



WAIT!

Did you get your FREE report yet?

"The Top 10 Most Important Action Steps You Must Take In Planning and Opening Your School To *Ensure Your School's Success In Good Times and Bad*"

Don't get left in the dark... This is an absolute must read if you are even *thinking* about opening a martial arts school. **Just enter your name and email below to download the FREE report!**

Your name:

Your email:

[Give me my FREE report!](#)

Remember, your privacy is safe!

We are in the process of starting our business plans to open a school here in Carlsbad, California.

First off, I have to say how much we value your book - it's truly fantastic and worth the price. You have convinced us that a bigger dojang is not the way for us to go. Your advice on billing and consultation is invaluable. Thank you so much."

Margueritte Gilvey
AK Karate
Carlsbad, CA

"Thanks... Your book is great. I thought I was ready to open a Dojo, now I know I'm not. But, with the advice that is in the book I'm sure that when I do open my dojo it will be a success."

Ty Talbert

"Have already started to read it and am very pleased with my purchase. Just wish I had this in my hands 3.5 years ago... life would be different. Thanks again."

Kevin Burrows

Big Profits



Erick Martial Arts School Reveals His Simple Step-by-Step Plan to Take You From *Struggling* to \$100,000 Net Profit *in Your Martial Arts School!*"

For your current situation, the "Small Dojo, Big Profits" is the martial arts business plan that shows you how to achieve success - read on to find out how...

But Wait... Don't Forget Your FREE Report!

Before we go on, you'll want to **get this FREE report**, the *Top 10 Most Important Action Steps You Must Take In Planning and Opening Your School To Ensure Your School's Success In Good Times and Bad!*"

This is the most important report we've ever released, and an absolute must read if you are even thinking about opening a martial arts school!. Just **enter your name and email below** to download the FREE report!

Your Name :

Your E-Mail :

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From: Michael D. Massie, (a.k.a., the "Anti-Guru")
Small-Dojo-Big-Profits.com
Monday 08:39am

Dear Martial Arts Instructor,

If you're like me, you've been in the martial arts for quite a while, and love to **train and teach** -

What if you could earn a great living doing what you love?

Just think...

...no more time clocks

...no more early morning commute

...and no more working at a job you hate, just so you can support your martial arts training.

Once you read this step-by-step martial arts business success plan and learn the **right** method of opening a martial art school, you may never have to do any of that again.

"Small Dojo Helped Me Transition From Employee to Owner..."

"I've been teaching Martial Arts as a full time career for over 24 years. I have seen the industry fluctuate in many different directions over the years and I have seen countless schools come and go. I think my experience in the martial arts might be beneficial to others looking to teach martial arts.

I ran a school for my former instructor until very recently and now have a school of my own in Moreno Valley, Ca. We opened our doors in June of 07 and are doing very well and are way ahead of where we planned to be by this point.

The insights you shared in your "small dojo" support material helped my transition from instructor/employee to owner/operator. I thank you."

Find Out What You Need to Do For Success In Every Step of Your Martial Art Business...

No prior business experience is required - all you need to do is follow the directions in the manual. And, using my methods you won't need a big commitment of time or money to get started.

It's all about making it **simpler** for you to succeed!



Michael D. Massie
Author, "Small Dojo, BIG Profits"
Martial Arts Business "Anti-Guru"

But Before I Go On, Let Me Introduce Myself...

My name is Michael D. Massie, and I'm a dedicated martial artist just like you.

For years, I've been teaching martial artists how to start and run highly successful martial arts schools - *using business methods that fly in the face of the standard industry advice.*

So, why haven't you heard of me? I can guarantee, you won't see my face on the cover of any industry magazines, and for good reason...

Because the methods I teach are designed to help you keep more money in your pocket, and out of the hands of those "business experts" who'd like nothing more than to line their own pockets with your hard-earned cash!

"I probably wouldn't have a school right now if it wasn't for Mike Massie..."

