



Discover The **Hidden Fortune** In Your Martial Arts School

Learn How You Can [Skyrocket Sales](#) By Increasing Retention, Doubling Enrollment, and Automating Your Business Systems [Using A Proven Formula For Success](#)

Dear **Martial Arts School Owner**,

Take a moment to think back and reflect on the last month, year, even 5 years you've been in business. **What dominates your thoughts?**

Is it the thrilling, adrenaline pumping moments that make this career the most fulfilling, enriching professional experience you can imagine? Or is it the stressful ones, the **never-ending to-do lists, and eternal quest for "a better way?"**

Do you find yourself doing okay financially but feeling like there has to be an easier way?

Do you find yourself **working harder and longer hours** for smaller and smaller gains?

Do you find yourself struggling to **manage the business, market the business, grow the business** and lead a meaningful personal life too?

Are you fed up with those feelings? **Do you want to release those burdens** and focus instead on what compelled you to make that courageous leap and start your own martial arts school? **Do you want to remember and focus instead on the excitement, freedom, tireless energy and complete dedication you once felt?**

Go ahead. Let those feelings bubble up to the surface. Pull them from the recesses of your memory and let them fill your senses. Concentrate on the pleasure you felt teaching your first students, the satisfaction you felt knowing you were providing a quality service unlike any other, the power you felt being your own boss, and the connectedness you experienced knowing your life's mission was on purpose with your daily labors.

Remember how incredible that felt? How invigorated you were? How invincible you seemed? Want to know how you can get that feeling back...times 10 to the nth power?

Great! Let's get started.

Unlocking Your Entrepreneurial Potential

If you're like 98% of my mentees, you face the very same obstacles including **how to generate intros, increase enrollment and keep your students renewing**. And those are just the basics! You probably also **want to know how to:**

- 🌟 Introduce tuition hikes without scaring off your students
- 🌟 **Generate FREE publicity on TV, radio and in print**, not once but over and over again the whole year through
- 🌟 Create web sites that don't just look pretty but actually generate enrollments and drive traffic to your front door
- 🌟 Produce **hot ad copy** and a **fool-proof marketing plan**
- 🌟 **Automate business growth systems** and free yourself up to focus on the parts of your business that you actually enjoy
- 🌟 **Double or triple your income** WITHOUT working harder, longer hours
- 🌟 Get help from other experienced martial art school owners who've either been where you are or are there now
- 🌟 Find accountability partners who want to help you succeed
- 🌟 Implement instructor-training processes and dramatically increase your volunteer teachers
- 🌟 Search out the gems among your volunteers for full-time teaching positions
- 🌟 **Use direct response marketing** to generate leads **and double your response to any ad**
- 🌟 Create and implement a **bulletproof tracking system for marketing campaigns**
- 🌟 Accurately determine your income and expenses before beginning a campaign
- 🌟 Get prospects begging to enroll at 25-50% more than you currently charge
- 🌟 **Duplicate all this so your business runs smoothly and seamlessly, producing wealth and abundance unlike anything you've experienced before**
- 🌟 And more

Wanna know why I'm so confident I can help you learn and implement all of this and more? Because **I've done it in my own business**—with five different schools to be exact. And that's not counting the **hundreds of mentees I've helped** just like you in the last 20 years.



"We've added \$180,000 to the school gross."

"I've been in Stephen Oliver's coaching program for a little over a year now. And off the top of my head, I can say that I estimate we've added \$180,000 to the school gross and implemented systems that helped me make my job easier."

Doug Mooney
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But Beyond Those Generalities What REALLY Makes Me Flat-Out, Tried-and-True Qualified to Help You?

When I opened my first school in 1975 **I was the first of the 2nd Generation of Martial Arts School owners in the United States.** What does that mean? I was doing the unprecedented, running a Martial Arts school full-time—as in a real career – with lots of opportunities.

I was 23 years old, bold, self-assured, and optimistic to boot. So I loaded my 200SX Datsun after graduating from Georgetown University (and, more importantly from management at the Jhoon Rhee Institute) and, moved from Washington DC to Denver with nothing more than \$10,000 and a pocket-full of credit cards.

Not knowing a soul in Denver, I promptly **opened five Mile High Karate schools in 18 months – growing to over \$1,000,000.00 in revenue and 1,500 active students before I turned 25.**

And I gotta tell you. It wasn't because I was cheap. In the early 80's I **often charged double the price my "competition" asked AND I had the leading "market share" by no less than 72%.** True story.

Since then I:

- Have **promoted a NASKA World Tour Event**
- Served as the Sanction Director on the NASKA Board of Directors
- Acted as a founding member of the EFC Board of Directors
- Was inducted into the EFC Hall of Fame
- **Received recognition** – among other awards – **as EFC's #1 multi-school operation**
- **Owned 3 of the top 10 schools on the EFC "All Stars" report**
- I graduated with a Master's in Business Administration
- Enlisted a half dozen Ph.D's to analyze the martial arts business and, using their feedback, put together a 400-page business plan for a large multi-school operation.
- **Received recognition from schools throughout the world as The Leading Martial Arts School Marketing and Business Expert.**
- Expanded my Mile High Karate Schools internationally.

- Promoted hundreds of Black Belts including many 3rd, 4th, and 5th degree Black Belts – some of whom have been training with me for 20 years or more.
- Was tapped by NAPMA for their advanced business training program: NAPMA Squared, and
- **Worked with and strategized with the most successful school owners in the world, whom I'm also fortunate enough to call friends.**

As a martial artist – I've been training since 1969 – starting with the Jhoon Rhee Institute. I received my 1st Degree Black Belt in 1978 and am now a 7th Degree Black Belt.

