STEP 2 OF 3

MARTIAL ARTS WEALTH MASTERY

You've Mastered the Martial Arts, Now Master the Martial Arts Business

Earn Your Black Belt and Beyond in the Martial Arts Business

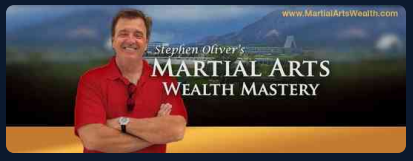
✓ **MOST VALUABLE HOUR**
Your diagnosis

2 **READ THIS GUIDE**
You are here

3 **SECOND MEETING**
We decide together

What ongoing coaching looks like, who will be in your corner, and how to decide if it is right for you.

Prepared for _____



A PERSONAL NOTE

Thank you for your Most Valuable Hour



Thank you for spending an hour with Jeff Smith and me.

In that hour we looked at the four numbers that decide the future of every martial arts school, BJJ academy and MMA gym: how long your students stay, what each student is worth, how efficiently your marketing brings in new families, and how many of those families enroll. You left with a real diagnosis, not a sales pitch.

This booklet is about what comes next.

A diagnosis tells you where you are and what is in the way. It does not, by itself, change anything. Change comes from putting the right systems in place, one at a time, with someone looking over your shoulder who has done it before and will tell you the truth. That is what our ongoing coaching program does, month after month.

In these pages you will see exactly how we work together, what your first 90 days look like, who will be in your corner, and what other school owners have done with the same process. You will also find our straight answers on "McDojos" and on why marketing agencies fail school owners.

Please read it before our second meeting. At that meeting we will decide together whether Martial Arts Wealth Mastery is the right next step for you. If your spouse, or an active or passive business partner, is part of decisions like this, please share this booklet with them and invite them to join us.

Here is my promise. We only accept members we believe can earn at least a ten-to-one return on the time and money they invest with us. If we don't believe that is true for you, we will tell you so, and we will point you to a better next step.

I look forward to our next conversation.

Stephen Oliver

Grand Master Stephen Oliver, MBA
10th Degree Black Belt
Founder and CEO, Mile High Karate and Martial Arts Wealth Mastery

THE PROGRAM

So, what exactly is Martial Arts Wealth Mastery, and what will it do for you?

In the simplest terms, we are organized the same way a professional martial arts school should be: a clear progression with powerful outcomes, built around each member's skills, abilities and desire for excellence.

Martial Arts Wealth Mastery helps owners who already run real, full-time schools multiply their results. That means smart marketing systems, proven operations systems, world-class staff development and management, and a professional enrollment process that families trust, plus much more.

> **One important warning.** We can often make big improvements quickly. But this is a process, not a quick fix. It is an education, delivered by focused, highly skilled teachers, alongside a peer group of owners who are just as motivated as you are.

It is not about more stuff

You are already buried in stuff: emails, videos, newsletters, webinars and advice from every direction. You do not need another stack of recordings or fifty more pages to read this week, although the member library is there if you want it.

What you need is more of the right students, students who stay longer, more revenue per student, and above all more net profit. Our curriculum is built around three disciplines: **Influence, Marketing and Leadership.** We help you raise the value of every student and run a high-quality, high-profit school. We give you the tools to fill your school with quality students and keep them for life. And we do not only train you: we help train your staff and associates to be dynamic professionals in a career they love.

YOUR COACHING TEAM



STEPHEN OLIVER — Founder & CEO
JENNIFER THOMPSON — Service Coordinator
GREG MOODY, PHD — Chief Master, 8th Degree
LEE MILTEER — Performance Coach
JEFF SMITH — Chief of Instruction
MAREK GAHURA, MSE — Technology & Online
BOB DUNNE — National Director

Think back to how you earned your black belt

You were not self-taught. You did not get where you are by reading magazines and practicing in your basement. You had a sincere and capable teacher who saw the small details that made a big difference, who put an arm around your shoulder when you needed it and pushed you hard when you needed that instead. And you trained alongside a peer group: some ahead of you who helped you along, some behind you who made you a better teacher, and some right beside you who made you compete at a higher level.

