

# National Martial Art Appreciation Month

## September Layout

A little over a year or so ago, Master Duane Brumitt and I spoke about an idea he had received from his student and head instructor at his school named Chris Bean. He brought up the fact that there are many holidays or months that represent different events in history to celebrate the past success. We talked about how we can help elevate schools World Wide through the Martial Arts. We also spoke about how important martial art schools are in helping people live more productive lives. Master Brumitt began to share his ideas with me on what he called “National Martial Arts Appreciation Month” and why he thought it was necessary for our industry and schools to celebrate what we do on a daily basis.

We often go back and forth brainstorming ideas with each other and he explained how there are so many other appreciation months throughout the year. He mention a few like National Bakers month, National Self Love month, National Hire a Veteran Day, National Wine and Cheese day to name a few. So why not the Martial Arts? I agreed with him wholeheartedly.

I asked him to share more of his ideas as my brain started firing off thoughts with all the things we could do in our schools and across our industry. So at that moment in time the inception of National Martial Art Appreciation month began. We went back and forth many times with ideas and the layout for this program kept building and building.

Duane and I have been doing a Martial art podcast for over 10 years. The podcast has had 10’s of thousands of views/listens. It is the longest running podcast ever in the martial arts. There have been many but most of them stop after a year or so. If not for anything, Duane and I are consistent, sometimes even borderline stubborn, filled with tons of Grit and most of all the desire to share what we have learned over our careers.

What do we want from School owners? The answer is simple: Nothing in return. We just want for schools to be successful and to elevate martial arts around the world. Think about it this way, the more professional schools that succeed, the more we elevate the martial arts forever and the more people we reach and teach.

### **Concept:**

An entire month focused on promoting the martial arts legacy, history and of course what we do daily as school owners on a day to day basis. It gives us a platform, where we don’t have to feel like we are tooting our own horn or bragging about what we do to change lives with our students and their families. We educate our students, their families and the community about our USP – Unique Strategic Purpose, the reason why martial art schools are so important.

### **Goals:**

We shoot for getting our students to be more motivated and to train harder than ever. We want to educate people about the martial arts. By teaching students about martial art icons, for example: Bruce Lee, Chuck Norris, Steven Seagal, John Claude Vandamme which are martial art celebrities that many students at a young age do not even know any longer. We want to talk about legends in the martial arts such as our teachers, our founders of our systems and our mentors in life. So many come to mind when I mention this but each of us are going to have our own example living and those that have passes that are instrumental in our own personal journey. Those people have shaped our lives forever.

### **Elevated monthly awareness campaign – Buddy Month or Buddy Week.**

Here is what Allie Alberigo did at his school.



"It's Not Just Kicking & Punching..."  
**L.I. NINJUTSU**  
*Centers*  
...It's Martial Arts & Beyond!"

## **Buddy Week**

**Bring up to 2 friends per class as a guest all week  
A Friend, Sibling, Relative, Neighbor, Etc.  
The more the better. Win prizes.**

**When: Any class you attend - Week of Sept. 18th - 23rd  
Win a NMAAM - T-shirt. For every member that joins you get  
\$50 off tuition. If 5 join you get a year free.**

# **National Martial Arts Appreciation Month**

**What is Martial Arts Appreciation Month?  
It's that time of year, when we reflect  
on our martial art training,  
what we have learned, how it has  
impacted our lives and how it will help  
the world if we share it with others.**

**How do you participate?**

**It's easy to make a difference.**

**Invite Friends, Siblings, Parents etc. Anyone you know.**

**Bring your buddy's into Buddy Week up to 2 per class.**

**Prizes for the most friends brought.**

**Your Friends get a FREE month of martial art classes. For every friend that joins  
you receive a \$50 credit toward purchases or tuition.**

**If 5 join you get a free year of tuition.**

**Lets show everyone we know, WHY we practice the martial arts and share  
with them the benefits and reasons why you train.**

**When? - The Entire Month of September**

**What Class? - bring them to your class with you.**

**Cost ? Free**

**Pick up your passes today. If you bring a friend you get a  
National Martial Arts Appreciation Month T-shirt absolutely FREE.**

This normally ties into our referral program. In my schools L.I. Ninjutsu Centers, I have a rather extensive Referral program that has been replicated around the world. In fact if you want you can check it out go to this link <https://takingittothenextlevel.com/nextlevelstore.html>. Basically for every member a student refers that joins for the year they get \$50 and a credit toward the grand prize. If they get 5 referrals, that also sign up for the year, they receive a year for free. Which in turn is a 5 to 1 ratio in marketing dollars. In other words you sign up five and give away one. An investment I would do all day long.

