

## PRODUCT SPOTLIGHT

### BUILD A BETTER BODY WITH OUR FEATURED FITNESS FAVORITES



#### Keg Trainer

USA/Imported

SIZE: 24" T X 19.5" DIA.

WEIGHT: 10-50 LBS

COLOR: BLACK

#109491 WHLSE \$199.99 RETAIL \$399.99



#### Weighted Foam Flip Tire

USA/Imported

SIZE: 40" W X 40" L X 12" T

#10948 WHLSE \$349.99 RETAIL \$599.99



#### Half Moon And Core Obstacle

• Sold as a set

USA/Imported

SIZE: 20" T X 40" W

COLOR: RED

#10925 WHLSE \$349.99 RETAIL \$599.99



STACK  
TO ADD  
ADDITIONAL  
HEIGHT

HOOK-AND-LOOP TABS TO HOLD  
STACKED BOXES SECURE

#### Plyo Box

• Sold individually

USA/Imported

SIZE: 27" W X 27" L

COLOR: BLACK

#10949

HEIGHT	WHLSE	RETAIL
6"	\$99.99	\$159.99
12"	\$149.99	\$229.99
18"	\$199.99	\$299.99



#### Triad Obstacle

• Sold as a set

USA/Imported

SIZES: 12.5" W X 48" L, 18.5" W X 48" L, 24.5" W X 48" L

COLORS: BLACK/RED/GREY

#10926K WHLSE \$599.99 RETAIL \$799.99

WWW.CENTURYMARTIALARTS.COM (800) 626-2787

**CENTURY**  
World Leader in Martial Arts Since 1976

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AUGUST 2019

# UPDATE

POWERED BY CENTURY | FUELED BY MAIA

# BEAT THE HEAT

WITH SIZZLING SUMMER  
SAVINGS & SERVICES!

**30% OFF**  
PROGRAM & TEAM UNIFORMS

**40% OFF**  
SELECT BO STAFFS

**BUILDING A SUCCESSFUL UPGRADE PROGRAM**  
RETIREMENT PLANNING & MORE FROM MAIA



# THE BOTTOM LINE

## UPGRADE PROGRAMS INCREASE PROFITABILITY WITHOUT ADDING STUDENTS

Upgrade programs in any business are often misunderstood but also a HUGE part of maximizing profitability in your martial arts school. The biggest misconception of having an upgrade program in your martial arts school is that students who don't upgrade will not get the quality training in your specific style of martial arts that you teach.

An upgrade program should be a program that offers your students additional training that IS NOT part of your traditional requirements. For example, if you teach Tae Kwon Do it is not necessary for students to learn grappling techniques or flash kicking BUT if students want to learn these things they can for a very small additional fee. An upgrade program should not be mandatory for your students to reach a black belt level in your school.

The revenue from having an upgrade program is huge. If you have 100 students paying \$100 per month you would be bringing in \$10,000 per month. If just 50 students decided they wanted extra training for just an additional \$20 per month you would be bringing in \$1,000 per month, that's an extra \$12,000 per year with the same amount of students.

The keys to having a successful upgrade program are:

- 1. Make sure there is a clear difference** in what you offer between your traditional training and the upgraded training.
- 2. Make sure the price point** is not a big jump from what your students are currently paying.
- 3. Must have a visual difference.** Different uniforms are a must when having different programs in your school. The uniforms should look less traditional and a little more "flashy" or "cooler" as this appeals to students, especially kids.

If you want to maximize revenue through more tuition (higher rate for your upgrade program), more retail sales (upgraded uniforms, weapons, etc.), retain your students longer (giving them an opportunity to get different types of training) then you must incorporate an upgrade program.