Martial Arts Wealth Mastery gives you the same two things for your business: **a mentor-coach and a powerful peer group.**

Our explicit mission

To move every Martial Arts Wealth Mastery member to success in the profession of teaching martial arts. That success includes:

- Having an incredibly positive impact on your students.
- Mastering recruiting, so new students arrive in a constant flow.
- Achieving a personal income in the top 1% of our industry.



A live members-only Zoom mastermind. Every session is recorded for members and their staff.

ONGOING COACHING

Specifically, how do we work together?

Members get live, weekly access to the coaching team, a private community between meetings, and face-to-face masterminds with the best operators in the industry.

EVERY WEEK

Live small-group mastermind meetings on Zoom

Fully interactive, members-only meetings facilitated by Stephen Oliver, Jeff Smith and the team. Every question is answered. Bring your numbers, your challenges and your best wins. Every meeting is recorded, so you or your staff can review it later.

YOUR FIRST WEEKS

New Member Quick-Start sessions

Small new-member meetings that walk you through each stage of opportunity: marketing, the enrollment process, renewals, tuition pricing, systems design, software and online methods.

EVERY MONTH

Your mentor-coach, looking over your shoulder

We review your results, your gaps and your next priorities. We point out opportunities and help you turn universal sales and marketing principles into the exact steps for your school, your students, your style and your market. Sometimes that is a pat on the back. Sometimes it is a push.

EVERY DAY

The private members-only community

Between meetings, the whole team is available in the members-only discussion forum, where members share results, swap what is working and solve problems together. Keep us up to date on your stats, projects and questions.

SPRING AND FALL

Face-to-face Quick-Start Masterminds

Two-day, in-person mastermind sessions in Colorado, facilitated by Stephen Oliver, where fellow members become your sounding board and support team.

PERIODICALLY

Behind-the-scenes leadership events

Small, private events at places that set the standard for leadership and service. Past events have included the U.S. Military Academy at West Point, the U.S. Naval Academy, Disney and the Hotel del Coronado, plus the Mile High Karate Black Belt Retreat and Testing.

EVERY MONTH

Millionaire Smarts with Lee Milteer

Lessons on success thinking, entrepreneurial skills, mindset and time management from performance coach Lee Milteer.

ALWAYS ON

The members-only resource library

Recordings of every mastermind and video meeting, plus a large library of marketing, enrollment, retention and staff-training resources you can use with your team.

THE PEER GROUP

Who else is in the room?

Your peer group is one of the most valuable parts of membership. Members range from top-1% MMA gyms and BJJ academies to multi-million-dollar multi-school owners and some of the most successful transported after-school operators in the world.



A private staff-development mastermind breakout for members. The labels show the kinds of schools in the room that day, from a 501(c)(3) children's karate program to a 27-location operation.



Behind the scenes at the U.S. Naval Academy with Commander Hung Cao and World Champion Jeff Smith.



The Marketing Bootcamp in Golden, Colorado.



A members-only mastermind facilitated by Stephen Oliver.

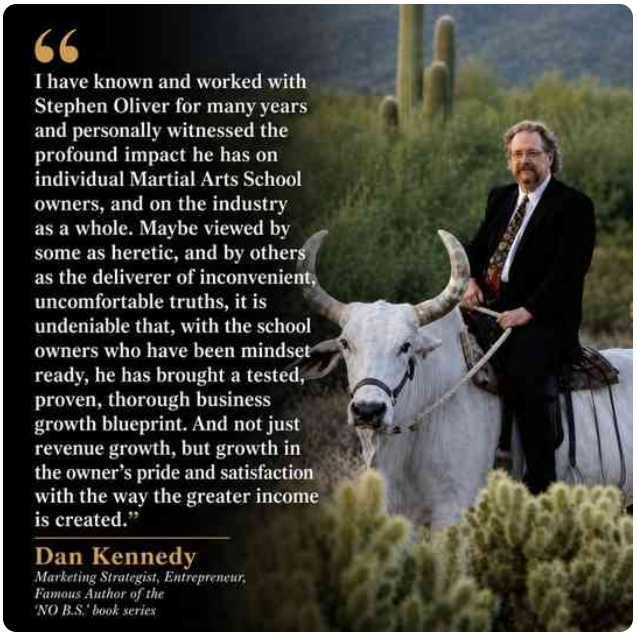


A mastermind at Clearwater Beach, Florida, learning management skills from former New York City Police Commissioner Bernard Kerik, a 5th Degree Black Belt.