### **National Martial Art Appreciation t-shirt concept:**

I explain to many of my coaching clients that for these special event, make a cool shirt and give the shirt away FREE. I normally get a little kick back from school owners, stating that could cost a good amount of money. We all know that you have to spend money to make money, but what if you didn't. So here is the breakdown all it takes is time.

I go out and get sponsorship for the shirts. First I reach out to all of our families within our school. We use Spark Membership Software. I use what is called a check out page. I ask if any of them have businesses or know of anyone that does. I explain we are looking for sponsorship. Here are 2 logo's that you can use on the front of the shirt. We don't mind you using our logo's so you don't have to design one of your own. Or come up with a cool one of your own and make it yours.

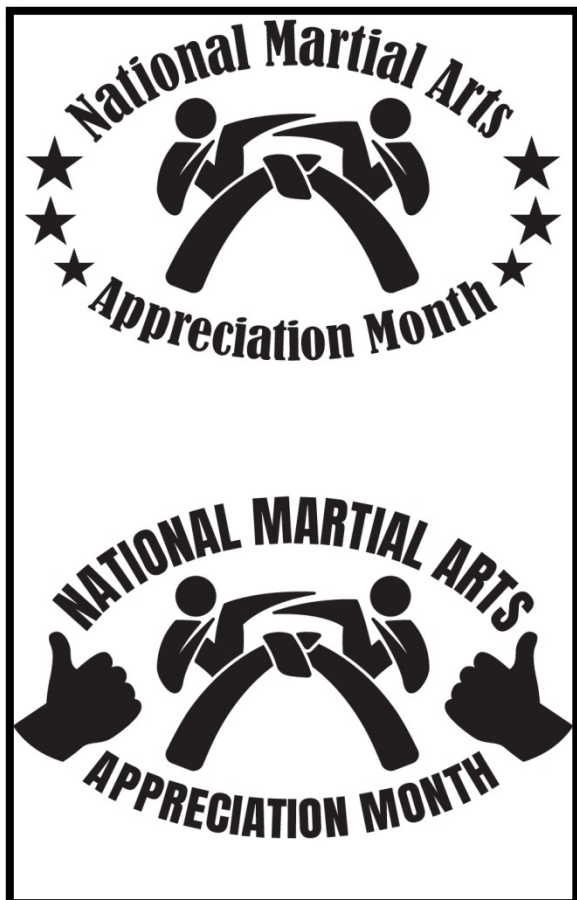
The real magic for this is if you can get sponsorship, you can cover your full cost of the shirts, so it doesn't cost you a penny. Here is what happened for me. I raised \$2400. I did a sponsorship costs of \$150, \$250 and whatever they wanted in intervals of \$50.

So a person could have chosen the \$200 but added on \$50 multiplied by three. I do this all on my checkout pages in Spark. It was easy to promote. I had one of my students who is the owner of Rocket Star an actual rocket engine company donate \$500. The shirts cost on average around \$8 – 9 per shirt to print. I ordered 150 shirts. My total order cost me \$1200. I made a \$1200 profit on making shirts that I gave away.

### **Shared Seminars Via Zoom – one good thing that came out of Covid**

#### **Goal of Live Seminars:**

Duane and I and a few others have done seminars for each other for free on zoom. I miss the days where school owners would fly me in for the weekend and charge for seminars but this is much easier. I zoomed into his school and he zoomed into mine. Our goal was for each of us to teach a specialty seminar for the others school. Giving them a little variety and mixing it up a bit. The technology was through zoom and a TV or computer monitor in your school. We had a great time teaching each other's students and the students thoroughly enjoyed it.



## Word of the week

We just started doing word of the month in our school again. This is nothing new for most of you. However, during the month of September and National Martial Art Appreciation month, we do word of the week. Here are some that I made to discuss with my students. This gives us an opportunity to go beyond just the kicking and punching aspect of martial arts. Taking time to explain to students young and old what these words mean, and how following them can be life changing is all part of “Living the Martial Way.”





Layout of suggested Ideas per week.

Week 1: Take the word you choose and utilize ChatGPT. Ask it to give you a synopsis of the word and have it build you a story, to use to explain the word in a real life situation.

Week 2:

Week 3:

Week 4:

Duane had his teachers from his school all record a video as to why they started the martial arts and the benefits of the martial arts. Duane also had students do the same thing asking them to put it on Social Media and tag and send it to the students. You can post this on Instagram, Youtube, Facebook, TikTok and also throughout your school lists.

Every Week Duane picked a number of Martial Artist, and Highlighted and talked about the different teachers and history. That were a huge part of his training and the development of his martial art career.

