

Out of the dojo and into the world: the key to school growth -- by Tom Callos

Discover the secrets of rapidly growing your school that were previously reserved for a small and exclusive group of martial arts school owners

Wednesday, 3:30 PM
From: Tom Callos

Dear Martial Arts School Owner,

My name is Tom Callos and, for the last five years, I have been on a mission to revitalize the martial arts world --- **to fill our schools with new students, keep them for a lifetime, and enable higher value upgrades.**

In case you don't know me, let me give you a brief overview.

I have been involved with martial arts for the last 37 years. I was a member of Ernie Reyes' West Coast Demo Team, I owned and operated two of the most successful martial arts schools in America, served as a Board Member of Educational Funding Company (EFC), and have provided years of consulting and content to NAPMA, MAIA, and other martial arts business endeavors.

You might be familiar with some of my creations or even be using some of my work, such as the introductory lessons I taught for EFC, the Random Acts of Kindness program and "The Way Of . . ." training series I designed for NAPMA, and MAIA's Six Tasks Character Development Program.

In addition, for years I've been writing for Black Belt Magazine, Inside Karate, Martial Arts Professional, and nearly every other magazine and trade publication in the martial arts world.

But, with all this, the work for which I am the most proud is my effort over the last five years to **take martial arts out of our schools and into the world** -- so as to convince the general public of the incredibly positive impact we have on our student's lives.

This is my passion --- and where I expect to focus my talents over the coming years.

Our problem

As martial arts school owners we all know that character development is the hallmark of martial arts training.

I tell my clients that we aren't in the martial arts business -- **we are in the better human beings business.**

But we have a big problem --- the general public doesn't know this.

Survey after survey demonstrates that only 3 to 5 percent of the U.S. population really understands what martial arts is all about.

The rest have no idea or, worse, they think what we do is what they see on TV with MMA.

I know this is hard to accept but it is the reality, none-the-less.

We don't see this perception problem because we spend most of our lives with folks who understand what martial arts is all about. Our instructors understand, our students understand, the parents of our students understand – so we assume that everyone understands.

But, they don't.

Instead, the vast majority of the population has all sorts of odd and terribly inaccurate perceptions as to what we do.

There is one specific place where this lack of understanding should be blatantly obvious to us --- but most school owners don't interpret their experience correctly.

Instead, we think we are doing something wrong – so we hire consultants, go to seminars, purchase courses, read books and anything else we can think in order to figure out where we are goofing up.

What specific place am I talking about? --- **our advertising efforts.**

If you are like every martial arts school owner with whom I have ever interacted, you don't get good results from your advertising. In fact, you probably get lousy results --- or even no results.

And, that's true no matter what you try.

You might have used the ads that arrive each month in the "box." You might have hired an expensive advertising agency. You might have purchased some copyright-free ads from a consultant.

But nothing has worked --- where you actually got a positive return on your advertising investment.

What is going on? How do you explain this?

Well, again, the most common reaction is that there must be something wrong with your ad --- and there are plenty of folks who try to convince you that this is the case.

For example:

- Your Yellow Page salesperson will say you need to run a bigger ad or use color in your ad.
- Your ad agency will say you need to run your ad more frequently
- The newspapers or magazine in which you advertise will say you need to use larger display ads and run your ads more consistently
- Marketing consultants will say you need to write better ad copy

This is all hogwash! Let's look at some numbers.

Let's say you send out 2000 postcards. The direct response advertising experts will tell you to expect 20 responses (1 percent).

Wouldn't that be great? You spend \$2,000 and get 20 prospective students walking in the door.

I don't know about you but, if I got these kinds of results, I'd be sending out postcards all day long.

But, we don't get these results, do we?

Well, let me go back to the statistic above that only 3 to 5 percent of the U.S. population understands what martial arts is all about. If this is true (which it is), that would mean that no more than 5% would pay any attention to our ad. The other 95+ percent would either ignore it or have a negative view of it.

