

GO2 KARATE

BUSINESS

MARTIAL ARTS RESOURCES

Written by
industry experts.

Go2 Karate Recognition Lifetime Achievement Award

GRAND MASTER
TODD DROEGE



A DAY IN THE LIFE OF A MASTER

Professor Travis Tooke

AMANDA OLSON-ILLESCAS 9TH DEGREE

NEWEST FEMALE
9TH DEGREE
BLACK BELT-MASTER
INSTRUCTOR

A BIG THANK YOU To All Of The Following Go2 Karate Business Magazine Contributors.

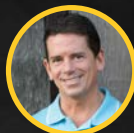
We hope everyone loves their amazing content geared toward positively impacting the lives of Martial Arts School Owners.



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Go2 Karate Business Magazine | [Knowing Your Limits](#)



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Go2 Karate Business Magazine | [Managing Stress & Anxiety](#)



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Go2 Karate Business Magazine | [Forming A Strategy](#)



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Go2 Karate Business Magazine | [Nutritional Notes](#)



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Go2 Karate Business Magazine | [How To Build Your School](#)



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Go2 Karate Business Magazine | [Success Tips](#)



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Go2 Karate Business Magazine | [Financial Corner](#)



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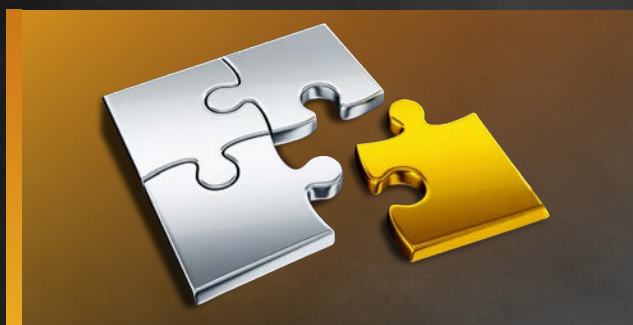
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Go2 Karate Business Magazine | [Legal Resources](#)

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GREETINGS!

Welcome to the inaugural issue of Go2 Karate Business magazine. We are very excited to present this new quarterly publication to you. We hope it provides you with compelling content, thought-provoking topics, and inspiration for your company's continuing innovation.

Our goal with Go2 Karate Business magazine is to illicit excitement every quarter when you receive your next issue. And, as the magazine continues to grow and evolve, we ask that you provide us with feedback so that we can meet and exceed your expectations.

I want to take a moment to thank our staff and contributors for their contributions and hard work to the launch of this magazine. As you open your inaugural issue of Go2 Karate Business Magazine, we sincerely hope you are inspired. Happy reading!

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Copyright® March 01, 2023, Published By: **Rev Publishing | Rev Marketing 2U, Inc.**

Rev Publish Editor | Denise Morin

GO2 KARATE

Go2 Karate Business Magazine Volume 1 Issue 1



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Amanda Olson-Illescas Interview

By Go2 Karate

We are honored to have **Amanda Olson-Illescas** as our cover story for our Go2 Karate Business Magazine. Interviewed by Chief Master Greg Moody of Go2 Karate. As a Master Instructor and Author “Ask Master Mom”, she has a great deal of success to offer everyone from the Martial Arts community to the martial arts school owners world-wide. Our Go2 Karate Team truly hopes you enjoy her story of balance, success, and journey as school owner.

Transcript Edit

Go2Karate

Good afternoon, everyone. This is Greg Moody with Go2Karate Magazine. Today we have a special guest from one of the top martial arts schools in the country. Grand Master Amanda Olson, welcome, and thank you for being here with us today.

Amanda

Thank you, Greg, always great to be here with Go2 Karate.

Go2Karate

So, we've known each other for decades and I've always been impressed with your knowledge and background and the experiences you've had. Tell us a little bit about that. You were actually instructed by two Grand Master's were you not?

Amanda

Down in Panama City, Florida. I was under the instruction of Grand Master Soon Ho Lee and M.K. Lee. I wasn't the only martial artist in the family, and I can remember sitting in a chair in the studio watching my older brother train and thinking to myself “Gee, that looks fun I want to do it too!” So, I asked my parents, and they signed me up. Master M.K. Lee was 19 at the time, I got to watch him compete and eventually Master Ho Lee trained me as an instructor right behind him. I was 12 at the time.

Go2Karate

Wow. That's just amazing Amanda, were there many girls or women in martial arts at the time?



Amanda

No, there weren't. Of course, I was a tomboy, so I never really thought much about it coming up. Others like Tammy Harvey Lamberson, she was an inspiration to me, she performed a lot with Master M.K. Lee. I mean it's amazing to me personally to see young girls go "hey I can do that too" but at the time, for me at least it didn't seem like much of a barrier. I was just so focused on my passion that it didn't matter.

Go2Karate

But your whole family was also actually training, weren't they? Your brother and father?

Amanda

My mother too actually. She's a second-Degree black belt. She trained with us and instructed us also.

Go2Karate

So, you guys basically just opened a family business, a family school back then huh?

Amanda

We went through instructor training with the Lee family in Panama. We'd moved to Fort Walton Beach, so they were only an hour from us, so it was easy to travel back and forth.

Go2Karate

Does your family still teach?

Amanda

They do. My brother runs the school my father originally opened in Fort Walton Beach. My father just turned 77, he still teaches a couple of days a week. I don't think he'll ever retire.

Go2Karate

That is such an accomplishment for a family. And now you're a 9th Degree black belt and a Grand Master.

Amanda

I think what happened was that I never thought to myself that there was going to be an endgame. When I make 4th Degree, or 7th or whatever I'll stop. That was never a thought process for any of us. We would just get so amped up about making whatever degree it was and then we'd go, let's amp it up some more and see where that takes us! Then time goes by, you're just doing what you love to do and all of a sudden, you're looking at yourself and going, gosh, I'm 7th degree now, how did that happen?

Then, you know, my father was always ahead of us in things and so we were always graduating at different times. But we sat down together and decided that as a family we all wanted to attain our final degree, 9th, together. And so, my father waited for us. And we did that this past November. And we made it into a family accomplishment and a celebration. We decided to branch out and learn new things to complement our existing base of training which of course was always Tae Kwon Do. I got into some Tai Chi, my brother went into Brazilian Jiu Jitsu, and we just found a new joy in cultivating ourselves and customizing our skill sets.

Go2Karate

So, what do you feel is one of the more important things you want to share with students?

Amanda

I like to ask students to think about, what if they didn't have martial arts in their life? What would it look like for them? For me, I wasn't actually all that athletic and I was very shy. And the martial arts undoubtedly gave me a greater level of confidence than I would have otherwise. And certainly, a healthier lifestyle and outlook than I would have. It led to friendships all over the country that I wouldn't have had. In essence it gave me a community. I want them to see how it completely changed my life and I want that for them, for them to see that they now have access to the same community and benefits that I did.

Go2Karate

And so important too I think that you let those beginners know that those benefits and that community is something that's going to stay with them. It's not going away at some point. That it's just going to keep growing no matter how advanced they get or how far they go with their training. Now, is that something you feel also is important for school owners?

Amanda

So, for almost 45 years I've been doing martial arts, and especially the last couple of years I felt that pull, or trend toward more and more administration and less training. And of course, there's just the fact that I'm not getting any younger, there's just things I can't do as well as when I was 25. So, there's a natural progression toward slowing down. But then I also reminded myself that as hard as I had been training, it was because it was a love, and that's something I didn't want to give up on. So, I sort of recommitted myself to training as hard as I could and maybe find help on the administrative end so I could do that, rather than the other way around, and leaning on assistant instructors and so on if you will. And I'm definitely still feeling like, wow, I still enjoy those benefits I had from day one.

Go2Karate

Yes, I think that was something we had talked about before, was that if a school owner doesn't continue to train, it can sometimes detract even from their ability to run the business. Because eventually the business of running the business becomes a drudgery and they can sometimes lose their fire, their passion for what brought them into that business in the first place, which was training in the martial arts and being a good instructor. So, you've got to find that appropriate balance, appropriate insofar as your particular needs as a school owner, a business owner and instructor.

Amanda

Yes, absolutely. One of the first lessons you learn in martial arts, it's all about balance.

Go2Karate

So, tell us how you got started in Tennessee?

Amanda

This is our 26th year in business in Tennessee. I had \$1,500.00 when I started and actually bartered to have a sign put out front. "I'll teach you lessons if you'll make this sign for me" That was it. At first it started with one or two students. Then a full family of five signed up and doubled the enrollment.

Go2Karate

Yes, I think that some people get the impression that when you get a degree, your 4th or 5th black belt or what have you, that you just have this knowledge, you open your school and that's how it works.

Amanda

That's a problem for some people, where they think they can just open the doors and it'll happen. You have to be willing to put yourself out there for the work, and sweat, and make it happen. And you have to continue to surround yourself with people who understand that and can help you grow. Find people who can bring skill sets that you don't have to your business.

Go2Karate

That's something that we're trying to do at Go2Karate is provide a place, a resource for knowledge and community so that martial artists can do exactly that. So, what are some of the numbers you're looking at now with your business. How many students do you currently have?

Amanda

Right now, we have about 445 students, and they keep us busy. We had a great start this year with over 25 new enrollments to date. So, we're very excited to be moving forward.

Go2Karate

You weathered the pandemic pretty well too, didn't you? What type of strategies did you use to help you accomplish that?

Amanda

We did. We pivoted very quickly, and I think that's one of the things that staying on top of your staff, and being the leader, everybody worked very hard, but there was myself as the point person to say, "Okay, we've got to do this, this, and this," and also helping them believe in themselves that they could do it. Like, "Guys, you can enroll people on Zoom. You can do it." And they ended up having 30 enrollments in one month just on Zoom, all virtual. And so, I was really proud of my team.

Go2Karate

And in order to keep doing that you have to be a good leader and know the difference between that and being a good trainer. Which naturally, to many extents you're acting in both roles. But as you grow in your business you have to learn which roles are more needed at what points, and so on.



Amanda

Right, and so I also began looking at myself as, “What role do I need to play?” Or “What is my role here at the school?”

Go2Karate

That’s where the cultural model of the school comes in, and the importance of that. Because you built the culture right so that they understand what the roles and jobs are, and it doesn’t mean that you have to do or model ... You shouldn’t have to model attendance or other stuff.

Amanda

I think that going back to being a kid, and watching my instructor perform, I mean, that was inspiring, and of course I want to be that, right? If I am here from 10:00 to 10:00, six days a week, who wants to do that? Nobody’s inspired by that. They’re like, “Oh, while she’s doing that, I’m coming in from 9:00 to 5:00.”

Go2Karate

Sure.

Amanda

So, what would inspire them is me coming in from 4:00 to 6:00 and getting my job done. So sometimes we look at it backwards. We’re thinking, “Well, everybody wants to work hard like me.” Well, not really. I mean, there’s days when you got to do that, but I think most days, when I come into the academy, things are rolling, things are happening, everybody’s already been here, everything’s going. I go and do what I’m going to do, and then say, “Goodnight, everybody. Have a great evening.”

Go2Karate

And that experience of helping others be better for themselves extends even outside the school, but even to social media and stuff as well because you’ve been on the TV quite a bit in the local area, right?

Amanda

A weekly show. It’s been on for a couple of years, and has the YouTube channel, and of course it’s on Facebook, and then on our website you can see some of the videos. But it’s how martial arts can help you be a better parent, or a better leader, or a better kid. So, “Master Mom says,” or parents ask me questions, and they do. They ask all martial arts instructors, “How do I help my kid here?” Or even adults ask questions, and Master Mom answers those questions in a format, in a way that’s not just me talking to somebody in the lobby, but I can present in a way that with the books, and the TV station, and articles, and emails, and seminars, public speaking events, I can get that heart out to the community.

Go2Karate

Well, and you've mentioned your books, and here's a couple of your books. This is Create a Happy and Harmonious Home, and this is an amazing book that you've written. This is an amazing book. Everyone at Rev Publishing, which is part of our Go2 Karate marketing is proud of you becoming an author and influencer.

Amanda

Yes, absolutely. You guys at Go2 Karate, Rev Publishing and Rev Marketing, made that possible for me to get out efficiently, quickly, and with the highest quality.

Go2Karate

And this is a great book. And anybody that's a parent also, besides the school owners, should get this book. And then the other one's a Parenting Survival Guide. 15 topics, 60 practical tips to help you. These are both really, really good books. But these are good examples of how you've done an amazing job of getting out in the community. You talked about getting out in the community, but besides the TV show. And this is a lot of ... It's worked to get this, to do a book, but it's definitely a project that would you recommend everybody tackle?

Amanda

Absolutely. I think one of the things is, the reason people don't, and probably the reason for me too, is, well, how do I do it? What should I do? How do I get it out there? And that's where Go2 Karate and Rev Marketing helped me, because I could just write the content and put it out there, and then you guys put it in the book, and got it on Amazon, and so it's available on Kindle, and people can order it on Amazon.

And that's something that one of those pieces where, "I don't know how to do it, so let me find somebody who does, and can help me do that." And it gets done.

