



Welcome!

Before your next personal “Quick-Start” coaching call – that will be scheduled with Grand Master Jeff Smith we’d love to have as MUCH Information about your school as possible. If you have extensive “Stats” tracking and up to date Profit & Loss statements we’d love to have that information (all will be confidential – nothing shared without your permission.)

At the very least we’d love to receive your current enrollment and renewal tuition pricing, everything you have been doing for the past 12 months to mark with examples of the marketing pieces, ads, results, etc. Please send us a class schedule, curriculum, renewal levels and what they receive at that level. If you are using a martial arts management package – feel free to just print out and send all of the reports (we won’t get overwhelmed with information, I promise.) Please complete and Fax to: 1-800-795-0583 or, Email to [StephenOliver@MartialArtsWealth.com](mailto:StephenOliver@MartialArtsWealth.com) CC: JeffSmith@MartialArtsWealth.com

**Please answer these questions as accurately as possible as well (if you don’t know – guess – don’t stress out – however we’ll work on always knowing these and more:)**

*Average leads per month (calls, opt-ins, live event, walk-ins, etc: )*

*Average Introductory Students per month (attended 1<sup>st</sup> class: )*

*Average New Student Enrollments per month:*

*Average Renewals Per month (program extensions or upgrades: )*  
*Current monthly ACH/CC monthly billing:*

*Average Total Gross Revenue (including billing) per month:*

*Current Active Student Attendance (have attended at least one class in the last two weeks:)*

*Average number of students dropping out per month  
(failing to return to class including cancels)*

**What are you charging now:**

New Enrollments:      Down Payment:      Monthly:      Length:

Renewals:      Down Payment:      Monthly:      Length:

If multiple options – then describe.

Goals:

Where would you like to be by this time next year:

Active Count:      Total Gross:      Net Income:

Other 12 month goals and objectives that we can help you create/develop (describe: )

Where do you see you and your school in 5 years (Please describe: )

Where do you see you and your business in 10 years (please describe)

On an on-going basis – in order to achieve your objectives – the more information we have about your school and about your progress. Unless it's private share that information in the "Secret" Member's Only group – our feedback, support, and comments will be useful for many (perhaps all) members.

**To receive the maximum possible value from this process I recommend that you:**

1. **Always be on the live "Zoom" meetings.** Put a reoccurring appointment in your calendar/phone and always be in your office or some fixed spot with a strong internet connection – driving or being on a "cellular" internet connection does not work well for live Video conferencing. They are recorded, however being there live to ask questions and share concerns is much better. You will make much better progress if you REQUIRE that all Full-Time Staff members attend these meetings as well.

*Don't "Multi-Task" set aside the 90 minutes.*

*Turn off phones, lock the door, and focus on the training – 100%.*

2. **Always be at the "Live in-Person" meetings.** The beginning "Quick-Start" meetings are where you start. As we get you up and running we'll be exploring and discussing your long-term goals and objectives. As you move up in our program you may qualify and be accepted into the Leadership or Mastery Levels. We'll discuss that as we get going. You will make much better progress if you REQUIRE that all Full-Time Staff members attend these meetings as well.
3. Be in the habit of visiting the Martial Arts Wealth Mastery – Member's Only – "Secret" Facebook Discussion Group - Daily. Post Questions. Photos, Videos, and Questions regularly. (Warning there is a BUNCH of stuff there in files, videos, posts, etc. DON'T get overwhelmed. Don't try to absorb everything.)
4. Stay on focus on priorities. With Quick-Start we Start with four basic steps:
  - a. Making sure Lead – Introductory – Enrollment Processes are solid and capable of handling double, triple, quadruple or more volume than typical.
  - b. Improve new enrollment program structure, pricing and length.
  - c. Fill your Pipeline with a "Flood" of new students. Aggressively Implement your Marketing Parthenon – 20 powerful marketing activities every month
  - d. Increasing your "Character Development" education at all levels of your adult and children's programs.

You'll be hearing about rotating curriculum, Leadership and Black Belt programs, instructor training processes, Black Belt retreats and much, much more. Let's start with making sure you are strong on the "Marketing Parthenon" and, enroll a strong percentage of Introductory Students (at premium tuition rates.)

5. **Get Started QUICKLY.** At the New Member "Quick-Start" Website [www.MartialArtsWealthMember.com/start](http://www.MartialArtsWealthMember.com/start) you should start on the Week 1 material that includes the recordings from a couple of recent Quick-Start "Zoom" meetings.
6. You will (or, have) receive the **"Complete Fill Your School" Program** which is VERY good content about: 1. A-Z "Grassroots" Marketing by Grand Master Smith; 2. Marketing Processes A-Z what's working now with our high level members (recorded live from a recent Marketing Bootcamp for Mastery & Leadership Members,) and; 3. Introductory – Enrollment Processes adults and children. (It's all available on the member website but you will also receive CD's and DVD's of this content.) In about a month you'll receive CD's and DVD's of the complete quick-start meetings. This does NOT replace attending live. **Consider the Fill-your-School Program your assignment for the first month.** Don't get overwhelmed but, work through a little a day. **Your 2<sup>nd</sup> month's assignment will be the "Quick-Start" content.**

As a quick last point, if you review your martial arts history and training processes you will quickly remember that as a beginner you may have felt at times overwhelmed and/or confused. You may have felt awkward at times and wondered if you were capable of mastering your art. Often you may have looked at the Black Belts and felt that they were just "born that way."