And these are just a few of the credentials that convinced students like Jason Huett, Duncan Richardson and Kelly Mullins to leverage my knowledge in order to generate huge gains for themselves financially and personally.

"I'm grossing an additional \$12,000 a month."

"When I first met Stephen Oliver, I had just the one school. Over the last year, I've managed to increase my gross by about \$12,000 a month.

I think one of the most impressive things about working with the master-mind group is that Stephen's pulled in some of the best minds for the inner circle and has just given us all a little bit of leverage – actually, quite a bit of leverage – to move to the next level.

*The **information is easy to use.** It's just a decision whether you want to take your business to the next level or not. **I can't imagine not having worked with this group.** My business is definitely changed because of it."*

Jason Huett
Kicks Unlimited
Madison, WI



"It's just been a phenomenal experience, being able to spend time with all of these great minds in the industry."

"In the year I've been a student of Stephen's, I've traveled to Colorado for four of his boot camps.

*I learn new things every time I come out and **I meet some great martial art school owners from across the country like Joe Corley and Lloyd Irvin, Master Smith.***

It's just been a phenomenal experience, being able to spend time with all of these great minds in the industry."

Kelly Mullins
Marsche's Tae Kwon Do
401 Patchen Road South Burlington, VT
kmully@surfglobal.net



“I grossed over \$100,000 more last year just by using one little piece of his program!”

If you have mastered the art of teaching exciting classes but you are not a martial arts millionaire...it's probably because you can't get 20 to 30 new students a month in your front door. Stephen Oliver will give you proven, ready to implement methods of guaranteeing a constant flow of “future students” in your school every single month!

I personally added an extra \$108,000 to my bottom line last year just from what I learned from “Everything I Wish I Knew When I Was 22” by Master Oliver.

Dale “Apollo” Cook
Tulsa, OK

Now that I've shared a little bit about myself, and given the impression that I have an ego the size of Colorado, let me share **what all this “expertise” really boils down to. What it actually means to you in terms of a concrete, customizable, action plan you can get started on right away.**

What WOULDN'T You Give For A Fool-Proof Blueprint To Unlimited Success?

As a Coaching/Master-Mind member you will learn new techniques and strategies, for sure. But even more important, you get to brainstorm with other school owners, meet top-flight school owners, share ideas, discover what's working in the real world right now, and **have every step of the journey guided by one of the top marketing and business minds in our industry.**

It's this cutting-edge interaction that inspires true creativity, allowing you to dream up ideas to grow your school - and your income - that often seem impossible when you are by yourself.

Imagine how productive you would be if you could attend a live seminar every single month, and spend time with brilliant martial artists, some of the world's leading school owners, and outrageous marketers who are succeeding - in a big way - running schools.



“Your combination of an MBA and 20 years pioneering ideas for professional martial arts instructors is invaluable”

School owners have a choice of either spending 20 years in the process or trial and error coming up with new ideas, all the while wasting precious time and energy, plus thousands of dollars or they can get the "Cliff Notes" to success which are your "EVERYTHING I WISH I KNEW WHEN I WAS 22" section of Extraordinary Marketing. That's a starting point to standing on the shoulders of your wisdom!"

Chris Rappold
Personal Best
Norton, MA

"We doubled our tuition on a monthly basis and more than tripled our cash flow and gross revenue."

"I own 3 Tai Kwon Do-based schools and I've been working with Master Oliver for about 3 months.

My initial hesitation was not so much whether or not the investment would be worth it, but whether or not I could fit it into our cash flow because our schools always had a really strapped budget.

But I gathered my courage, took the leap and the first 3 months went like this: the 1st month I got all of the information, the 2nd month I learned about it, and the 3rd month I implemented it.

That third month, we doubled our tuition on a monthly basis and more than tripled our cash flow and gross revenue. Just in December of 2004, I've tripled the amount of money that I'll pay to Master Oliver in the whole year of 2005, just in one month.

Scott Manning
S J Manning's Family Tae Kwon Do
TERRE Haute, IN
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With this kind of support group, a veritable dream team of martial arts school experts, could you achieve a 10% increase in your school? How about a 50% increase? If you had the right strategies could you double your school or better?

If you're like my other mentees, you've tried creating a more efficient income-generating machine in the past using books, programs and other tools available on the mass market...all to little or no avail.

Maybe you even found yourself coming within a hair's breath of success, but could never seem to complete that next step or series of steps necessary to crest the hill of financial freedom. Having

learned this lesson first-hand, I know of only one explanation—**you had the equipment to play the game, but no coach to talk strategy.**

Without someone to coach you through the process of implementation, someone who's in the field and is successful doing what you want to do—realizing your full potential and creating the success you're capable of feels like a losing battle.

Without a successful “**Master-Mind**” **team of peers to incubate new ideas**, learn how to get more new students, provide better service to your existing students, **review your systems**, and **hold you accountable**, operating a highly successful school can seem daunting at best and impossible at worst.

That's where the **Master-Mind Inner Circle and Coaching Club** comes in—an **elite group of successful school owners** who get together once a month and challenge each other to discover and implement the best opportunities and marketing strategies for martial arts schools.

The truth is we all face the same obstacles no matter where our schools are located or how long we've been in business. The good news is there's help.

What Will You Learn In the Master-Mind Coaching program?