BY MIKE METZGER | LEAD MAIA CONSULTANT

# TRY IT FOR 7 DAYS FOR ONLY \$1

MAIAEDGE.COM



## THE #1 RESOURCE CENTER

- Business Edge Videos
- New Students
- Retail
- Business Tools
- Social Media
- Upgrades & MORE



# PROGRAM UNIFORMS

## PROGRAMMED FOR SUCCESS



### 7 oz. Pullover Program Uniform - Level 1

Imported

SIZES: YOUTH: 0-2;  
ADULT: 3-7

COLORS: WHITE WITH BLACK, GRAY WITH BLACK, RED WITH BLACK, OR BLUE WITH BLACK

#04720

YOUTH	SALE \$18.89	REG WHLSE \$26.99
ADULT	SALE \$23.09	REG WHLSE \$32.99

### 7 oz. Pullover Program Uniform - Level 2

Imported

SIZES: YOUTH: 0-2;  
ADULT: 3-7

COLORS: WHITE WITH BLACK AND RED, GRAY WITH GREEN AND BLACK, RED WITH BLACK AND WHITE, OR BLUE WITH BLACK AND WHITE

#04721

YOUTH	SALE \$24.49	REG WHLSE \$39.99
ADULT	SALE \$27.99	REG WHLSE \$34.99

### 7 oz. Traditional Program Uniform

Imported

SIZES: YOUTH: 0-2;  
ADULT: 3-7

COLORS: WHITE WITH BLACK, RED WITH BLACK, OR BLUE WITH WHITE

#04711

YOUTH	SALE \$24.49	REG WHLSE \$34.99
ADULT	SALE \$27.99	REG WHLSE \$39.99

30% OFF SELECT PROGRAM UNIFORMS

# RETIREMENT RUNDOWN

## PLANNING FOR THE FUTURE

The Martial Arts Industry Association (MAIA) offers a variety of programs for school owners at all stages: from those who have not yet opened their doors, to those who are already highly successful and looking for help improving specific areas. One of these programs is MAIA Wealth.

Wealth's focus is to help those school owners who are ready to move from "what do I need to do to make my business successful" to "what do I need to do to make my retirement successful?" Of course, right now you might be saying, "I love what I do – I don't want to retire any time soon!" However, the financial freedom to have the ability to retire can not be underrated!

In MAIA Wealth, we discuss there are three simple steps to obtaining financial freedom:

- 1) Make Money
- 2) Save Money
- 3) Invest Money

These steps are the same for all business owners, no matter what industry they're in. However, it's how you break down these steps that is important. You must earn enough to live, and live within your means.

Second, you must save money, accounting for the present, the future and emergencies. Once you have adequate savings you can move on to step three and invest. Allow your money to work for you, instead of working for your money. Whether investing is done in stocks, bonds, a second location or in real estate, you need your money to grow.

This may sound basic, but it's the foundation of building lasting success for your future.

**BY FRANK SILVERMAN | MAIA EXECUTIVE DIRECTOR**

## A HELPING HAND IN YOUR STORY



Do you feel like your martial arts business has hit a plateau?

Too unorganized. Unstable. Just missing something.

Then lock up an overwhelming advantage with a MAIA Elite Consultant today.

Gain help from someone that:

- Has been in your shoes (and understands your challenges)
- Will expand your knowledge (beyond what any Google search can provide)
- And has a clear direction (that's proven to work)

Don't wait another minute, accelerate your school's growth today. Hire a MAIA Elite Business Coach.

*"Thanks to MAIA Elite, my gross revenue has increased dramatically, enrollments and upgrades are easy for my staff, retention has improved, and I am spending less time keeping the business on track and more time with my family."*

**-Jordan Schreiber, ATA Martial Arts, Berkeley, CA**

*"Since joining MAIA Elite I have grown from teaching as a hobby in a recreational center, to a full-time business owner in my own facility. MAIA has helped make my dream of teaching martial arts full time, as my only job, a reality."*

**-Ted "Shigong" Guerrero, Champion Martial Arts, San Diego, CA**

*"Elite is responsible for the growth of my business over the past 10 years. Can't even imagine if my school would have survived without the guidance from my consultant and then other advisors and networking."*

**-Lisa Susko, Jindo Martial Arts, Fitness and Self Defense, North Tonawanda, NY**

## BUILDING YOUR FUTURE, TOGETHER



Will there ever be a day when you want to take a backseat in your martial arts school?