"Mike, just a note to thank you for the consultation that you did with us recently. We are more than happy with the results. We have signed up more people in a day than we had previously signed in a month due to your suggestions. Thank you so very much."

Dr. Larry Sanders
Sanders Black Belt Academy
Austin, Texas

Find Out What Satisfied Readers Have Said About "Small Dojo, BIG Profits"...

The "Small Dojo, Big Profits" martial arts business plan manual was favorably reviewed in the number one source for reliable information in our industry... *Black Belt Magazine*:

Review Excerpt from *Black Belt Magazine*:

"Small Dojo, Big Profits offers sage advice for people who wish to operate a successful martial arts studio...If you run a dojo or are thinking about starting one, this guide could be the key to your success."

Regan Carey
Essential Gear Columnist
Black Belt Magazine, Dec. '04



In addition, every week I receive letters and emails from martial arts instructors praising the "Small Dojo, Big Profits" manual - here's just one example:

Hard Core MMA Coach Says, "Excellent!":



"Excellent! Informative! Enlightening! Small Dojo Big Profits is with out a doubt the best book I have ever read on how to run a successful martial arts school. It is nothing but meat & potatos. This book is designed to help you master the art of 'Fiscal Fitness'."

Jim McCann
2004 Grapplers Quest Gold Medalist
Head Coach Submission Wrestling from Mark Hatmaker
XtremeFreestyle.com

Instructor Shares SDBP with World Champion:

"Michael,

Hi. I had a school in NC with over 200 students. I worked my butt off to keep it going. I finally got smart and downsized and raised my prices. I sold my school a few years ago and moved here to Florida last year. I just opened a new school in a gym on May 1st.

I really like your book. It is exactly in line with what I am doing. Some things I have heard before and some I really needed to hear again. Good job.

I have a group of about 5 guys that I am working with. I send them emails from time to time, giving them ideas on their school. One of them is Super Dan Anderson - former World point Champion. He is a great instructor. Anyway, I am going to send all of them an email tonight and tell them to buy your book.

Thanks again for a great book."

George Denson

Even High-Ranking Instructors with Years of Teaching Experience Rave About the SDBP Manual:

"I have been in the martial arts a very long time and have just about everybody's books on martial arts business - let me say that yours is excellent. You cover a lot of material that some authors are reticent to publish - my commendations to you sir. Great book!"

Dr Larry Sanders
Nei Wai Chia Martial Arts
10th Degree Black Belt

More Praise from a Long-time Instructor and Seasoned Martial Artist:



Mas Guru
Jason Heriford
Kali Master Instructor

"I have really been loving your book! It has resolved a lot of confusion for us. You break all the basics down into simple language and usable material. You also seem to have completely eliminated the need for huge marketing companies, billing companies, etc. Thanks for putting things into perspective."

Competent, complete, thorough information on opening a martial art school is hard to find. In fact, many of the people giving you martial arts business advice in the magazines and on the internet have never even run a studio!

Yet, "Small Dojo, BIG Profits!" is different. As a career martial arts instructor, I wrote it from the perspective of someone who actually knows how to open and operate a successful martial arts school.

I can assure you, it's the the 100% honest truth about starting and running your own successful martial art school.

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Would You Go Off to War With Only Half a Battle Plan?

That's what you're doing when you buy other martial arts business plans. Other companies don't want you to have complete information - they'd rather sell it to you bit-by-bit, and line their pockets while you wonder why you can't make a living teaching the martial arts.

While other business manuals might fall short by just telling you how to run a class, or how to enroll students, or how to advertise - "Small Dojo, BIG Profits" has it all, and explains every single aspect of starting and running your martial art school.

Honestly, why pay a lot of money for incomplete information when you can have all the information you need at your fingertips for a fraction of the cost?

