



MALTA

Martial Arts Leadership Training Association



S.T.O.R.M

Special Team of Role Models

Advanced Level 2

Red Top



Advanced STORM Duties and Responsibilities

Classroom “busy” work

Mat Control

Leading parts of class

Responsible for Blue Top people Take

part in activities and festivals

“Demo Team”



4 Legs of the Martial Arts Business Table

- 1.
- 2.
- 3.
- 4.

Order of Importance

- 1.
- 2.
- 3.
- 4.



Marketing

Marketing Defined _____

What is our market? _____

Kids _____

Adult _____

External Marketing _____

_____ Internal Marketing

What does a person expect to see when they walk into a martial arts school?

When a person walks into our school for the first time, what do they see?

What do we want them to see?

Why? _____



Do they see a value? _____

First Impression _____

Classroom _____

Role Modeling _____



Test one

1. List the four legs of the Karate School Table in order of importance.
 1. _____
 2. _____
 3. _____
 4. _____

2. What is the one word definition of marketing?

3. What two kinds of marketing do we do?
 1. _____
 2. _____

4. Circle which one we have more of—Adults or Children

5. In your own words, list 3 things we would want someone to see when they walk into our school for the first time.
 1. _____
 2. _____
 3. _____

6. What does a new person expect to see? _____



Marketing

Because kids are the major market we promote:

Why is that a need? _____

This creates a void.

What is the most popular categories on the PA?

We still have to make it appealing for people that want just

Why do we market to Families?

1. Families come more _____
2. Families stay _____
3. Families refer other _____
4. Families promote the idea of future _____
5. Families are easy to _____

But for Families to enroll, we must make it _____

We do this by _____



MARKETING—TEST 2

1. Because kids are the major customer base, we promote _____
2. What are the two most popular columns on the Personal Analysis sheet?

3. Give 4 reasons why we market to Families.

4. Even though we market to families, we still need to make our classes appealing to people who just want what? _____
5. We make it convenient for families to enroll by two things. What are they?



PRICE

Why do we charge what we charge?

Answer: So we can _____ what we _____

What determines what we can charge? _____

What do we pay? Location _____
 Yourself
 Staff
 Taxes
 Utilities
 Marketing/Advertising
 Insurance/Legal
 Inventory
 Payroll

Full time or part time school? _____

Why do I want to be a full time school? _____

If we had lower prices would we have that many more students? _____

Gross Verses Net. _____

McDonalds was really about _____



PRICE—TEST ONE

1. Why do we charge what we charge?
So we can _____ what we _____.

2. List 4 things we pay:

3. Are we a full time or part time school? _____

4. What is the difference between a full time and a part time school.

5. When we talk about the word “gross” what do we mean? _____

6. What does “net” mean? _____

Bonus: What was McDonalds really about? _____



PRICE

We are a full time school. Why?

We are “professional”. What do I mean by that?

1. Not a club
2. Instructors are certified
3. Specific class times
4. Specific belt classes

We sell Programs. We will talk about that later in Sales.

Why do we want you committed for Programs (time)? _____

How do we commit you? _____

Cash flow means _____



Positive Cash Flow _____

Negative Cash Flow _____

We want to make enough money to have which Flow? _____



PRICE—TEST TWO

1. Why are we a full time school? _____

2. Give me two reasons people should view our school as “professional”.

3. We do not sell number of classes or certain month memberships. What do we sell?

4. Give me one reason we want you committed to a program. _____

5. In your own words define cash flow. _____

6. There are two kinds of cash flow we talked about. What are they?

1. _____

2. _____

7. We want to make enough money to have which cash flow?



8. Label the different programs in our school on the diagram above.

BONUS: Put a star where most people join the Black Belt Club.



SALES

What is the number ONE, most important piece of equipment we have in the school?

When a person calls to ask about classes do they generally know what to ask? _____

Generally the first question is _____?

Why do we not tell them right away how much classes are? _____

Do you tell them how much classes are? _____ Does it vary? _____

You need to take charge of the _____.

Here are some questions to ask:

Are you calling for yourself or for a _____? (Who)

Have they ever taken _____ before? (History)

Is there a particular reason you want them to take _____? (Desire)

We have a class time _____ or _____, which one suits best? (Choice)

Control the entire conversation.

The MOST IMPORTANT THING YOU WANT TO GET FROM A CONTACT IS?

For every 10 names and numbers we will sign up how many? _____

Don't talk a lot, you run the risk of talking yourself out of a _____.

When do we tell them how much classes are? _____

1. Redirect
2. When you come in we will go over that.
3. We tell them.

When they come in, how will we know why they want to take martial arts? _____

Can we fulfill that need?