In other words, instead of getting a 1 percent response to our postcard mailing, we should only expect to get a 0.05% response (5 percent of 1 percent). Therefore, **we should only get 1 response instead of 20.**

Isn't that closer to your experience?

Our poor results with advertising isn't because there is something wrong with your ad --- it's because most of the people who see our ad have a negative view of what we are advertising.

Think about it --- if you look at the other advertisements you see in your local media, don't you have a pretty clear understanding of what the advertiser does (e.g., restaurant, plumber, accountant) and view what they do somewhat positively?

When these folks advertise, they do get 20 responses from a 2000 postcard mailing --- but not us.

This is crazy – here we are developing better human beings (what is nobler and better for society than that?) and **we get less response to our advertising than your local greasy spoon.**

Out of the dojo and into the world

Can you see why I am so passionate about convincing the general public of the incredibly positive impact we have on our student's lives?

Again, I have been involved with martial arts for over 37 years. I know, from personal experience and the experience of my thousands of students and clients over the years, the impact we have.

But, I also know, that our message hasn't got through to the general public. And, now, we are faced with the additional challenge of MMA being shown almost continually on every TV set in America, creating a more inaccurate perception of what we do.

By the way, I love watching MMA. But, I know that the vast majority of Americans associate martial arts with this sport and can't imagine getting their kids or themselves involved in such a program.

As Howard Beale yelled from the upper story of a New York office building in the 1976 movie Network, **I'M MAD AS HELL AND I'M NOT GOING TO TAKE IT ANYMORE.**

There is only one way for us to respond to this situation – **show them.**

That's why I've devoted the last five years of my life to **taking martial arts out of our schools and into the world.**

Let me give you some examples of what I've done.

The Ultimate Black Belt Test

Each year for the last five years, I have led a group of martial arts masters on a regimen

of physical, mental, emotional, and ethical transformation.

Something I realized years ago is that **martial arts school owners ARE the product of the martial arts industry. The better the teacher, the better the product, the better the sales.**

I found it interesting that many school owners would spend so much time and energy on getting their facility, marketing brochure, and sales scripts just right and so little time and energy on getting themselves just right --- when **who they are as human beings is THE most critical factor to the success of their schools.**

So, I decided to develop a martial arts curriculum, primarily for martial arts school owners and their chief instructors, that produces dramatic change -- and results in them being the true martial arts masters their school's need.

Then, each year, I accepted a small and exclusive group of martial arts masters to transform themselves over a thirteen month period via this curriculum. To date, over 70 individuals have completed the Ultimate Black Belt Test including such respected and influential martial artists as Dave Kovar, Charles Chi, Lance Farrell, Dave McNeill, Chris Natzke, Bill Kipp, Tommy Lee, Mike and Karen Valentine, and Peter Johnson.

As you'd expect, interacting regularly (including two several-day retreats) with individuals like these over the course of 13 months was an incredible learning experience for me. I had the opportunity to discover, first hand, what factors led to their school's success prior to working with me and to their increased success as a result of being transformed through the UBBT.

This experience led to a revelation that is, today, the core of my teachings.

See, in my early days, I thought that the measure of how good I was as an instructor was my level of skill as a martial artist. Then I started measuring my performance by my student's martial arts skills. They were winning championships so I must be good.

Then, in the early 90s, the measure became how financially successful my school was. I judged my abilities as an instructor by the number of students in my school, my gross income and what kind of car I drove.

Now I realize that all of those measures are wrong – actually dead wrong.

I got caught up in the attitudes of the times and missed the true measure and ingredients of success – which is connecting to and passing on the wisdom of "the masters" of all martial arts disciplines, and of life.

The only valid gauge of success is our ability to **turn what we have learned into action in the world** – and, more importantly, our ability to see what **WE** teach our own students become action in the world.

What I'm talking about? Well, you know because you've heard it over and over again – but, maybe, like what happened to me, it hasn't sunk in.