"Would have paid \$300, easily... worth every penny":

"Mike,

Thank you for the prompt reply. This clarifies things tremendously. **I loved your book and told a friend of mine who lives in another province to buy your book.** I told him that *it was worth every penny* spent.

He thought the price was somewhat high for an ebook and I laughed cause I told him I would have paid \$300 easily now that I know what this book is actually worth.

In business they say that no publicity is bad publicity, I first came across your book on a forum that bitched and whined about your "McDojo" book.

I'll tell you that that very thing led me to investigate on my own as I do not subscribe to others opinions without first making my own conclusion by getting all facts.

Man I want to thank them from the bottom of my heart. Unfortunately they're still probably whining and living at home with mommy and daddy playing Xbox. Thanks!"

Troy Kaye
Siu Lum Pai
Chinese Boxing Association

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This Is The Martial Arts Business Plan That Gives You Everything You Need to Succeed

Without a doubt, it is the most thorough and complete martial art business manual on the market.

It covers every aspect of starting and running a low-overhead, high profit martial arts studio, from A-to-Z... Nothing has been left out or held back.

Check out what "Small Dojo, BIG Profits" has to offer:

- Find out how to start your own martial art school with zero money and no credit
- How you can earn more money in your studio with less students (and less headaches!)
- How you can make \$297,000 per year with less than 250 students
- Find out how you can make \$70,000 a year working 25 hours a week or less
- The secrets to end your student recruitment frustrations for good
- The easiest methods to increase your retention and attract better students into your martial art school
- Sure fire methods that will make you the recognized expert on the martial arts in your area
- What the big billing companies are not telling you... you'll be shocked when you read this!
- How to avoid costly mistakes that can ruin your business
- Understanding the risks that are threatening your martial art school – and how to protect yourself from them
- How to drastically reduce or even eliminate your payroll

"Michael, You Have Restored My Faith..."

Michael,

I want to thank you! During these days of NO customer service you have restored my faith that our industry can be a benchmark for others to follow and/or return to. Thank you for doing something you didn't have to... Thanks for being a G.E.M. (Going Extra Mile).

Respectfully / Magalang,

John Bain
www.PlanoKarate.com

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Honestly... Aren't You Tired of People Trying to Rip You Off?

We are too. That's why this book was written... as an alternative to all the bad advice being doled out in the martial arts industry (read on to find out more on *that* touchy subject).

If you're tired of seeing decent, honest, hard-working martial arts instructors getting ripped off by people who are just out to make a fast buck, then...

It's Time You Knew the Truth About How to Open and Operate Your Own Successful Martial Arts School

Certainly you agree that the martial arts industry needs a source of unbiased information on martial art school management. Instructors from every style and system have long felt that there should be a source of martial arts business information that tells the truth about what it really takes to be a success in the martial arts industry.

Since I released my martial arts business plan a few years ago, a lot of other so-called "experts" have started to jump on the bandwagon by promising to give you the "truth" about what it takes to run a martial art school.

But "surprise, surprise" - They're all either regurgitating our material (and poorly, we might add) or they're just feeding you the same old bull they've always been shoveling...

For once, don't you think *you deserve to be told the real truth?*

That's Exactly What You'll Find In This Manual...

As many of our readers have stated, it's the first and only martial arts business manual that is unbiased, to the point, and includes just the facts. It tells you everything you will need to know about opening and running a successful and highly profitable martial art school - and on a shoe-string budget to boot.

"Small Dojo, BIG Profits" cuts out all the fluff, and only contains the absolute best, time-tested, tried and true methods for making it as a professional martial arts instructor.

So How Do You Pack 21 Years of Hard-Earned Knowledge into 216 Pages?

Well, let's just say it wasn't easy! I spent several months of writing and editing for hours every day to reduce the sum total of over twenty years of knowledge and experience into 216 information-packed pages.

But just so you know, there are some things that I don't cover in the manual that might be considered conventional wisdom by the majority of "industry experts" today...

