

Small Dojo Big Profits Free Download

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for over a decade small dojo big profits has guided martial arts instructors through the risky yet highly rewarding process of starting and running a highly successful and profitable martial art school eschewing the conventional wisdom that says you must have a huge school with 300 or more students to be financially successful the author instead shows you how to take on less risk while working smarter and not harder by running a lean mean efficient martial arts studio operation author mike massie has started three successful martial arts studios from scratch and has the distinction of opening his first studio with no start up capital zero credit and in a town where he was a complete stranger yet he was able to go from teaching in part time locations to running his own full time studio in under a year and he achieved this while staying in profit from month one the process he followed is the same one this book is based upon and this updated version of small dojo big profits also draws on the author s experience in starting and growing two more successful studios during the recent mortgage crisis and economic recession a common sense martial arts school start up and business operations manual this completely updated version of the classic martial arts business guide is perfect for anyone who wants to maintain their integrity while building a successful martial art school if you re looking for the best source of

complete information for starting launching growing and running a martial art school from scratch this is it

small dojo big profits is the original martial arts school start up manual covering starting launching growing and running a martial art school since 2004 small dojo big profits has guided martial arts instructors through the risky yet rewarding process of starting and running a highly successful and profitable martial art school eschewing the conventional wisdom that says you must have a huge school with 300 or more students to be financially successful mike massie shows you how to take on less risk by running a lean mean martial arts studio operation this completely updated version of the classic martial arts business guide is perfect for anyone who wants to maintain their integrity while building a successful martial art school if you re looking for the best source of complete information for starting launching growing and running a martial art school from scratch this is it

i m mike massie author of small dojo big profits and over a dozen other martial arts business books and courses i ve spent years learning how to put together all the gold nuggets of information that i picked up from watching and listening to real martial arts business masters observing what they did and taking it home to test it in my own studio along the way i learned what not to do through trial and error all while developing and honing this into a complete system for maximizing martial arts school profits while keeping my overhead to respectable small dojo big profits levels that s exactly what i reveal in my new book the profit boosting principles how to dramatically increase your martial arts school profits without increasing your overhead in it you ll discover just why your friends who also own schools are able to turn huge profit margins all while operating with the same amount of students you struggle along with year after year prior to this publication the only way you d ever be able to learn the information i share openly in this book would be to spend thousands of your hard earned dollars in an expensive business coaching course now that i ve decided to share with you the secrets to maximizing your martial arts school profits you too can be privy to this information and at a fraction of the cost why keep struggling get your copy today and you ll finally discover how to end your financial struggles for good

in the profit boosting principles author mike massie follows up his previous book small dojo big profits with essential martial arts business advice that every martial art school owner needs to know in it he reveals how any struggling martial arts school owner

can increase their profits by 80 or more without increasing their overhead based on solid time tested business information that the most successful martial arts school owners have known for years mr massie reveals exactly what instructors need to do to stop struggling and start thriving even in a down economy if you re an honest martial arts school owner who wants to know how to boost your profits while keeping your integrity intact read this book once you do you ll finally understand how to turn your struggling school into a thriving and profitable dojo the small dojo big profits way

the oldest and most respected martial arts title in the industry this popular monthly magazine addresses the needs of martial artists of all levels by providing them with information about every style of self defense in the world including techniques and strategies in addition black belt produces and markets over 75 martial arts oriented books and videos including many about the works of bruce lee the best known marital arts figure in the world

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what no one tells you about growing a martial art school when i started my first martial art school nearly twenty five years ago all i knew about growing a dojo was that i needed more students so i set about getting more students every way i knew how and i kept adding more ways to do that as i went along what i discovered over the course of my first few years in business was that getting students wasn't all that difficult it was keeping them and managing growth that was the real challenge i've already covered how to start a dojo and get students in other books and resources but in this book i reveal specific concepts and strategies for growing your dojo these are concepts that most martial art school owners and instructors never hear about when you read this book you'll discover how to develop an overarching growth strategy so you can grow your dojo in the most efficient manner possible what's the best business model for a martial art school in this guide you'll find out about the most profitable martial art school business models so you can choose the best one for your personal business goals understanding market segments find out exactly who to target and how to target them so you get more students through your front door what are the most profitable markets to go after should you go after kids adults the fitness market the self defense market the after school and summer camp market or something else you'll find the answers to these questions and more in the first section of this book what are the pros and cons of each market are there advantages and disadvantages to pursuing specific markets you'll get the answers to those questions so you know what you're getting into when pursuing a specific market how do you stand out in a crowded marketplace you'll find out how in the section on brand and image for martial art school owners how do you keep students coming to class what makes students drop out how can you prevent students from quitting find out in the section on keeping students how do you handle rapid growth in a martial art school where do you put all those students should you get more space when your classes are full and how do you teach larger classes you'll get the answers to those questions in the section on efficient scheduling and curriculum design as you can see this book covers quite a lot of information i wrote this book to answer questions that most

school owners only find answers to by trial and error typically when it's too late and the damage has already been done yet in fifteen years of coaching school owners these are questions that have come up over and over again they're also the same challenges I had to deal with in starting and growing three successful martial art schools in three very different markets that served three very distinct clienteles I wrote this martial arts business manual to give martial art school owners answers to the difficult questions facing them when growing a martial art school once you read this guide you'll have a knowledge and understanding of advanced principles you'll know how to sidestep common hurdles and pitfalls in growing a school find out how to leap ahead of your competition and grow the dojo you've always wanted grab your copy today and discover how to grow your dojo

finally a systematic approach to training staff for your dojo in martial arts school staff and leadership team training martial arts business author Mike Massie reveals how martial art school owners can quickly and easily hire and train staff and leadership teams to help them grow their dojos based on Mr. Massie's years of starting and running successful martial art schools this completely revised and updated edition of his staff and leadership team training manual contains everything you need to hire and train office and teaching staff finally you'll understand how to select the right team members how to train them properly how to compensate them fairly and how to utilize your staff efficiently to free up your time so you can focus on growing your school if you're an honest martial arts school owner who wants to know how to attract and keep the best staff members for your school this guide will be an invaluable addition to your martial arts business library get your copy today and find out how to hire and train staff the small dojo big profits way

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