Go2Karate

And what people don't understand is, even 1% of the 0.1% of the population has a PhD. Like one in a thousand. But 0.02% have written a book, so it's even more rare.

Amanda

Wow, I didn't realize that.

Go2Karate

Yeah. It's 50 times rarer than having a PhD. So, you have even more authority and status if you're an author. If you say somebody's an author, it's a bigger deal. So that's why I would encourage you to even do more of that, to do more of promotion of, "Here's author Amanda



Olson, author Grandmaster Amanda Olson, author of these two books,” because people respect that. And that’s one reason, you’re already on TV, but you could do that on the radio, and in other places. So, we want to definitely work on taking advantage of that more. But it’s a high-status thing that helps make you an influencer. And you’re already an influencer in your community. You own your community, and this is one of the reasons, is because people know of you as an author and an influencer as well.

Amanda

I love it. That’s so interesting. And it’s just kind of like training. You just start, and you keep going, and things evolve, and you get better, and you reach a higher rank. Well, with your business and what you’re doing, it’s the same kind of thing. It’s like, “Okay, I did that. What’s next? How can I take this and do a better job of it?” So back, trying to think how many years ago, probably about 30 years ago or so, I started really focusing on young people, and helping them be more confident, and take what they learned in martial arts and take it out to the world. The confidence, the self-control, the integrity. And so that developed into a leadership type program that I was teaching in my classes. So, for over 30 years, I’ve been developing this, and studying it, and what works, and what doesn’t, and that’s a big part of the value of the academy here, is that that gets taught in every class.

Go2Karate

So where can people go to learn more about your academy, and you, and all the stuff you’re doing right now?

Amanda

They can go to the Olson’s Martial Arts website, olsonsmma.com, and there’s a little bit of information there. Of course, they’re welcome to contact me in either way, either through email, you can go through the website and contact me. I am on social media too, and you can find some information there, Facebook, but there will be some things coming out, rolling out in different venues in the near future, and they can get information on the program there.

Go2Karate

Yeah. They can also go to askmastermom.com, and they could go to the about us section, and just get some information, or fill out the form to contact you there as well, right?

Amanda

Yeah. If they go to either one of those websites, olsonsmma.com, or askmastermom.com, and just fill out the contact and ask your question, and like I said, I’m pretty hands-on day-to-day, to see what’s coming down the pipe, and I’ll get that, and I’ll get you information. Absolutely.

Go2Karate

So, great. Let’s wrap up. Grand Master Amanda Olson, again, I have the greatest respect for everything you’ve done. You’ve been a leader in the industry, and it’s been fantastic to get to know you for so many years and get to spend the time on this interview. Thank you so much for taking the time with me today.

Amanda

Absolutely. Thanks for having me, and I appreciate all that your company has also helped in making me more successful.

Go2Karate

Oh, well thank you so much. We really do appreciate it. We love helping you. We love helping martial artists and martial artists grow, but it is wonderful seeing you guys do so well.

Amanda

Right.

Go2Karate

So again, thanks for everybody joining us at the Go2Karate Business Magazine interview. Again, thank you so much, ma'am.

Amanda

Thank you.

Go2Karate

Bye, everybody.



Amanda Olson-Illescas is a founding member of the American Martial Arts Institute and works daily in her Academy, Olson's Martial Arts, with her two children and 1,000's of students.

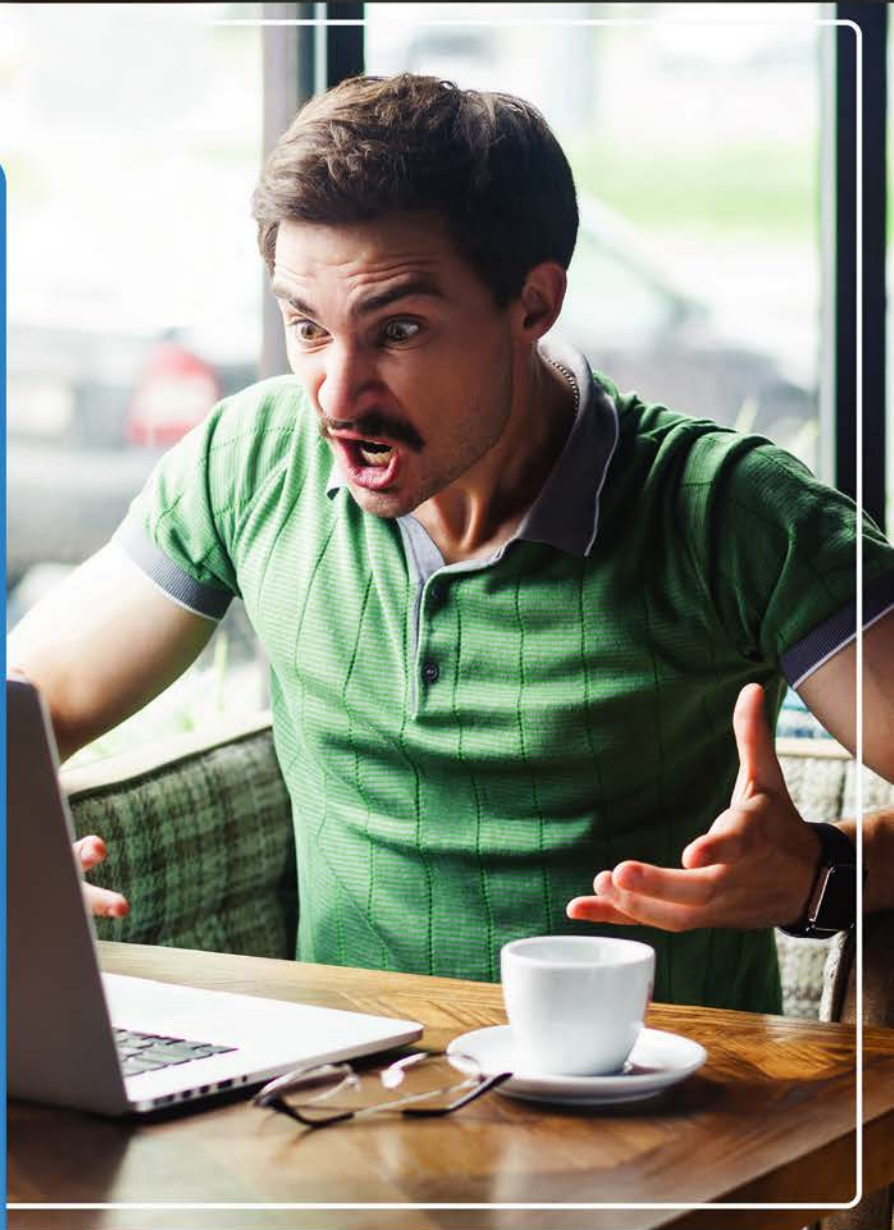
Her 30 plus years of teaching and working with families gives her a very unique perspective and approach to helping children and teens navigate into adulthood as successful, fulfilled and happy citizens who are now starting families of their own.



Is your website struggling to attract visitors or generate leads? Let us help you! We're offering a **FREE Website Assessment** to help you identify areas of improvement and create a plan to optimize your website for success.

Our team of experts will evaluate your website's design, functionality, and content to provide you with a comprehensive report on how you can improve your online presence. Plus, we'll give you a discount of **20% OFF** our Web Design and Development Services!

Visit our website at **Go2Karate.com/schedule** to schedule your assessment right now!



Don't let your website hold you back from reaching your business goals. Get started today to take advantage of this amazing **20% OFF** offer and get your **FREE Website Assessment.**

We Care About Our Clientele At



At Go2 Karate we are proud to be serving thousands of Martial Arts Schools with a wide array of services. We are extremely excited about the impact we are making in the Martial Arts Industry from our Go2 Karate Directory, Martial Arts Website Marketing Platforms, Online Marketing, Local Advertising, and our Author Publishing Team.

Making a difference in the world for those making a difference within their communities through Martial Arts training.

**We Do Not Want You To Look Like A Ninja And Blend In.
We HELP You Stand-Up And Stand-Out At Go2 Karate.**



Just A Snippet Of What Others Are Saying About The Go2 Karate Services



We have been a website client of Go2 Karate for quite some time and it has been a raving success! Go2 Karate has helped us immensely with our lead generation, making it easier to identify potential customers. We are extremely satisfied with their services and would highly recommend Go2 Karate to any martial arts business looking for an effective website marketing platform solution.

Go2 Karate has been a game-changer for our business. Their team is very professional, reliable, and always puts their clients first - they have helped us grow as a business more than we could ever imagine!

Grand Master Ozuna
President and Founder MAS



Go2 Karate is an incredible digital marketing agency dedicated to providing high-quality website creation and lead generation services for the martial arts industry. They have helped Team Tooke with our online presence so much that it's hard to imagine what our business would be like without Go2 Karate!

They offer a wide range of services from website design, SEO optimization, and content creation to social media management and ad campaigns. Go2 Karate was hands down the best choice when selecting a digital marketing agency. Not only did they provide excellent customer service, but they also provided us with valuable insights throughout the entire process.

The team at Go2 Karate worked tirelessly to ensure every detail was perfect in our websites marketing platform. Their attention to detail is unparalleled; everything looks amazing! Go2 Karate even educated us on the importance of search engine optimization (SEO) and how we can use specific keywords and phrases throughout our website to improve organic reach.

Not only did Go2 Karate help us create an exceptional website, but they have also been instrumental in generating leads and sales for our company. Through their comprehensive ad campaigns, Go2 Karate was able to increase our sales significantly within just a few short months! We are extremely impressed with their knowledge of effective online advertising techniques and their ability to generate leads from multiple sources including Facebook Ads and Google Ads.

Go2 Karate has become an indispensable partner for our business; we couldn't be more grateful for their services! They are professional, responsive, reliable and most importantly, effective. If you're looking for a digital agency that can provide quality web design services as well as top-notch lead generation campaigns, Go2Karate should be your first choice!

Travis Tooke
4th Degree | Professor

Author of Jiu-Jitsu and Life: Lessons
Learned on and off the Mat

And COMING SOON
The Warrior Crucible



I went from overwhelmed to being able to organize my thought process so that I was able to take action on writing my book.

Sue Helsdon

4th Degree

Author of Inspired By A Blackbelt



"The Author workshop helped him me get my book ideas off the ground and make them real! It's going to make my business grow!"

Marty Callahan

8th Degree



Go2 Karate is an incredibly effective martial arts website and marketing agency that works with businesses of all sizes. They have been an invaluable asset to our business, helping us reach new levels of success in terms of our online presence.

From the moment Go2 Karate started working with us, they took a comprehensive approach to understanding our business and our needs online.

I have been working with Go2 Karate for years and have seen tremendous results in terms of lead generation and sales. Go2 Karate's website and marketing expertise has helped us build an online presence that is driving conversions, engaging customers, and improving our bottom line.

Their team takes a comprehensive approach to understanding our business goals, analyzing data points to identify key areas of improvement. They set up campaigns tailored to our target audience, resulting in a higher ROI compared to other agencies we've worked with in the past.

Go2 Karate is reliable, responsive, and driven by results - they consistently provide onsite performance updates. I cannot recommend Go2 Karate enough if you are looking for someone who understands how the digital world of marketing works while delivering great returns on investment!

Amanda Olson

9th Degree | Grand Master

Ask Master Mom



The author workshop was fun and made the process easy!

Dr. Emily Hurley Baumann

Hurley Chiropractic Wellness Center

Formulate A Solid Business Plan & Tell Your Story.

By Tracy Lee Thomas | Founder Go2 Karate

Any business is founded on a cornerstone of willpower, desire, and passion. But for the growth and well-being of the corporation, it is essential to have a well-thought-out and strategic business plan. A well-formulated business plan helps the business and its handlers to maintain focus and vision for the future. It makes sure that the business stays at par with the rest of the market even if it does not set a higher standard for its competitors.

Purpose and direction

While setting up and formulating a business plan might sound arduous and painstaking, it is an essential aspect of proper and correct management. Different companies will require different types of business planning. They need to focus on a target audience, start-up capital, running capital, salaries, cost of raw materials, pricing of final products, and marketing, apart from a number of other crucial aspects. If the company is a small one and you have designs for it to grow into a significant market player, a well-formulated business plan will help you. Through the business plan, you can share your vision with individuals that may be interested in investing in your belief, desire, and passion. They will not do so if they do not see your company as having a good business plan and strong foundations.

Vision

The vision of your company is essentially that of your own and should be well-thought-out in order to get the attention of interested investors, competition in the market, and your target audience. Some aspects of formulating a solid business plan include doing a lot of market research and finding out – Who your potential customers are? What is the primary goal of your company? How will you run your business on a short-term as well as long-term scale?

Setting goals is very effective. Try to envision where you want your company to be within the next five years and work toward that vision.

Manage the cash flow

A good business plan will help you manage your cash flow more effectively. This is primarily because of the fact that if you have a solid business plan, you have worked out your financial strategy well. Start-up expenses and operating costs are all calculated and factored into the future profitability you believe your company will bring in. Additionally, a good solid business plan will also help you ensure that your company is well equipped and prepared to face the stormy weather that is to be expected from time to time with a new company.