Why would I leave this stuff out?

Because due to my experience I know for a fact that most of what is considered to be conventional wisdom in the martial arts business industry is what I call "purposeful misinformation."

(Hang on... I know what you're thinking)

"Mike, why would people in our industry try to convince martial arts instructors that the *Big School Dream* is the only

that the *Big School Dream* is the only way to achieve financial stability and success?"

It's about money, plain and simple. If they can convince you to use their services, to teach their programs, to use their products, then they make more money off you and your students.

And, once you buy into their line, the more students you have... The more money they make!

And sure, I know it's obvious... I'm trying to sell you something too. However, I'm not trying to get you to spend a lot of money on useless products and information that you don't need.

Instead, **I just want to show you how to run a small, highly efficient martial arts school** that will allow you to keep your program quality high and your overhead low - **so you make MORE PROFIT with LESS HEADACHES and WITHOUT SELLING OUT.**

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And that's why...

There are a few things that this manual will NOT show you how to do...

- It will not show you how to run a 500, 800, or 1,000 student mega-studio...
- It will not explain how to open a giant 10,000 square foot martial art super center...
- It will not tell you how to run multiple martial art schools...
- And, the methods featured in this manual will not get you featured on the covers of martial arts magazines for having the most humongous martial art school on the planet...

But, There is Certainly One Thing it Will Explain:

How you can realistically make over

\$150,000...

\$200,000...

even \$300,000 per year

using the "Small Dojo, BIG Profits" system -

In fact, others have already bought the manual, and are reaping the benefits of the knowledge it contains.

Their testimonials are proof that the "Small Dojo, BIG Profits" method works!

Yet Another Satisfied Reader:

"Dear Mr. Massie:

Your book is great. I referred my "independent contractor - wing chun" instructor to your site and he has purchased and read your book as well.

By the end of summer and with the open house, bring a buddy day, the website and advertising, I'm hoping for 30-50 new students to start.....

Again, thank you!!!!!!"

Doshu Mark Colangelo
Go Jiu Bujitsu
San Diego, CA

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It's Everything our Testimonials Say It Is And More... When You Buy "Small Dojo, BIG Profits" You'll Get:

- Step-by-step instructions on martial art school startup from scratch, so you don't risk going broke funding your studio
- In-depth explanations on how to run your martial art school on a shoe-string budget, yet still make a six-figure income
- Sample forms and worksheets that will help you streamline your studio operations, so you'll have more time to spend teaching your students
- Resource listings for every recommended service and product you could ever possibly need (you'll never have to wonder where to go for answers again)
- Explicit instructions on how you can choose a great location without spending a fortune on rent - this section alone will save you tens of thousands of dollars a year!

Plus, You'll Get Detailed Explanations On Every Aspect of Starting and Running Your Own Successful Martial Art School

Including sections on:

- Funding for your new martial art school, even when you have lousy credit (we did it and you can too!)
- Getting a great location without spending a fortune (you'll know how to approach landlords and property managers - never get the short end on a lease again)
- Planning & budgeting to guarantee your success (shows you how to develop a bullet-proof business plan that acts as an "insurance policy" against the unknown)
- Pricing your services so you make more money with less students (Less work and more money? Many of our skeptics have been pleasantly surprised after they read this section...)
- Collecting your fees without using strong-arm tactics (a must for student retention)
- Marketing methods and strategies to fill up your classes (so you'll never have to worry about student recruitment again)
- Choosing the right mentors and advisors for your personal success (discover how to find successful people to "model" - this section may be the key to leap-frogging over your competitors)
- Whether or not you should use a billing company (our answer might surprise you!)
- Which consultation companies you should be using and why (and how to use their services - something you won't hear about anywhere else)
- Student retention strategies that work for all styles and systems (based on principles, not procedures - this even works for traditional schools as well as mixed martial arts studios)
- The whys and hows of hiring and training help (shows you how to avoid the pitfalls and make the most of your resources so you keep more of your profits)
- Additional income streams for your martial art school (want to take a nice vacation or pay for a new car? This section shows you how to make it happen without cutting into your existing budget.)