Dan Kennedy's five reasons to join a mastermind now

Marketing strategist Dan Kennedy, author of the *No B.S.* books and leader of the No B.S. Inner Circle, wrote *The Top 5 Reasons Why You Need to Find a Mastermind Group NOW*. Here is the heart of it.

Running a business is lonely, and a monthly networking breakfast is not the answer. Kennedy goes back to Napoleon Hill's *Think and Grow Rich*: when several minds focus on the same purpose, they create an additional mind, a "master mind." Edison, Ford and Firestone met that way for years.



Dan Kennedy on Stephen Oliver.

1. **Plug into many minds at once**
   Ten, twelve or twenty owners at similar levels bring far more experience than you can gather alone. The leader adds advanced information and experts you would rarely get small-group access to.
2. **Grow faster than you can on your own**
   You look under the hood of many businesses at once. If 20 members each run 3 real experiments a year, every member learns from 60. Alone, at 3 a year, that takes you 20 years.
3. **Find more income in the business you already have**
   In the "hot seat," you present a real challenge and the room turns it into a concrete list of action items, often revealing opportunities you never saw.
4. **Open doors to new ventures and deals**
   Members share resources, make introductions and do business together. You know many of the same people, but each of you knows different people.
5. **Get a proven leader, affordably**
   A group with no real leader drifts. The best combine mastermind with coaching from a leader who still works in the trenches and gets results.

Kennedy's warning, and how we measure up

He says to choose a mastermind only if it has three things:

Hot seats where every member gets individual focus. Ours: weekly live meetings plus face-to-face Quick-Start Masterminds.

Ongoing instruction that blends timeless principles with what works now. Ours: Quick-Start sessions and monthly coaching.

A proven track record from someone still producing results. Ours: Mile High Karate since 1983, and a mastermind running since 2000.

"When is the right time to plant a tree? Twenty years ago, or now."

WHY COACHING

Why a coaching program can make you rich, in every part of your life

A summary of Lee Milteer's two-part article for Martial Arts Wealth Mastery members. Lee has coached entrepreneurs for more than 25 years and leads our monthly Millionaire Smarts lessons.



Choice, not chance, determines your destiny

As adults we finally have the authority we dreamed of as children, yet for many owners life feels like all work and no play. Wanting success is not enough, Lee says, and very few people find their way alone.

85%
Success experts say we use only 5 to 15 percent of our potential. A coach helps you put the rest to work.

5
Types of life energy: mental, physical, emotional, spiritual and financial. How you spend them decides your results.

24
Hours in every day. Most owners spend them reacting. Coaching helps you act on your real goals instead.

What a coach does that you cannot do alone

- **Borrows other people's brains.** As Woodrow Wilson said, "I not only use all the brains I have but all the brains I can borrow."
- **Turns you from a reactor into an actor.** A coach breaks the daily reactive cycle so time and energy go toward your goals.
- **Gives you an outside view.** Someone who sees your life from another angle can spot the fears, doubts and blocks you cannot see yourself.
- **Holds you accountable.** You get support, but you remain responsible for getting what you want, step by step, until you reach your goals.

Lee's bottom line

Your decisions, not your conditions, determine your future. The day you take complete responsibility and stop making excuses is the day you start to the top. All top executives and athletes use coaches. Why not you? Inside Martial Arts Wealth Mastery, Lee's monthly lessons sit alongside the business coaching from Stephen Oliver, Jeff Smith and the team.

GETTING STARTED

Your first 90 days

Every school starts from a different place, so your plan is built around your numbers. Here is what a typical first 90 days looks like.

DAY 1

Welcome and member walk-through with Bob Dunne

A complete walk-through of the member systems, the community, the resource library and the meeting schedule, so you know exactly where everything is and how to use it.

WEEK 1

Your thorough school evaluation

You send us your "box" of information: tuition and pricing, enrollment and renewal numbers, marketing, staffing, schedules, contracts and systems. We analyze it to find missing opportunities and hidden revenue.