Add a value to your business

A good business plan is essential to adding value to your business because it helps you brainstorm on some of the most important aspects of running a successful business – finding your “X-Factor.” Your X-Factor will be one or more qualities of your business model that supersede the competition. Whether it is the quality of your actual product, after-sales service, or even customer care, and how you make each consumer feel special, these are all factors that will contribute significantly to the overall appeal of your organization.

Planning is essential, irrespective of the type or location of your business is essential to help you manage the entire corporation better. It also helps you see the potential that your business has. The factors that could influence this include supply and demand as well as the size of the competitors that you are going to take on in the consumer market. A key factor in success is that data indicates that 80% of small business owners DO NOT have a one-year business plan, let alone a five-year business plan.

Next, I wanted to take the time to discuss telling them your story. **Your Martial Arts story as a practitioner and a business owner.**

This is the end of the line, and if there is anything we have tried to put forward above and beyond anything else, it is care for your customer or client. It is engagement on a personal level, even if that is only through social media or via your online marketing platform (website). You will still need to convey the message and never waver from it as a brand that the customer’s needs or pain points are, first and foremost, your own. You want to see them completely satisfied with their experience with your company. You will do this by offering them the value ladder and their ability to move and up down it as is most convenient to them.

Your martial arts school wants to incentivize them to engage with you and create and build a relationship and rapport with them so that you keep them year after year as loyal customers. (Customer lifetime value).

And at the very root and heart of that engagement is one simple salient human trait.

Honesty.

And the most direct and powerful way in which you can engage them and incentivize them to walk through those doors and do business with you is by being honest about yourselves and telling them your story. And that is what you will do with your business and your customer base.



Tell them your story, and tell it BIG!

And make that story easily accessible to them, whether it's through a plaque on the wall in your store or whether it's on your website. Sensibly you should do both.

But tell the customer your story. Tell them about your dream of having the business that you do. And tell them why you had that dream. You saw that they had a particular need that they couldn't find elsewhere. So, you wanted to give it to them.

You had a dream of a shoe shop that was unlike any others elsewhere. You wanted to give them more than just a pair of shoes. You wanted to give them a pleasant and relaxed atmosphere and experience that went with that. Of course, you want to make money and be successful! But who doesn't? And why does that inherently have to mean you're greedy or up to no good or, in some ways, are less than a decent businessperson? It simply doesn't!

For many martial arts school owners, they feel as if they are a salesperson, or is that they really are 80% of them that don't have a business plan? **A good plan equates to understanding who you are and where you are going and creates a paradigm shift in the thought process.**

Good business is what makes the world go round, and you're participating in something bigger than yourself as a school owner. You want to share this with others; you want everyone to share in this dream of yours of having the best training facility anyone had ever imagined. It's exciting, and it's energizing, and that's a dynamic you wanted to bring to the industry.

It's a great thing to be a part of. Consider, for instance, the trend of one particular banking firm is taking. They are doing something, so people think it is pretty weird or radical, but it also weirdly makes sense. They understood that banking and finances and things could be pretty stressful for folks. So, they changed the entire atmosphere of their banking outlets and combined them with coffee shops. So, a customer can have a relaxing cup of coffee with a representative while they do their business. It's a brilliant and simplistic move, and it's groundbreaking in its simplicity. But no one until now had ever really thought about doing it, even though it seems to make a lot of sense when you think about it. That's the power of stepping forward and trying something new. That's the power of bringing value to a customer experience. Now that's what you did when you stepped forward to create your business; you wanted to bring value to another person's experience in dealing with you and doing business for whatever service or product you provide.

That's the power of telling your story and sharing it with customers and clients, and people you hope to become that. This is the power of our lessons because already you are exemplifying a lot of the lessons taught.

Right here, right now, you are already creating a value ladder by expressing to the customer that you recognized their need, personalized them, and provided value to their experience.

Boom. Right there, you are already engaging and incentivizing them and building rapport.

And as a result, you are already personalizing your business and giving it the identity and traits you want to see reflected in their perception. You are already branding your business and executing one of the most effective marketing strategies out there. You are transferring the human characteristics of positivity you possess to your business, and that is going to reflect itself in every engagement you have with customers and clients. You are creating an atmosphere that can change the world and makes them feel good about their decision in having decided to bring their business to you. You are acknowledging that and building on that to make the future experience even better.

So, consider this in conclusion, consider the simple power of the intangible asset you are bringing to your business with this statement about telling your story and that of your brand identity. Remember, an intangible asset is something of value that you possess, though you can't physically hold it. But it is as valuable, if not more so, than any amount of money or other physical assets you could hold.

You are engaging with your customer; with that ideal customer, you drew out in your dream customer profile from your business plan. You are speaking to them on a personal level and treating them like a person, first and foremost, and a valued customer, secondly. You are explaining to them that you saw a need and you wanted to provide for that need. You are setting up your value ladder. Then you are giving them movement on that value ladder because you are showing them what you mean and intend to offer because you're telling them about the business you created. Then you are offering them the opportunity to engage you in business, and business that is valued by you.

You are thanking them for even being there and patronizing your establishment, and you are wishing them well and hoping to see them again. You are creating and building rapport and trust.

And all of that together incentivizes them to give you their purchasing power. And in return, you give them a pleasant and satisfactory experience that encourages them to return again for any further needs they might have.

And you succeeded in doing all of that before the very first sale.

That's the power of simply being honest and telling them your story.

That is stacking the success. And you just did it.



Tracy is a multi-business owner, business coach, serial entrepreneur, and an 8th Dan. He founded Go2 Karate that has helped thousands of entrepreneurs and businesses tell their story online in the marketplace to enhance the marketing and grow their business model.

Your Brand's Identity

By Rev Marketing

Name branding is an old concept that has existed since ancient times – with the first recorded use by ancient Egyptians and Romans, who burned a distinct symbol in the skin of their cattle to differentiate the cattle of one person from that of the other.

The reasons are numerous. The primary one being the emotional implications of a brand name and branding in general. Brand names and the image associated with a brand evoke an emotional reaction from your prospects and customers. They pull at the heartstrings of your prospects and help your business develop a social, anthropological, and psychological relationship with consumers. They expand consumer experience beyond satisfactory product consumption towards more meaningful experiences.

Consider the name brand and image of The Coca-Cola Company. This Atlanta-based soft drink company is now the owner of a brand recognized throughout the world. The over 125-year-old brand is celebrated even today because the brand name *Coca-Cola* is associated with so much more than a soft drink.

Over the years, the brand name has become so strong that it found usage as a political and corporate symbol. The pun coca-colonization and the company's new product, the White Coke, during World War II are just some examples that show how your brand name makes your business larger than the products and services you sell.

Let's consider another example. In 1988, the Altria Group Inc., then known as Philip Morris Companies Inc., purchased Kraft Foods for six times Kraft's actual worth on paper. And what a good deal that was! Because what Philip Morris really purchased was Kraft's brand name.

Why your business should pay attention to name branding and image.



Consumers don't just buy your product. They buy your brand. And that is why it is vital that your business prioritizes name branding and image building. Other benefits include the following -

You develop a relationship with your consumers based on the brand experience.

A consumer “brand experience” with your name brand is your business’s action as perceived by the consumer. The brand Coca-Cola may be associated with happiness, celebrations, a special family tradition, friendships, and so on in the mind of a consumer who will feel linked to the company on an emotional or anthropological level.

You market more than one product in a single effort.

Effective branding is extremely revenue-generating. It increases the sales of not just one product but also several other products your brand offers.

Key elements of branding your business must incorporate.

Name

Your brand name is the word or group of words (tagline) your business, its products, services, or concepts are recognized by.

Logo & Mark

The visual symbol that your business and things associated with it are recognized by. You show anyone the golden arches logo, and they know it’s McDonald’s’.

Graphics

Visual artwork like The Coca-Cola Company’s dynamic ribbon sets you apart in the minds of consumers and aids brand recognition and recall.

Colors

Colors make your brand more recognizable. Further, colors give an impression of what your brand stands for and attracts consumers accordingly. Apple is white to show sophistication and a love for simplicity in designs. Visa is blue to show trust, McDonalds’ arches are golden yellow – all chosen strategically to differentiate from other related brands and also evoke desired “emotional response.”

Catchphrase

“I’m lovin’ it!”, “Just do it” and *Finger-lickin’ good*” - you already know the brands we’re talking about, don’t you? Catchphrases are small jingles that can be incorporated in your logo, ads, images, and marketing strategies.

Branding vs. Marketing – why your efforts need to be different for each.

It is vital to understand that branding is not the same as marketing. While marketing is more tactical, branding is essentially strategic. Your branding efforts should be bigger than your marketing efforts.

For example, Apple Inc.'s marketing strategies may successfully get you to buy an iPad. Still, the company's brand will determine if you'll only buy iPads for the rest of your life or try other tablets out there in the market.

Branding and marketing must be tackled with different approaches. Once you've created a great brand name and image, you can use it later as a vehicle for brand extension. The Mars brand went to ice creams, Puma brand is now used for personal hygiene, too, and the Caterpillar brand is equally popular in shoes and watches.

Your umbrella brand is, thus, more than the logo, more than the product, and more than its uses – it is a set of fostered sentiments, brand-experience memories, and emotional responses that consumers associate with your business.

Think of it in this oversimplified way – during marketing; you say, *“buy our products because it is better/this celebrity uses it/has more functions,” and so on. During branding, you say, “this is what the company is, what the company does, what it believes in...and if you think you agree with us, support us, buy us, tell your friends.”*

With the help of a professional, you must create a set of name, logo, graphics, catchphrases, and overall branding strategy that is aligned with the brand image you want to create in the minds of your consumers. Often, people hire a graphic designer with no background on brand identity, which will slow the growth factors.

Further, professionals will help you bridge the gap between brand identity and brand image. While the former is how you want your business to be perceived by consumers, the latter is the mental picture your consumers actually have about your business, which is more important in building brand trust.



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Who Is Our Competition? And, Who Are The Big Winners?

By Stephen Oliver

I've addressed how shortsighted it is to focus on other schools that provide similar services as your competition. To help further your understanding, let me share with you several real-world observations.

Price is irrelevant in comparison to what other schools charge. Starting in 1983, I moved into Denver and grew from zero to 1,500 clients in a little more than 18 months while charging between 50% and 100% more than the average of other schools.



How was I able to do that? There are many factors, but some of them are:

1. Predominantly 'marketing in a vacuum,' i.e., creating the market for your services and drawing them to me, rather than actively competing for individuals seeking those particular services. Few of those clients came from the Yellow Pages, the sign on the building, or more traditional marketing methods. Almost all of them were generated by aggressively pursuing 'suspects' who fit our profile (the target demographic, essentially) and convincing them what we provided was valuable and worth their time.
2. Early recognition for prospects (or active clients, for that matter) actively shop price. Many people who call the school or walk in the door asking about the price; however, anyone even marginally skilled in telephone sales skills quickly makes the price a non-issue.
3. A clear understanding of price is only important to most people concerning 'value.' With any service like ours, the prospect has difficulty equating value to what he or she is receiving. With a tangible product, customers are more likely to try to compute an expectation of the cost of materials and the difficulty of manufacture.

They're only able to assess the value of your training in your presentation of your program, your facility, and most importantly, your staff and you. They will judge value mostly on whether they like, respect, and trust the people they meet.

Next, they will judge value according to the benefits of your program and the amount of 'social proof' you provide to increase their believability of that outcome for them.

“Price determines the perception of value.” As counter-intuitive as this may be, prospects will often choose the more expensive — knowing nothing else. The reason is whichever school is the most expensive must be the best and, frankly, most of us want the best products and services we can afford, not the cheapest. Now granted, there may be exceptions to that statement; however, just because you shop at Wal-Mart or Sam's Club doesn't mean you don't want the best. It just means you want the lowest price on a quality branded product.

Consumers have been taught the 'knee-jerk' reaction, attributing price and known brands with quality — and 'inexpensive' to being 'cheap.' Quick: which do you emotionally want, a Porsche or Subaru sports car? How about a Rolex or Timex? The Timex or Subaru may have all the features you want and maybe better.

In my case, I have several expensive watches, but a 25-year-old Seiko with a battery keeps much better time. I have a \$19 wall clock which keeps much better time than the Rolexes or the Omega. I drive a 911 Twin Turbo but could have bought a Subaru with nearly comparable performance for much less than half the cost. For example, for our household, we often purchase branded food items from Sam's, but not the cheapest generic or 'unknown' products. A service is essentially selling the unknown. Consumers are unable to judge quality systematically; they're only able to judge based on the factors in Item 3 above.

Your mission should be to show the incredible benefits of what you can provide your students and to reach as many in your community as possible.

Big Winners, Winners, And The Mediocre Majority

In extensive conversations I had with teammates Bob Dunne, Greg Moody, and Jeff Smith, we reviewed results I had from several years of working with coaching clients. It's interesting to review the results of these past experiences and extrapolate them into how to help members in the future develop their schools.

