



LAUNCH GUIDE

This document is designed to take you through step by step in transitioning our studio into an Ultimate Leadership Martial Arts Association Academy. Remember, you are not required to change or adjust any of your current curriculum or systems. As you will see, however, many systems work together for maximum benefit.

Launching to your student body:

Changes are great as long as the vision is cast in the right way. There is definitely a right and wrong way to bring the news of becoming a ULMA schools to your clients. The way NOT to do it is to say, “We signed up with a new organization and now you all need new uniforms and buy a new manual”... This will lead to grumbling in your lobby and many people questioning your choice. Instead, try this, “We are so excited to announce that we have made some great improvements in our class programming and overall student experiences here at the academy. This is due to the fact that we are now officially an Ultimate Leadership Martial Arts affiliate. We have some really great things that we are doing in the school. We have new uniforms and patches that students will be able to start ordering soon. Don’t worry though, the uniforms you currently have are still OK to wear over the next 2 years. Like I said, we are really excited about the enhancements to our program and can’t wait to see our school re-energized!” If you want to go further, you can always e-mail them a list of the great advantages ULMA will provide; Leadership curriculum, new forms structure, online curriculum for your website, and all of the other maximum benefits that the students will see to create a seamless flow of classes and product.

Facility:

Second to your website, your facility is the 1st opportunity your clients or prospective clients have to decide if your school is right for them. It doesn’t matter if your school is nicer than it used to be, or nicer than your competitors. What matters is that it is as nice as other professional companies out there. You would never see a hole in the wall of a Starbucks that wasn’t patched and painted within days. Many martial arts school owners remember the sweaty carpet smell and the poster on the wall of all of the targets on the human body and maybe a poster with something like “pain is weakness leaving the body”. Our clients have evolved. So in order for us to continue to be relevant in this new world, we must evolve as well. Here are 5 areas that your school can have a professional appearance:

1. Fresh paint: nothing says new like new leather in a car and new paint on the walls.
2. New Flooring: This can get costly so don’t feel like you have to jump in with both feet. But if you have the same mats you had when martial arts mats became popular in the mid 90s, you should start some fund raising to get new mats. Another thing to look at is your lobby flooring. You can get wood laminate for under \$0.99 per square foot. With the right friends, adult students or parents of students, you could get it laid without hiring a professional.
3. Poster wall: The HQ has a wall that we have an oversized poster (4 foot wide by 6 foot) to market different events and to add to the look of the studio. These can be

produced by an office or banner company. Typically they run from \$160-\$220. The ULMA website will be periodically coming out with designs that you can literally hand off to your local Fed Ex and get printed.

4. Bathrooms: It is said that a companies are often judged by their bathroom facilities. Here are a few inexpensive ways to update: get urinal and toilet mints, re-caulking the sinks and toilets, and a new mirror over the sink.
5. Lobby TV: You can spend \$250-\$350 on a flat screen tv for your lobby with a built in DVD player. What do you play on it? With powerpoint and keynote, you can put your upcoming events on DVD. ULMA will be coming out with Sample Powerpoints for you to input your own information.

In addition, put up some ULMA Logos around the school to really own the brand. Make it your academy's logo. This will go a long way to build value into your school by showing your clients that your academy is a part of something much larger.

Classes:

How many students have you gotten from the best ad you have ever run? How much did that ad cost? How long did you run the ad to get that return? Now we are all for being active about marketing your company, but there is no better advertising than the product itself.... Your classes. Your classes, if run properly, should make your clients post pictures and videos online, tell friends and even join in as adult students.

In order to have great classes, you will want to go online and check out the How To Teach modules for the different age groups. Here are 3 things to think about as far as your class schedule goes:

1. You don't have to offer every class every day. It's ok to offer each different age group 4-5 days per week. It may seem scary at 1st as you cut classes, but you will be much happier getting out of your academy at 8pm instead of 9pm or later
2. Lay it out in an easy to read manner. Check out the website to see a sample layout.
3. There are certain age groups that you can combine ranks and not loose quality. Impact (adults) and Fusion (5th-8th graders) can be conducted with all ranks. This enables your higher ranks to mentor newer students and make them feel welcomed and a part of the community.

Instructor Team:

Definitely check out the Instructor Module on the site, however, here are some things that make the ULMA Instructor Program unique:

1. There are 6 levels which makes a nice stair step process for your team.
2. The 1st level of Instructor is open to Green Belts and higher. This allows school owners to begin grooming future teachers early in their training. It also plants a seed in your students head's that they are more than a student.
3. Only allow new instructors 2-3 times per year. Every 6 months hold a new instructor orientation. 1 Month prior, send letters out (see website for actual letter) to students that YOU think would make a great contribution to your team. Limit how many you take in each age group. For example, at the HQ there are only 2-5 spots open for Juniors, 2-5 for Fusion. and 2-5 for Impact students.