*"The ultimate aim of the art of karate lies not in victory or defeat,
but in the perfection of the characters of its participants."*

- Master Gichin Funakoshi

*"If a picture is worth a 1000 words,
then an action is worth 1000 pictures."*

- Master Jhoon Rhee

Have you heard any of these statements before? I sure hope so because, they represent the very foundation of what we are all about.

The true measure of how good you are as a martial arts teacher is how much wisdom you can develop in yourself and what your students are doing in the world with what you teach them.

Do YOUR students, in their daily lives, really demonstrate self-confidence, self-discipline, focus, and leadership? In other words, are you really producing the results you promise?

Until you see what you teach and practice on the mat manifest itself positively in the world, you aren't effectively doing your job and you won't have the kind of success you long for.

You and your students might have a martial arts resume a mile long and you might live in the largest house in your community --- but, if you are students aren't successful in life, then --- in my opinion --- you are missing the boat as a martial arts instructor.

I know, I know – that's probably a bit harsh. But, I've learned over the years that, unless I make my point with this level of bluntness, people don't listen.

And listen we must. Why? **Because our financial success as business owners depends on it.**

See, this revelation that how our students act in the world is the true measure of our greatness didn't come from reading the ancient martial arts writings. **Instead, it came from me seeing the financial success of those school owners who embraced this concept.**

Although some people perceive me otherwise, I'm a capitalist – and I believe that, generally, people are rewarded for making a positive contribution. Sure, there are examples where this isn't true, but I've rarely seen such examples in the martial arts.

So, as I saw the school owners who really took action on my teachings dramatically improve their school's financial success, I knew I was on the right track.

"Tom Callos' program and advice? How about a 400% increase in my business revenue!"

- Charles Chi

"Tom Callos teaches his clients about a kind of martial arts education that any instructor can turn into income for his or her school. The bottom line?"

We all owe Tom a debt of philosophical and financial gratitude."

- Dave Kovar

The 100

Three years ago I had an epiphany.

I was reading up on one of my childhood heroes, Rosa Parks who, as you will remember, was the 42 year old diminutive African-American seamstress who, in 1955, refused to give her seat up on a bus to a white patron --- and as a result was arrested. Her protest, that simple decision, eventually led to the disintegration of institutionalized segregation in the South, ushering in a new era of the civil rights movement.

In other words, Rosa Parks changed history.

I remember reading about this famous event and afterwards actually saying out loud, "If one 42 year old seamstress could take action -- and as a result change the world for the better -- what could 100 martial arts MASTERS do?"

What issues in the world could a group of men and women who have spent all of their lives strengthening their focus, their perseverance, their courage, and their wisdom? What issues could a group of true MASTERS deal with that could make the world a better place?

Couldn't a 100 MASTERS find the right time and place and take the "right" action -- and change history? Shouldn't it be possible for 100 martial arts MASTERS to equal one Rosa Parks?

Those questions and the idea that all of our life's work could be focused on making a difference in the world, as martial arts teachers, led me to **form a new martial arts association, The 100.**

But wait, the real clincher was that, if 100 teachers each had 250 students, we had the possibility to engage 25,000 people in our efforts; and certainly, 25,000 people, each taking some kind of definitive action, well...this many people could, I felt, equal the

power and wisdom of my hero, Rosa Parks.

I started **The 100** thinking that we, collectively, would NOT go after tournament wins and recognition for our "success" in the martial arts industry. Instead, we would focus on revolutionizing the kind of education to which martial arts students are exposed – and, in the process, have a meaningful impact on the world.

Now, how big is that kind of thinking! How's that for something to think about, to live for, and to make a person hop out of bed in the morning with a sense of heroic mission!

