



# TRAFFIC SERIES: PART 2: GREEN LIGHT

On your way to where you want to go, there are many twists and turns that can lead you in the wrong direction. This series helps you to navigate in a proactive way so you end up at the top!



So to complicate things from section one (STOP), this piece focuses on GOING!!! So many times we spend so much time going to seminars, conventions, or listening to webinars, but at the end of the day, we don't implement new ideas because, let's face it, we are afraid. I can tell you that doing the wrong thing CAN hurt your school, however, I can also tell you that doing nothing WILL slowly but surely kill your studio. So here are 3 areas that you should take that Green Light and GO!

1. GO Visit Another Studio
2. GO To The Hardware Store
3. GO To The Next Level...

## PART I: GO VISIT ANOTHER STUDIO

Our fear of change in the martial arts (or the opposite problem of constant change) is rooted on not knowing what works in a successful school and what does. You want to find a school that has 100-200 more students than your program does. Why? Because there are certain systems that help you to break 100 students, and then there are totally different concepts that help you to reach 300+, then 500+, etc. Now, if you want to be completely overwhelmed, go to a school that has 400-1000 more students than you do. Again, what you are looking for is:

1. What do I want to do better that they do well?
2. What do they have that helps them do those things?
3. What type of people are helping them to do those things?
4. What is the overall attitude of all involved?

Once you identify things, you will truly be comfortable enough to make the changes necessary in your own studio.

## ACTION POINTS:

1. Contact someone who you respect, either by phone or social media, and let them know what you are wanting to do better. Ask them about how they do it in their studio.
2. If both of you are comfortable with it, set up a 2-3 day visit (one day isn't enough to tie it all in). If you can't find someone who won't charge you for this contact me and I'll help you find someone if possible nearby.
3. Make sure to compensate them by having a sponge attitude and maybe even treating them to a meal or 2. By "Sponge attitude" what I mean is, remember that you are going there to learn from them. Don't become a know-it-all by telling them all about how you do things. Of course, if they ask, GO for it.

## PART 2: GO TO THE HARDWARE STORE:

The simplest thing that you can change is your facility. If you haven't done anything to upgrade your school in the past 45 days, GO. Why is this important? Well simple, as it relates to positive changes, you must practice positive change. A fresh coat of paint and some new art feels like a fresh start. This enables you to keep progressing one step forward at a time. Here are a few ideas for you to take your facility to the next level... Some take money and some take time, but the investment is so worth it.

### ACTION POINTS:

1. Painting Party: Get some fresh paint and invite your teens and adults to help you make the studio look nicer. Remember to consult a pro before picking your colors. You don't want a 1980's red, white and blue school nor do you want it to look like a daycare or a punk rock club.
2. Make the baseboards shine: This is easy, but in many schools that I have visited, the baseboards look nasty! All of the moping done to make the floor look nice, ends up splattering dirt and grime on the baseboards which rarely get wiped down.
3. Have matching hardware: It drives people crazy to see 3 different types of hangers on your pro shop, hooks in your changing room and pins on your upcoming events board. There is a certain professionalism in matching hardware. I know that when Roland Osborne recommended dark wooden hangers I had no idea how much nicer that they would make my pro-shop. You also want to check around your studio. What else doesn't match? And yes, all the way to matching colored pins on your upcoming events board.
4. Used Equipment Sale: Get rid of allllll of your old equipment and all of the junk that you don't use anymore and is just taking up space. Then use the money from that to purchase new equipment.

## PART 3: GO TO THE NEXT LEVEL...

Sorry, this section is going to be mainly in your court. What areas of your program are you just doing because that's the way that it's always been done? What areas do you keep saying, "I really need to do something about this." but you haven't? What is it about your studio that you know that you need to change before it's too late? Once you discover it, DON'T WAIT, GO. Make a plan or find a mentor you trust to help you with designing your success strategy! I hope this helps:

### ACTION POINTS:

1. Look at your curriculum and chose one area that you are going to change.
2. Look at your instructor team and chose one area that you are going to change/improve.
3. Look at your own personal training and chose one area that you are going to change/add.
4. Look at your testing procedures and chose one thing that you are going to change/improve.



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