WEEKS 1 TO 2

Your initial development plan

We agree on the first priorities that will move your numbers fastest. Usually that is one or two of the four levers: retention, student value, marketing efficiency or enrollment ratio.

WEEKS 1 TO 6

New Member Quick-Start sessions

Marketing, the enrollment process, renewals and upgrades, tuition pricing, systems design, software and online methods, step by step, with your questions answered live.

EVERY WEEK

Live mastermind meetings

Report your progress, get answers, learn from what other members are doing right now, and bring your staff when it helps.

DAY 30

First coaching review

We look at your results and your gaps, adjust the plan, and decide what you implement next.

DAY 60

Staff and systems

Many schools use this stage to train staff on enrollment, renewals and student service, so the improvements no longer depend on you doing everything yourself.

DAY 90

Results review and the next 90 days

We compare your numbers with where you started, celebrate what worked, and set the next priorities. Then we keep going.

The sequence is typical, not fixed. Your coaches set the order around your school's biggest opportunities.

WHERE THE GROWTH COMES FROM

The four levers we worked on in your Most Valuable Hour

In your first meeting we looked at four numbers. Coaching is how you move them, and keep them moving.

1

Student retention

Almost every owner tells us their retention is fine. It rarely is. We install the student service, progress-tracking and renewal systems that keep families training through Black Belt and beyond, so martial arts becomes a lifestyle, not a short-term experiment. In top schools, a student who stays that long can be worth $20,000 or more over a lifetime.

2

Student value

We help you price professionally, build programs with real value, and offer upgrades and leadership programs that serve your best students. Raising average revenue per student is often the fastest route to more net profit, without one extra lead.

3

Marketing efficiency

One channel is a risk. We help you build a multi-pillar marketing system, combining referrals, community and school outreach, and digital, that brings in the right families every month and tells you which pillars are paying.

4

Enrollment ratio

When lead volume goes up, "everyone who walks in signs up" stops being true. We give you and your staff a professional, transparent enrollment process that holds up at volume and helps families commit to the goals they came in with.

Why the levers multiply

The four levers do not add together, they multiply. A school that keeps students longer, earns more per student, attracts more of the right families and enrolls more of them does not grow by a little. That is how single-location schools reach $1,000,000 or more a year, and why we focus on systems, not one-off tactics.

RETURN ON INVESTMENT

The right question is not "How much is it?"

The most important question is: "What is my expected return on investment?" That is the question we answer together at your second meeting, using your own numbers.

10 : 1

Our minimum

Don't even consider joining unless you are likely to earn at least ten times your total investment of time and money.

20–30 : 1

What we look for

Behind the scenes, we screen for owners we are likely to help reach twenty to thirty to one.

90 days

How quickly

Members have seen significant results within their first 90 days, and massive results within six months.

Work out your own return

We work out your first-year opportunity together, from your own numbers, and give you the investment figure at your second meeting.

F. Your first-year opportunity (we work this out together) ($) _____

G. Your annual investment in coaching (we give you this at the second meeting) ($) _____

H. Your expected return: F ÷ G (aim for at least 10) _____

I. The cost of waiting: F ÷ 12 = what each month of delay costs you ($) _____

What a return looks like in real schools

Member	Monthly gross before	Monthly gross after
Jason Purcell, Family Black Belt Academy, Seattle	$7,500, facing closure	$100,000
Krista Wells, Mercer Island Martial Arts, WA	$13,000	$100,000 months
Tim Harrison, TM Martial Arts, Joliet, IL	$23,000–$25,000	$110,000 average

> **"Should your school qualify to work with Grandmaster Oliver, do so... you'll earn back whatever his fee is exponentially."**
>
> Joseph Preira, Success Martial Arts

> **"The price is a drop in the bucket compared to the value."**
>
> Lloyd Irvin Jr., Lloyd Irvin's Martial Arts Academy (added $300,000 in 12 months)

Planning estimates and individual member results, not promises. Your results depend on your market, effort and starting point.

BEFORE WE GO ANY FURTHER

Our rules for acceptance

1. **A proven willingness to "empty your cup"** and implement proven systems.
2. **A willingness to share cooperatively** with other members to help them grow, and a deep commitment to keeping their proprietary and sensitive information confidential.
3. **Honesty and personal integrity.**
4. **Proven sincerity** in promoting the martial arts and developing students to their highest potential.
5. **A willingness to get out of bed in the morning and get to work.** None of this works unless you implement, and implement aggressively.