My other activities

As you might expect, I have about a hundred other things on my plate including creating the:

- World's first anger management training program specifically for martial arts
- Martial arts world's smartest, most authentic, and most useful leadership training program – Project-Based Leadership Training (PBLT)
- "Intelligent Curriculum" – a system of taking new, creative, and innovative curriculum components and combining them to take martial arts to a new level

I don't have room in this report to go into any detail about these and my other activities but, let me just say, that I'm 100% confident that my efforts will change the martial arts industry for the better over the next several years.

But, I'm frustrated

I've put my heart and soul into these endeavors for more than 5 years and, still, many school owners don't know about my teachings and, of those who have studied under me, many aren't fully implementing my programs in their schools.

Frankly, that's hugely frustrating.

I know the kind of impact martial arts has on our student's lives. I know that my methods result in a much broader understanding of this fact. And, I know that the martial arts schools who implement my teachings experience greater student enrollments, longer student retention, and higher value upgrades.

But, still, 95 to 97 percent of the U.S. population doesn't get it --- and this reality is killing our industry.

Nationwide, enrollments are down and every day I hear from a martial arts school owners

who are struggling to stay in business.

This is an absolute travesty --- and, again, I'M AS MAD AS HELL AND I'M NOT GOING TO TAKE IT ANYMORE.

My deep seated frustration caused me to start looking for a different approach to what I was doing.

Previously, I thought that, **if I produced incredibly positive results with enough clients and wrote enough about the positive impact of martial arts, that the world would start to understand.**

Martial arts schools from throughout the country would be adopting my methods, my vision for The 100 would be become a reality, and the general public would be stampeding our doors.

But, it hasn't happened.

It took me a while to figure out why --- **and the reason was a bit hard to accept.**

See, I've been told for years that I was a visionary --- and I thought that was a great thing. But, I've come to realize that visionaries are visionaries because they see things that the rest of the world doesn't see.

As a result, at the time visionaries are espousing their views, most people think they are a bit crazy. It's not until years later that true visionaries are credited for their ideas.

I've heard the criticisms over the years but I chose to ignore them. "Tom, your ideas are too idealistic." "Tom, your ideas aren't practical." "Tom, business is OK right now so don't bother me with where you see things are going in the future." "Tom, you're too far ahead of the curve."

Well, a couple of years ago, I took a step back and realized that **many of these criticisms were right on target.**

Sure, many school owners were able to understand what I was talking about and implement my ideas --- with outstanding results. But, most just didn't get it.

I decided that staying with the status quo just wasn't good enough. Somehow, being recognized as a visionary 20 years from now while, in the meantime, watching the martial arts industry continue to struggle, just wasn't very satisfactory.

So, I decided to search for a different approach. I knew I had to make my ideas more easily understood, more tangible, more implementable.

Well, I'm happy to say that I've figured out the answer.

I didn't believe them

In 2007, I learned about a new company called the **Martial Arts Marketing Network**. It was co-founded by Chan Lee, one of the many school owners who had taken my ideas and ran with them.

As a result, he has seen his business grow from two schools to five over the last several years and his revenues topped \$2,000,000 in 2007.

Chan's school is the dominant martial arts school in the Milwaukee area because he has **taken martial arts out of his school and into the world**.

Chan approached me and asked if I was interested in working with his new company to promote and operationalize my ideas.

Frankly, my initial reaction was "no way." I had hooked up with various organizations over the years and the results were always less than satisfactory.

So, I put Chan off but, given the great salesperson he is, he persisted --- and, as I learned more about his company, the more impressed I became.

Then, Chan introduced me to his partner, Allen Oelschlaeger, and my business life was changed forever. Allen has had a longer career as a senior executive in large corporations (e.g., 10 years at Eli Lilly and Company) but then, in the late 1990s, he left the corporate world to do some more entrepreneurial things.

Allen connected with Chan in 2002 and has helped him use technology to systemize and automate his marketing. I'd like to think that Chan's business success over the last several years was 100% due to my efforts but the reality is that Allen's work was a major contributor also.

