

The Secret Formula to Running a Successful Martial Arts School

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Elite Force Martial Arts/International Masters' Council



What do most instructors and school owners do all day?

- Answer emails**
- Look at their Facebook, Instagram, etc.**
- Answer text messages**
- Clean their schools**
- And a bunch of other urgent, but not really important stuff**

So what should be the FOCUS?

The answer lies in this age old formula that worked more than 30 years ago, and it still works today!



The Formula is P => I => A => E => R (5)

Progress => Interest =>

Attendance => Exams =>

Retention => Referrals =>

Renewals => Reactivations =>

Revenues

What does **PROGRESS** look like to a student?

- **Stripes/Belts**
- **Instructor feedback**
- **Peer feedback**
- **Feedback from parents**
- **Highlighting a student (Have them demonstrate a skill in front of the class)**



Reality Check: Most people don't like what they are not good at!

Your #1 MUST DO as an instructor is to get them to see **real progress in the beginning of their training.**

When they see and feel real progress, this happens...

Their level of **INTEREST goes up!**



Success Stories



At 65 years old, Lenny Ruden is a great example that age is just a number. He earned his 1st Degree Black Belt in October of 2017 and has his sights set 2nd Degree Black Belt. Lenny is a proud father, registered nurse, and a great example of the "never give up" mindset. He trains at least 4 classes per week and shows no signs of slowing down.

WAY TO GO LIGHTNING LENNY!

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Affectionately known as "Blueberry", Chris Nolan recently earned his Blue Belt from Professor Pulga. What's great about Chris is his "refuse to lose" mindset. He overcame an injured arm and got back on the mats with more passion and fire than ever before. Chris is a 47 year old warrior and, no doubt, he will be a Black Belt one day!

CHRIS NOLAN "BLUEBERRY"

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They start to build their DOJO MOJO!

Their ATTENDANCE increases!

**What happens when you train
consistently?**

Answer => You get really good!

EXAMS



**The backend of the formula is what is
great for instructors and school owners...**

RETENTION: Create Raving Fans



REFERRALS

- **Unsolicited referrals:** Master Shihan, can I bring a friend to class with me tonight?
- **Events:** Buddy day, Exam day, etc.
- **Shares on Facebook**
- **Testimonials**
- **Google Reviews/Facebook Reviews**
- **Shout from the rooftops**

One thought on referrals...

When you ask for referrals, you can potentially change the relationship between you and a student.

Do you want the **best strategy to get more referrals???**

The simple answer is...EARN THEM!!!

Be so damn good at what you do, show people you care about them so much that they are COMPELLED to bring their family and friends to your school.

They will be excited and willing to share your Facebook posts, brag about you online, and help you grow your school.

Show them the LOVE!!!

RENEWALS

- Renew their **INTEREST**
- Renew their **MOTIVATION**
- Renew their **GOALS**
- Renew their **PROGRAM**

REACTIVATIONS: Your Lowest Hanging Fruit

- When you have long-term students, some of their friends and training partners drop out.**
- Get your current students to market for you.**
- When people leave, make sure it is on a positive note.**

REVENUES: Show me the money!



What the FOCUS are you talking about?

This formula focuses on PEOPLE first,

and the MONEY is a natural result.

International Masters' Council