Results from coaching clients tend to be in one of two groups:

- The starting point of \$12,000 a month or less. Typically they would argue implementation (it won't work in my town, city, with my style, with my staff, with my clients), or they would change things to the point of being unrecognizable, then do nothing until we basically fired them as clients. Mostly we won't accept schools with less than 100 students or less than \$15,000 a month at this point.
- Starting point of \$15,000 to \$30,000 a month. Typically, they would get to \$50,000 to \$70,000 quickly. The quickest would be 90 days: it was typically more towards 7-10 months.



First, let's talk about those who failed in the process. The failures in any school tend to share commonalities. Let's start with a couple of universal realities. The world generally is divided into 5% big winners, 15% winners, and 80% in the mediocre (or worse) majority. These numbers will vary, depending on the industry. Knowing the industry as I do, I think the 5% and 15% ratios are generous for the martial arts industry. There's a relatively small number of school owners who are investing large sums of money and time in themselves and their schools to make massive improvements. Most school owners, in general, spend little or no time or money to improve their school, their business skills, or their financial results.

What are the commonalities of the losers? The first and most common is for 80% or more; much of the 15% spend the bulk of their time and money they do spend on personal and professional improvement of technical skills. They fly to Brazil or China to train in their chosen field. They spend 10, 15, 20, or more hours per week on their training and on perfecting their skills. Don't get me wrong: your technical knowledge is important. However, low-performing schools can't see beyond technical knowledge to the skills truly necessary for their professional growth.

Second, which is common, at least among the 80% who achieve little or nothing, is the tendency to discount professional skills and systems with erroneous excuses. They say things like, "... that's in a big city; it wouldn't work in my area. That's East Coast; it won't work in the Midwest." You get the idea. They say it won't work with my clients, in my area, with my style, with my staff, and then they do nothing.

Third, they want everything for free. Look at the free YouTube channels, Podcasts, Facebook groups, and others. I've dubbed them the "Bozo Explosion." Many of the participants are looking for free advice and are unwilling to pay for quality training. It's trite but true — you get what you pay for. In the Internet world, there's an often-misquoted line: "information wants to be free." The concept has led to many failed school ventures and ultimately is a foundation for an ongoing media battle that is costing big media companies billions of dollars.

The exact quote, by the way, was by Stewart Brand:

"In fall 1984, at the first Hackers' Conference, I said in one discussion session: 'On the one hand information wants to be expensive because it's so valuable. The right information in the right place just changes your life. On the other hand, information wants to be free, because the cost of getting it out is getting lower and lower all the time. So, you have these two fighting against each other'."

Those who are unwilling to invest in their education and in tools and systems to grow their school will be left to complain on the sidelines about all those who were willing to invest in their growth and development.

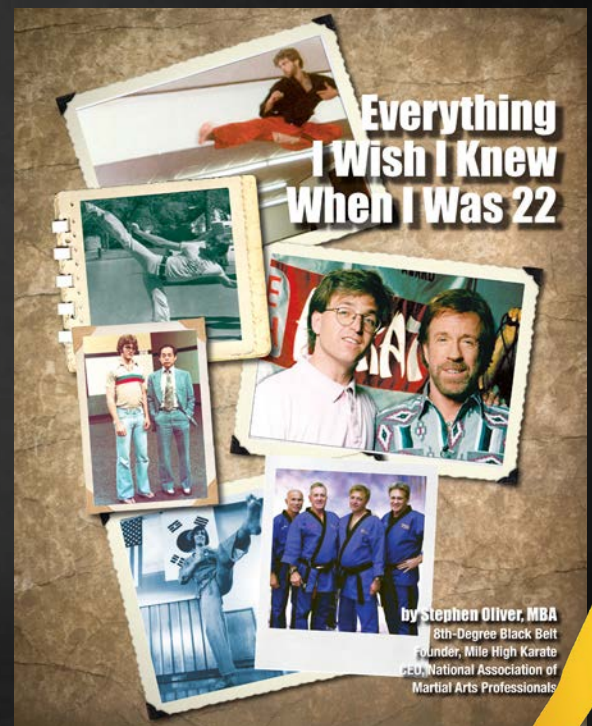
Fourth, most people fail to achieve much because they have a belief system about what they can achieve. They limit themselves to that level. No matter how often they see others running \$500,000 or \$1,000,000 a year school, they get stuck at \$100,000 a year and can never rise above it because they believe they've internalized and never changed.

At the other extreme, new things are happening in many areas. An easy example is internet marketing, which is changing every month, as there are lots of new things happening you should know about, which are useful to your school.

Honestly, one of the biggest impediments to school owners is believing the methods of running your school 10, 20, or even 100 years ago were as good as it gets. In that area, learning and adding modern methodology is essential to your growth and is not available from anyone who's not currently working directly with hundreds or thousands of clients. It's important to combine modern educational technology with the constantly updated structure to maximize both your client retention and the quality of you and your employee's skills.

Another past guru in the industry ranted and raved recently about there being no 'secrets' in the industry, noting we'd promised to reveal the 'secrets to success' at an upcoming event. I heard one described recently to me by an expert this way: "It may not be a 'secret' to you... but if the client does not know it or understand it, then it's certainly a 'secret' to them."

Are there secrets to success? There are certain things the top 1% of the school industry know and apply that the other 99% haven't been taught or haven't applied properly. There are certainly "subtle distinctions" which are the difference between mediocrity and success. In a book I'm reading right now, David Ogilvy described how he experienced 19 times the improvement in an advertisement from one change — that's 1900% improvement.



That having been said, how do you value advice? This one is difficult to answer. I like to look at it as a return on investment. I've seen free bad advice, which ended up costing those school owners many thousands of dollars as a result. Some 'lesser gurus' cost school owners \$100,000 or more in lost opportunities and lost clients just last summer with bad advice about how to utilize films as part of their marketing strategy.

With my coaching clients, I've always promised a "10x return on investment", or in other words, for every \$1,000 they spend, they could expect \$10,000 back — if, and only if, they applied what I taught them. Anyway, the typical free advice you get from Internet sites and the guys who charge you up to \$100 a month for a 'bunch of stuff' is costing you thousands of dollars in lost revenue. In our case, we have many years of real-world experience at the table teaching you how to be a true professional, how to run your school successfully, and how to earn a solid six-figure income along the way.

Oh, and back to point number two. Those coaching clients who went from \$15,000 to \$30,000 in 90 days or nine months, and those who went to \$50,000 or more — what were their commonalities? Mostly they implemented. I cannot stress this enough. They took direction on faith and just went and immediately got going. They didn't look for reasons why it wouldn't work; they didn't let their employees get in the way; they took the ideas and immediately ran with them.

Some of the specific implementation processes I gave everyone who got to \$50,000 a month or more was as follows:

- Keep good statistics (for a monthly review with me).
- Fix pricing (raise their prices).
- Have different levels of service - upgrades (50% to 100%).
- Review and fix (if necessary) the initial process to get the clients on board.
- Look at initial pricing and products.
- "Open the floodgates" to the introductory process.
- Along the way, these coaching clients learned more sophisticated marketing and advertising theories as well as good strategies and applied them to their own school.



Stephen Oliver is the leading coach to top-level martial arts schools internationally. His Martial Arts Wealth program coaches school owner into high levels of student service tied to direct net profits.

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Building Your School... Doing Staff Training Right Or How To Stay Sane!

Greg Moody, Ph.D.

Building your school isn't just about marketing. In the "Building Your School" series, of course, we'll cover everything about marketing, plus we'll also cover the secrets to building your school in many other ways! This article will help every school owner and staff break the patterns that have held them back from growing. I look forward to your great results!

One of the things that I hear again and again after talking to literally hundreds of school owners in the last year – right after "I need more new members" – is "**I need more high-quality staff members.**" I also hear some version of:



"I just need to find the right instructor, and everything will be OK."

"I have to do everything myself, so I close my school for a vacation" (alternate: "I can never take a vacation because I am the only one who can teach" or "I'm the only one who can enroll" or "market")

"I'm going to open a second school when I get Mr./Ms. FILL-IN-NAME ready"

"Ms./Mr. FILL-IN-NAME keeps FILL-IN-MISTAKE, and I have told them a million times!"

"When I had Ms./Mr. FILL-IN-NAME we were making money, but he left for a 'real job' – now I have to do everything."

...or just general complaining about the staff (sometimes they're complaining about their spouse who is working in the school...but THAT'S a different problem). All these either keep you from growing or pretty much drives you nuts.

So, what's the cause? Sometimes this is because of a bad instructor development system (so you don't get new instructors), sometimes poor operational systems (they don't know what to do), or the training didn't work! Today we're going to address that last one – how to avoid the mistakes and make staff training more effective and actually fun.

Even better, let's set some new goals for *our business and our staff*. How about this instead? Let's have your staff trained well enough that you can take a vacation and your school runs as good or better as when you're there. That you can grow to 2 or 3 or more schools, and they aren't 2 or 3 or more times as much work for you? Maybe they're even less work for you? Do those goals sound good? That's all achievable if you can follow what we're going to talk about here and watch out for the critical training mistakes when training your staff.



The Three Big Critical Staff Training Mistakes – And What To Do!

Staff training – whether this is how your instructors teach classes to 4-year-olds or how they do enrollments – has two parts: how to do the training and how much training is required. In other words, for any single component of training, we need to do enough to establish mastery, and we need to do it the correct way. In just about every case, the schools make some understandable but critical mistakes, particularly with the business side training.

Critical mistake number one is training on **fears before** training on **basics**. What are staff members most worried about when they are doing sales or answering the phone? Objections on price! This is the fear of being rejected. When I train large groups on, for example, enrollments, they are always asking, “what do I do when they object to price?” Well, of course, you need to cover this with your staff, but if they don't train a lot on your basic system before objections, they'll never get things right. It's understandable because you, as the school owner, may also be worried about these objections. However, in your regular martial arts class, would you train a white belt by punching them hard in the face, on full contact on day one? Of course not! You bring them along as if everything works until they learn the basics! That's how we need to teach all our systems, whether it's business or martial arts.

The second critical mistake is not **stressing staff enough!** This means covering all means of objections and anything that can come up. That may seem to conflict with critical mistake one above, but the idea is you need enough repetitions on the basics first – just like in martial arts training – so you can layer the objections on top of the fantastic strong basics your staff has developed.

When you are doing objection training, we recommend training only objections so it can be focused enough that it becomes second nature. In other words, you might do your phone script (you do have a phone script, don't you?) and focus on someone asking about price every single time and in multiple different ways. This is like preparing someone for a big match – they need to be stressed – but only if they learned the basics first.

The last critical mistake is not doing enough training. This sounds like it'd take a ton of time, but if you set up your training like you do for your students, it's not hard (after all, you are an expert at getting your students to master their techniques, right?). The easiest way to do this is to break staff training into three categories:

- **Initial Training:** This is the training every staff member gets when they are onboarded. An example of this is when a new staff member starts, they have to learn our phone script. The process is A) Hand write it one time and turn it into their manager, B) Role play with another staff member nine times, C) Role play with the manager three times, and D) Then they have to call me and pass a call with me.
- **Ongoing (Forever) Training:** Every week, forever, repeat all your systems - but just enough. In my schools, we've – for decades – repeated the same training on all the systems: instruction, recruitment, marketing, enrollment, operations – everything. Each week there is some training on a piece of the system, and then it just repeats every testing cycle (are you getting the idea? It's the same as your martial arts training, so it's easy to manage). This doesn't have to be a lot, just enough to keep expertise up. As you can see, none of the instructors will go more than two months before they work on how to teach a preschool. Nobody goes very long before they work on how to address parents as they walk in the school. If your time between testings is longer, no problem – spread your training out – whatever is easiest to implement.
- **Cleanup Training:** Sometimes – based on performance numbers – staff members need extra help. Maybe they were low last week on their closing rate, or they had trouble with renewals. This needs to get targeted and extra training that looks just like that initial training above and gets repeated until it gets corrected. The key in this process is that if it's all done, you will be able to monitor your performance numbers, and if they are all good, you don't need to do any cleanup training, but when you do, you can do it and know precisely what to do.

This last mistake is easiest to correct if you treat all your training in the school exactly like you train students. If your students didn't practice lower rank material, what would happen? Would they remember it? Nope! They'd forget. We just tend to treat business and operations – everything from answering the phone to cleaning the school to doing marketing and sales differently from our martial arts training. Yet you're all super-experts at training students – let's just use these guidelines and your own skill!

You're Already An Expert!

It's understandable that many school owners make some of these three critical mistakes. Most of us don't "grow up" in a martial arts school that taught us this way, and even if they did, this process probably wasn't discussed, right? Then we do the best we can when we stumble out of our school and start on our own with the difficulty and stress of growing our school and business.

You do need help – staff and instructors – to build your school and have a lifestyle that you deserve when you are giving the incredible things you give. I believe any entrepreneur and school owner is making a sacrifice to the world by owning a business, signing a lease, and risking all your time and money to follow an amazing dream. That doesn't mean everything is supposed to be on your shoulders.

Let's build our school and train our staff!