- ✓ Effective Public Relations. How two top school owners have used the power of FREE press to **generate over 200 articles and news stories about their schools in just the past 12 months.** Over \$200,000 worth of newspaper space and TV airtime - free.
- ✓ Direct response marketing for martial arts schools - using recorded messages to drive lead generating advertising and double your response from any ad.
- ✓ **How to use Web sites** and other automatic processes **to improve your response with less effort and drive your enrollments through the ceiling.**
- ✓ How to **DOMINATE Internet Searches for Martial Arts Lessons in your area.**
- ✓ Instructor training processes to dramatically increase the unpaid volunteer teaching support that you have - and, to really find a few gems for full-time positions.
- ✓ After-school martial arts programs that **generate 372 intros in just one month** – and, how to replicate that for yourself.
- ✓ How one school upped their tuition by 50% with no decline in enrollments at all – thus, improving their revenue by 50% (and, **TRIPLING THEIR NET!**)
- ✓ How to examine conversion rates, enrollment numbers, tuition pricing, renewal programs, and effective promotional strategies. **Learn to gauge which techniques will work for your own school before you implement them.**

- ✓ How to create and implement a **bulletproof tracking system** and assign a value to each intro to determine your income and expenses for any campaign before you start.
- ✓ The secret to improving your revenue 100% from the same number of students.
- ✓ The secret to having prospects beg to enroll in your school - at 25-50% more than you are currently charging.

In short, you'll not only learn from my 20 years' experience but from school owners who are true entrepreneurs. Entrepreneurs who are creating successful marketing promotions - while turning out incredible students.

Just ask Will Maier and Joe Borucki:



“Stephen Oliver was an industry leader 20 years ago and he’s still cutting edge today.”

*“I first heard of Stephen Oliver in 1983. **He was getting press everywhere for his incredible marketing efforts in Denver.** He gave me great advice. We became friends and associates.*

*In my opinion **he’s one of the premier marketing experts in our industry and has been for over 20 years.** His ideas contributed greatly to the huge and rapid growth I experienced.”*

Will Maier
Martial Arts America
Former EFC Board Member
NinjaSeminars.com



“I’ve made more than 3 times what I put into this program going from an average of \$20,000 per month to \$50,000 per month.”

“When I first started with the program, all I thought about was how much it cost and how much it's going to cost me. But I know now that I've gotten a return probably 3 times of what I put into it, at least.

I've had so much material that it's like drinking out of a fire hose. The boot camp itself is so much material, that it's probably going to take me another year to get that all in. I'm looking forward to a successful future and not just the income!”

Joe Borucki
Global Martial Arts Academy
720 Hanover Pike

The Master Mind Program is an opportunity for you to move from having mastered the Martial Arts to Mastering the Business of managing a martial arts school and martial arts organization.

This truly is a complete MBA (Master's in Business Administration) applied directly to Managing and Growing a Martial Arts School.

Master-Mind – Inner Circle Coaching Club Details

What exactly is included in the Master Mind & Coaching Programs?

1. **A complete business diagnostic of your school, performed personally by me (Stephen Oliver)** and covering all aspects of your martial arts business, including:
 - A **review of your expenses** to find waste and opportunities to increase your profits;
 - A complete **review of your marketing systems** to find missed opportunities;
 - A complete review of your curriculum to ensure maximum student quality and effective interaction with your sales and marketing systems;
 - A complete **review of your pricing structure** to insure maximum revenue per student;
 - A complete **review of your sales processes** to insure maximum conversion from prospect to active student – and, from active student to Black Belt; and
 - **On-going critiques of all ads, letters, and marketing pieces** used by your school.

****I'm often able to discover \$100,000.00 to \$250,000.00 in "hidden opportunity" that you haven't exploited – usually with -0- additional expenses – therefore, 100% NET profit.***

2. Regular **one-on-one mentoring with me** via telephone, when we don't meet face-to-face.

This is where we really “fine-tune” your operations and **improve your NET profit by 100% to 1,000% without working harder or longer hours.** During these one-on-one calls we can REALLY hone in on your personal developmental needs – and, tweak the systems to your personal situation.

Most **members tell me this alone is worth the price of my coaching program** because they get to ASK specific questions and get insightful answers appropriate to their specific situations.

3. **FREE Admission to the yearly “Ultimate Martial Arts Marketing Bootcamp”** (which non-coaching members pay \$2,750 a piece to attend) including special coaching sessions with leading industry figures.
4. **One Monthly Master-Mind call (or live meeting)** with other coaching & master-mind members & millionaire guests. These one-and-a-half hour phone sessions are free flowing, truth seeking experiences with a focus on fun learning!

We usually start with an introductory topic or two, maybe a guest speaker, then move right to reviewing marketing programs, operations, and challenges of our participants.

Each month you receive current information about what's really working in multi-million dollar martial arts school organization – and, explanations of how to apply that to your school's development.

5. **Accelerated – “Master-Mind” Testing and implementation across Member Schools.** This is an area that really jump-starts your progress. Sharing with “like-minded” school operators what is working and, not working while hearing about their “wins and losses” and sharing ad copy, placement, budgeting & P&L decisions across the team. This dramatically accelerates your learning curve and enhances your ability to **grow your school “Exponentially.”**
6. **Weekly Email reminders & updates** to help you stay focused on priorities and to support our on-going calls, including our Mile High Karate Manager's and Instructor Training Agendas.
7. **Access to Mile High Karate promotional materials and advertising.** We develop some of the most cutting-edge, effective, and reliable marketing and advertising in the world – and, have huge budgets to experiment and implement that you would never be able to replicate on your own. But instead of hoarding this knowledge, I'm going to share it with you. And here are just a couple examples of how:
 - **Advertising Samples.** Examples of successful advertising currently in use by coaching members and by Mile High Karate.
 - **Complete Marketing Plans.** Complete yearly marketing plans developed by members running schools up to \$100,000.00 per month.
8. **Live Master-Mind meetings 3 times per year** (including the Ultimate Martial Arts Marketing Bootcamp.) Again, this alone is worth the tuition. You will learn from me, my guests, and some of the top school operators internationally – who will join you in “Master-Minding” your millionaire results.
9. **Access to all scheduled Mini-Bootcamps** (hosted by Stephen Oliver ie. Not NAPMA or MAIA events) at no additional charge (these are \$497 each otherwise.)

