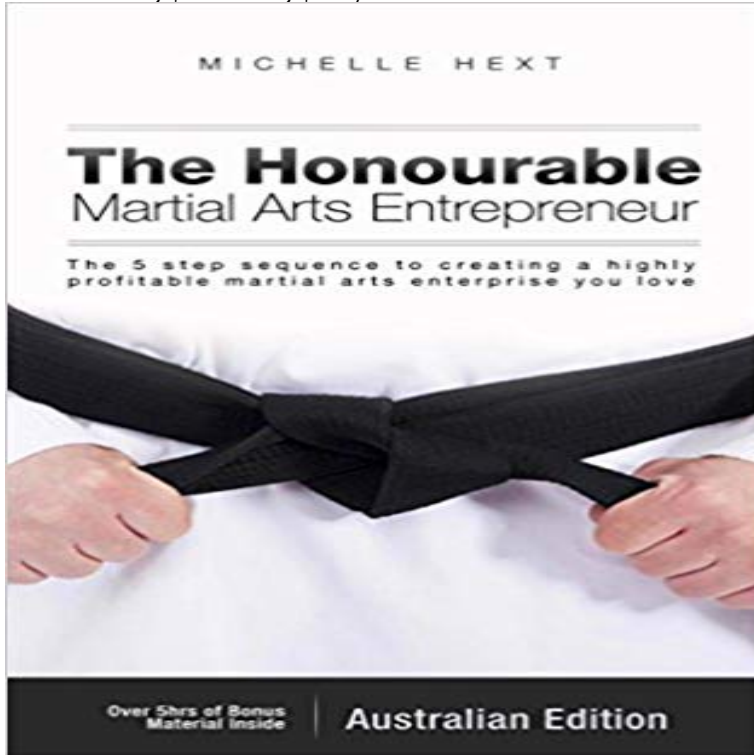


# The Honourable Martial Arts Entrepreneur: The 5 Step Sequence To Creating A Highly Profitable Martial Arts Enterprise You Love



In 2012 I created the concept of The Honourable Martial Arts Entrepreneur because for 2 years I had been looking for a program that would help me to grow and promote my Tae kwon do School and all I could find were the same outdated, overused and even worse, money grabbing business building methods that sadly we've become used to. Where martial arts schools are being encouraged to run like modern day gyms and with about the same reputation! I flew from Melbourne to the USA twice over two years to attend Martial Arts Industry Conferences and was bitterly disappointed at what was on offer, it seemed nothing had changed. I even organised a chat with the head of a leading Martial Arts Association in the USA and was told that my idea to create the first fully dedicated Womens Only Dojang was ridiculous and I was going to lose out on much of the market. This guy had NO IDEA! As far as I was concerned that was it! A line was drawn in the sand and I knew I had to develop the program I was looking for. The methods I had been using in my other online businesses were successful and I had a hunch these same methods would work for our industry as well. Instead of looking for help externally I began to knuckle down and create something incredible! I did some research and found that for the most part Martial Arts School Owners wanted to work less, earn more, build their personal brand and have time to pursue opportunities beyond the mat BUT they were fearful of selling out of becoming a McDojo and they were too burned out to take consistent action towards their goals. I also found that there are 5 common mistakes that school owners were making as they tried to build successful businesses: 1: They had become bogged down in the day to day running of their school, teaching too many classes to students who don't always appreciate their efforts and this left them exhausted and

frustrated. 2: They lack identity with many martial arts schools in a race to do the same things differently, for example offering a little ninjas program or womens only class and struggling to find a way to promote it differently the Martial Arts School up the road. 3: They are advertising to a non-specific market and becoming lost amongst the competition. 4: They dont do Social Media well, theyre ineffective and often think it is a waste of time. 5: They lack big picture Vision and feel trapped in their business wondering is this all there is? and not really seeing how to build their business other than gaining more students which means more work and often more time on the mat OR calling on substandard assistant instructors to take some of the load. As we know this can create a fresh world of hell as students drop off or as assistant instructors are shown to be unreliable or great students but NOT great instructors. When you are burned out from teaching too many classes its hard to find the time and more importantly the energy to work on creating a truly successful Martial Arts Enterprise.

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