

MAY 2019

UPDATE

POWERED BY CENTURY

|

FUELED BY MAIA

YOUR NEW

UPDATE

HAS ARRIVED!

**CLEARANCE DEAL OF THE MONTH
DETAILS INSIDE!**

**GET A GLIMPSE AT THE 2019 MASUPERSHOW
WHY YOU NEED TO BE THERE**

**EXPERT ADVICE ON HOME TRAINING
LEARN MORE ON PAGE TWO**

HAND TARGET SEMINAR



Learn HOW TO
generate
REVENUE with
a hand
target
seminar.

HAND TARGET SEMINAR

- REFINE YOUR SKILLS
- ADVANCE YOUR TRAINING
- IMPROVE YOUR TECHNIQUE

Join us for our special
**HAND TARGET
SEMINAR**

This special seminar will teach you and a guest how to practice with the hand target in a safe and fun way! Learn tips and secrets to take your training to the next level! The best part is, you get your very own square target to take home with you! Sign up TODAY!!!

THIS SOUNDS AWESOME... SIGN ME UP!

TIME _____
DATE _____
COST _____
SIGN UP BY _____

Student's Name: _____
Phone: _____
Parent's Name: _____



POSTER



SIGN UP SHEET



HALF PAGE



FULL PAGE



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HOSTING A SQUARE HAND TARGET SEMINAR

Do you want a great way to generate retail revenue, increase retention and get new students?

A square hand target seminar is a perfect event to build skills with your students, encourage them to practice at home and aid in retention and

recruiting. Retail revenue is one of the biggest missed revenue streams in most martial art schools and this event is a huge retail revenue generator. This is something you can do with very little planning and prep work.

- Film yourself doing 10 - 20 drills that you will be covering in the seminar so that you can include train at home content for the students.
- Hang up posters promoting the event and display 8 - 10 square hand targets on a table.
- Make announcements to the class that you will be holding a FREE Square Hand Target Seminar to improve power, speed and accuracy.
- Let students know that the only requirement is that they must purchase a square hand target.
- Tell students that they can bring a friend or parent for FREE, as they will be learning partner drills.
- Tell students that included with the seminar will be a video (which can be a file, a link or a jump drive) so they can remember and practice the techniques that they learn.
- Be sure to let everyone know that they must sign up in advance because space is limited.
- Take square hand targets off the table as people sign up and buy them. When there are only 3 or 4 left put out a few more. Make sure to determine how many people you want at the event.
- When you hold the event make sure to use fun applicable drills. During the event you can also allow participants to borrow a second hand target for more advanced drills.
- When the event is over you can offer 20% off the second hand targets that were used if anybody wants a second one (this is not a hard sell just an offer).
- Offer a free one week pass and private intro lesson for all non-students who attended, and set up appointments that day if possible. If the non-student is a child who did not have a parent with them, make sure to get contact info so you can follow up with them to set up an appointment to come in and try your classes.

BY MIKE METZGER | LEAD MAIA CONSULTANT

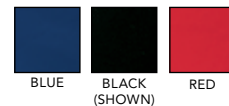
YOU ASKED, WE DELIVERED!

We heard your requests for a lower price hand target and delivered by dropping the price of our Square Hand Target from \$12.99 to just \$7.99! That's over 35% off from the original price! And this deal gets even better - for the entire month of May, we're putting these on sale for just \$6.99! So, take advantage and stock up this month.



Square Hand Target

- Our most popular target
 - Web straps and finger loop provide a secure grip
 - Made of 16 oz. reinforced vinyl for durability
 - Sold individually
- Imported
SIZE: 9" W X 11" L X 3" T
COLORS: BLUE, BLACK, OR RED
#1022 SALE **\$6.99** REG. WHLSE **\$7.99**



COME SEE US IN VEGAS!

THE 5 REASONS YOU SHOULD ATTEND THE MASUPERSHOW

The Martial Arts SuperShow is almost here and it's not too late to sign up! Plane tickets are reasonably priced. The room block with special deals for MASS19 attendees is still available at the Bellagio. And, of course, the ticket price is still discounted. But every year, we have school owners ask the question: "Is it worth my time and money to attend?"

That depends, of course, on what your goals are. Is it worth it to attend the industry's largest event of the year? Is it worth it to come away with one BIG idea that will generate new members and better retention for years to come? Realistically, though, you won't just get one big idea – you'll get dozens. The Show more than pays for itself. It can pay for new mats. An extra instructor. New programs. More time with your family.

Is that worth it? It's your call!

Throughout the years, I've heard dozens of reasons why people attend the SuperShow. Here are my top 5 – one of which is extra special this year! If you have other reasons to attend, I'd love to know what they are. Send them to me at fsilverman@masuccess.com.

BY FRANK SILVERMAN | MAIA EXECUTIVE DIRECTOR

- 1. You get to visit the Trade Show Floor.** See all the new and exciting products coming to market, oftentimes before everyone else! Also, you can meet the Century and MAIA teams at their booths!
- 2. You'll learn so much** – from tried-and-true to brand-new best marketing techniques to bring in new members.
- 3. Get on the mat with legends.** The Show lets you train with some of the top martial artists in the world and be a student again.
- 4. Big or small, there's training for all schools.** The business training for new schools, small schools, big schools and multi-school establishments is second to none. Whether you're just opening your doors or have a thousand students, there is a business seminar for you!
- 5. Chuck Norris! Need I say more?** This year Grand Master Norris will be at the event and hosting a Q & A in place of the Opening Ceremonies! You won't want to miss this!