10. Monthly teleconference calls and three live classes with Mile High Karate Director of Training & Board of Directors Member Jeff Smith, an 8th Degree Black Belt Master in Tae Kwon Do, who has devoted over 40 years to the martial arts.

He currently owns and operates three karate centers in Virginia and travels worldwide officiating at tournaments, teaching and conducting seminars.

Jeff is best known as the **seven-time "World Light Heavy Weight Karate Champion."** He was:

- ✓ **Coach of the World Champion United States Karate Team** and the Junior National Team
- ✓ A member of the Black Belt Hall of Fame
- ✓ The **first recipient of the Bruce Lee Award** (selected by Mrs. Bruce Lee and Karate Magazine) and listed in the Who's Who of Martial Arts
- ✓ On ABC's "Wide World of Entertainment," "The Champions" TV series, Showtime, ESPN and Pay-Per-View events
- ✓ A co-star in a martial arts movie in Korea
- ✓ **On the cover of every major martial arts publication** and was selected by Washingtonian Magazine as one of Washington's top athletes.

Currently Jeff Smith has:

- ✓ Served as **president of World Champion Jeff Smith Karate** and operates three schools in Virginia, which have a current enrollment of over 1,500 students.
- ✓ Taught students of all ages and backgrounds including children, adults, professionals, sports celebrities and senior citizens.
- ✓ **Performed at the White House in the "Kick Drugs Out of Your Life" campaign** and again with his students in California for "Drug Abuse is Life Abuse" program. He conducts seminars in public schools for the "Just Say No to Drugs" campaign.
- ✓ **Performed for Arnold Schwarzenegger on the White House lawn** with his students for the Great American Workout and the President's Council on Physical Fitness.

11. Monthly access to my personal coach and internationally renowned speaker Lee Milteer and her "Millionaire Mindset" Program.

Please take 30 seconds to read this note Lee wrote just for you:

"In our coaching programs, I will be sharing wisdom from many of the most successful people that I have studied over the last twenty-five years to give you new perspectives and resources to make your life more fun and easier. As your personal mentor it's my job to assist you in producing extraordinary results in your life and as an entrepreneur.

The bottom line is that belonging to a mentoring program will help you set clear intentions and goals. As your success coach, I will give you new insights about how to think and act. My monthly calls and e-mails will assist you in uncovering and removing any limitations, fears and doubts stopping you from creating the life you really want to live.

Using the proven techniques I am going to share with you in my monthly coaching program, we will improve your professional performance and enhance the quality of your personal life. Having a coach in your life will create a solid foundation from which you can maintain integrity with yourself. Having someone who will challenge, stretch and empower you to have a bigger income and to truly go for the financial independence you want will pave the way for your success as an entrepreneur.

The bottom line is that choice and not chance determines your future. The choices you make today will create your future. I look forward to assisting you along your path to ultimate success!"

A small sample of Lee's programs include:

Goals for Creating Wealth for Entrepreneurs
Speaking Like a Pro for Entrepreneurs
Stress Management for Entrepreneurs
Exceptional Customer Service for Entrepreneurs
Change Management for Entrepreneurs
Dealing with Adversity, Problems and Obstacles for Entrepreneurs
How to Promote Yourself for Entrepreneurs
Determination to Succeed for Entrepreneurs
Leadership Skills for Entrepreneurs
How to Create Your Own Luck for Entrepreneurs
Organizational Skills for Entrepreneurs

Lee has been speaking professionally throughout North America and Europe. As president of Lee Milteer Inc., Career Development Strategists, she has counseled and trained thousands of professional people. Her presentations are so effective that such **organizations as Walt Disney, AT&T, XEROX, IBM, Ford Motor Co., Federal Express, 3M, Sales & Marketing Executive International**, plus hundreds of government agencies and scores of convention and associations' meetings **repeatedly retain her**.

Lee Milteer has shared the platform with many well-known personalities, such as Dan Kennedy, Jack Canfield, Tony Robbins, Zig Ziglar, Dr. Norman Vincent Peale, Stephen Covey, Brian Tracy, Og Mandino, Ted Koppel, Lynn Redgrave, Marlo Thomas, T. Harv Eker, Mike Ferry, and Les Brown.

Lee has created and hosted educational programs airing on **PBS and other cable networks** throughout the U.S. and Canada. Her video seminars are distributed through the Mind Extension Universe (MEU) Network, **reaching 350 of the top FORTUNE 500 companies** and major universities. She has developed training films for Bell Telephone, the U.S. Navy, Dun & Bradstreet, the U.S. Air Force and many private companies.

Lee is a recognized, best-selling audio and videotape author, whose products have been **endorsed by Nightingale Conant, SyberVision, and CareerTrack**. She is the **Author of the books Feel & Grow Rich; Success Is An Inside Job, How to Inspire Yourself To Get Anything You Want; and, CO-Author of Reach Your Career Dreams**. Lee's new book, *Spiritual Power Tools for Successful Selling* will be out Spring 2005 and will be published by Hampton Roads Publishing.

Lee is a **regular guest on TV and radio shows**; and, has appeared as a Human Potential expert on **The Sally Jessy Raphael Show; CNN's Sonya Live; and, The Montel Williams Show**. Lee hosted and produced her own cable television show, "LifeStyles" and had her

own advice segment on Canada's #1 rated daytime talk show, "The Dini Petty Show." In addition, Lee has been an expert guest on more than 550 radio shows throughout North America.