Anyway, Allen and Chan wanted to show me what they could do so I started testing some of their ideas with my Ultimate Black Belt Test members.

Frankly, when they told me what they could do, I didn't believe them.

But, now the result of their work is nothing short of amazing.

Once I saw what they could do, we started talking about the possibility of applying their expertise to my frustrations.

The more I was exposed to the possibilities the more convinced I became that Chan and Al could help me deliver my teachings to school owners beyond the members of my

Ultimate Black Belt Test.

Well, it took us more than 9 months of work and no small amount of financial investment, but we were able to produce a comprehensive program that, previously, only existed in my dreams.

We decided to call this new program "**The New Way Network**" and we started recruiting members in May of 2008.

The New Way Network

Here are the three primary goals we established for the Network.

- **The North American public perceives martial arts as an essential component for positive child development**
- **Our members dominate the martial arts market in their local communities**
- **Our members have the financial and time freedom to make a real difference in the world**

To accomplish these goals, we knew that The New Way Network could **NOT** be just another coaching program, monthly box, seminar, or technology offering.

Instead, it needed to be a comprehensive program that went far beyond anything that's been offered in the past.

To be effective, it needed to:

- Share in a more understandable, tangible and implementable manner the wisdom accumulated via my work with the Ultimate Black Belt Test
- Make my vision for The 100 a reality – but on a broader scale than I had ever imagined
- Use the extraordinary advancements in Internet technology to their maximum potential
- Take advantage of the enormous power of local and national public relations
- Include ongoing coaching delivered in more efficient ways that have ever been available in the past

- Leverage the financial and innovation leverage that comes from being part of a large network of school owners who are working together to transform the martial arts industry

If we could pull this off, I truly believed we help our Network members attract more students than they ever thought possible, dramatically improve their retention, and raise their prices to levels that match the incredible value they provide to their students.

Well, I'm excited to say that we have pulled this off --- and, as a result, The New Way Network is now the foundation for everything I do.

The basic principle of The New Way Network is this:

Rather than wasting our money trying to educate the public about the true nature of martial arts via traditional advertising, we should be **SHOWING THEM via who we are as martial arts masters and what our students are doing outside of the dojo.**

In other words, we need to be ambassadors for martial arts in our communities which we then leverage into positive PR for our schools. Only then will the 95 to 97% of the public who has NO IDEA what we do start stampeding our doors.

Here is just one story --- from Chan Lee --- of the power of this principle.

"Let me tell you about Trystan. He is one of my 8 year old students at my school. With Tom's coaching I got Trystan to start a peanut butter and Jelly drive to support our local food pantry. Trystan was so passionate about this project he made posters with our logo and plastered them all over his grade school. Then he mobilized 800 of his classmates to help him collect 1000 jars of peanut butter and jelly. His grade school principle was so impressed that he has asked me to teach an after school program at his school next year. What is amazing is that I've been trying to get into his school for over 15 years."

What is the message from this story? One 8-year-old acting as an ambassador for what your martial arts school is all about can produce far superior marketing results than 15 years of traditional promotional efforts.

I've seen this happen over and over and over again during the past five years. **The principle of "out of the dojo and into the world" works --- and it works like crazy.**

What are the components of The New Way Network?

Before getting into the components of The New Way Network, let me first say that it is impossible to do justice to the enormous power of the Network in a report like this one.

Again, The New Way Network is **NOT** just another coaching program, monthly box,

seminar, or technology offering. Instead, it is a comprehensive program that goes far beyond anything that's been offered in the past and is based on a vision that should enable the Network to transform the martial arts industry over the coming years.

But, despite the challenge, I'm going to try to outline the components of the program in the following four pages --- so you have at least some idea as to what the Network is all about.

