



# **The Truth About the Martial Arts Business-John Graden: The Inside Story by the Man Who Changed the Martial Arts School Business**

*John Graden*

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## **If You are Serious About Growing Your Martial Arts School, Grab This Book Now!**

***The Classic Book on the Martial Arts Business Updated and Revised***

This new book can be used by any martial arts instructor, regardless of style, as a step-by-step blueprint for everything from how to negotiate a lease for your school up to how to train and compensate an employee/instructor.

No one else in the industry has his superb talents. The martial arts industry will forever owe a huge debt to this man for showing us how to be a professional success without selling out!

### **You will learn:**

- How to set your tuition.
- How to analyze and modify your curriculum to increase value and retention.
- The critical importance and methods of providing your new students with "instant value" to get them excited to enroll.
- If you have the right stuff to own a school with a 100 question survey.
- How to use your school to build wealth for your family.

### **??? The Truth sometimes hurts...**

John Graden, Martial Arts Master Teacher, has gone to the heart of what it takes to be an effective Martial Arts teacher today. Without completely discarding the training ideas of the past, he instead shows how to build on these ideas, how to use what we know about the psychology of learning, the physics of motion and the economics of the 21st century to create a learning environment that firmly turns it's back on the "Dungeon Dojos" of the last century and creates a modern, safe atmosphere where serious, effective and (dare I say it?) FUN martial arts training can take place!

(Lest any naysayers regard the concept of "safety" and "fun" as somehow being contrary to "real" martial arts training, I refer them to the summary chapter entitled "A School Full of Pooh Bears"--it will open your eyes!)

I like that. Get the book. You'll like it, too.

**??? Also see "Who Killed Walt Bone" by John J. Graden.**

Inspired by the writing style of James Patterson or Harlan Coben, "Who Killed Walt Bone" is a true coming of age story with drugs, sex, and murder all set in a 1970s karate school.

**??? About the Author**

A Self-Publisher Hall of Fame inductee, Tampa Bay resident John J. Graden has written many books on martial arts, self-defense, personal development, and near-death experiences.

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#### **James Blouin:**

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#### **Lila Dixon:**

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#### **Elizabeth Frizzell:**

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