12. Access to the Master-Mind & Coaching Private web site where you can get additional support materials including audio and transcripts of past coaching calls like:

- Part I of Overcoming Unproductive Behaviors for Entrepreneurs
- Quick Start Call "Introductory Process"
- Quick Start Call # 2 "Introductory Process"
- Master-Mind Call "Dominate the Internet "
- Teleconference with Stephen Oliver and Dan Kennedy
- Quick Start Call "Renewals – Part I "
- Renewal Blitz Teleconference
- Interview with Stephen Oliver and Jay Abraham
- Interview with Stephen Oliver and Lee Milteer
- Ultimate Martial Arts Marketing Bootcamp
- New Year Marketing Plan Teleconference
- Implementing Upgrade Systems
- Internal and Referral Marketing Systems Matt Young, Mike Bidwell, Frank Brown
- Grass Roots Marketing
- Teleconference with Stephen Oliver and Paul Hartunian – RE Publicity
- Summer Marketing Plan
- Stephen Oliver, Tom Callos, Jeff Smith
- Creating an Environment of Self-Support with Lee Milteer

13. LOTS of other resources including reports, transcripts and calls to help your school grow. A few samples include:

- All the Things I Wish I Knew when I was 22 – Updated
- Best Thing Your Child Can Do Ad
- Coaching & Mastermind the Ultimate Martial Arts Marketing Bootcamp
- Coaching Program Package – for new members
- Dan Kennedy - Sales - Chapter 2
- Dan Kennedy - Sales - Chapter 9
- Dan Kennedy - Time Management - Chapter 3
- Dan Kennedy - Time Management - Chapter 9
- Generating Enrollments 1
- Developing your Complete Marketing Plan
- Master's Club Program Testimonials Video Transcription
- Mile High Karate Ad
- Mile High Karate Boy Scouts Ad
- Mile High Karate Children's Hospital Ad
- One Idea Worth \$500,000.00
- "Quick Start" Coaching Call
- "Quick Start" Introductory Process
- Recommended Training and Support Tools for Coaching Clients
- Renewal Sound Bites
- The Science of Getting Rich
- Fourth, Full sections devoted to help you get started fast – and, to learn from all of our members:

Bonus materials include:

Meeting Notes – Past Bootcamps. Meeting notes and/or transcripts from previous Master-Mind meetings and bootcamps.

Millionaire Mindset Materials. Past content from Lee Milteer's Millionaire mindset program – weekly lessons and monthly tele-coaching sessions.

Goals Accomplished, New Records Achieved, Toys, and Wealth. A fun section for posting pictures of goals achieved – new Mansions, Cars, Watches, and solid financial accomplishments like debts PIF or stock portfolios grown.

How to Immediately Grow Your Revenue from Coaching. Another section to help you get rolling quick and get a 10 to 1 OR BETTER return on your investment from coaching.

Getting to 20 + Enrollments Every Month. A foundational step – 20 new members a month or MORE. How to do it. How to get rolling quickly.



“Don't sign up for this program unless you're ready to achieve phenomenal success!”

“WOW, what is Master Stephen Oliver's Mastermind & Coaching program worth? Well with ideas and help of Master Oliver and his unlimited knowledge we will likely quadruple our gross at each of four locations.

*The mastermind work, the personalized help have made such an amazing difference for us! **I would recommend this program to anyone wishing to do the martial arts business right!** It is truly the difference between feast and famine!”*

Master Art Mason Founder: The Peaceful Warriors' Martial Arts
Institute 6th Dan Black Belt Hon Sang Mu Sa Hapkido
master@globalhapkido.com

How Can I Possibly Give You So Much Great Stuff At An Even Remotely Reasonable Price?

Now this is the part where most people would be thinking, “Uh-huh. And I just bet there's a big fat wad of green in it for you Stephen.”

Well let me put your suspicions to rest. You're absolutely right. I do make money offering this coaching program to motivated business owners like you who want to realize their full entrepreneurial potential, BUT—AND HERE'S THE IMPORTANT PART SO PAY ATTENTION—that's not why I do this.

Sure I've got to make a living like everyone else, but **the truth is this program doesn't support my lifestyle. In fact, this program is just a drop in the bucket compared to the income I make from my eight incredibly successful schools in Denver and franchises throughout North America.** In truth, the only reason I charge the price I do is to keep the fence-squatters out. I'm dead serious when I say **I only want committed mentees who are driven and determined to see their businesses soar by working smarter not harder.**

So why then do I spend 25 hours every month preparing for and conducting invaluable coaching sessions?

How Millionaire-Mindset Inner Circle Coaching Got Started

About two years ago, I was talking to a friend who is one of the top five school owners in the world. **I realized that my success, his, and the success of several of my friends (each of whom are easily in the top 20 school owners in the world) came from the constant networking and access to absolutely "leading edge" ideas from experts** who are not only looking outside our industry to find the best and most effective marketing and business operations methods - but, who are applying those ideas in the field right now.

One of my personal strengths has always been the ability to pick up the phone or, conference call in the absolutely best school operators anywhere on a moment's notice.

Well, about six months ago it began to dawn on me just how inundated I was becoming with school owners who wanted access to one-on-one consulting. **I had all these requests but no way to help them** because I can only spare a limited time away from my other endeavors, which incidentally make way more money for me. In fact I only have a handful of clients who I'm willing to work with even at my rather generous hourly rate (\$975 per hour.)