> **And, to be frank, we have a "no jerks" rule.** Every member should make the experience better for their peers and be a joy to work with. We only accept members our team can be excited to help and proud to see succeed.

How should you decide?

If you are a growth-oriented school or multi-school owner, ready for the next big leap in financial results, staff results and lifestyle, this is your accelerated path. Behind the scenes, we are looking for big success stories: owners likely to grow dramatically through our process and support.



Members at a Leadership Development Retreat at the U.S. Military Academy at West Point.

THE PROGRAM LEVELS

Different levels of our program

Every member works with the same coaching team and the same proven systems. Where you start depends on where your school is today, so your peer group and your priorities match your stage.

QUICK-START NEW MEMBERS

For schools at $500,000 a year and above

Two groups of established owners: schools grossing **$1,000,000 a year or more**, and schools grossing **$500,000 to $1,000,000 a year**. Many are multi-school owners; many run single schools at or near seven figures.

Built for: owners ready to multiply net income, build management and staff that run without them, and add locations or programs.

QUICK-START APPRENTICE

For schools under $500,000 a year

Full-time, growth-oriented owners, usually with 100 or more active students, who are ready to install the systems that took our top members past $500,000 and then $1,000,000.

Built for: moving the four levers fast: retention, student value, marketing efficiency and enrollment ratio.

SMALL SCHOOL ACCELERATOR

For schools under 100 students

Small schools with under 100 students and/or under $10,000 a month, including part-time operators who want to go full-time.

Built for: building the foundation, so the school is ready for the full coaching program.

How we place you

We will recommend the right level at your second meeting, based on your numbers and your goals. Whatever the level, the standard is the same: we only accept members we believe can earn at least a ten-to-one return on everything they invest with us.

WHY US

How do you tell fact from fantasy?

Our industry is crowded with coaches and consultants. Many are well-meaning. Many are pretend experts. Here is how to tell the difference, and how our team measures up.

Many advisers have…	Our team
Never been there, never done that. Good speakers selling advice they never used in a school of their own.	Stephen Oliver opened his first school in 1975 at age 15 and has operated Mile High Karate in Colorado since 1983. Jeff Smith founded Jeff Smith Karate in 1981. Greg Moody runs his own KarateBuilt Martial Arts schools.
Never been a martial artist. Advisers who don't understand the training, the mindset or the love of the art.	Stephen began training in 1969, earned his Black Belt from Grand Master Jhoon Rhee in 1978 and is a 10th Degree Black Belt. Jeff Smith is a 10th Degree Black Belt and a PKA World Champion. Greg Moody is an 8th Degree Chief Master.
Only run a school in their memory. Systems from a very different time.	Our team still works inside real schools every week, with owners, managers and instructors solving today's problems.
Never run a particularly successful school.	Stephen built Mile High Karate to more than $1,700,000 in annual revenue, about $5,200,000 in today's dollars, before he was 25. Jeff Smith is a multi-school millionaire.
One good year. A flash in the pan, untested by recessions and downturns.	Decades of results through booms, recessions and a pandemic.
A personality, not a system. Success built on charisma that can't be copied.	Mile High Karate has run for decades on employees and owner-operators implementing systems, not on one personality. Stephen added an Executive MBA to build duplicable systems.
Lost touch with what works today.	We test the leading edge of marketing, technology and teaching methods in real schools, and in a mastermind of the industry's top operators.

We have been in the trenches. We have run multi-million-dollar martial arts operations, led the industry in many areas, and duplicated that success over and over across North America and around the world. That is the proven path we will help you follow.

THE MCDOJO MYTH

No McDojos. No belt factories.

Some owners worry that professional systems, marketing and high retention will turn their school into a "McDojo." Our answer, from five decades in the industry: professional systems don't weaken martial arts. They strengthen them.

What the label really means

"McDojo" is usually a substitute for evidence, not a description of quality. The label is aimed at busy, successful schools, rarely at small, struggling ones, and it lets the critic avoid asking what those schools do well. A great martial artist is not automatically a great school owner. And students can't learn from a school that closes.