The New Way Network consists of the following components:

1. Private website (Digital Dojo) for use by students and staff that can be 100% managed by school staff member after just 60 minutes of training

- Easily add/change text, images, links, videos, audios
- Semi-automated registration for students and staff
- Class schedule and event calendars – with the ability to really promote an event with text, videos and images.
- Download area for any PDF, Word or other document you want your students or staff to be able to access
- Content areas (text, photos, videos) for such categories as:
 - Curriculums
 - Newsletters
 - Project Portfolios (summaries of completed projects)
 - School Information (e.g., school policies, instructor profiles, event information)
- Photo gallery that allows easy upload of photos which can be organized into an unlimited number of categories
- Comprehensive service that makes it easy and fast to add videos
 - Video Conversion and Optimization Service that processes videos of any size and format into a file that is optimized for the Internet
 - Video Gallery that allows easy upload of videos into defined categories (e.g., training, tournaments) and simple video selection and viewing
 - Two simple methods to embed video files with video player onto any content page
- Comprehensive student "Journaling" functionality that allows students to keep a private journal (for training diary, project portfolios) that can be viewed and commented upon by school instructors. Then, it will be possible to publically display Journal entries that deserve greater visibility. Journal entries will be searchable by student, category/team and keyword.
- Comprehensive "Act" (e.g., Acts of Kindness) entry, review and display technology. Individual Acts can be entered by student and staff can make bulk entry – with both included in the "Act" count.
- Acts of Marketing and/or Acts of Customer Service entry, review and display system.
- Student online survey tool
- Student and staff roster display – with name, photo and some key information presented. Roster can be filtered by various attributes (student/staff, belt level, team membership, etc).
- Social Networking functionality – such as forums, student/staff roster, private email

contact (level of interactivity and privacy determined by school owner).

- Mechanism to highlight students via a variety of methods – journal comments, star rating of journals by students/instructors, public display of journals, student of the month display, hall of fame roster, public display student project, etc.
- Staff training area (text, images, links, videos, audios, multiple categories) only accessible by people provided with administrative access
- Integrated school administration functionality:
 - a. Event reservation (birthday party, sleep over)
 - b. Refer a friend form
 - c. Online payment system (nominal extra fee) that allows to students to pay for testing, tournaments, special event, and other products and services via an extremely-simple-to-use online system.
 - d. Retail store shopping cart (nominal extra fee) with a complete martial arts product line pre-loaded that allows to students to purchase products online. School owner selects which products to display, decides price for each product and can easily add additional products
- Three tiers of fanatical customer support

2. "Fed" content from Tom, Chan, Allen and others for students and staff automatically available on Private Site (Digital Dojo)

- Tom Callos (primarily), Chan Lee, Allen Oelschlaeger and others will produce content (text, images, links, videos, audios) for students and staff
- This content will be "fed" to each Digital Dojo private site via an RSS feed so will be available without any work by school staff
- School owner decides what content will be published --- so students/staff will only see the selected "Fed" content.
- Student content will include such things as:
 - o Positive and Inspiring words, ideas, and STAY THE COURSE retention-based talk. The point is to help keep students, happy, motivated, learning -- and wanting to stay the course to become black belts.
 - o Explanations on how students should use various components of the Digital Dojo (e.g., Journaling, Act recording)
 - o Specific monthly project-based leadership suggestions, such as:
 - * School talks on a specific topic
 - * Environment clean up projects
 - * Charity drives
 - o Suggested oals for number of Acts, physical conditioning, healthy eating, etc.
- Staff content will include such things as:
 - o Messages to the staff that inspire a sense of mission, duty, honor, integrity, and positive problem solving
 - o Step-by-step instructions for implementing "Out of the Dojo" initiatives
 - o Sales scripts for selling "Out of the Dojo" concepts to parents
 - o Mat talk scripts on topics related to "Out of the Dojo" initiatives
 - o Scripts for community stump speeches, on topics such as
 - * Bullying

- * Anger Management
- * Environment Self Defense

3. Central online repository of content for students and staff with link from Private Site (Digital Dojo) --- University of Martial Arts