4. Offer bimonthly training for your instructor team and 2 “full” instructor training days. These are opportunities to get the message and vision across to your leaders and to give them some fun drills to work on. You will also want to add role play drills and class teaching skills as well.

Events:

Testings/Belt Promotions:

These should be held 5 times per year. In our research, 6 exams per year grinds the instructor team down and makes the parents think that it's all about the money. 3-4 exams per year leaves too much time for students to get complacent and forget what they are training for. 5 strikes the perfect balance. That gives you 4 ten week cycles and 1 twelve week cycle which falls on the November-February Cycle to allow for schools to shut down for 1-2 weeks for Christmas break.

See the website for testing procedures including testing scoring.

Clinics and Camps:

Holding belt promotions 5 times per year gives school more opportunities to hold seminars. Check out our list of schools in your area and invite each other to lead seminars in each others schools. It is also recommended to have a board breaking seminar 2 weeks prior to your belt promotion (again see the site for details). No matter what the event, hosting it “ULMA Style” means that you are over delivering. Make it an awesome student (and spectator) experience. Those events will build numbers for future events.

Merchandise:

ULMA allows for group purchasing opportunities several times per year. With our 5 testing cycles, there are corresponding T-Shirt designs. Because of the buying power of all of our schools, pricing is outstanding. With the ULMA special pricing, you can get great uniforms, sparring gear, targets and more from Macho Martial Arts. We use black pants and white tops for color belt students and full black uniforms for black belts. Our embroidered belt company is second to none in price, quality and order completion. Check out our site for a full and up to date list of strategic partners and vendors.

Rank Structure:

The ULMA Belts are:

White

Yellow

Orange

Senior Orange

Green

Senior Green

Blue

Senior Blue

Brown

Senior Brown

Red

Senior Red

1st Degree Levels 1-5

2nd Degree Levels 1-4

3rd Degree Levels 1-3

4th Degree Levels 1-2

5th Degree Black Belt

6th Degree Black Belt

7th Degree Black Belt

8th Degree Black Belt

9th Degree Black Belt

Preferred Vendors:

As an ULMAA Licensee, you are free to use whatever companies that you wish to order from or work with! We have made a few alliances with some great companies that we have negotiated a discount with:

Macho Martial Arts

<http://www.macho.com/>

800-327-6812

Contact: Brenda Grella

Products/services:

- Sparring gear (with or without the ULMA logo)
- Belts
- Uniforms (The HQ School does Macho's Black pants and white top for color belts and full black uniform for black belt with ULMA custom chevrons on the pants to reflect degrees)
- Clapper Targets
- Body Shields
- As well as other martial arts equipment

Anderson Embroidery

<http://www.andersonembroidery.com/>

(434) 607-5707

Contact: Paul Anderson

Products/services:

- Embroidered Black Belts (Ask for the ULMAA layout)

Call-Em-All

<https://www.call-em-all.com/>

Use promo code ULMA to get the BEST PRICE AVAILABLE! 7¢ per call!

Products/services:

- Automated calling service to let students know info including event blasts and emergency closings

Agency MA

<http://www.agencyma.net/>

Contact: Jordan Brown

Use promo code ULMA to get preferred pricing

Products/services:

- Professional web design and services

Alley Cat Designs

<http://alleycatworldwide.com/>

800.480.2996

Contact: Scott Driscoll

The only apparel company licensed to use the ULMAA Logo

Products/services:

- Apparel (I.e. cycle t-shirts)

Stace Sanchez

<https://www.facebook.com/KICKPICS>

Contact: Stace Sanchez

Products/services:

- Professional Photography

Glow Weapons

<http://www.glowweapons.com/>

(217) 636-4354

Contact: Derek Pearcy

Use promo code ULMA to get preferred pricing

Products/services:

- Custom and Stock weapons of all kinds

Rain Maker

<https://addmembers.com/>

Mention ULMA to get special content (coming soon)

Products/services:

- Student management software

Heartland Payment Systems

<http://www.heartlandpaymentsystems.com/>

317-294-3270

Contact: Timothy Crocker

Use promo code ULMAA to get preferred rates

Products/services:

- Merchant Services (US only)

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If you need assistance transitioning your current ranks to the ULMA Ranks, please call or e-mail to schedule a consultation.

*The information provided does not guarantee positive results. This information is provided to give business owners ideas on how they can develop and grow their businesses.