

National Martial Art Appreciation Month

September Layout

A little over a year ago, Master Duane Brumitt and I spoke about an idea he had received from his student and head instructor at his school. His name is Chris Beane how schools worldwide elevate the Martial Arts. He 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. In detail, he shared with me his ideas, like we often do with each other and he spoke about how there are so many other appreciation months throughout the year. He mentioned a few like National Bakers Month, National Self Love Month, National Hire a Veteran Day, and 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 spinning with all the things we could do in our schools. 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 as it kept building.

Duane and I have been doing a martial arts 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: We want you to be successful and 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.

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. We educate our students, their families, and the community about our USP – Unique Strategic Purpose, the reason why martial arts schools are so important.

Goals:

We shoot to get 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 arts icons, for example: Bruce Lee, Chuck Norris, Steven Seagal, and John Claude Vandamme which are martial arts 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, the 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 people that 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.J. NINJUTSU
Center
...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 school 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 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 others, 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. I ask if any of them have businesses or know of anyone that does. I explained we are looking for sponsorship. Here are 2 logos that you can use on the front of the shirt. We don't mind you using our logo 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 the 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 \$250 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 shirt. I ordered 150 shirts. My total order cost profit on making shirts that I gave away.

average around \$8 – 9 per me \$1200. I made a \$1200

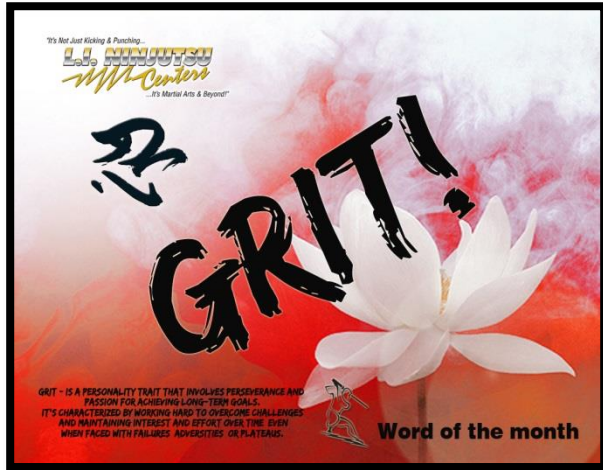
Shared Seminars Via Zoom – one good thing that came out of Covid

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 when 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 other 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 they 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 Arts 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 dig 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:

Week 2:

Week 3:

Week 4:

Duane had his teachers 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 studio.

Every Week Duane picked a number of Martial Artists, and Highlighted and talked about the different teachers and history.

Key Takeaways

- Allowed students to bring buddies only during the last week of the month for trial classes
- Instructors recorded videos sharing their martial arts journey/appreciation
- Students recorded and shared their martial arts appreciation videos on social media
- Highlighted different martial arts legends each week (Bruce Lee, Chuck Norris, etc.)
- Offered t-shirts as incentives for students bringing buddies
- Followed up with visitors about joining programs, camps, parties, etc.

Topics

Buddy Week

- Only allowed students to bring buddies during the last week
- Some brought different buddies to each class
- Incentive: Both student and buddy received t-shirts

Instructor Videos

- Instructors recorded videos sharing their martial arts journey/appreciation
- Videos were released periodically throughout the month

Student Appreciation Videos

- Students recorded and shared martial arts appreciation videos on social media
- Tagged the school's accounts and uploaded videos to a Dropbox folder
- Used Zapier automation to track video uploads

Martial Arts Legends

- Each week highlighted a different martial arts legend
- Covered their background, accomplishments, why they are appreciated
- Legends like Bruce Lee, Chuck Norris, Helio Gracie

Follow-ups

- Followed up with visitors about joining programs, camps, parties, etc.
- Promoted other offerings like birthday parties, parents' night out, summer camps

Next Steps

- Analyze participation and engagement metrics
- Review student/buddy conversion rates
- Plan for next year's National Martial Arts Appreciation Month