## National Martial Arts Appreciation Month – Playbook

### Key Takeaways

- Buddy Month or Week to boost attendance and visibility by encouraging students to bring friends.
- Incentives (t-shirts, raffle tickets, prizes) drive participation in classes.
- Instructors and students created video testimonials that doubled as community engagement and marketing content.
- Martial arts legends and history were highlighted weekly, deepening connection to the art and school culture.
- Consistent follow-up with visitors increased chances of conversions for memberships, camps, and events.
- Shirt Sponsorship
- Raffles for extra members with a desirable grand prize.
- Educate the Families and students about who you are and what you have accomplished as a owner and head instructor
- Highlight your student instructors to build them up.

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### Topics & Strategies

#### 1. Buddy Month or Week.

- **Participation Rules:** Students can bring up to **2 buddies per class** all month long.

- **Incentives:**
    - Student + buddy both receive t-shirts (student only receives one shirt total).
    - Each student earns **5 raffle tickets per additional buddy remember the friend always gets a shirt.**
    - If a student brings a friend and that student joins, they should get a prize. In Allie's school he does a \$50 credit toward tuition or gear.
    - **Bonus:** If a student brings 5+ friends, they could win a year for free. This is up to you.
    - **Grand Prize:** End-of-month raffle for the student who brought the most friends. Example: **school gear package or school jacket.**
  - **Video Incentive:** Students posting a **30-second video** about martial arts appreciation on social media = **10 extra tickets.**
  - **Google Reviews:** Positive review from parent or student = **10 tickets.**
  - **Promotion Tip:** Remind parents that this isn't just fun—it's a chance to grow the school family. Build enrollment and also help others with the benefits of the martial arts.
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## 2. Instructor Videos

- Each instructor records a **short, authentic video** sharing their martial arts journey.
  - Focus: one personal benefit beyond martial arts (confidence, discipline, leadership, etc.).
  - Release these **weekly throughout the month** for consistent engagement.
  - Cross-post on social media, email, and in-school TVs/screens (if available).
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## 3. Student Appreciation Videos

- Students record videos explaining why they love martial arts and their school/dojo.
  - **Submission Methods suggestions:**
    - Upload to Dropbox/Google Drive.
    - Share with instructor directly. Through Text or email.
    - Upload on to Youtube and get a link then share the link via text to your social or text and email
    - Post on social media tagging the school.
  - **Tracking Options:**
    - Spark check-out pages (automated tracking).
    - Simple clipboard + sign-off sheet.
    - Zapier integration for automated notifications.
  - **Marketing Use:** Reshare on school accounts, newsletters, and YouTube playlist as "Student Voices."
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## 4. Martial Arts Legends

- Weekly spotlight on a **legend** (celebrity or lineage figure).
- Content Includes:
  - Biography + accomplishments.
  - Why they're respected/admired.
  - Connection to your school's values or training style.
- Suggested figures: Bruce Lee, Chuck Norris, Helio Gracie, Mas Oyama, Morihei Ueshiba.
- Encourage families to discuss these legends at home, strengthening cultural awareness.

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## 5. Follow-Ups

- **After Each Visit:** Reach out within 24–48 hours.
  - **Key Actions:**
    - Thank them for visiting.
    - Invite them back for another class.
    - Present membership/program options.
    - Promote upcoming **birthday parties, parents' night out, or camps.**
  - Frame this as: **not just recruitment, but community-building.**
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## 6, When sharing your Word of the month or Week.

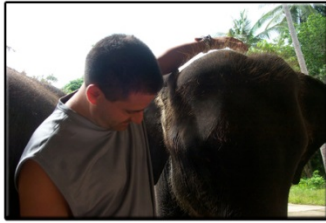
Make Copies on paper for the child or student to take home and discuss amongst the family. For example Integrity, honor, loyalty, etc. Turn this classroom lesson into a fun homework assignment.

## Next Steps & Growth Plan

- **Analyze Engagement:** How many students participated in Buddy Week or month, reviews, and videos?
  - **Measure Conversion Rates:** How many buddies became members?
  - **Evaluate Incentives:** Which prizes motivated the most effort?
  - **Plan Ahead:**
    - Decide next year's **theme** (e.g., “Heroes of Martial Arts,” “Discipline & Leadership”).
    - Prep **marketing calendar** at least 60 days out.
    - Order t-shirts, gear, and set up automation tools early.
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⚡ This gives you a **repeatable framework** for National Martial Arts Appreciation Month that's both fun for students and powerful for enrollment growth.

These are samples of items Allie Alberigo used to work with his students.



