



# Beginner Black Belt & Beyond

**A Guide To Developing & Selling Your Own Seminars**

# SEMINAR FORM

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Seminar Name
Instructors Name
Your Address
Postcode

Tel No Mobile No

Item		Amount
1	Double Sided Full Colour A6 Postcard x 5000 Handouts	£ 150
2	Single sided A4 Full Colour x 2500	£ 180
3	Seminar Place on ITW (10th / 11th Nov 2007)	£ 50
4	Artwork Design for A6 Double sided colour postcard	£ 50
5	Artwork Design for A4 Single sided poster / brochure	£ 70
		£
Pack A	Includes item 1, 3, 4 and a 1000 posted in our mailshot	£ 199
Pack B	Includes item 2, 3, 5 and 1 1000 posted in our mailshot	£ 229
Pack C	Includes 1,2,3,4,5 and 1000 posted in our mailshots	£ 350
	Delivery P & P	£ 19.95
	Totals	

Please make all cheques payable to  
**Black Belt International**

Return Address:  
**12 Princes Avenue, Corringham, Essex, SS17 7PU**

**PLEASE ALLOW 14 DAYS FOR DELIVERY**

## **Market Choices.**

Some instructors make a living from martial arts and their seminars, others work on a not for profit basis. BBI is not judgemental or political and provided all instructors of not for profit and commercial seminars offer safe tuition and good value for money we feel it is inconsequential. Everyone can make a personal choice that suits themselves within the market place we do not see a write or wrong in charging for seminars.

## **Selling your seminar**

Contacting and doing short demonstration exerts from your seminar is a fast effective way of selling your seminar. You can create a professional image that everyone wants a piece of.

## **Tips**

1. Keep the demo fast moving and content high.
2. Allow questions from the others attending the demo.
3. Don't make sweeping statements like all other M/Arts are rubbish.
4. Never state this technique always works.
5. Be enthusiastic and motivate others, compliment their efforts.
6. At the end of your demo give them some professional literature and a business card.
7. Use professional handouts with return address and booking form on it.
8. Use good manners and show the etiquette martial arts is known for so it reinforces professionalism and authenticity
9. Show people you are about using your techniques with their martial arts.
10. Avoid any behaviour that is condescending to other martial arts.

## **Generating new business**

Using events like BBI's International Training Weekend's (ITW's) helps create new leads and relationships. It also allows you to assess the competition so you can explore new ideas and build on what you have.

Our ITW's are the worlds biggest training events with thousands of potential students for your seminars. ITW's are incredibly effective at reaching the ideal target audience and with the right approach you are sure to create a success.

The need to share and develop seminars is important and provides industry growth within martial arts. It could be a valuable asset to your academy.

## **Introduction**

This leaflet is about developing your own martial arts seminars and creating a market to provide growth of the martial arts within local communities.

Many instructor have good skills and miss out on creating extra publicity and funds for new training equipment. This leaflet highlights financial and technical development for the martial arts entrepreneur.

## **The largest problem.**

Getting to a specific audience is the most difficult thing on the agenda. The two basic audiences will be advertise yourself, hire your own venue and travel. This is expensive and time consuming when exploring new areas and setting up from scratch. Alternatively you can sell your seminars to academies that are already running, all you do is turn up do your seminar and collect the money.

## **Providing value for money.**

If people don't see new things and see value for money you will not get another booking. Its important to keep seminars full of content and fast moving so everyone gets something out of it. Issue a Certificate of Attendance this will attract more business and looks much more professional too.

## Run Your Own Seminars.

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Introduction:

When you run seminars you have to consider if they will be local, national or international. The target audience is important and essential for success. Some have an idea for a seminar and get excited at the concept, and find it appealing. In effect it's like telling the market what it likes, in reality you can't tell a market anything, markets have gaps and demands which you gear your advertisements to. The elements of success relate to how well your adverts fill the gap in the market.

Understanding your target audience:

The ideal thing here is to ask challenging questions.

1. Why would a karate student want to learn karate?
2. Why would a martial arts instructor recommend another martial art?
3. Why will they pay more for a seminar if lessons are cheaper?
4. Will their instructor recommend going elsewhere?
5. Why would instructors recommend another instructor?

Do many instructors feel threatened by other instructors who are better and / or give rise to challenging questions from their own students?

The thing is there are many fears instructors have and going to a seminar to hear another instructor tell you your style is crap is damaging and not productive. If someone is passionate about their martial art and has been training in it for 30 years and at a seminar it's condemned and ridiculed this destroys confidence and creates conflict.

If you're considering devising or teaching a seminar it should compliment all martial arts and not try and never be pushed as the best martial art. Let's face it we all believe we do the best martial art and if someone told you different you would be offended. When I teach seminars I rarely use a style name or martial art, but at the end I am often asked of the origin of what has been taught. I remark all martial arts are great and strategies and emphasis vary, and go on to say your martial art is great just develop yourself too. I don't like to detract from any martial art or contribute to students stopping their training or changing schools.