SALES - TEST ONE

1. What is the number ONE, most important piece of equipment we have in the school?

2. When a person calls to ask about classes do they generally know what to ask? _____

3. Generally the first question is _____?

4. Why do we not tell them right away how much classes are? _____

5. You need to take charge of the _____.

6. Give me two examples of some questions to ask:

1. _____
2. _____

7. The Most important thing to get from a contact is?

8. For every 10 names and numbers we will sign up how many? _____

9. When they come in, how will we know why they want to take martial arts? _____



TEACHING

What is our Product? _____

We want our black belts to be _____ and _____

Two kinds of Curriculum

1. _____
2. _____

Which one are we? _____

On the way to black belt—1. _____
2. _____
3. _____

What does a student repeat for 9 months? _____

The secret of teaching is _____.

How do we disguise the repetition? _____.

What are the requirements for beginners getting belts? _____

Intermediate and Advanced students advance according to the instructors _____.

If a person needs to be held back what do we do? _____

Everybody, especially kids will _____ at different times.

If they are not moving up, they are moving _____.

Every day a student is one day closer to _____ or closer to _____.

What is a Black Belt? _____.

Bottom line—there are only two belts that matter _____.

When does it matter? _____.



TEACHING CLASS ONE

What is our Product? _____

Name one thing we want our Black Belt to be _____.

What are two kinds of curriculum karate schools use.

1. _____
2. _____

Which one are we? _____

What does a student repeat for 9 months? _____

The secret of teaching is _____.

How do we disguise the repetition? _____.

What are the requirements for beginners getting belts? _____

If a person needs to be held back what do we do? _____

Everybody, especially kids will _____ at different times.

If they are not moving up, they are moving _____.

Every day a student is one day closer to _____ or closer to _____.

What is a Black Belt? _____.

When does it matter? _____.



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TEACHING CLASS TWO

As a rule, the majority of parent problems will be from parents who do not

_____.

We want the parents to observe because

_____.

We line up according to height because_____.

Students are on squares and yell out colors to show and practice_____.

We want the smallest next to the parent because of_____.

Students can be divided into three groups: A -_____.

B -_____.

C -_____.

As a rule, which category has the most students?_____.

In teaching, which category has the most students?_____.

In a class, sometimes you have to structure it around_____.

Adults will not train if they fear two things:_____.

_____.

Kids and adults need to feel they_____. It is vital.

What belt level do we really start teaching? _____ Why?_____.

What separates our school from others as far as teaching goes?

A commitment to teaching_____ - _____.

A complete and structured and consistent written curriculum all the way to

_____.

All teaching is done by_____instructors holding a rank of

_____.



Teaching Test II - Key

As a rule, the majority of parent problems will be from parents who do not attend class.

We want the parents to observe because Know what is going on
Value
Help at home.

We line up according to height because sight/visual – family classes.

Students are on squares and yell out colors to show and practice structure.

We want the smallest next to the parent because of security/behavior - late parent - leave

Students can be divided into three groups: A – totally committed
B – do what they need to
C – really need to be pushed

As a rule, which category has the most students? C

In teaching, which category has the most students? B

In a class, sometimes you have to structure it around who's there

Adults will not train if they fear two things: injury
embarrassment/looking silly

Kids and adults need to feel they belong. It is vital!

What belt level do we really start teaching? Purple Why? Committed

What separates our school from others as far as teaching goes?

A commitment to teaching the whole student – mind, body, spirit/character

A complete and structured and consistent written curriculum all the way to

4th Degree Black Belt

All teaching is done by certified instructors holding a rank of
Black Belt.



1. List the four legs of the Karate School Table in order of importance.
 1. _____
 2. _____
 3. _____
 4. _____

2. Circle which one we have more of—Adults or Children

3. In your own words, list 3 things we would want someone to see when they walk into our school for the first time.
 1. _____
 2. _____
 3. _____

4. What does a new person expect to see? _____

5. Because kids are the major customer base, we promote _____

6. What are the two most popular columns on the Personal Analysis sheet?

7. Give 4 reasons why we market to Families.

8. List 4 things we pay:

9. Are we a full time or part time school? _____
10. What is the difference between a full time and a part time school.

11. Why are we a full time school? _____
12. We do not sell number of classes or certain month memberships. What do we sell?

13. In your own words define cash flow. _____

14. There are two kinds of cash flow we talked about. What are they?
1. _____
 2. _____
15. Label the different programs in our school on the diagram above.
16. What is the number ONE, most important piece of equipment we have in the school?

17. Generally the first question is _____?
18. Why do we not tell them right away how much classes are? _____
19. You need to take charge of the _____.
20. The Most important thing to get from a contact is?

21. What is our Product? _____
22. Circle which type of curriculum we teach Belt Driven or Rotating
23. What does a student repeat for 9 months? _____

24. The secret of teaching is _____
25. What are the requirements for beginners getting belts? _____
26. Everybody, especially kids will _____ at different times.
27. If they are not moving up, they are moving _____.
28. Every day a student is one day closer to _____ or closer to _____.
29. Bottom line—there are only two belts that matter _____.
30. When does it matter? _____.

Bonus: In the space below, please draw the membership diagram and show where the different programs are and when people generally join the Black Belt Program.