But here I was taking a huge number of requests from school owners who wanted access to a very privileged network of superstars, who wanted to be kept up-to-date, wanted feedback on their ideas and marketing programs, and wanted to know how to run their schools with as few headaches and as little effort as possible.

After a few private sessions, with select customers, it struck me how powerful and beneficial a monthly telephone conference would be for many of my customers and associates, especially if there were multiple school owners with a wide range of experiences on the call – combined with a monthly "home-learning" system to bring school owners up to the highest levels of knowledge on martial arts school management and marketing.

We could talk about new developments, share marketing tactics and strategies, trade war stories, and best of all, choose 2 or 3 member success stories to share each month.

So a few months ago, I bit the bullet and put this program together as a way to share the wealth and promote the growth of martial arts around the country. And guess what? I've gotten a huge response!



“Few martial arts professionals have impressed me as much as Stephen Oliver.”

"During the last decade at NAPMA, I've worked with many of the top martial arts professionals in the world. Though I've worked with Stephen for many years now, my brow is still constantly being raised by his extraordinary level of intelligence, his rapid fire creativity, his over-the-top marketing genius, his total understanding of our industry, and his proven ability to help owners, of every style, take their schools to the next level and way beyond.

*Folks, believe me when I tell you that **Stephen Oliver is brilliant and he will do wonders for your school as long as you apply his teachings.***

This guy can show you the way and I strongly encourage you to learn all that you possibly can from him!"

Rob Colasanti
President, NAPMA



“I never thought he'd be able to help me.”

"Steve is going to take many school owners with him to the next level of running a school. Don't get left behind - his program will show you how to save thousands of dollars - And increase your gross - big time! SEE YA AT THE TOP!"

Jeff Smith
Owner of three Virginia Karate Schools

Before You Get Too Excited, I Want To Take A Moment and Point Out That Just Because My Program Worked For Them Doesn't Mean It's Necessarily Right For You

What does that mean? Well let me put it this way...

This program is NOT for you:

- If you are just looking for a quick CASH-HIT from your students and, you aren't willing to provide REALLY high quality service and instruction.
- If you are satisfied with your current financial results and don't want to make changes to get you to the next level.
- If you are a really small school or club – ie. Under \$100,000 per year revenue and, don't either have the capital to invest to learn how to grow your school – or, a willingness to TAKE MASSIVE ACTION right away – without second guessing or questioning the advice given.

If you are accepted into my coaching program – I want you to be around long enough to really achieve the 10 to 1, or better, return on investment. It will happen FAST, but not overnight. **If accepted, you are expected to be in the program for a minimum of 12 months – however, I have the Right to Fire you – or, vice versa after 4 months.**

If you do not see that I am going to have a HUGE impact on your results – fire me after you attend your first live event – and, KEEP all of the Bonuses as my gift to you.

Conversely, if I believe that you are in the program for knowledge – but, not for RESULTS – I'll fire you.

BEFORE you say yes:

Just a few things to keep in mind.

First, The Coaching program is available on a "Space Available" basis only – if the few remaining slots are filled before receiving your registration you will be allowed to participate in the "Master-Mind" level only – and, be put on a wait list for the Coaching Program.

Second, You are required to commit to at least 2 of the 3 live meetings per year – and, to participate in our Master-Mind teleconferences (schedule published several months in advance)

Third, You must commit to be responsible. We will schedule "standing appointments" – I will not nag or follow-up on these appointments. I request that you get me your stats, P&L's, and other information about your school before these calls – as well as any information that you want a critique on – it's your responsibility to get these materials to me.

And, you will be required to be a NAPMA Squared member as well as a Coaching Member.

Mostly – Remember:

The Coaching & Master-Mind program is mostly NOT about “Learning new Stuff” although you WILL learn A LOT. What it is about – is IMPLEMENTATION. It’s about Growing your Income, Improving Your Life-Style, and developing grateful – more loyal – and higher quality students.

It’s about – getting rid of the headaches – and, creating a lucrative lifestyle for yourself and a stable future for your family.

“I never expected to get so much value out of this program. Talk about a real-life goldmine!”

“I’ve been involved with Master Oliver for the past 3 years now. I began by taking a chance and ordering his “extraordinary marketing” program and was BLOWN AWAY by the content.

Next, I purchased his “bootcamp in a box” and was FLOORED by the amount of raw information contained on the tapes and the caliber of each speaker on the tapes. I followed that by “biting the bullet” and attending a live “martial arts marketing bootcamp” in Breckenridge, Colorado. That was 2 years ago. When Master Oliver began his “coaching program” I immediately jumped at the chance and things have never been better.

*Before becoming a coaching client our school was doing “O.K.” in terms of enrollments and gross revenue. It took me a few months to “pay attention” and actually DO what Master Oliver suggested I do. **Once I started LISTENING and IMPLEMENTING things began to explode.***

*We went from a meager 7-10 enrollments per month to a new **AVERAGE of 16-23 enrollments EACH and EVERY month! Our gross revenue jumped from an average of \$15,000 per month (in a GOOD month) to WELL over \$30,000 per month in just 12 months time (it would have been MUCH sooner had I just listened and implemented earlier!) And in just the past 6 months we have opened 2 new locations and are in the process of opening a 4th location (these are achievements I thought I’d NEVER achieve).***

With Master Oliver’s help we purchased a \$500,000 home with a beautiful in-ground swimming pool and I’ve got a brand new custom designed 2006 mustang convertible GT on order- I should be behind the wheel in the next 30 days.

Thank you Master Oliver! Master Oliver knows his stuff. We checked into other business coaching systems and none compared to what Master Oliver had to offer.