MYTH: SYSTEMS WATER DOWN THE ART

"Systems don't eliminate excellence. They make excellence repeatable."

Written curricula, instructor certification and testing standards are how the best hospitals, the Ritz-Carlton and Toyota deliver the same quality every time.

MYTH: REAL MARTIAL ARTISTS DON'T ADVERTISE

"Marketing isn't the enemy. Silence is."

Marketing is education that happens before enrollment. A family that never hears about your school never gets its benefits.

MYTH: HIGH RETENTION MEANS TRAPPED STUDENTS

"High retention isn't a red flag. It's a report card."

Families stay because they get value. A student who trains through Black Belt and beyond makes martial arts a lifestyle, not a short-term experiment.

MYTH: MONEY CORRUPTS STANDARDS

"Standards don't erode from having too much money. They erode from not having enough."

Struggling schools have worn equipment, overworked staff and no budget for continuing education. Profit makes excellence sustainable.

What a McDojo actually is

A real McDojo is defined by dishonesty: selling rank, promoting unearned belts, putting the sale ahead of the student. Not by size, revenue or marketing. Bad schools absolutely exist, and they rarely last for decades.

> **"What critics called a belt factory was, in reality, a leadership factory."**
>
> Stephen Oliver, on the Jhoon Rhee Institute, where he and Jeff Smith trained and taught, and which produced champions and successful school owners

Three styles, one standard

Ben Brown, the first in North America to earn Woodenman Certification, at PHAS3 Muay Thai. Scott Sullivan, PhD, a former U.S. Heavyweight Kickboxing Champion and 4th Degree BJJ black belt at Bam Bam Martial Arts. Grand Master Tim Harrison, with more than fifty years in the martial arts, at TM Martial Arts. None of them succeeded *despite* high standards. They succeeded by pairing authentic martial arts with professional leadership and disciplined systems.

Read the full articles: martialartswealth.com/go/the-mcdojo-myth
martialartswealth.com/go/no-mcdojos-no-belt-factories

MARKETING AGENCIES

Why marketing agencies fail your school

Most agencies sell one thing: leads. But leads are only one part of what grows a school. Buy more leads without fixing enrollment, pricing and retention, and you simply pay more for the same result.

> **"You are not the problem. The arrangement is the problem."**
>
> Agencies blame schools for bad follow-up. Schools blame agencies for bad leads. The real failure is a broken system on both sides of the handoff.

The three things that grow a school

1

Lead flow

Paid and grassroots. The only part most agencies touch, and only a fraction of it.

2

Conversion

Turning inquiries into enrolled students with a professional enrollment process families trust.

3

Pricing and retention

Charging correctly and keeping families training through Black Belt and beyond.

Why the numbers work against you

- **A lead is not a lead.** Ad platforms count an accidental form fill the same as a serious family, so agency reports look better than your results.
- **The arithmetic is moving against you.** Ad auction prices rise every year, and most single schools can't outspend the market.

An agency or a coach?

	A marketing agency	Martial Arts Wealth Mastery
Scope	Lead generation	Leads, enrollment, pricing, retention, staff
Measured by	Lead volume, cost per lead	Enrollments, retention, net income
When you stop paying	The leads stop	The systems and skills stay with you
What you own	Rented access to leads	A machine you know how to run

When ads do make sense

We run and teach paid advertising. It works once conversion, pricing and retention are sound. **"Advertising amplifies the business system you already have. It cannot repair the one you don't."** The test: do you know your student lifetime value and your monthly drop rate? Many schools lose 7 to 10 percent of their students every month. Our target is under 2 percent.

"An agency rents you leads. A coach builds you a machine, and teaches you to own it."

