

SECRETS THAT MARTIAL ARTS CLUBS DON'T WANT YOU TO LEARN!

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Some things you should know from the start

Like any other business a Martial Arts club needs customers in order to operate and that means 'YOU'. It is a generally acknowledged principle that in any field of endeavour, whether it be sport, art or business that a staggering 95% of people actually do nothing of any great significance to pursue or achieve what they think they want or set out to achieve. Only 5% will actually put in the time and effort to attain their goals and reach their dreams!

In fact the number of people who stick with Martial Arts pales into insignificance in comparison to those who quit. I believe that one of the growing reasons for this is that it is being marketed in an ever increasingly aggressive commercial manner designed to exploit the mass market. To me that means only one thing... it's all about the MONEY!

Exploiting your weaknesses and desires

The human race is fickle and subject to persuasive influence with identified behavioural traits which haven't gone unnoticed by the marketing strategists who are having a field day in Martial Arts by using strategies of mental shortcuts to take advantage of unsuspecting people like **YOU!**

One such shortcut is using the assumption that the 'majority must be right', hence the focus on the mass market. The truth is that the majority could well be and probably is wrong!

Another mental shortcut is to include specific phrases in advertising such as; "As seen on TV" or "As featured on Radio" because the assumption is that the TV and Radio stations somehow endorse a product and therefore it is the right decision to purchase it.

Also, by creating strategic new pathways to capture the mass market with fancy uniforms, titles, Awards, badges, programmes, personalized and branded products, party activities and even complete 'new' unique Martial Arts systems and concepts, the goal is to keep the masses paying longer and paying more!

One very successful marketing ploy is to use **ONLY** visually aesthetically pleasing images but **NEVER** extreme action

images or suggestively aggressive poses. This is because an aesthetically pleasing image is 'neutral' and doesn't create a negative view or bias and is more appealing to the mass market. Such images are often of family groups or women and smiling children in set poses. An action shot is regarded as a 'negative' image because the performance of the action suggests a level of difficulty or aggression that the majority of people may think it is well beyond their own capabilities.

Another trap is to use a 'Sociological image' of a beautiful female, sometimes in a 'crop top' or even lycra clothing – It's a FACT – Sex Sells. Some of you may remember the 'Flake' advert in the 1970's where a beautiful woman bites seductively at a bar of chocolate? That was aimed deliberately at men who are by nature 'visually' stimulated.

“The primary reason for a tariff is that it enables the exploitation of the domestic consumer by a process indistinguishable from sheer robbery.”

Albert Jay Knock

For an ever growing number of Martial Arts schools this type of marketing has become a 'Holy Grail' as a means to make vast amounts of money. So when you respond to or are 'hooked' by this type of Marketing you have been exploited by very specific and intentional traps.

The biggest irony is the widely held assumption (mental shortcut) that the bigger and more successful a Martial Arts club or instructor is, the better the quality of what is being offered or taught. Wrong again! The likelihood is that the bigger the club, the more intense the marketing and, after a while, it becomes virtually self-generating.

Here's how it works

There are Five basic points that advertisers identify to grab your attention:

- 1) FEAR
- 2) FUN
- 3) PLEASURE
- 4) VANITY
- 5) EGOTISM

Here are some examples:

- 1) “Learn Vital Self-Defence!”
- 2) “Amazing Fun for all the Family!”
- 3) “Enjoy a whole New experience!”
- 4) “Be the Envy of your friends!”
- 5) “Empower Yourself!”

Now if we are honest, we all like the sound of that! It's POWERFUL stuff! The sole objective is to get **YOU** to buy into those concepts and once you do the next step is to get you to buy into even more products, bolt on programmes, extra training times, private tuition and a whole array of income

generating schemes! And guess what?.... It works!

I personally know instructors who are making an absolute fortune from people like **YOU!**

So why am I telling you all this?

I know it may sound crazy and you are bound to ask 'Why' am I telling you all this but the reason is that I have a **GENUINE** passion for Martial Arts and also about **YOU** and everyone else who may potentially share that passion.

All too often I have seen people quit Martial Arts because of a bad experience in a club and they leave thinking that all Martial Arts clubs are the same and even a rip off; They are not!

I have been told by people who have quit Martial Arts that the whole thing is one big 'scam' because that is what their experience has led them to believe. Others have contacted me asking if I can get them refunds from their clubs because they have realised that they have been 'hooked' into buying one thing after another.