*Anyone who is looking to maximize your school’s profit potential while **DRAMATICALLY INCREASING** the quality of your program should contact Master Oliver **IMMEDIATELY!!! The time you spend “thinking about it” could be time you spend figuring out what you’re going to do with all the extra income you have coming in!”***

James Theros
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Everyone asks about cost – of course, **the right question is WHAT IS YOUR Return on Investment.**

I expect you to get a MINIMUM of a 10 to 1 Return on your investment – starting within the first 3 to 5 months – and, then growing from there, REALLY. If you don't believe me – see Mike Dolpies' comments in his "Stephen Oliver Exposed" write-up included in this package – or, call ANYONE referenced in this letter.

The coaching program – for right now – will be **discounted for you by \$400 per month.**

The **current tuition is only \$247 per week – with registration of one month to get started** (and, by the way receive **\$4,000.00+ in registration bonuses.**)

This **tuition rate by the 2nd quarter of 2006 is going to \$347 per week - \$100 more per week – or, \$400+ more per month.** It's imperative that you decide now whether this is for you.



“Thank God I attended your seminar several years ago.”

“Several years ago I attended a NAPMA Convention where Stephen Oliver was featured. The seminar became the genesis of a fulfilling and lucrative business model I continue to operate from to this day!

Mr. Oliver simply taught us to focus on and optimize just five key result areas in our martial arts schools. He said this one thing will increase your gross by 50% and this one thing will increase your gross by a 100% etc. He was right!

I felt like I had stopped spinning my wheels and became more effective at leading my business, staff, students, and myself to the levels of success we desired. Since then I have purchased just about every product and service Mr. Oliver presents that I can get my hands on.

At first they all “seemed” expensive. I have got to tell you that the return I have received from the education they provide not only bought me back the financial rewards to pay for them but the security of a healthy and constant cash flow into my business.

As a martial arts school owner it is important to me that the students are happy and become outstanding black belts. Stephen Oliver can teach you how to structure your programs to present your students with incredible service and results. We have done exactly that at our school after applying his ideas.

When people ask me if it is worth it to invest in a Stephen Oliver Boot Camp, Audio Program or NAPMA Squared I say “Absolutely!”

Daniel Rominski
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\$6,391 to you RIGHT NOW in FREE 2006 Bonuses

Because I am serious about your success, if you register right now for the Coaching Program you will receive **5 special bonuses valued at more than \$6,000.**

And don't forget! If you decide within the first four months of signing up that you aren't ready to explode your profits with this coaching program, you get to **keep each and every one of these bonuses at no charge.** That's right! They are my gift to you for having the courage to admit the status quo isn't making you happy and you're ready to do something about it.

They are my congratulatory package for having the strength and fortitude to take control of your business instead of letting it take control of you.

BONUS #1 **(valued at \$1,297.00)**

The complete **"Platinum" version of the Extraordinary Marketing program** – updated for 2006. This normally sells for \$1,297.00 (see [Extraordinary Marketing.com](http://ExtraordinaryMarketing.com)) but is free to you today.

The platinum edition includes the complete "Bootcamp in a Box" with 24 hours of EVERY IDEA to fill your school with new students. You'll also receive the **complete 450+ page transcripts of the "Bootcamp in a Box."**

This one program contains everything you need to bring in 20, 30, even 45 or more new students every month!

BONUS #2 **(valued at \$797.00)**

The complete **Summit of Martial Arts Millionaires** – featuring Jeff Smith, Bill Clark, Joe Corley, Rob Colasanti, Frank Silverman, Sergio Vonschmeling, and many others.

This is **everything you need to know about UPGRADES, Staff Development, and Rotating Curriculum.** This alone is worth your tuition for the first 4 months!

BONUS #3
(valued at \$2,500.00)

I'll **waive the initial registration fee of \$2,500.00** and you can register with just the first month's tuition of \$997.

I know. I can hardly believe I'm offering this HUGE discount myself, but there it is. Better take me up on it quick, before I wise up and realize **I'm practically giving this program away.**

Believe me, once the last few available spots are full, I won't be making this offer again!

BONUS #4
(valued at \$397.00)

I'll include the **complete Mile High Karate introductory package** and, our new Master Club and Leadership renewal DVD.

Make no mistake about it. **These are closely guarded secrets** that I only share with my mentees. Contained in them are some of my most precious secrets to becoming a multi-millionaire success.

BONUS #5
(valued at \$1,400.00)

You'll receive **immediate access to transcripts and audio of our previous MASTER MIND and "Quick-Start" calls.** And, immediate access to our password protected area for coaching and Master Mind clients.

Yep, you got it! **Complete access to the entire history of the Master Mind program.** That means you can go back without missing a single solitary nugget of information that has helped the dozens of others before you **skyrocket their incomes and double or triple their enrollment numbers!**

Still Not Convinced?

I've given you lots of comments from coaching members already. And you are welcome to contact ANY of my coaching members to get their feedback.