Having attended many seminars and hearing those immortal words "this technique is brilliant and works on everyone" and then on demonstration the technique fails to work effectively. Well my understanding is there is no magic technique, one for all that's why there are so many techniques. I would never quote this type of sentence because of variations in flexibility, strength and PAIN THRESHOLD LEVELS. Pressure points particularly will work fine to a point, and then you find the impervious person. This makes you look a fool if you have quoted this works on all. Before I start any seminar I state I don't believe in magic and techniques work differently on different people and not every technique is viable on every person because of different limb length and strength etc. To sum up don't make a statement that you could regret later in your seminar.

Naming your seminar is really important, if you choose the right name it appeals to a larger amount of people and the bigger the audience the better chances of success. If you held a seminar called "Kung Fu" the target audience would be the general public, bar the odd few any one who did a martial art would be doing it already and chosen a preference. If you called it "Self-Defence" this doesn't alienate any martial artists and reveals the Psychology that matches it to all martial arts.

When you choose the name of your seminar or course it needs to be something all martial arts can use. Think about it can Karate use Kung Fu? Or visa versa it's better to use terms such as Unarmed Combat, Competition Fighting, Self-Defence, Martial Arts Weapons, Surviving Edged Weapons, Dynamic Kicking or Streetwise Martial Arts etc.

Once you have your seminar started you need to praise the attending individuals one by one motivating them as a source of referral. After all you're now selling your next seminar so if you get it right you have your audience there ready to sell the next one.

Selling your seminar is specific and we have a follow up feature regarding it called "Selling Your Seminars" this highlights how to sell it and make them a success and develop ongoing support for growth etc.

## Selling Your Seminars

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It's great when you have developed a seminar and venture in to the martial arts market to share it with other martial artists. Obviously you will need to charge and cover the hall hire, travel and accommodation etc. Seminars can be financially rewarding as well as very gratifying as they become successful and develop in to busy and well-attended events.

To be successful at marketing seminars and courses you need to look at your target audience and give as many reasons to attend your event as possible. This isn't about creating a flyer for the attendee or participant, to get at all martial artists will prove much more expensive and rely on blanket marketing. Blanket marketing is approaching the entire market via magazines, media and mail shots and will exhaust finances quickly. Blanket marketing covers a variety of age groups and is often not very productive, as most of it is binned or ignored.

The best way of targeting an audience is relationship marketing; you can create thousands of pounds/dollars worth of revenue. Relationship marketing means you sell yourself and not just your seminar (service) but to do this you need friends. If you sell a service its technical specification that is important and you will have competitors offering the same seminar or service with similar specification. If you sell yourself then if a potential customer finds you likable, friendly, supportive and interesting they will be far more likely to book a seminar for you. You may be able to reciprocate by supporting his seminars or provide students to attend etc.

Selling has specifics, for instance if a couple go into an electronics shop to buy a music system the salesman will identify if the woman is purchasing it to fit in with the décor or the male is making a purchase because of the technical specifications. The salesman will also be selling himself the whole time so BOTH the couple will have confidence in him. He will compliment the couple and develop a relationship and motivate them before making a recommendation and almost all the time the couple will purchase his recommended product.

Let's apply this to martial arts and make a few key points for marketing your event or seminar. The easiest audience are students, not just your students in your classes but other schools and instructors. If an instructor has a school this is a prospective client for a seminar. Our tasks are to give as many reasons as we can to run a seminar without being pushy. The first is winning confidence, they won't want anyone in their school who could lose them students or devalue their martial art. The best way to gain the confidence is to provide mini-demonstrations and handouts at these demonstrations. Always compliment other instructor's efforts; everyone likes a pat on the back. A good financial structure is essential for example you may set the seminar fee at \$50 or £25 giving a 25% discount to other instructors who participate with their schools. This gives them commission and only gives this with pre booking. Keep this discount word of mouth and discreet so students are unaware of the any commissionable revenue made by the instructors bringing members from their school. Then you as the seminar instructor and the main school instructor that books you for the seminar will divide the takings. The expenses will be taken out like the hall hire, travelling costs, accommodation (if required) and certification fee (if required) and the remainder will be split 50/50 or 60/40 in favour of you.

Financial structures are important they give incentives and reasons to run a seminar with you, in the early days it is essential to have a key advantage over others who are running seminars and your competitors. A good financial structure could give reasons that will make your seminars a preference over someone else's because of financial remuneration of flexibility etc.

Organisations such as IMAGE and the British National Martial Art's Associations run International Training Weekends. In these weekends are instructor's courses including child protection, coaching, first aid, health and safety etc, a gala dinner and workshops. The workshops are for instructors with seminars to attend and give demo/mini seminar followed by handouts or brochures. The handout literature gives contact details, details of seminar's, how to book a seminar etc and sells it directly to the target audience.

Networking at the right type of event means you will meet like-minded instructors who have their own schools. Every one of these instructors will want success, and if your seminar is able to further their success they will be interested. The key issue is getting out to the networking events either nationally or internationally depending on where you want to be.

Details of the BNMAA and Image events can be found at [www.bnmaa.co.uk](http://www.bnmaa.co.uk) look at the news, international training weekends and competitions etc.