Will there ever be a day when you want to remove yourself from the daily operations?

Then start working for that day now with a MAIA Wealth Coach.

Progress towards the next chapter of your life:

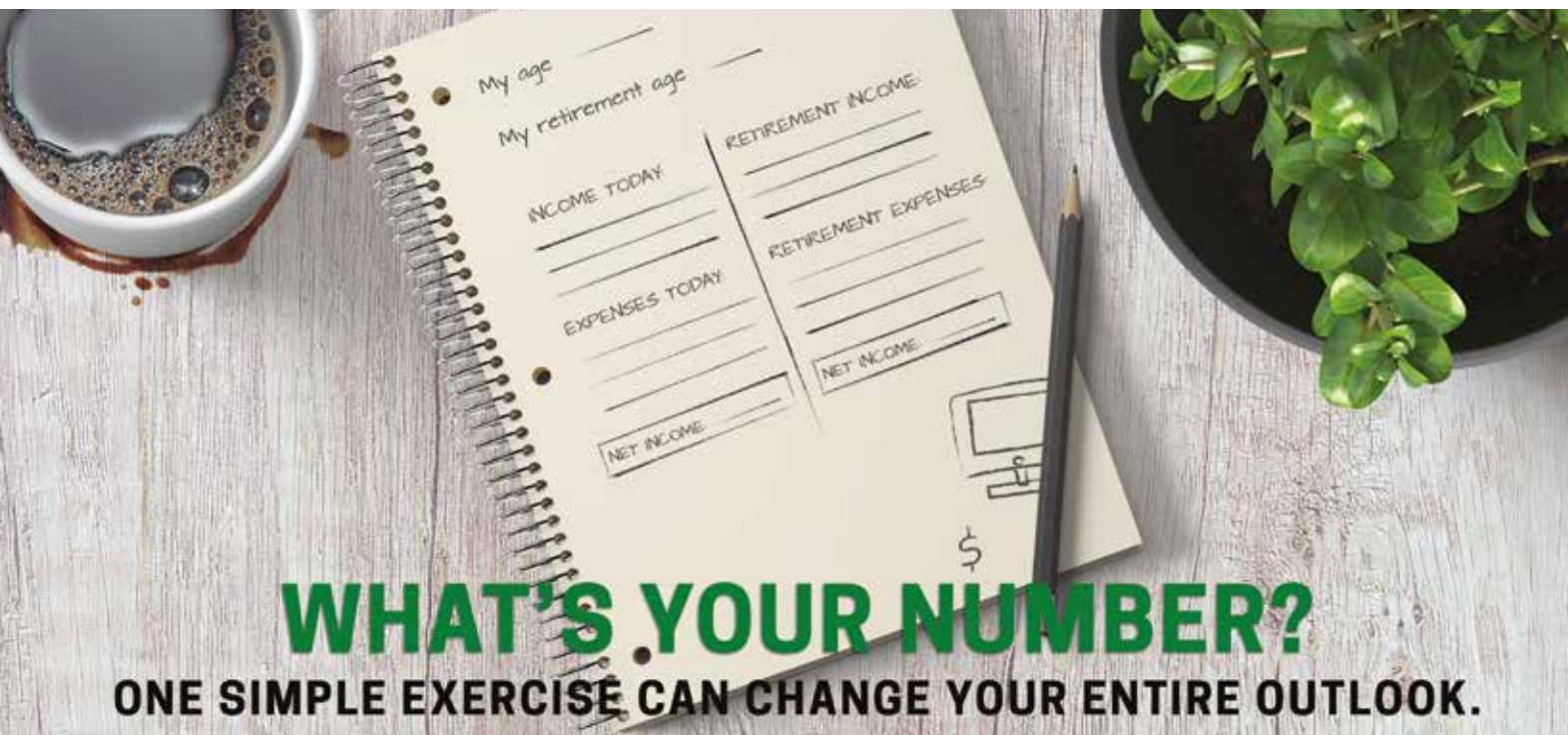
- Protect the assets you already have (namely, your business)
- Build a legacy for your school (and design an exit strategy for you)
- Develop a plan for your future (with where you should put your money)

You've worked hard. Don't neglect your future. Ask about MAIA Wealth today.