Cut Years Off Your Learning Curve, Because It's Already Been Figured Out For You

Not only does *Small Dojo, Big Profits* include the most complete business system available - it also takes all the confusion out of the process of beginning a martial arts school:

A Reader Finally Makes Sense of All The Confusing Information He's Read:

"Hello Mike,

I have studied a great deal of different material (MATA, Steven Oliver/Dan Kennedy, etc.), so I came to your book fairly educated.

What your book did was to categorize all that material floating around in my head and put it in it's right place and proper order, and made huge sense of it.

I'm sure you've experienced information overload, so you can imagine how great it would be if someone was to jump inside your head, scoop up all the information, and file it away in such a way where you know where it is, how to access it, and when to use it. Your book has done that for me....thank you."

Dean Perkins
Kenpo Black Belt

I spent years and years and invested thousands of dollars learning the information I share in this book.

When I look back on the countless hours I spent studying books and manuals, attending college business classes and industry seminars, pouring over articles and journals... well, let's just say I wouldn't want to do it again.

But, you can reap the rewards of my hard work without all the "blood, sweat, and tears."

Just think - You can have all that information and knowledge at your fingertips for just a fraction of the time and money it took me to get it...

Plus, order now and you'll also get...

**OVER \$1,700.00 WORTH
OF SPECIAL BONUSES!**

Special Bonus #1:

As a special offer for my new readers, **for a limited time** I'm giving away...

**30 Days FREE Unlimited
Email Consultation**



...for everyone who orders my book!
A \$1,500.00 Value!

I've found that after reading my manual, many of my readers have pressing questions that are specific to their unique situation.

So, I'm offering a *full month* of *unlimited email consulting* to my new readers - so now you can **get answers** to those **pressing questions** regarding starting and running your school!

I typically charge \$50.00 and up for a single detailed email consultation!

For 30 days worth of unlimited access to me via email, the value is over \$1,500.00!

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Special Bonus #2:

Special Bonus #2:

In addition to the Small Dojo Big Profits Manual, you also receive...

My Martial Arts School Marketing Manual



"How to Become a Black Belt in Marketing and Fill Your School With Students, Year-Round"
A \$77.00 value!

Most school owners and those just starting out stumble over marketing issues. The fact is, no one is really teaching marketing basics to school owners and instructors.

Why? Because if the "experts" really empowered you by teaching you how to market (instead of just selling you canned ads every month) pretty soon you'd figure out that you don't need them... and they'd lose money!

Well, I put together this guide to do just that, using the marketing material from the manual plus a bunch of other material from articles and newsletters I've written over the years.

At 49 pages, it's a really quick read... but there's a lot of info packed in that tiny little manual, including 37 of the most useful marketing strategies for promoting your school.

(Hint: Use even 1/2 of them, correctly and consistently on a monthly basis, and you'll get a steady stream of at least 15-20 new students a month to your school).

It sells for \$77 on another site, but it's yours FREE for ordering here!

- Click [HERE](#) To Purchase -



Special Bonus #3:

To help get you started promoting your school, you'll also get our ...

Martial Arts School Ad Collection



Includes A Dozen Great Ads to Help You Promote Your School and Get Students!
A \$47.00 Value!

These are all ads I created and used in my own marketing campaigns at my school. 11 of the ads are in pdf format, and the 12th ad is an ad template saved as a Microsoft Publisher file (the least expensive and most common graphic design software - most people have this software on their PC).

So, you can either use the pdf ads (by getting the local paper or your printer to add in your contact info - or you can do it yourself with any image editing software) or you can use our ad template to create your own ads from scratch using Microsoft Publisher.

