are just a few things you’ll learn in my “17 Secrets” Martial Arts Marketing System:

- **How to generate a constant stream of qualified new prospects who are calling you!**
- How to double response to your Yellow Pages ad without getting a bigger ad.
- **How to dramatically increase referrals.**
- You’re probably sitting on a Gold Mine and don’t even know it! How to cause an immediate membership boost from this unknown and neglected resource.
- How to “target” certain types of desirable customers and get them to call you – using the little known secrets of professional list brokers.
- **How to create systems to automate your business so you can work less and play more!**
- Proven, ready-to-go promotions that can be customized and used immediately to create a cash flow surge!
- The little-known prospect farming sequence that can increase your enrollments up to 37%.
- **The fastest way to double your present membership!**
- Learn why almost everybody gets horrible results from direct mail but how you can increase your response and spend less doing it!
- The 10 biggest mistakes over 95% of school owners make when advertising, and how to avoid them!
- **How to get an endless stream of highly responsive referrals almost effortlessly!**
- A non-threatening lead system that will bring prospects in without you doing any of the work!
- How to use cheap little ads to actually get more responses in a week, than you now get all month!
- How to get started with very little out-of-pocket-cash.
- Why the “traditional” marketing that everybody uses actually sends prospects “running for the hills,” and the simple cure to this disgusting phenomenon!
- **How you can position yourself as a local expert and celebrity using free publicity and how to leverage this to get a flock of new students.**
- And many more secrets finally revealed!

Just call **1-888-719-6041** for a FREE 24 HOUR RECORDED MESSAGE and to request my FREE report: “17 Secrets Of Getting More New Students In A Month Than You Now Get All Year”. You will not be contacted by any pushy salesman. You’ll hear my brief recorded message, then you can leave your name and address. Your free report will be sent immediately by first class mail. Call now!