Jerome Mackey Martial Arts  
1968 - 1972  
Junior Black Belt

 **Allie Alberigo - Lineage**  
**L.I. Ninjutsu Centers History**  
9/9/2024 

Aikido  
Instructor Robert Ring (cousin)  
1970 - 1977  
Shodan

Falco's Shotokan Karate  
1977 - 1980  
Ikkyu Brown Belt

Bayshore Martial Arts Academy  
Filipino Kali Arnis  
Sayoc Fighting system  
1980 - 1986  
2nd Degree Black Belt

Bayshore Martial Arts Academy  
Chinese/Hawaiian Kenpo  
1982-1984  
First Degree Black Belt

Ended up taking over the  
school and ran it from 1982-1984  
Decided to close it and go back to  
being a student

Circle of One System  
Shihan Robert Hernandez  
1982/1983  
Yellow Belt

Circle of One System  
Shihan Felix Vazquez Headquarters  
1983 - 2000  
4th Degree - Renshi

Opened First  
L.I. Ninjutsu Centers  
1991 - still open  
Founder of 21st Century Ninjutsu

Genbukan Ninpo Taijutsu  
Kokusai Ju Jutsu  
1992 - 2005  
5th Dan - Kyoshi

Opened Multiple L.I. Ninjutsu  
Centers throughout the world.  
Bermuda, Costa Rica, Puerto Rico,  
Brewster NY, Canton Michigan  
5 on Long Island

Ended up receiving a rank  
recognition Award  
7th and then 8th dan  
by prominent Martial Arts instructors



*"It's Not Just Kicking & Punching..."*



**SPECIAL FREE  
TRAINING SESSION  
AGES 7 TO ADULT  
10 AM - 11:30 AM  
SEPT. 21ST, 2024  
COST FREE**



**SEMINAR: TRAINING WITH MASTER DUANE BRUMMIT  
OF TRI STAR MARTIAL ARTS OF ILLIONOIS ON ZOOM.  
45 MINUTES LONG, THEN SHIHAN ALLIE WILL BE TEACHING  
WRIST LOCK ESCAPES TO ALL THE STUDENTS IN ILLIONOIS &  
L.I. NINJUTSU CENTERS STUDENTS.**

**QUESTION: IS THIS CLASS WORTH ATTENDING? DO YOU HAVE ANOTHER EVENT  
GOING ON THAT DAY? SHOULD YOU SKIP IT & COME TO THIS EVENT?**

**ANSWER: IS A RESOUNDING YES. ATTEND AND LEARN AND BECOME  
BETTER BECAUSE OF YOUR ATTENDANCE. THESE EVENTS CHANGE LIVES.**

"It's Not Just Kicking & Punching..."



**ALL MONTH LONG  
BRING IN AS MANY  
FRIENDS, SIBLINGS,  
NEIGHBORS, FAMILY  
OR GUESTS.**



**GOAL: BRING IN A GUEST & EXPOSE THEM TO THE MARTIAL ARTS.  
SHOW THEM WHY YOU FEEL THE MARTIAL ARTS IS LIFE CHANGING.**

**HAVE THEM ATTEND A FREE 2 WEEKS OF CLASSES  
DURING YOUR CLASS & RECIEVE A FREE TSHIRT FOR THE BOTH OF YOU.**

**STUDENTS AND PARENTS REWARD**

**NOT ONLY DO YOU GET A T-SHIRT, IF THE PERSON SIGNS UP FOR THE YEAR. YOU WILL  
RECIEVE \$50 CREDIT TOWARD MONTHLY TUITION. IF 5 PEOPLE JOIN, YOU GET A YEAR  
FOR FREE!**

"It's Not Just Kicking & Punching..."



忍びの者 Shinobi No mono - Ninja,  
Endurance, Perseverance and Virtue



**The Five Elements of Ninpo  
Known as Godai**

**Earth (Chi):**

Represents solidity & stability.

**Water (Sui):**

Represents fluidity & adaptability.

**Fire (Ka):**

Represents energy, passion,  
& power.

**Wind (Fu):**

Represents movement, growth,  
& expansion.

**Void (Ku):**

Represents the formless, spiritual energy,  
& space.

# **10 TOP MARTIAL ART FAMILY FRIENDLY FILMS TO WATCH.**

- 1) ALL OF THE 3 NINJA FILMS**
- 2) NINJA TURTLES**
- 3) WARRIORS OF VIRTUE**
- 4) CHUCK NORRIS "TOP DOG."**
- 5) SURF NINJAS**
- 6) THE KARATE KIDS SERIES**
- 7) KUNG FU PANDA**
- 8) MULAN**
- 9) UNDERDOG KIDS**
- 10) BIG TROUBLE LITTLE CHINA**