

Anatomy of a Successful Martial Arts School

Sometime all that is missing from the puzzle is that one piece.... Without it, the art is incomplete. Once we identify what is missing in our studios, the puzzle is complete.

Part 1: LEGS

Our legs get us where we are going. They propel us forward when we are motivated and inspired to move on. There are times, however, when we are not moving in the right direction or worse when we are just too tired and sitting around hoping that things just get better. Let's move forward. Here are 4 ways to use your L.E.G.S.

1. List Your Goals

This is as old as it is true, when you write out your goals, you are more likely to achieve them. So RIGHT NOW write down 3 goals.

SHORT TERM: 10 Day Goal: _____

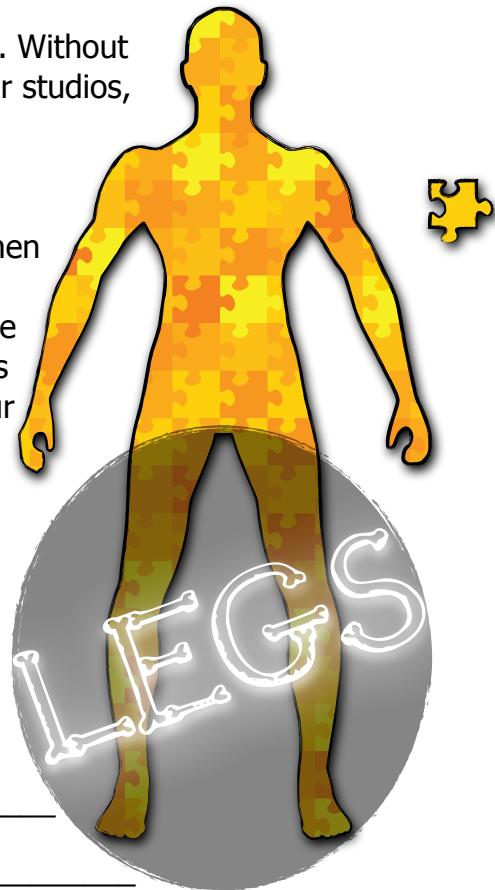
MID TERM: 3 Month Goal: _____

LONG TERM: 1 Year Goal: _____

Now you have the destination... Your legs can start moving now that they know where you are going. Make your plan and go for it. This isn't rocket science, it is hard work and determination.

2. Eliminate excuses

Excuses are like a big fat greasy cheeseburger, they make us feel better for a little while even though we know they aren't good for us. Eventually, we eat them for so long that we change into someone we told ourselves that we would never become. What are your top 3 excuses as to why you aren't where you want to be? Maybe yours is "the economy is so bad that no one in my area can afford lessons", maybe it's "I can't change my curriculum, it's hundreds or even thousands of years old", or "I don't have a big school because my curriculum is hard and not many people can handle it, after all, I don't want to become a McDojo". Most of our excuses are fear based. We are afraid of making our staff upset or what will our students think. Most of our fears will never actually happen, but they are powerful enough to paralyze us from making the leaps necessary to take our studios to the next level.



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3. Generate excitement

Here are 3 ways to generate excitement in your studio:

1. Hold a contest. Every 18-20 months we hold a "Battle of the Sexes" contest. This is a blast. For a full 10 week training cycle we are pumping this event. Basically, it's about growing our adult program. We start by putting up a large banner in the lobby (see image) with a scale. Whenever a male starts training, we put a little male stick figure on the Men's side of the scale and vice versa for the women. At the end of the cycle, which ever gender has the most TEST FOR YELLOW BELT, wins. The Studio then pays for an outing with all of that gender. For example, the last time that the men one, we took all of the men in the adult class and paid for a bowling night. It cost \$250 and we tested 15 Adults to Yellow Belt at that testing... Excitement!



2. Add music to your classes. NOW WAIT don't stop reading... Music is in every part of culture. We have specific mixes made for us, but there are all kinds of music that you can have on in the background. Music helps create positive memories. I know for our mixes, when they hear the song elsewhere, they think of our studio. More than that, it simply adds energy to the classroom.

3. Be Social... Drum up energy by posting on Facebook or any of the other platforms. When I post before classes a picture and say something like "Classes will be rockin' tonight" it not only gets my students and their parents wanting to come in, it also sets the bar in my head as to how much energy I am going to put into classes. It's the whole "if you build it they will come" idea. If I say that the classes are going to be awesome, I am more likely to make it happen!

4. Share your experience

When we share our successes, it fuels others to take their programs to the next level as well. When we share our failures, it makes other see that we are human too. Share when you have a buddy night and 45 kids signed up....Likewise network with others so that you can figure out why you have no buddies show up for your buddy day. Networking with other likeminded Martial Arts School Owners and letting your guard down is a sign of humility. Want to take your program to the next level? Try it!



We would love to help your school get to the next level.
Ultimate Leadership Martial Arts Association
www.ULMAONLINE.com 800-515-7950