*"We had a non-existent exit strategy, retirement strategy, business strategy...heck ANY strategy at all. MAIA Elite and Wealth have both helped us to set and reach some previously unheard-of goals for us... including having a million-dollar year in 2018!"*

**-Heidi Chapman, Paks Karate, Bossier City, LA**

**Take the next step. Call MAIA and schedule a time to talk to one of our expert consultants about your future.**  
**MAIAHub.com | 866-626-6226**



**BUILDING YOUR FUTURE, TOGETHER.**

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[WWW.CENTURYMARTIALARTS.COM](http://WWW.CENTURYMARTIALARTS.COM)



# DOJO DEAL OF THE MONTH

## HARDWOOD BO STAFFS



**Straight Hardwood Bo Staff**  
Imported  
**LENGTHS:** 50", 5' OR 6'  
**DIAMETER:** 1.25"  
**APPROX. WEIGHT:** STARTING AT 1 LB. 15 OZ.  
**COLOR:** NATURAL  
#12431 **SALE \$7.79** REG WHLSE \$12.99

**Tapered Hardwood Bo Staff - Adult**  
Imported  
**LENGTHS:** 5', 5.5', OR 6'  
**DIAMETER:** 1.25" CENTER TO 1" ENDS  
**APPROX. WEIGHT:** STARTING AT 1 LB. 15 OZ.  
**COLOR:** NATURAL  
#1244 **SALE \$7.79** REG WHLSE \$12.99

**Tapered Hardwood Bo Staff - Youth**  
Imported  
**LENGTHS:** 4', 4.5', 5', OR 6'  
**DIAMETER:** 1" CENTER TO 0.75" ENDS  
**APPROX. WEIGHT:** STARTING AT 1 LB.  
**COLOR:** NATURAL  
#12439 **SALE \$7.79** REG WHLSE \$12.99

MONEY IN THE BANK: SAVE 40% ON SELECT BO STAFFS

# CLEARANCE DEAL OF THE MONTH

## DISCIPLINE & COURAGE C-GEAR UNIFORMS



**A. C-Gear Uniform Discipline Top**  
Imported  
**SIZES:** YOUTH: S, M, L;  
ADULT: XS, S, M, L, XL, XXL  
**COLORS:** YELLOW/BLACK OR BLUE/BLACK  
#0277 **REG WHLSE \$44.99**  
**SALE \$22.49**

**B. C-Gear Uniform Discipline Pant**  
Imported  
**SIZES:** YOUTH: S, M, L;  
ADULT: XS, S, M, L, XL, XXL  
**COLORS:** YELLOW/BLACK OR BLUE/BLACK  
#0327 **REG WHLSE \$44.99**  
**SALE \$22.49**

**C. C-Gear Uniform Courage Top**  
Imported  
**SIZES:** YOUTH: S, M, L;  
ADULT: XS, S, M, L, XL, XXL  
**COLOR:** MULTI-COLORED  
#0276 **REG WHLSE \$49.99**  
**SALE \$24.99**

**D. C-Gear Uniform Courage Pant**  
Imported  
**SIZES:** YOUTH: S, M, L;  
ADULT: XS, S, M, L, XL, XXL  
**COLOR:** MULTI-COLORED  
#0326 **REG WHLSE \$49.99**  
**SALE \$24.99**

DISCIPLINE & COURAGE C-GEAR UNIFORMS – 50% OFF