Dr. Greg Moody graduated from Arizona State University, with a degree in engineering, a Master's Degree in Counseling, and a Ph.D. in special ed and psychology. An 8th degree Black Belt, a serial entrepreneur, and a licensed psychotherapist, he speaks and writes on education, curriculum development, business, marketing, and martial arts. Dr. Moody has been a part of the Go2 Karate Team for many years and is passionate about helping school owners grow. Whether its a marketing platform, online marketing, becoming an author or creating a business roadmap he is always there to assist those within our industry.

Becoming An Author

The Importance Of Becoming An Influencer.

By Rev Publish

The study of the arts by the warrior is as old as time itself. It has long been the philosophy of warriors that they must educate themselves in many of the “softer” arts in equal measure to that of the hard art of fighting. You can find this philosophy in warrior cultures across the world, even in those from the farthest reaches from each other. The medieval Japanese Samurai practiced painting, poetry, calligraphy, and the cultivation of plants, flowers, and trees. European knights practiced dance, learned to read, and to appreciate the written word. It signified that they understood their place in the world was to protect and nurture civilization, intellect, and the treasures of the mind for as much as they were trained to deliver action swiftly against an



opponent in battle. Indeed, it was that very appreciation of what they stood for that separated them from the barbarian or their competition. The willingness to train and educate oneself and to become something more significant in life drove them to become leaders of their time. Influencers that cultivated success.

Now, as a martial arts instructor running your own school in the modern day, the same still applies. The truth of the matter is that there is no difference between you and those practitioners of a thousand years ago. The traditions you honor and preserve daily remain the same. Well, primary among those is the preservation of shared knowledge. And in your case, that shared knowledge is you and what you and your

school offer the community. It's sharing the importance of what you do, your story, and why others should become a part of it themselves. It's sharing the value of what you offer in terms of proper lessons, training, defense, life skills, and preparations for succeeding in life and finding balance, peace, and prosperity.

You do this every day already. You talk to prospective new students, parents, community members, teens, and adults. It's your story, the reasons you got started in Martial Arts, and why they should consider it too. You share the unique benefits you and your school offer as well as the lessons that can be learned and applied to life, whether at home, in the community, in school, or at work. You share the importance of confidence and self-defense in daily life. You do all these things, but even with all your passion and integrity, how many are you reaching in a given week? A month or a year?

Is there room to grow as an individual or in business?

How many people are you really reaching versus the level of effort you put into doing all of this? Let's say we even throw in the efforts of your staff, your assistant instructors, and senior students who, through word of mouth, influence others to want to look into your story, your school, and perhaps a new enrollment package. Even generously speaking, it's a fraction of what it could be. That's why you have a social media account and maybe even a website marketing platform for your school because you understand the power of influence and reach.

But are you really tapping into the potential for reach you could have as an influencer?

Consider the potential for reaching a thousand people, a hundred thousand people, with your story. Imagine if you could tell your story, in your own words, the way you want to and reach people on a deeper level. At Rev Publish, we create influencers through multiple channels by building Martial Arts business owners as an Author. We offer free workshops for all of our new clientele. Visit us at RevPublish.com.



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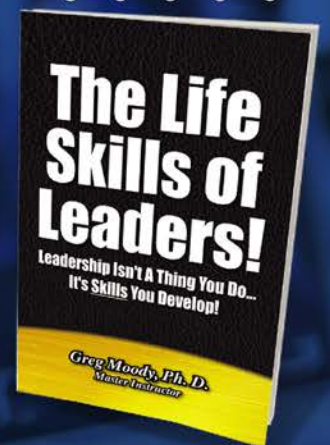
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Our **Go2 Karate ToolBox** is something new where we will provide a list of **FREE Tools** that you can utilize.



Denise Morin

Editor | Rev Publish

1. Go2 Karate Directory

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Please feel free to browse this link and page to read about the award recipients.
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How Local Trust Navigator Helps You

By Local Trust Navigator

A Directory Platform That Generates More Traffic And More Leads

One of the problems business owners often experience with having an online presence is what's called return on investment. That means they invest time, effort, and money with the intent that their business, perhaps their martial arts school or art gallery, will be suddenly available to thousands of potential new clients. That they'll somehow instantly be in contact with all these new avenues of success. But they all too frequently discover that it's simply not the way it works. And they have a basic website gathering cobwebs and dust popping up when they boot up the page.

That's because although they have a website and an online presence, customers just don't always know where or how to easily find them. And if there's one thing our demographics dislike, it is an inconvenience and getting lost. They'll just quit and go somewhere else for whatever need it is that they have and expect you to provide.

So there really needs to be a sort of streamlined process of one-stop shopping that's built with both customers and service providers like yourself in mind.

And that's where the LTN or Local Trust Navigator comes in. LTN can help you choose the package that's right for you and your business, each with a variety of benefits and perks designed to help you where you need that help most. The Local Trust Navigator platform is a directory site. You can build a profile for your business and even list your business on other platforms people commonly navigate to look for products or services.

The LTN can help prospective clients looking for exactly what you provide find you and your services. The system will also connect you with them from your business profile page.

Having an online presence for your business is about creating a relationship with your key demographic, with your clients and customers who rely on you to provide the service they need to make their lives better. Naturally, you can't create that relationship if they can't find you or you aren't seen everywhere.



You'll be able to reach thousands of potential customers you may not have had access to before. And you'll do it without the hassle of having to try to do everything yourself.

It only makes sense to streamline your process and make your own work easier so that you can spend more time providing the best service possible for your clients. What's more, the directory platform also keeps a score for you on how well you're doing with your presence, reviews, and traffic. They help you keep an eye on where you're getting the most visibility, and so can help you discover key areas to target for development.

Maybe you're really getting noticed on a particular platform, page, or website. LTN can help you devise a strategy for getting more noticed and more business from the avenues that promise the most. And that's what you want, is a tool that can help you bring your business to the front where the customers looking for you can find you easily.

You want and need to stay on top, keep your process streamlined, and keep the business of finding your business easy so the customer can get on with the business of using your business to satisfy their needs.

So try the LTN and see what it can offer your business; you've got nothing to lose and everything, or everyone, to gain. So try it here **Business Options With Local Trust Navigator™ - Local Trust Navigator®** and see what you think.



Local Trust Navigator, Protecting and Building Local Trust BETWEEN Business and Consumer. Our goal is engaging the overall customer experience and business rating. This is a one of a kind online service that is both promoting and protecting local trust between businesses and consumers.



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Plus, our website is trusted by consumers all over the country, so you can be sure that your business is being seen by potential customers actively seeking recommendations for local services.

So what are you waiting for? Claim your **FREE BUSINESS LISTING TODAY** and start connecting with customers in your community!

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The Go2 Karate Free Resources Page

By Go2 Karate

See why thousands of Martial Arts Schools Are Using The Site

One problem business owners have is the propensity to believe that if they build it, that's all they have to do. This is especially true of business owners who get their presence online. They get a website; they get on social media and sit back and wait for the new business.

Sometimes this enthusiasm, however, misplaced, affects certain types of business owners. For instance, someone opening up their first martial arts school. They're an advanced as far as rank within in specific style and one who earned their place as a Master Instructor, and they're ready to open their own school and begin their own adventure teaching and helping students.

But they need those enrollments to the school; they need leads. And to do that, they need an online presence. So, they get a basic website built, and they get their social media presence, and then nothing happens. They're lost because they don't even know where to begin to attract the attention they need to encourage those enrollments. One of the simplest ways to overcome this obstacle is to take advantage of free resources available on Go2 Karate that are made available specifically for the needs of Martial Arts school owners.

Downloads - Go2Karate is among the leaders of its kind to offer the help new martial arts schools need to get their online business moving because to be sure the business of being online is a unique business all its own and separate from what they do in person. A martial arts school owner needs to understand the necessity of writing of blogs, of articles, of other informative sources that can help potential clients decide what they want or need most from a given art. Those are things that might be termed "instructional" resources. But there's more.



They will want to rely on things like marketing resources that can help them develop their own unique brand to communicate their values to the client. They need to understand the importance and purpose of a brand in creating and establishing relationships with potential clients. Then there are sales resources that can help a new business owner understand the importance of the numbers, the website traffic numbers, and how they translate to sales. It helps them better create content that is specifically related to getting people to sign up. It helps them define trends, where people are finding them most online, and how they're navigating to their website.

There are operational and financial resources which may help them find aid where they need it most to keep their doors open through those potentially troublesome times. There's a tremendous value in taking advantage of these free resources because they're there to be used by people who need them. They are there because they've been made available by people just like them, who've gone through everything they're going through, and they want to help. They know the best paths to take to succeed and get over that initial hump, so many new school owners find themselves confronted by.

The thing is, so many new school owners don't fully grasp that they need to become smart business people on the fly; at the same time, they're trying to fully focus on providing the very best martial arts instruction they can. And they don't fully grasp the necessity of combining those two and streamlining them into one. But the Go2 Karate Team does understand, and they've provided the resources, completely free, to help MA school owners and their staff get started. They've been there, and done that, and provided the resources to take advantage of, so you don't have to. Visit the **Downloads - Go2Karate** and view the new resources section where we are adding more each week.

In addition, please **search and update** your Martial Arts school directory page and claim your listing **HERE**.

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Go2 Karate Recognition Award

By Go2 Karate

Grand Master Todd Droege, the Founder of Tactical Martial Arts in Marietta, Georgia. He began his Martial Arts journey, specifically TKD, at nine years old while living in Northern KY. He earned his 1st-degree black belt in 1977 and became a National Champion and three-time world champion in sparring. He was among the youngest Master's inducted into the ATA Hall of Fame. Grand Master has traveled throughout the World, from Portugal to the Netherlands, South Africa, South America, and across the United States. He has participated in and instructed three videos that were internationally sold through Judo Fanatics in Dynamic Striking.

In October of 2020 Grand Master Droege as a Founding Member in Global Traditional Martial Arts as he started a new path and very successful venture. He received his 9th degree in 2021 and the title of Grand Master in July of 2022. He was featured on the cover of TKD Times in July 2022 and as a featured article.

Grand Master began instruction in Krav Maga in 2001 and has been honored to teach for the DOD, Tier 1 SWAT teams, and other police agencies in this particular Martial Art. He had a firearms training company for approximately 20 years in which he taught active shooter response and personal protection in addition to all other aspects of firearm's training. He and his wife, Susan a Veteran, own and operate one of the largest martial arts schools in the country. They built one of the most beautiful Martial Arts buildings in 2001 and have had a school since 1994—currently Grand Master Droege is 2nd in the command structure of one of the fastest growing Martial Arts organizations in the world called GTMA under Grand Master G K Lee.



Neal Pergerson's Taekwondo Journey

Neal Pergerson

Neal Pergerson's taekwondo journey began 27 years ago, in November of 1996. At 5 1/2 years old, with developmental delays, Neal's physical therapist recommended that taekwondo would be a good activity for his physical development. Having no idea how this would work out, we decided to give it a try. To our surprise and delight, we observed Neal learning so much more than kicking and hand techniques. He was learning respect, integrity, goal setting, self-control and courtesy, along with his taekwondo skills and other developmental skills that we selected for him to work on.



Neal is creative and full of spunk. He can put together an awesome taekwon-do demonstration, but please don't ask him to empty wastebaskets or to put away his clean clothes. He is a 14 year old Ambassador of confidence to all, sharing his tenacious character by encouraging others with words of praise for their accomplishments. Since Neal has always set his own goals and advocated for what he wants, he may have a promising political future.

There is a wide variation in mental abilities, behavior and physical development in individuals with Down syndrome. Each individual has his or her own unique personality, capabilities and talents.

Neal had an instant connection to his first instructor (at the time, 4th Degree Black Belt), now 8th Degree Chief Master T. L. Thomas. Watching his instructor progress and advance was inspirational for Neal (back when he was about 7 years old); he once said to the Chief Master that he wanted to be just like him.

The combination of physical and social stimuli within the training structure was layered with positive feedback and expectations for Neal to do his best and making improvements. His progress was based on his own advancement and not on that of his typically developing peers. It wasn't long before Neal chose to join the more advanced Instructor Training course, where he demonstrated his teaching skills at the Instructor Training workshops and in-class drills. Neal also signed up to assist in training classes, as did all the instructor trainees. His instructors always used a "let's try it" approach to Neal's development as a martial artist.

Neal started participating in local tournaments when he was a color belt. As a participant with a disability, he would compete in a ring alongside a typically developing peer, with the expectation that he would be encouraged to do his personal best and be judged based on his own abilities. Neal spent many years as a Virginia State Champion and a Top Ten Competitor in National and World Championships, until there were more competitors who also had special abilities, and he could compete directly with his disabled peers. There are more trophies and medals than we know what to do within our household!

Neal learned a good lesson about standing up for himself when someone picked on him in elementary school. The other student was poking at him, and Neal used a hand strike to stop that student. The strike caused the other student to hit himself in the face, and he decided to tattle to the teacher. While both of them had to face the consequences of aggressive behavior, Neal was never bullied again by other students. There was also some follow-up about using 'blocking' instead of 'striking' techniques for self-defense.

As a teen, Neal continued to enjoy his training, and he was well supported by his instructors and classmates to keep training, and he worked his way to 4th Degree Black Belt when he was 18. As time went on, many of his friends and classmates graduated and left for college, which he found very difficult. Neal also found it challenging when a fellow classmate came back to become a full-time instructor because the relationship had changed, and he was 'stuck' in the relationship the way had been when they were kids!