However, if that's not enough, I recommend that you talk to any or all of the following references about me, my credentials, and about my coaching program:

My Instructor:	Grand Master Jhoon Rhee
My other Instructor:	World Champion Jeff Smith
Billing Companies:	Bob Riches – ASF President Joe Galea – You Bill / PPS Jeff Cohen – You Bill / APS Ned Muffly – EFC General Manager Rick Bell – Easy Pay
NAPMA:	Rob Colasanti – President
Century:	Mike Dillard – President David Wahl – Vice President
MAIA:	Frank Silverman – President
Millionaire School Owners:	Master Bill Clark Master Sergio VonSchmeling Master Steve LaVallee Tim & Dave Kovar Master Keith Hafner
Mile High Karate Board Member:	Bernard Kerik – Former NYC Police Commissioner
Actor/Martial Artist:	Chuck Norris

Or, these other current coaching clients:

Toby Milroy Orange City FL 386-747-0774
[Steve White Manchester NH 603-641-5115](#)
Suhail Algosaihi Manama Bahrain 973-176-11909
[Scott Manning TERRE Haute IN 812-249-7799](#)
Pedro Xavier Randolph MA 781-961-4525
[Lynda Nelson Barrington NH 603-664-2332](#)
Greg Moody Scottsdale AZ 602-421-8060
[Dusty Everson Robbinsville NJ 609-448-1807](#)
Brett Lechtenberg Sandy UT 801-947-1010
[Chad Love Minneaola Florida 352-243-7890](#)
Charles Dudley San Antonio TX 210-402-0600

Let's Get Started Right Now

Does this sound good? The reason I ask is because if you don't think you should join, or if you have some lingering doubts, then I don't want you to keep reading this letter.

But, if you have come this far, and you feel excited about this, then the choice and the registration process are easy. Either way, you are going to have a great time, and learn a lot too!

Sincerely,
Stephen Oliver, MBA
7th Degree Black Belt

P.S. This is not a group for voyeurs or people who like to sit in the back of the classroom. Your contribution is expected and encouraged, **and if we don't think you are adding to the group, you will receive a prorated refund and be excused.**

P.P.S. If the fee sounds like a lot, or you'll have to dip into your rent money to pay for this, the Master-Mind - Inner Circle Coaching Club definitely isn't for you. Please do not contact us about this offer if the cost will be a hardship in any way. I'd hate to have to talk you out of it.

However, **if you want a 10 to 1 return OR more and are willing to IMPLEMENT right away – this may be for you.**

P.P.P.S. Need one more nudge to tip the scales? Read this “Expose” by Michael Dolpies:

**Exposed:
The Truth About Stephen Oliver and His
Coaching /Master-Mind Program Revealed!**

Dear School Owner,

After two year's I'm finally willing to reveal the hidden truth behind one of our industries most controversial “business & marketing” gurus.

I'm talking about Stephen Oliver. He's, of course an industry leader, and some have touted him as the sharpest businessman to ever put on a karate uniform. However, many vehemently dislike his approach to running a commercial martial-arts school.

Whether the hype or the disgust is the truth will now be revealed.....

My name is Michael Dolpies and I've been “**Behind the Curtain**” of all of **Stephen Oliver's operations and events for close to 2 years**. I have seen every aspect of his system and organization in action. I'm in a perfect position to reveal to you the truth.

Recently all of the coaching and mastermind members were invited to beautiful Breckenridge, Colorado to witness hundreds of Mile High Karate students test for Black Belt and various advanced levels of Black Belt. Maybe you've previously viewed his DVD of this spectacular retreat so you know what I'm talking about. **Anyway during the event his coaching and mastermind members, along with his Mile High Karate franchisees, spent hours behind closed doors discussing the secrets of bringing their schools to levels previously un-imagined just months prior.**

What was talked about most were **strategies for increasing enrollments, renewals and wealth in months and years to come**. Just being in this room amongst these school owners, was enough to send anyone straight to the top of the martial-arts business. You also have to keep in

mind the fact that these school owners are just regular guys and girls who put on their pants on one leg at a time like the rest of us.

So what happened to them? I know you need the truth! And, I have it first hand.

Why is it that these guys and girls from different parts of the world can all achieve spectacular results? Is there some secret that you're missing?

Only one secret: **The one overriding factor is that all of these regular guys and girls are affiliated with Stephen Oliver.** What he did was share generously his insights, experiences, knowledge, and wisdom that he has acquired over the past 35 years in the business. And he keeps learning at an incredible pace! He's actually impossible to keep up with! Once a leader stops learning there's no point in following him – in the case of Stephen Oliver – I know that will never occur.

Beyond his knowledge and experience – his circle of influence is incredible. **Close associates include former World Champion Jeff Smith – former NYC Police Commissioner Bernard Kerik and Marketing Guru Dan Kennedy along with the virtual who's who of the Martial Arts Industry.**

Let's now talk dollars and cents...

When I first tossed around the idea of becoming affiliated with Mr. Oliver he said, "With your effort and implementation you can expect a minimum of a 10 to 1 on your investment from us working together."

Yeah right I thought. I invest in the stock market and real estate and 10 to 1, well that's just unheard of for even the best investor.

Let me tell you we pulled it off! **In 2005 my average gross shot up and average of \$10,000 per month with some months being \$13,000 and another being an increase of \$21,000 over my previous results.** And, what's really amazing, and I'm actually a little ashamed to admit it but my results were actually just average not that great relative.

Yes, I am ashamed to say that out of the entire class I was not the star performer. Some of Master Oliver's coaching clients, get this, actually shot up \$30,000 to \$50,000 per month over their own previous records, amazing! So you don't have to be a rocket scientist, a Wall Street big wig or Donald Trump to understand that this is the best investment that you can make in your Martial Arts School land in your financial future!

So I hope now that you know the truth, because now after all this time it's finally been revealed! What happens next? Apply for membership. Hope that Master Oliver accepts you. And, if he does **join the most powerful affiliation ever in the history of the martial arts business – before he changes his mind!** Get in and get going. If not for yourself then do it for your family so you can give them the life they deserve!

Don't wait. **Take action now by going to www.MartialArts-Mastermind.com** and, registering and completing the application!

Yours Truly,

**Mike Dolpies,
Kim's Karate
36 Snyder Avenue
Philadelphia, PA 19148
mdolpies@tmo.blackberry.net**