- Tom Callos, Chan Lee, Allen Oelschlaeger and others will produce content (text, images, links, videos, audios) for students and staff
- This content will be accessible via two separate links on the Private Site (which can easily be turned on or off) to two separate central websites – one for staff and one for students
- Student content will include such things as:
 - Summaries of projects other "The New Way Network" members have done
 - Accomplishments of other "The New Way Network" members (e.g., number of Acts, media coverage, etc.)
 - Videos that are better watched via a central site rather than via an RSS feed
- Staff content will include --- over time --- a permanent repository of resources (text, video, audio) covering every aspect of school management, such as:
 - Instructor training
 - Technique training
 - Sales training
 - Marketing programs
 - Operating instructions for Digital Dojo
 - Lesson plans
 - Curriculums

4. Public website that can be 100% managed by school staff member after just 30 minutes of training

- Site at your own domain address
- Choice of banners or create your own
- Unlimited number of pages
- Easily add/change text, images, links, videos, audios
- Lead collection form
- Integrated pages for Privacy, Terms of Use and Website Validation
- Presentation of key content from Private Site (see above) – such as selected Journal Entries, Acts of .. Counts, Acknowledgement of Selected Students
- Three tiers of fanatical customer support

5. National website that promotes the value of martial arts in child development (Better Kids Institute – www.betterkidsinstitute.com)

- Place to point national media to learn more about the true nature of martial arts
- Content made up of articles, blog entries, videos, etc.
- Includes school directory with links back to the Digital Dojo for each "The New Way Network" member so visitors can find a school in their area which is focused on child

development

- Includes free reports on the value of martial arts that can be requested by providing contact information. Leads for "The New Way Network" subscribers will be forwarded to subscriber school.
- Provides opportunity for "The New Way Network" subscribers to submit articles or blog entries with link back to their Digital Dojo or to maintain their own blog on the site with links back to their Digital Dojo.
- Website supported by national article submission and public relations campaign about the true nature of martial arts.
- Website supported by a concerted Search Marketing effort to drive traffic to the site.

6. Coaching Calls to educate members of The New Way Network on exactly how to implement "Out of the Dojo" concepts within your school

- At least one 30 minute to 1 hour tele/web conference call every other week hosted by Tom Callos, Chan Lee and Allen Oelschlaeger
- Includes interview with school owners around the country who are successfully implementing Out of the Dojo concepts.

7. Training for members of The New Way Network on how to get the most value from the Digital Dojo technology

- One 30 minute to 1 hour tele/web conference call every other week hosted by Tom Callos, Chan Lee, Allen Oelschlaeger and Jim Esten
- Each call will provide in-depth training on a specific feature of the Digital Dojo
- Includes time to get all questions answered by people attending the call

8. The financial and innovation leverage that comes from being part of a large network of school owners who are working together to transform the martial arts industry.

This substantial leverage enables us to **do things that NO school owner could EVER do on his or her own – such as:**

- Investing tens of thousands of dollars in Internet technology
- Investing the time and money to stay current with the rapid advancements in Internet technology
- Developing, maintaining and supporting a national martial arts website (Better Kids Institute) with links back to our Network-member schools
- Providing professional content to your students and staff content from Tom Callos, Chan Lee and Allen Oelschlaeger
- Implementing a national article writing and public relations campaign
- Accessing marketing experts from both inside and outside the martial arts industry that are, otherwise, unavailable to individual school owners
- Developing valuable national relationships which no school owner would ever be able to develop on their own

The great news is that, as the Network grows, these "**can't-duplicate**" aspects of what we do will expand in strength and scope -- thus creating an ever growing source of sustainable competitive advantage for The New Way Network members.

The New Way Network membership fees

Again, due to the comprehensive nature of The New Way Network, this report can't accurately portray the total value of being a member. However, let me make an attempt at sharing what I believe Network membership is worth.