Neal is now almost 32, his activity level has slowed down some, but he is still active and social and wants to continue his training for exercise. He still enjoys the challenges and comradery, and even though he is the only person left from his 27 years in training, it is still very important to Neal.

Like everyone, he has good days and bad, where he sometimes seems to want to stay rooted in the past and understand his relationships with people that way. But as with everyone, he also understands that things are different; they aren't all the same anymore. And he's ok with that. One of the greatest lessons he's learned from his martial arts experience is that life is a challenge, and just because things change doesn't mean they are worse. Growing older and experiencing changes in life only means new and different challenges. And with those challenges come exciting and new rewards and opportunities and things to learn. And best of all, new things to enjoy. Today he's an avid bowler and enjoys spending time with friends in a private league called Pin Pals. As well he's competed in the Special Olympics and feels very proud of himself for that, as do his friends and family. He's also a performer in the Arts Inclusion Company also. It's revealed a wonderful new pursuit and interest in culture and the arts for Neal, something he's growing to enjoy all the more as time goes by.

Now, more than ever, Neal understands the importance of setting and being a good example for others because just as his Chief Master and others around him taught him new things. He wants to be a good example and help teach others new things. Being older has also helped him to have a greater appreciation for all the things he really has accomplished and to feel good about that. Neal is an amazing person because he has accomplished many things that others might have found too difficult or too out of reach. But with the support of the people who love him, and the support of his friends, and especially the martial arts he has learned that he can do just about anything he puts his mind to if he tries hard enough. And at the end of the day, that is all that can be expected of any of us.

One of the other things he has learned about change and growing older is that it helps him deal with the bad days. He understands now that he can deal with the bad days and bad times in a better way because he knows that it will pass. The bad will go away if he looks at the good long enough. And every day leaves him with more good to look at. He's truly enjoying life to a fuller level than ever before, and everyone who knows him couldn't be more proud of Neal. He's become a very fine man who loves to enjoy reading, and more especially with new friends at a book club that specializes in modified classics. Naturally, his competitive spirit is still present, and he loves watching all manner of sports, from Baseball to Football to Wrestling and more. But perhaps most of all, he's a lifelong, devoted fan of everything Harry Potter, and watches the movies frequently, everyone.



Martial Arts Meets Nutritional Science

There are so many forms of martial arts – karate, aikido, taekwondo, and krav maga, just to name a few. While each martial art form differs in origin, style, and philosophy, most share similar fundamental techniques and basic skills.

The same is true for nutrition. Everyone takes a different approach to eating – they have different calorie needs, food preferences, and nutrient goals. But remember, nutrition is a science, and a healthy, balanced diet hinges on just a few basic principles.

So, here's where martial arts meets nutritional science. Check out these simple tips so you can fuel your body for optimal performance and harness the power of nutrition to master your martial art.

1. Fuel your body with high-quality carbohydrates.

Carbohydrates are your body's main energy source. Sure, you can use protein and fat for energy, too, but that process isn't nearly as efficient. Research consistently demonstrates that when it comes to high-intensity exercise and training, carbohydrates still reign supreme.¹

But not all carbohydrates are created equal. Be sure to prioritize high-quality carbohydrate foods like:

- **Whole grains.** Brown rice, whole wheat bread or pasta, quinoa, and oats are rich in fiber to keep you both fueled and full.
- **Fruit.** Fresh, frozen, or canned – they're all great options. In addition to quick carbs, fruit is packed with vitamins, minerals, and other phytonutrients (plant nutrients) your body needs to function properly.
- **Vegetables.** Starchy vegetables, like potatoes, sweet potatoes, and peas, are higher in carbohydrates than their non-starchy counterparts.

Aim to make $\frac{1}{4}$ of your plate grains and $\frac{1}{2}$ of your plate fruits and vegetables at each meal to make sure you're giving your body the fuel it needs to keep up with your training schedule.



2. Pump up your protein intake.

Proteins are the building blocks for all the cells in your body – they help you build muscle and repair tissues, and they're especially important for athletic recovery and injury prevention.

While most healthy adults need about 0.8 grams of protein per kilogram of body weight per day, protein needs to increase with physical activity. Depending on the intensity of your training regimen, martial artists may need somewhere between 1.4-2 grams of protein per kilogram of body weight per day.

Focus on including plenty of protein-rich foods in your diet, like lean beef, poultry, fish, eggs, dairy, nuts, seeds, beans, and lentils. If you're struggling to meet your protein needs from food alone, a protein supplement can help fill any gaps. Be sure to look for a protein supplement that's independently tested and certified to make sure you're getting a product you can trust.

3. Choose healthy fats.

Dietary fats are essential to protect your organs, support cell growth, and help you absorb essential nutrients, like vitamins A, D, E, and K. Plus, fat plays a huge role in helping you feel full and satisfied at each meal.

There are two main types of dietary fat:

Saturated fat is found mostly in animal products, like meat, full-fat milk and cheese, butter, and fried foods. A diet high in saturated fat can contribute to higher cholesterol levels.

Unsaturated fat is found in plant foods like olive oil, avocados, nuts, seeds, and fatty fish such as salmon, mackerel, herring, and tuna. Replacing foods high in saturated fat with these options can make sure your body can fulfill the duties of dietary fat while also keeping your heart healthy.

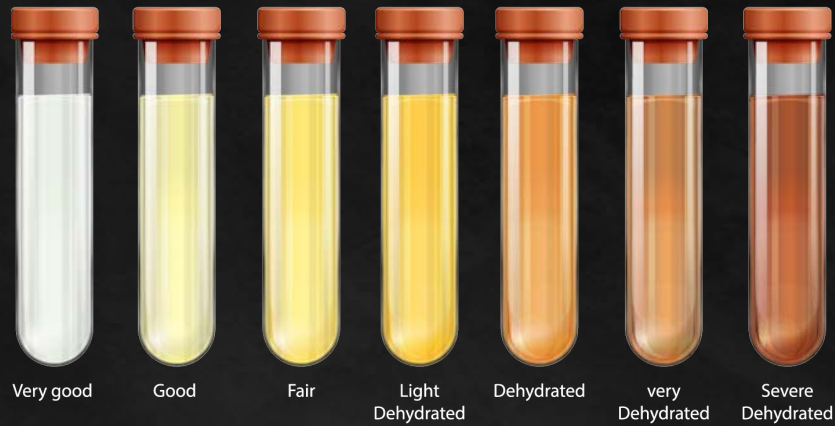
4. Hydrate, hydrate, hydrate.

There's no "one-size-fits-all" when it comes to hydration. Everyone has different fluid needs, and fluid recommendations vary among expert organizations. But hydration is absolutely essential – it helps regulate your body temperature, keeps your joints lubricated, delivers vital nutrients to all your cells, and supports optimal performance in your martial art.

Drink plenty of water throughout the day, so you're well-hydrated when it's time to train, and keep in mind that your body loses extra fluid through sweat and heavy breathing during exercise, so it's important to replenish during and after a tough workout. Water is usually enough to help you rehydrate, but if you're training hard for longer than 90 minutes, you may need to swap H₂O for a sports drink instead to replace lost electrolytes.

Not sure if you're getting enough water? Your urine color is one of the best indicators of your hydration status – pale or straw yellow is great, but if it's any darker, be sure to up your fluid intake.

URINE COLOR CHART



5. Eat regularly.

Getting out of bed, walking to the car, or practicing a challenging series of kicks – every move you make requires energy. Be sure to take every opportunity you can to fuel your body for optimal performance and recovery. Plan balanced meals for breakfast, lunch, or dinner, and think about adding a pre-training snack to your routine, too.

Where martial arts meets nutritional science – that’s where you’ll thrive. Adequate nutrition plays a huge role in energy levels, athletic performance, injury prevention, and recovery. So, practice these tips and use the food you eat to your advantage. Fuel your body with high-quality carbohydrates, pump up your protein intake, choose healthy fats, hydrate, and be sure to eat regularly.

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Andie graduated from the University of Illinois at Urbana-Champaign in May 2017 with a Bachelor of Science in Food Science and Human Nutrition with a concentration in Dietetics, and became a registered dietitian shortly after completing her dietetic internship at OSF HealthCare Saint Francis Medical Center in Peoria, IL, in October 2018.

A 401(K) Is Now Easier And Less Expensive For Your Small Business

My father graduated from college in 1950 and worked 42 years for the same company until retiring. His main goal was to max out his pension to help fund my parents' retirement. And while this strategy worked very well for them, along with countless others who found pensions to be great for retirement, the pension, as the primary method for funding retirement income needs, has been steadily replaced by the 401(k) over the last few decades. Without discussing the reasons for this trend, suffice it to say that the 401(k) and other equivalent employer-based retirement savings plans are now the premier savings option within employee benefits packages offered by larger companies, which are typically used by these employers to attract and retain top talent. In other words, to get and keep the best workers, a company needs to offer enticing employment benefits, of which a 401(k) is a central piece.



As the 401(k) has gained prominence, larger, more established companies have embraced it and now offer it within their employee benefits plans almost universally. These larger enterprises generally possess the internal resources to establish and maintain an effective 401(k) plan. This, however, is not the case for the typical small business with fewer than about 50 employees, the range within which most martial arts schools reside. Now, this may or may not be the case with your company, but smaller business enterprises generally lack the personnel and sometimes financial resources to offer employer-based retirement savings plans, and if they do, they generally cannot compete with the 'big boys.'

Well, perhaps the days of being disadvantaged in this way are over. With the recent passage of the SECURE ACT 2.0 legislation, the 401(k) playing field has leveled to the point that smaller companies, including many martial arts businesses, can now more easily adopt a 401k employer-based retirement savings plan, especially from a costs perspective.

So if this news entices you to consider a 401(k) as part of your martial arts company's benefits package, there are numerous considerations, more than I can elaborate on within this article. But with the SECURE ACT 2.0 officially law, now is the time to take a good long look to see if you and your employees can take advantage.

Here is a quick breakdown of the costs savings available from the tax credits under this legislation:

Effective this past January 1st, small businesses with up to 50 employees can receive a tax credit that covers 100% of new plan costs for the first three years. That's up to \$15,000 in tax credits to offset start-up and administration charges for your 401(k) plan. For most small businesses, this will more than cover plan start-up and administration costs. To earn the tax credit, your business must have at least one employee, in addition to you as the owner, who earns less than \$150,000 a year, referred to as a 'non-highly compensated employee' (NHC). The tax credit is the greater of \$500 or \$250 per participating NHC employee, with a cap of \$5,000 annually applied to 100% of the costs incurred in that tax year.

In addition, offering an employer match provides tax credits of up to \$1,000 per participating employee. While employer 401(k) contributions are already typically fully deductible, now businesses with 1-100 employees can also receive tax credits for this. If you have less than 100 employees, you can qualify for tax credits of up to \$1,000 per employee for your first 50 participating employees for your employer contributions, which applies to employees earning less than \$100,000 annually. The tax credit is 100% of the match up to \$1000 per employee in the first and second tax years, 75% in the third year, 50% the fourth, 25% in the fifth year, and none for subsequent years. For employees 51-100, there are additional tax credits at lower percentages. If your company has more than 100 employees, your company would not be eligible for the tax credit.



As an example, in the first year of the plan, your business contributes an employer match totaling \$15,000 to the plan, and you have ten employees who earn less than \$100,000, and all received over \$1,000 in employer contributions – the year one tax credits would be \$10,000. If the employer contributions and participating employees remain the same in subsequent years, you would receive tax credits of \$10,000 in year two, \$7,500 in year three, \$5,000 in year four, and \$2,500 in year five for a total of \$35,000 over the five years.

There are also options within the SECURE ACT 2.0 regarding Solo 401(k) plans for Sole Proprietors and single-member LLC, SIMPLE IRA plans, and SEP IRA plans. There's also a new type of plan referred to as a "Starter 401(k)".

The bottom line is that most Americans have not saved nearly enough to retire comfortably. This unfortunate fact is infrequently acknowledged among media pundits and largely ignored by most everyone else. This, however, it is not lost on the government, as at least the ones who crafted this legislation, who seem to be correctly anticipating the looming retirement crisis and want to make it easier for both employers and employees to launch, maintain, and participate in employer-based retirement savings plans. This is the primary objective of the SECURE ACT 2.0 legislation, which has now made it much more feasible for you as a business owner to consider incorporating a 401(k) into your employee benefits package.

If you are considering this and want to develop a plan that offers optimal benefits to you, as the owner of your martial arts business, and your employees, it's important to understand and follow essential steps to ultimately implement the right plan. Again, the SECURE ACT 2.0 offers the smaller employer new incentives, but make no mistake; it's a complex piece of legislation that requires expert advice to help determine what the advantages may be for your particular business and how to construct a plan that's right for your business.