You will also recognize that sticking with it for months, then years. Training diligently. Asking questions. Developing relationships with your fellow students. And, setting short-term, intermediate, and long-term goals to Black Belt and beyond were essential to your accomplishment. In retrospect you find the outcome Priceless. You don't regret for a moment having stuck with it, become a Black Belt and continued training to Mastery.

Our Martial Arts Wealth Program is exactly the same. Certainly, mastering all elements of a growing business ranging from Marketing and Sales, to Staff Training, Development, and Multi-Location growth is MUCH more complicated than to Master any martial art regardless of whether it's BJJ, Krav Maga, Kenpo, Tae Kwon Do or anything in between. We'll take you to Black Belt, 2<sup>nd</sup> Degree, into Master's Level of Black Belt in each area of running your business. It doesn't happen overnight and you won't be a "Master Black Belt" in 90 days or in 12 months. Commit to long-term goals and participate fully. I've heard it said that people often over-estimate what they can achieve in a year – but, underestimate what they can accomplish in 5 or 10 years. We'll make you into a top 5% then top 1% STAR but, you've got to stick with it and implement.

I look forward to developing you to Black Belt levels and beyond in all areas of developing your business.



**Stephen Oliver**, MBA  
9<sup>th</sup> Degree Black Belt  
Founder/CEO Martial Arts Wealth Mastery

**P.S. A quick note on communications.** Anytime you can't find something that you need our National Director Bob Dunne (Text/Voice: 1-720-256-0208) can track down anything you can't find via "Search" – remember that the Facebook Group and the Member website have very good search functions. Myself, Grand Master Jeff Smith, Bob Dunne, and our "Tech Genius" Marek Gahura (and Sr. Master Moody for ATA schools) pay close attention to the Facebook discussion group and are very responsive to questions. We are available for all questions and answer live every Thursday Zoom Video meeting (don't be shy – ask questions.) and, of course at all Live – In-Person meetings. We do our best to avoid using Email (if you must: fax: 1-800-795-0583 or mail: 825 Neville Lane, Golden, CO 80401) We only do phone calls by appointment, please don't text questions to GM Jeff Smith, Sr. Master Moody, or myself. We would appreciate questions and concerns be posted in the Facebook Group "Secret" Group.

As a final point: ***Grow a Thick Skin.*** We will often give you pointed (even aggressive) feedback to help you have better students, more students, keep your students longer, develop better staff, and ultimately make more money and have a better life-style. We've been there done that and developed many Black Belt – and Master Black Belt level school owners – and, can do that with you – with your cooperation.

**By the Way: Our Quick-Start Curriculum will cover over the coming weeks:**

1. New Student Tuition Pricing/Structure;
2. Inexpensive Marketing – Live Events, Movies, etc.
3. Introductory – Enrollment Sales Processes
4. "What Gets Measured Gets Done" – stats and tracking
5. Renewal Preparation – proper "Pre-Framing" for long-term retention.
6. Marketing Processes – Referrals and Family Add-Ons
7. Simple Automation and Systems
8. Facebook (other social media) Marketing Done Properly
9. Online Marketing – Website Design, SEO, Pay-Per-Click, etc.

### **A couple of simple Software Recommendations:**

Appointment Follow-up and confirmation. Automatically sends 4 emails and 4 texts as reminders and allows prospects to reschedule themselves if necessary.

<https://www.scheduleonce.com>

Monthly student billing (Credit Card & ACH) for the United States.

<http://simpletuitionmanagement.com>

Simple Text Messaging and Voice Mail Broadcast – Autoresponder (U.S.)

<http://www.CallLoop.com>

Also, make sure you look at the member website for links to Artwork, Print on Demand, Answering Services Recommendations, and other software recommendations. Although occasionally we receive “affiliate compensation” from some of these we only recommend vendors that we use and find valuable. Most recommendations are without compensation – when compensated it’s trivial. We’re not “pushing” any particular vendor. Often there will be other recommendations from us or members in the Facebook Group. We aren’t affiliated with nor do we endorse those companies but, will give clear and honest – positive or negative on all.

You will find that myself and my team are the most software, internet, technology, internet marketing, savvy in the Martial Arts. That being said very little of your success is about the “right” software package and we focus on RESULTS – not the latest “bright shiny object.”



**Tim Calvin ► Stephen Oliver's  
Martial Arts Wealth Mastery -  
Members Only**

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5 mins ·

**I’m so happy to be a part of this organization. Last month we enrolled 22 new students and we have 26 more we’re working on enrolling in the next few weeks.**

**Thanks Master Stephen Oliver and crew. You guys are amazing.**

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