Here is what is included:

- A large and ever expanding online University of Martial Arts. Although I hate to do so, this could be compared to what the martial arts associations offer in a box for **\$100 to \$200 a month**.
- Toms's Callos's motivational tips and other content for your students (if you wish) and your staff fed directly into your Digital Dojo. There is nothing like this available – but a value of **\$100 per month** isn't unreasonable.
- An easy to manage public website for prospective students. Comparable – but not as good – websites go for about **\$100 a month**.
- Placement of a link to your Digital Dojo on a national directory associated with the Better Kids Institute. Many directories like this charge up to **\$50 per month**.
- Weekly coaching calls by Me, Chan and Al – which will include interviews with some of the top school owners in the country. Some consultants charge **\$500 to \$1000 per month** for this.
- Journaling feature for your students that enables them to tell the world what they have been learning in martial art class and maintain a project portfolio that they can use for their college application. There is nothing like this available but, from my experience, the value of this is **almost priceless**.
- An online Facebook-like community that increases your school's efficiency, promotes training in your school and dramatically improves student retention. Another **almost priceless** component.
- A central group working tirelessly and making huge investments to transform the perceptions of the industry via PR, articles, and videos – and much more over time.

With all that, you can probably see why **we were thinking about charging \$1,000 up front and a few hundred dollars a month to be a member**. But, I want a lot of members as soon as possible so we can start making a difference right away.

Therefore, we decide --- for a short period of time --- to allow school owners to become members with **NO up front fee and a monthly fee of just \$199**.

In addition, **The New Way Network** includes the following **TRIPLE GUARANTEE**.

- **Guarantee #1: 90-day pay nothing if you aren't thrilled**

Become a member of The New Way Network for 90 days and, if you are not thrilled, we'll give you a 100% refund. The truth is that, if are services aren't working for you, we really don't want your money.

- **Guarantee #2: Cancel anytime with no penalties**

The New Way Network has no long term contract. Therefore, you can cancel at any time and the monthly charges will stop that month. You are never "locked in" to any long-term commitment.

- **Guarantee #3: No risk / unconditional**

There is NO fine print. You are either happy with your membership in The New Way Network during the first 90 days or you get your money back - PERIOD. Then, from 90 days to forever, you can cancel at any time with no penalties.

Our **TRIPLE GUARANTEE** demonstrates how confident we are that The New Way Network will revolutionize your martial arts school. Bottom line, we're taking all of the risk. You have a massive amount to gain (more students, better student retention, higher value upgrades, greater school efficiency) and nothing to lose!

How to become a member of The New Way Network

There are two ways to become a member of The New Way Network.

The simplest way is to just call our Customer Support Center (10 AM to 9 PM CST Monday through Friday; 10 AM to 3 PM Saturday) at **888-893-8952** so we can take your order over the phone.

The second option is to order online. Just [CLICK HERE](#) and complete our secure online order form.

Once we receive your order, here is what will happen next -- in this order:

1. You'll get an email from us requesting some basic information about your school
2. We will notify you on how to participate in our coaching calls.
3. We will purchase a domain for your school Digital Dojo get your Digital Dojo set up on that domain.
4. We will provide training on the customization and use of the Digital Dojo
5. We will beginning "feeding" content to your Digital Dojo.
6. We will add your school to the list of preferred martial arts schools on The Better Kids Institute website.
7. We work in conjunction with you and our other Network members to transform the martial arts industry.

I hope this report opened your eyes to the realities we face in the marketplace. I would hope that even if you don't decide to become a member of **The New Way Network** that you will still take these realities to heart and work to take your martial arts instruction out of your school and into the world.

Thanks for taking the time to read this report. I hope it provided you with great value.

Tom Callos

P.S. Once again, to order the Digital Dojo, you can either call our Customer Support Center (10 AM to 9 PM CST Monday through Friday; 10 AM to 3 PM Saturday) at **888-893-8952** so we can take your order over the phone – or go to [**THIS PAGE**](#) and order online