TRY IT FOR 7 DAYS FOR ONLY \$1

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MARTIAL ARTS 19 SUPERSHOW



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MASUPERSHOW.COM

#MASS19

DOJO DEAL OF THE MONTH

**30%
OFF!**

Mat Sox

Imported

SIZES: YOUTH: S, M, L, XL;
ADULT: S, M, L, XL

COLOR: BLACK

#07300 SALE \$6.99 REG. WHLSE \$9.99



TEXTURED NEOPRENE GRIPS ON THE SOLE

You wouldn't wear normal socks on the training mats. But Mat Sox are far from normal! They're designed to give you traction on your mats and training floors, for fewer "slip"-ups. But don't take my word for it! Here's what real school owners and wearers have said:

"We have students who have been using them on the mat. They love them. We have an adult in our Defensive Course who wears them on the tile instead of his shoes. He says he can move so much better in kata and tactics!"

Stephanie Bunch, Infinity Martial Arts

"I personally use them all the time. Very comfortable and they are easier on the mats versus shoes. Our students use them as well and love them as well."

Alvin Meyers, Shiya-do Martial Arts & Fitness Center

CLEARANCE DEAL OF THE MONTH

No matter how strong or reinforced their pants are, Brazilian jiu-jitsu martial artists, especially those at a high level, will find ways to wear them out (BJJ people, you know this is true!). It's a testament to their devotion to their art that they're so hard on uniforms! That said, having a backup pair of pants in a sport as rigorous as BJJ is never a bad idea – and there's no better time to get them now than when they're on sale!

Snag an extra pair (or two!) of these Brazilian-fit pants, and stock up your pro shop for when your students need them. We know that nothing can stop a true BJJ grappler from rolling hard enough to wear out even the most rugged pants, but we've done our best with padded knees, reinforced stitching, ripstop weave, and traditional drawstring waists.



6 oz. Ripstop BJJ Traditional Pants

SIZES: ADULT: S, M, L, XL
COLOR: PINK, BLUE, BLACK, WHITE
#03409

BJJ SIZE	SIZE	COLOR	SALE	REG. WHLSE
JR	1-2	WHITE	\$4.99	\$19.99
A1	2	WHITE	\$4.99	\$20.99
A2	3	WHITE	\$4.99	\$21.99
A3	4	WHITE	\$4.99	\$22.99
A4	5	WHITE	\$4.99	\$23.99
A5	6	WHITE	\$4.99	\$24.99
MOO, MO	000-00, 00-0	PINK	\$4.99	\$19.99
M1	00-0	PINK	\$4.99	\$20.99
M2, M3	0-1	PINK	\$4.99	\$21.99
JR	1-2	PINK, BLACK OR BLUE	\$4.99	\$22.99
A1, A2	2,3	PINK, BLACK OR BLUE	\$4.99	\$23.99
A3	4	BLACK OR BLUE	\$4.99	\$24.99
A4	5	BLACK OR BLUE	\$4.99	\$25.99
A5	6	BLACK OR BLUE	\$4.99	\$26.99



8 oz. Twill Traditional BJJ Pants

SIZES: ADULT: S, M, L, XL
COLOR: PINK, BLUE, BLACK, WHITE
#03404

BJJ SIZE	SIZE	COLOR	SALE	REG. WHLSE
MOO	000-00	WHITE	\$4.99	\$12.99
MO	00-0	WHITE	\$4.99	\$13.99
M1	00-0	WHITE	\$4.99	\$14.99
M2	0-1	WHITE	\$4.99	\$15.99
M3	0-1	WHITE	\$4.99	\$16.99
JR	1-2	WHITE	\$4.99	\$16.99
A1, A2	2,3	WHITE	\$4.99	\$17.99
A3, A4	4,5	WHITE	\$4.99	\$18.99
A5	6	WHITE	\$4.99	\$20.99

BJJ SIZE	SIZE	COLOR	SALE	REG. WHLSE
MOO	000-00	PINK, BLACK OR BLUE	\$4.99	\$14.99
MO	00-0	PINK, BLACK OR BLUE	\$4.99	\$15.99
M1	00-0	PINK, BLACK OR BLUE	\$4.99	\$16.99
M2, M3	0-1	PINK, BLACK OR BLUE	\$4.99	\$17.99
JR	0-1	PINK, BLACK OR BLUE	\$4.99	\$18.99
A1, A2	1-2	PINK, BLACK OR BLUE	\$4.99	\$19.99
A3	4	BLACK OR BLUE	\$4.99	\$20.99
A4	5	BLACK OR BLUE	\$4.99	\$21.99
A5	6	BLACK OR BLUE	\$4.99	\$22.99

NEW PRODUCT SPOTLIGHT

KickKing targets were designed by a school owner to make it easy for young students to practice accurate kicking, without needing lengthy instruction.



KickKing Wrap

Imported

SIZE: 12" X 44" L

COLOR: BLACK

#102432 WHLSE \$13.99 RETAIL \$29.99



HOOK AND LOOP CLOSURE



KickKing Oval Target

• Sold individually

Imported

SIZE: 11.5" X 14.75" X 3"

COLOR: BLACK

#10241 WHLSE \$13.99 RETAIL \$29.99



KickKing Rectangle Target

• Sold individually

Imported

SIZE: 11" X 15" X 3"

COLOR: RED

#10242 WHLSE \$13.99 RETAIL \$29.99