For more information, please reach out to me to request a copy of *"How a Retirement Plan Gets Made."*

And if you already have a 401(k) plan in place and would like an independent plan assessment or comprehensive analysis, we offer information under the title *"The 401k 411 -- Everything You Need to Know About Your Retirement Plan, That No One Tells You!"*



Mike is a veteran of 38 years in the financial services industry, and is an Investment Advisor Representative, holding a Series 65 Securities License. He is also a licensed Life and Health Insurance Agent, a Chartered Financial Consultant™ (ChFC®), a Chartered Tax Advisor™, and a National Social Security Advisor™ (NSSA®). He is the founder and principal advisor of ProIncome, a financial and investment management firm located in Walpole, MA, and the author of the book "6 Steps to Retirement" that details his retirement planning and transition process.

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Injury In Martial Arts: Recognize And Recover

Taekwondo is an activity in which the benefits vary between individuals. It can be viewed as an art, a form of self defense, an outlet for stress, or even an avenue for instilling positive values. Regardless of the draw, a wide range of individuals from varying backgrounds are attracted who may, or may not, be prepared for the demands of this sport. Regardless of preparedness, Taekwondo is a form of sport and with sports, there is always potential risk of sustaining injury.

Mechanism of Injury

Two primary forms of injury in sports include contact and non-contact injuries. Contact injuries involve those that occur when a body part comes in contact with another force such as a bag, a board, or another athlete. These types of injuries are most common during sparring and board breaking but can also occur during daily training. Non-contact injuries, as the name suggests, are those which occur without coming into contact with an outside force. Examples of when these may occur include during kicks or landing from a jump. This form of injury is often more prevalent but can be more easily prevented with proper preparation.



In order to reach certain milestones with Taekwondo, skills need to be honed and techniques perfected. As such, so does your body. When attempting to do specific movements from something as simple as a round kick to something more complicated like chaining multiple kicks together, the body needs to be ready for this as well. Initiating something that the body is not ready for may result in an injury which, in turn, could delay progression in training. Lack of training and preparation for the body increases the likelihood of sustaining the previously mentioned non-contact injuries.

Non-Contact Injuries

Types of non-contact injuries include muscle strains, ankle sprains, tendinopathies, torn ligaments, and broken bones, with the former three being the more common. With muscle strains, the limitations of the muscle fibers are being exceeded which results in a range from small microtears up to a complete rupture. An example of a non-contact activity where a muscle strain could occur is with an Axe Kick. When kicking high, strong hip flexors are required to bring an athlete's leg to that position that may be nearing the limits of their reach. Because of this, higher mobility is required in the hamstrings of an athlete to allow this movement to occur. If the mobility is not there, this could lead to force that exceeds the limitations of the hamstrings and in turn a muscle strain. This can happen with any muscle that is not properly prepared for the movement that is being attempted.



Sprains are similar to strains in the sense that excess force is placed on tissue. However, in this case it is when ligaments, tissue that connects bone to bone, are being overstressed. A common example of this would be an ankle sprain which can occur when coming down from a jump or simply stepping wrong after a kick. The most common type of ankle sprain is an inversion, or lateral ankle sprain which occurs when more pressure is placed on the outside of the foot rather than the bottom.

Recovery

Recovery can be different for each athlete. Some of the many factors that come into play include type of injury, comorbidities of the person who sustained the injury, and protection of the site during the recovery period. The initial phase of recovery from minor injuries is one of the more important times to focus on proper care. You may have heard of I.C.E (ice, compression, and elevation) or R.I.C.E (rest, ice, compression, elevation). However, as of the past few years, a new acronym has come into the mix P.E.A.C.E. & L.O.V.E. I know how this sounds and what you might be thinking but bear with me. PEACE refers to the care provided to an injury immediately after and within the first few days following an injury. LOVE focuses on the return to sport time period.



P = Protection

- Avoid unnecessary stress to the injury for the first few days to allow the body to begin recovery.
- Keep in mind during this phase, “If it hurts, don’t do it”.



E = Elevation

- Elevation above the level of the heart will help reduce swelling in the area.



A = Avoid Anti-Inflammatories

- The inflammatory process is the body’s natural response to an injury and brings the appropriate factors to the area in recovery. Inhibiting this process could delay the overall healing process.
- Ice is a common anti-inflammatory used after an injury and although it can often be helpful to reduce pain. It should be avoided if possible as it can delay some of the body’s natural healing responses.



C = Compression





- Compress the area with ace wrap or other bandages to help reduce swelling.
- This will help prevent excess swelling at the site of the injury. Swelling can inhibit joint mobility as well as limit proper muscle activation



E = Education

- Reach out to the appropriate healthcare professional (e.g. MD, Physical Therapist, Occupational Therapist, Athletic Trainer) to help aid in providing the proper knowledge for your recovery.

For the next portion of the acronym, it is important to have an understanding of the approach that should be taken; however, it is just as important to have guidance from the proper healthcare professional of how and when to begin each of these steps. Doing so at the wrong time could potentially make your injury worse or delay overall healing.

-  **L = Load**
 - Placing proper load through tissue can help recovery. When pain and other symptoms are not a limiting factor, daily activities should be resumed.
 - Prolonged rest can actually be detrimental to recovery.
-  **O = Optimism**
 - The old adage “mind over matter” comes into play here. Mindset can play a large role in recovery.
 - Ensure that a positive mindset is maintained and refrain from dwelling on the negative aspects of the injury.
-  **V = Vascularization**
 - Promoting blood flow to the injured area and the surrounding structures to aid in recovery.
 - It is important to begin cardiovascular and aerobic training at the appropriate phase of recovery.
-  **E = Exercise**
 - Returning to exercise and sport at the proper time will help limit muscle atrophy and loss of joint mobility.

Whether your favored area in martial arts is sparring, forms, weapons, or board breaking, there is potential for injury. Recognizing the types and potential can help you take the appropriate steps to prevent or at least minimize the severity of the injury that could occur. Utilizing the appropriate steps and resources in recovery will help you to return to sport and competition faster.

The aforementioned information is presented as a generalized way to manage initial response to general injuries rather than address recovery of sport specific injuries. Injuries are specific to individuals and recovery can vary based on type and severity as well as comorbidities. Consult with the proper healthcare professional after an injury has been sustained.

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9 Mindsets To Help You Master The Stress In Your Life

By Mark Webb

“Positive thinking will let you do everything better than negative thinking will.” ~ Zig Ziglar

Being a martial arts school owner or instructor can be extremely rewarding. You are able to positively impact the lives of others and live a rewarding lifestyle at the same time.

When dealing with people, you will always have challenges. Students and their families often bring their drama and stress into the environment. Your best instructor may leave to pursue a college degree, or their spouse gets transferred to another city, and they have to move. One bad apple-parent may incessantly complain. As a school owner, it is your job to keep everything running and everyone as happy as possible. It is a lot of work when you stop to think of all of the moving parts. If you get overloaded with stress and anxiety, it can have a negative impact on you and everyone else in the picture.

Whenever you may be feeling stressed out, overwhelmed, or confronted with a stressful challenge, refer to these nine strategies to help you successfully handle the situation:

1. **Stay Positive.** This is first and foremost in the process of facing stressful times. Negative thinking will not help you whatsoever. Make sure that you stay optimistic about the situation that you face. Tell yourself statements like, “things will go fine and work out for the best.” Even if you do not believe this or see any hope, say it anyway. Verbalizing a positive statement has a very calming effect on your mind and emotions.
2. **Keep Your Focus On What Matters.** Don’t waste your time worrying about things that are not helpful and are probably only adding to your stress levels. If you are struggling with stressful situations, it will be best for you to keep your thoughts on the positive outcome you are trying to achieve. Delegate responsibilities to others if you can. Ask for help in completing stressful tasks. Friends and family usually understand and do not mind stepping up to help during stressful times. You would do the same for them. Help from others is the kind of help that makes the world a better place. Remember, sometimes the only thing someone can do for you during your stressful time is help.



“The greatest weapon against stress is our ability to choose one thought over another.” ~ William James

3. Don't Dwell On The Obstacles. People commonly confuse themselves by believing that if they fully understand the problem, then they will better understand the solution. All this does is help you understand how you got to where you are, but it does not show you how to get where you want to be. Dwelling on problems also makes your problems seem bigger because you are putting your energy into your problems instead of trying to find a solution.

“If you treat every situation as a life and death matter, you'll die a lot of times.” ~ Dean Smith

4. Don't Create Doomsday Scenarios. Don't ask yourself all of the “what if's.” You can “what if” yourself to death. Your imagination can be your greatest ally, or it can be your worst enemy. It is good to be prepared for stressful outcomes, but you need to stay on top of your thoughts that are catastrophic in nature. If you give these thoughts an inch, they will take a mile.

“It's not stress that kills us, it is our reaction to it.” ~ Hans Selye

5. Quiet Your Internal Chatter. One of the simplest ways to quickly establish a feeling of being grounded and reduce negative stress is through your physiology. Pull your shoulders back. Hold your head up. Keep your eyes level or upward as opposed to downward. Remember to breathe fully. Use a well-modulated tone of voice. These simple suggestions will greatly reduce the voice of doubt and fear that would otherwise consume you because they pull out the more confident aspects of yourself.

6. Embrace The Stress. Whenever you are faced with something new or a stressful situation, you will experience anxiety. There is no way around this fact. It is up to you whether you run from this truth or try to accept it. Rather than hope that stress will not show up, embrace the truth that it is always a part of growth and life.

7. Live In This Present Moment. This will give you an immediate sense of calmness because it separates you from the pain of your past and the worries of your future. Living in the present will give you clarity and awareness that would otherwise be clouded with racing thoughts of negative interpretations of your past and imaginary concerns of possible outcomes in the future. Take a deep breath and look around yourself and notice how by getting out of your head for a moment, the anxious thoughts will reduce in size and strength.

“Rule number one is, don't sweat the small stuff. Rule number two is, it's all small stuff.” ~ Robert Eliot

8. Remember The Serenity Prayer. “God grant me the serenity, to accept the things I cannot change. Courage to change the things I can, and the wisdom to know the difference.” Why waste your time worrying about things that you cannot change or control? Put your focus on the things you can do something about.

“When I look back on all these worries, I remember the story of the old man who said on his deathbed that he had had a lot of trouble in his life, most of which had never happened.” ~ Winston Churchill

9. Take Action. Action Eliminates Doubt. As you take steps of action, you move yourself closer to feelings of peace of mind. This will help you do a better job of devising a positive plan of action.

“Your life is controlled by what you focus on. That’s why you need to focus on where you want to go, not on what you fear. When you find yourself in a state of uncertainty, resist your fear. Shift your focus toward where you want to go and your actions will take you in that direction.” ~ Anthony Robbins

Master Mark Webb is a Sixth Degree Black Belt with the ATA and a 17 Time World Champion in martial arts. He is also a Licensed Marriage and Family Therapist in private practice at Oakwood Counseling Center in Valdosta. He is the author of How To Be A Great Partner and How To Argueproof Your Relationship. Read more of his articles at [www. TheRelationshipSpecialist.com](http://www.TheRelationshipSpecialist.com)



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Self-Defense for your Business

Do you trust social media sensation Master Ken for your self-defense practices? Well, then, maybe trusting an internet search for your legal advice is for you. If you want the protection of your personal and business assets, it might be best to find a lawyer.

If your business is up and running, a quick review of your business may still be in order; as martial artists, we continually train and strive to be the best, and sometimes the market shifts. Whether a small company with few or no employees or a medium-sized business with a larger staff, there is always room for planning, goals, and review.



This may sound like something you have seen in the movies, but have you created a business plan and mission statement? How do you bridge today with your future goals? Do you want to expand your business? Add employees? Lease a larger space? This is all part of your plan, and once you have a rough draft, then it is time to find a lawyer. Having everything written down will help you spend less time with a lawyer and more time on the mat.

The Basics – Company Structure

First and foremost, if you want to protect your personal assets, you are not your company. Separation of the company entity from your person is a requirement. Legally, the company must be a legal and separate financial “person” from yourself. I know that sounds odd, but if there is no separation between the company and you, if the company is sued, you may be personally liable for any damages and claims against the company. Whether a corporation is a C-corporation, a Limited Liability Company (LLC), or any variation thereof, the new entity is separate, and there should never be a comingling of funds. The corporation is often referred to as the “corporate veil,” and it protects your personal assets from any liabilities that the company incurs.

As you may well know, incorporating a business will offer tax benefits, but you need to ensure that the type of entity you choose is appropriate for your business and future needs. Tax planning is not fun, but it is a critical consideration when incorporating. Having an attorney that is qualified in tax planning can help avoid costly errors in the future.

Once you have a company, you will need to secure an Employer Identification Number (EIN) in order to open a business bank account. An EIN is a 9-digit number used to identify a corporation for tax and banking purposes. Most banks will not open a business account in the corporation’s name without an EIN. The IRS makes applying for an EIN very simple on the IRS website.

Business licenses are usually required by state and local governments. There are also requirements for state sales tax registration, unemployment, and other certifications, depending on your location. Don't get in trouble with state and local governments.