"Marketing is what you do when your product is no good."

Edwin H Land

Some of you may think I am insane for not implementing the same marketing techniques and making lots of money from the mass market but I honestly want to make sure that **YOU** are not one of those who is given the wrong perception of Martial Arts and ultimately quits and never sees beyond all the marketing traps and hype.

What's in it for me for telling you all this?

The benefit to me is that I don't want you or anyone else put off Martial Arts because of a bad experience. People have a tendency to inform others of their bad experiences and subsequently more people may be put off because of it.

That's certainly not good news for me! I don't want other people's exploitation to have a negative effect on me so the best way of combatting this is simply to tell **YOU** the **TRUTH!**

As a professional Martial Arts instructor and 8th Dan Black Belt with almost forty years' experience I know the sort of people I am looking for to pass on my knowledge and skills to: Those who fall in to the 5%.

This is why I call my fully equipped studio in Bristol the '**Elite Leadership Black Belt Academy**'. It is a place where I dedicate my efforts to teaching those people who 'want' to learn Martial Arts and experience real training and Benefits.

I already know that 95% of people in the mass market are likely to quit in a short space of time so I am focussing my efforts on

quality people who fall into the 5% and who aren't just looking for something to fill in some spare time, who won't use me as a child minding service, who won't moan because they have to work hard but above all are people who actually 'want' to be there for all the right reasons and haven't been manipulated into joining.

That seems a pretty good deal to me!

What's in it for YOU?

Firstly and most importantly the knowledge to help you avoid falling into specific marketing traps and, if you decide to come along and try out our **FREE INTRODUCTORY CLASS**:

- a) An opportunity for **YOU** and your **FAMILY** to learn real Martial Arts in a dedicated environment.
- b) The **FREEDOM** to focus on Martial Arts – not product sales!
- c) The knowledge that I am committed to helping **YOU** to achieve your highest goals and develop a strong character.
- d) Understanding and experiencing the **REAL** not perceived **BENEFITS** of Martial Arts.

“Advertising is the art of making whole lies out of half-truths.”

Edgar A Shoaff

Don't get caught in a delusional trap!

It is harder to break a delusion than create one and the delusion is often that Martial Arts provide instant results, are relaxed, non-aggressive and a completely safe 'hobby' for everyone. –

NO THEY AREN'T and here is why:

- Martial Arts practice demands long term physical effort.
- Martial Arts are fundamentally based on 'Fighting' skills.
- Martial Arts practice is not risk free.
- Martial Arts are a life-style for continuous self-improvement.

The bottom line is that you or your family will be participating in a system of combat which trains people through physical adversity with and against other students. It is regarded by insurers as a 'higher risk' activity.

It is both the 'mental challenge' and 'physical actions' of dealing with adversity in training that enable practitioner's to become more confident and self-disciplined and ultimately develop their

strength of character.

If this isn't happening then you have to ask yourself either:

- a) "Is the club's focus on teaching Martial Arts or simply about making money?" or
- b) "Am I really serious about Martial Arts?"

The reality of Martial Arts

Legendary Karate Master Gichen Funokoshi was quoted as saying: "The ultimate aim of karate lies not in victory nor defeat, but in the perfection of the character of its participants" which is fundamentally true of nearly all Martial Arts.

Let's be honest, something as fundamental as this cannot be a mere 'hobby'; something you do as and when you or your instructor feels like it.

Individuals who want to improve their lives perhaps by giving up smoking, getting off drugs or even losing weight can't do so by treating it as a 'hobby'. To achieve any of this requires a certain degree of 'commitment' from both the instructor and the student otherwise it is a complete waste of time for everyone concerned.

Don't be fooled; Martial Arts should be both challenging and demanding and is therefore going to require you to step outside your natural boundaries and comfort zone and beyond what some might describe as doing things at 'your pace'.

The reality is that the pace will be set by the instructor and whilst you will certainly not be expected to keep up with more advanced students I would at least expect you to be pushed hard to 'try' to do so.

Check out these websites – it will open YOUR eyes!

<http://www.learningseed.com/pc-137-6-how-consumers-decide.aspx>

<http://www.actonfs.com/newsletters/issue20/newsletter20.html>

<http://thesocietypages.org/socimages/2009/03/02/sex-sells/>

“The product is secondary, it's marketing that counts.”

“Exploit the masses.”

“Maintain the illusion of demand.”

<http://markettorrent.com/community/6809>