My graphic designer works for \$65 an hour, so you can imagine these ads are worth quite a bit to me... especially when they were responsible for getting the word out about my school!

That's a \$47.00 bonus, yours FREE just for ordering on my site.

- Click [HERE](#) To Purchase -



Special Bonus #4:

Just so it's even easier for you to get up and running, I'm also including my own...

Martial Arts School Forms and Documents Archive



With Dozens of forms and documents to help You get up and running fast!
A \$47.00 Value!

Our martial arts school document and forms collection contains 50+ legal documents, fliers, brochures, spread sheets, schedules, and more! This collection includes documents for: * Memberships and billing * Special Events * Newsletters * In-house Marketing Promotions * Tracking Stats and Numbers * Planning Class Schedules * Staff Training and Management * and more... These archive documents have been created as .doc, .pdf, .pub, and .xls files, so they are easily accessed using Adobe Reader, MS Publisher, or Microsoft Office.

That's another \$47.00 bonus, yours FREE just for ordering on my site.

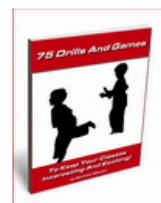
- Click [HERE](#) To Purchase -



Special Bonus #5:

And to help you Keep and Retain your students, I'm also throwing in my collection of...

Martial Arts Drills and Games Guide!



With over 75+ Martial Arts Drills and Games for adults and kids to help keep your classes interesting and exciting!

A \$27.00 Value!

This information-packed report contains more than 75 challenging, motivating, encouraging, benefits-teaching drills and games! These drills will allow you to: * Improve your students performance - * Make it easier to teach new students - * Increase your retention - * Alleviate student boredom - And, it's not just for kids... We've written about half of this book to be geared toward your adult students. * (Includes a special bonus section containing material adapted from the US Marine Corps Martial Arts Instructors Manual... a great workout routine for your MMA classes!)

That's **yet another \$27.00 bonus, yours FREE** just for ordering on my site.

That's **OVER \$1,700.00 WORTH OF FREE SPECIAL BONUSES** - they're worth **TEN TIMES MORE** than the cost of the manual by itself!

- Click [HERE](#) To Purchase -



As Others Have Discovered, "Small Dojo, Big Profits!" Will Pay For Itself Over and Over Again

I have absolutely no doubt that you will earn back every penny you spend on this manual many times over. Just think for a second - if you get just *one new student* using the information you'll read in the SDBP Manual, *it will have paid for itself.*

Now That You've Read This Letter, You Have Only Two Choices...

1. You can either buy my honest and straight-forward martial arts business plan, and use it as your guide to starting and running a martial art school so you can finally achieve success...
2. Or, you can keep beating your head against the wall, all while wondering why you aren't achieving your dreams...

[Order now](#) and we'll help you finally live your dream of becoming a full-time martial arts instructor!

Sincerely,

Michael D. Massie
Author, "Small Dojo Big Profits"
Your Martial Arts Business "Anti-Guru"

Order Now - Instant Download!

This version is available for all customers, both in the U.S. and Internationally.

Yes Mike! I want "Small Dojo, BIG Profits" instantly downloaded to my computer in .pdf e-book format, so I can learn how to go from having ZERO credit and ZERO students to open a thriving martial arts studio in just one year or less! I understand **I'll also receive over \$200.00 worth of special bonuses**, just for ordering on this site.

I authorize ClickBank.com (our secure online processing site) and MD Marketing LLC to charge my credit card (or bank account for online check payment) for a one-time payment in the amount of just ~~\$197~~ **\$147**.

- Click [HERE](#) To Purchase -



P.S. - Remember, by ordering now you'll also get your \$1,700.00 worth of Special Bonuses... 30 Days FREE Unlimited Email Consultation... our Martial Arts School Marketing Manual... the Drills and Games manual... and the Martial Arts School Ad Collection! However, I may end this offer at any time - so don't wait! [Click here to buy now...](#)

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