The I Word

Most people hate paying for insurance. If you never need to file a claim, it feels like this money is simply flying out of your bank account. But believe me, if you ever need the protection of insurance, you will be happy you have a policy. In the martial arts industry, liability insurance is the most important protection you can have. This includes riders for all your activities, tournaments, and coverage for sexual abuse or sexual molestation liability. Having an insurance company that is specifically designed for martial arts schools is important. Workers' compensation is required at the time you hire your first employee, and property insurance is often a condition in standard commercial leases. Yes, commercial leases. That is an entire column in and of itself.

Employees – Know the Law or at least find out!

The scope of employment law when hiring employees covers many areas of the law, including wages, safety, citizenship, family and medical leave, and lots of other areas. Some employees have additional protection given to certain groups. Protected classes include race, religion, disability, age, gender, marital status, as well as many others. Hiring, retention, termination, and references are subjects that should always come to mind. The most important thing an employer can do is to meticulously document each step when it comes to hiring employees, as well as the retention or termination process. Developing protocols and procedures for hiring employees, onboarding, retention, and termination that are employment law compliant will minimize your exposure to unnecessary litigation.

One of the basics to know about employment - at-will employment, what is it, and why do I care? The majority of states recognize at-will employment when businesses hire employees. This means that either the employer or employee is legally permitted to terminate employment at any time. An employer is entitled to fire an employee for any reason that does not violate the law. Please note an employee who has a contract is an exception to the at-will rule. An employee who has a contract can only be fired for "good cause." The meaning of "good cause" is determined by the jurisdiction's laws and the specific facts of the case. Generally, it means that employment can be ended only because of business-related goals or needs.

Independent Contractors AKA 1099 Employees

Employers need to pay particular attention to independent contracted workers, also known as 1099 workers. Independent contractors cannot be treated as employees, but this area of employment law can bite you like razor wire. A mischaracterization of an employee as an independent contractor – whether intentional or unintentional – can result in the payment of back wages and the application of payroll taxes with interest and penalties. Criminal sanctions are also a possibility. Distinguishing between an independent contractor and an employee can be dicey even for the most well-intentioned employer when thinking about hiring employees. Think before you dive into this employment pool. Research to make sure your employee status is correct.

This seems like a lot to think about before even stepping onto the mat. Having an attorney early on in your business decisions is essential and very similar to training in martial arts. You can prepare and train with a plastic sword, but when it comes down to business, you want to have the bladed weapon ready.

The information contained in this article is provided for informational purposes only and should not be construed as legal advice on any subject matter. You should not act or refrain from acting on the basis of any content included in this article without seeking legal or other professional advice.



Laurie Hunter Peterson is Senior Counsel for a large real estate development firm in Little Rock, Arkansas with primary practice in corporate law and business transactions. Laurie began her legal career in 1998 as a federal attorney representing the United States of America in five southern states and retired from federal practice into private corporate practice in 2019. Dovetailing with her legal career, Laurie began training in martial arts while in college and has continued to train for the past 38 years. Laurie is a 6th degree black belt master instructor that continues to strive for a balance between the corporate legal world and the world of martial arts.

A Day in the Life of Professor Travis Tooke

A day for me starts the same about 95% of the time. Of course, there are days that look nothing like the description I'm about to give based on a variety of factors. But, I do try to maintain a consistent routine that involves personal care, family time, social connecting, and business progress. Here is my ideal day: I wake up at 7 am, stretch my body briefly, and drink a tall glass of water. Before allowing myself to become distracted or stressed by social media, email, or any other dopamine-delivering apps my phone offers, I meditate/do box breathing for about 20 minutes. I try to read or listen to something positive and have that be the first message I hear when starting my day. I have only been doing the meditation/breathing portion of my morning practice for a few years, and there are occasions that I miss it. But I have noticed a profoundly positive improvement in my overall behavior, positive attitude, and the way I interact with family, students, and friends.



Now that I have started my day with a clear head, it's time to review my goals (both short-term and long-term, business and personal) as well as my To-Do list for the day. This gives me some additional energy and excitement for the day ahead and helps me to focus on what is important and what needs to be completed before my teaching duties begin. I also use this time to journal briefly about what I'm grateful for, what challenges I am dealing with, and how best to overcome them. By playing these challenges out with a solution-oriented mindset, I can keep a calm and collected attitude when dealing with difficult moments. This combination of breathwork with journaling takes any anxiety I'm experiencing to a low and manageable state.

Once I have planned and reviewed my goals and upcoming day, it's time to exercise. Occasionally I will do this in the afternoon, but I prefer to do it in the morning between 9-10 am and before any of the day's work. My workouts vary greatly. Lately, I am focused on military-style workouts as I am preparing for an event with a large group of my students called the Warrior Crucible. The Warrior Crucible is a 16-hour intense training session modeled after the Navy Seal Hell Week but with martial arts training included. It's incredibly difficult, to say the least, but the training is very rewarding, and completing the event is a monumental achievement.

When my workout is complete, I hydrate and stretch and prepare for the daytime Jiu-jitsu class at 11 am. I teach a couple of mornings per week, but I will usually participate in the classes that I don't teach as well. Of course, this is the most fun part of the day. Helping students reach their martial arts goals while continuing to learn and grow myself is something I am very grateful to have the opportunity to do daily. I've been a Jiu-jitsu junkie since I was 16, and I still love these training sessions. Some days are more intense than others. For example, we have several MMA fighters, including a UFC fighter and the current Bellator World Champion, who train with us during the week. These classes are very intense and competitive. Other days are smaller with students who train more recreationally. At 41 years of age, I don't recover quite as fast as I used to, but I still love the challenge that training with goal-driven athletes provides. I'm super grateful to be a part of all of my student's journeys, even if they're laser-focused on choking me out some days LOL

Now that training is over with, I'm pretty hungry, so it's time for lunch. I usually have lunch with my brother and father, who both work with me at the school. My brother is the manager and oversees memberships, and my father does maintenance and clean up. We eat somewhere nearby and try to keep it clean and healthy. Though I do live in Texas, and it's hard to say no to great BBQ sometimes. When lunch is over, I return to the school, where I work on my To-Do's for the day. I'm currently doing just that with the writing of this paper which is overdue! LOL

Daily To-Do items range from planning marketing campaigns, meeting with J.P. (my brother) to discuss any recent issues, planning upcoming events such as belt graduations or instructor training courses, writing content for my website, editing my upcoming book, scheduling phone calls, work-related travel...etc. I try to do this relatively uninterrupted for at least 1-hour blocks. This is not easy as I'm not always the most focused individual. The meditation helps with this.

Around 5 or 6 pm (depending on the day) is when our evening classes begin. At this point, I focus on the students and the classes. I do teach a couple of evening classes per week, but most of them are led by our great staff of instructors. Either way, I am dressed in full uniform and connecting with, helping out, or training with the students. This is where all the work, effort, and training shows itself...during class. I want to make sure that the energy on the training floor is always high, the students are smiling, and the instructors are fully engaged. I make mental notes of what goes well and where there might be room for improvement. As class comes to an end, I will lead or take part in the bowing out process, depending on whether I am teaching or not. This is an opportunity to speak to the group as a whole, make any upcoming announcements, congratulate individual student achievements, and end on a positive note. As class officially ends and students exit the mat, there is a time period of around 15 minutes where students and parents will chat with one another and with the coaches. This is time well spent, as it gives the coaches and students another opportunity to connect and bond a little more. Eventually, the students shower, change and head home for the evening. And I'm right behind them, headed home to spend time with my wife and son.

I tend to get home fairly late, between 8:30-9:30 pm, depending on the day of the week, with Fridays being the exception (usually around 7 pm). After dinner and plenty of time with the family, I start my brief evening ritual. This starts with a review of the entire day (both the good and the bad), what I learned, a review of my goals, and plans for tomorrow. I try to end the day how I started with a 20-minute breathwork practice. This took some time to develop the patience for but has had a tremendously positive impact on my mindset. Around 10:30 pm, I'm in bed and ready to get some much-needed sleep.

As I mentioned earlier, I have a son who is about to be one year old. Since his birth, the above schedule has taken a back seat to baby duties more than ever before. And that is totally okay...I LOVE DADDY TIME! I can't get enough of being with my son. Oddly enough, we never planned to have kids. Now that I have one, I can't imagine ever going back. It is a time-consuming and stressful responsibility at times, and I know that will only increase. But I wouldn't have it any other way. I'm working now to better balance my work duties with my daddy duties, and I don't think that there is a perfect solution to this. Overall, when my day goes according to plan, it resembles the above description. However, with a new son, traveling, unexpected occurrences, and my own occasional bad habits and sometimes lazy nature, it's not always so smooth. I try my best to not hang on to disappointment when a day, week, or even month doesn't go as planned. I have much to be grateful for, and whether I always feel great, I know that I am incredibly blessed to have the opportunity to help people by doing what I love and sharing it with others. So when I become temporarily derailed or overly stressed, I take a deep breath (or maybe 20 minutes of deep breaths), and I get back to work again.

Perhaps the biggest impact on my professional life has come from great coaches. Working with brilliant minds like Master Stephen Oliver, Master Jeff Smith, and Master Greg Moody was a Godsend. They taught me the most efficient and practical business systems and processes that I never would have learned on my own. I also work with Former Navy Seal coaches in a group called Unbeatable Mind. I don't believe that it's possible to achieve greatness without surrounding yourself with positive people and knowledgeable coaches, and I have been fortunate to have worked with the very best on the planet.



For over 20 years Travis Tooke has dedicated himself to mastering and teaching the art of Brazilian Jiu-jitsu. He is a passionate martial artist who is committed to serving his students and his community. He is the author of *Jiu jitsu and Life: Lessons Learned On and Off the Mat*. As the head instructor and CEO of Team Tooke Mixed Martial Arts, Professor Travis has created a program that molds student into athletic martial artists and confident leaders.

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VETERANS CORNER



Go2 Karate is proud to feature a Veteran and school owner. This edition of Go2 Karate Magazine is proud to introduce Susan Droege a United States Air Force Veteran and co-owner of Tactical Martial Arts located in Marietta, Georgia.

Susan Droege graduated high school in 1977. Almost immediately after her graduation she enlisted in the Air Force Reserves. As part of the reserves, all people attend basic training for the Air Force in San Antonio, TX. After completing basic, Susan stayed in Texas and became a communications specialist, and after completion of her technical school went back to Milwaukee, WI. Here she was a civil servant working in the communications field on a daily basis, however this was not what Susan truly aspired to do. She decided to cross train into the medical field and went back to Texas for training in Surgical Technology at which point she also changed careers as a civil servant and started working at the base hospital.

As a Reservist, Mrs. Droege achieved the rank of Staff Sergeant, also known as an E-5. It was soon after she decided to go on active duty and because of the change in her military status was demoted to the rank of A1C, (it is an active vs reserve duty thing). She had the opportunity to travel to some fantastic places while in the Reserves not only within the United States, but also in Germany.

Susan's first active-duty base was Travis AFB, located in Fairfield, CA. This was like a homecoming for her, her father was in the Air Force and Susan was born at Hamilton Air Force Base which was located near San Francisco. She was the oldest of her rank when she began working in surgery at Travis. Not only was there a steep learning curve, but she had to answer to folks much younger than she was. However she respected the rank of each person regardless of their age. While at Travis, she was given a special duty assignment as a Protocol Rep for the base. This involved taking care of high-ranking officers visiting the base, a position given to the most trustworthy of airmen. Following the time at Travis, she was then stationed at Clark AB in the Philippines. What a remarkable experience while there, the people she met and worked with will forever be engraved in her mind.





As her initial enlistment of four years Active Duty came to a close, she extended her time so she could return stateside and decide what she wanted to do from that point on. Her first stop on this tour in the United States was supposed to be Selfridge AFB, located in Michigan, however she was rerouted to Warner Robins AFB, in Georgia. Here, as they say, the rest is history. She met her future husband, Grand Master Todd Droege, while he was a guest judge at Master Keith Bump's school in Warner Robins. They spoke briefly and the following weekend she drove to Atlanta to attend a TKD tournament he was hosting. They were married just six months later, even as she was on alert for Desert Storm.

Mrs. Droege finished her active duty commitment and returned to Civil Service, now at Dobbins ARB while reenlisting as a Reservist. Here she worked for the 94th Aeromedical Evacuation Squadron as a civilian and reservist for over three years. She then transferred to an IMA (Individual Mobilization Augmentee) and returned to the operating room at Warner Robins. Mrs. Droege formally retired with 20 years of service in 1998 with the rank of Master Sargent.

Mrs. Droege and Grand Master Droege have worked together for the entirety of their marriage having our separate chains of command. While she never obtained a black belt in TKD her work "behind the scenes" daily ensures everything runs smoothly at their school, which they designed and built back in 2000. This has not been without it's ups and downs. They have weathered the recession of 2008, an electrical fire in 2017, and most recently, the COVID-19 Pandemic. They stand by one another and are proud of what they have accomplished. We want to thank Mrs. Droege for the Thank you for the opportunity to share her story.

Go2 Karate was founded by a Veteran and has Veteran team members. We are always honored to tell the stories of those whom have served. The Droege's have one of the largest and most modern built Martial Art and Krav Maga schools in the world.

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MARTIAL ARTS JOURNEY

We Want to Hear from YOU!

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