Read the full article: martialartswealth.com/go/why-agencies-fail-you

WHO WILL BE HELPING YOU EVERY STEP OF THE WAY

Your coaching team

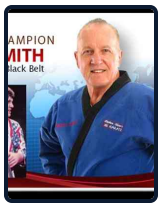


Grand Master Stephen Oliver, MBA

10th Degree Black Belt · Founder and CEO, Mile High Karate and Martial Arts Wealth Mastery · "The Millionaire Maker"

Grand Master Stephen Oliver, MBA, is a 10th Degree Black Belt and the Founder and CEO of Mile High Karate and Martial Arts Wealth Mastery, one of the martial arts industry's leading coaching and consulting organizations for professional martial arts school owners, BJJ academies, and MMA gyms. A martial arts school owner since 1975 and business coach since 1985, Oliver has spent more than five decades building, operating, and advising successful martial arts schools. He also serves as CEO and Chairman of NAPMA (the National Association of Professional Martial Artists) and Publisher of *Martial Arts Professional* magazine. A Georgetown University cum laude graduate, he earned his Executive MBA through the Executive Program at the Daniels College of Business at the University of Denver. He was promoted to 10th Degree Black Belt in April 2026 and inducted into the Official Taekwondo Hall of Fame in August 2026. Learn more at MartialArtsWealth.com and StephenCOliver.com.

He opened his first school under Grand Master Jhoon Rhee in 1975, at age 15, and built Mile High Karate to over $1,700,000 in annual revenue (approximately $5,200,000 in today's dollars) by age 25. Author of 12 books.



Grand Master Jeff Smith

10th Degree Black Belt · PKA World Champion · Chief of Instruction

Won the PKA World Light Heavyweight title on September 14, 1974, held it until 1980 and defended it seven times; professional record 32 wins, one loss. First recipient of the Bruce Lee Award, founder of Jeff Smith Karate in 1981, multi-school millionaire and co-author of *Extraordinary Teaching*. Co-leads the Most Valuable Hour.



Chief Master Greg Moody, PhD

8th Degree Black Belt · Licensed therapist · Owner, KarateBuilt Martial Arts

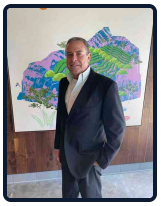
ATA Instructor of the Year in 2000; his schools were named the Nation's Number One Schools every year from 1999 to 2006. Engineering degree, master's in counseling from Arizona State University and a PhD in Curriculum and Instruction. Author of 20 books; has taught more than 18,000 students.



Lee Milteer

Millionaire Smarts® Performance Coach, Author and Speaker

Founder of the Millionaire Smarts® and Untamed Success coaching programs and author of *Success Is an Inside Job*. She has spoken for Walt Disney, AT&T, IBM, Ford, NASA, FedEx and 3M. Members receive her monthly lessons on success thinking, mindset and time management.



Bob Dunne

National Director

The first voice most owners hear, and in your corner after you join. Bob books your Most Valuable Hour, leads your member walk-through and connects you to the right coach, meeting and resource. Call or text **(720) 256-0208**.

TECHNOLOGY

Marek Gahura, MSE

Leads the technology behind the program and helps members put our software and online methods to work.

MEMBER SERVICE

Jennifer Thompson

Our service coordinator, helping members with scheduling, access and day-to-day details.

Guest experts

Members' events have featured Dan Kennedy, Tony Robbins, Lee Milteer, Captain Hung Cao, Bernard Kerik, Brian Tracy, Karl Mecklenburg and Grand Master Bill Clark.

RESULTS

Three schools, three business models

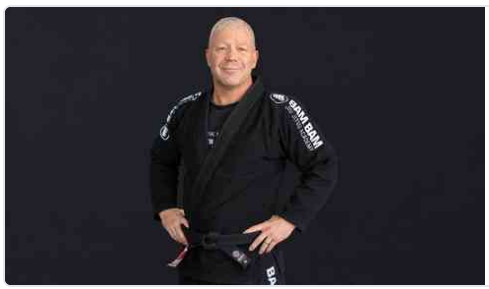
Different styles, different markets, the same process.



COMBAT SPORTS · PHAS3 MUAY THAI · BEN BROWN

$16,000 → $59,000 a month

3.7 times growth in six months. An enrollment process, follow-up systems and premium pricing, installed on top of an already strong mat culture.



BJJ ACADEMY · BAM BAM MARTIAL ARTS, HOUSTON · SCOTT AND BRANDI SULLIVAN

$1.3 million a year

From roughly $24,000 a month before coaching to $1.3 million a year, with about 63% net margin and roughly 355 active BJJ students.



TRADITIONAL MARTIAL ARTS · TM MARTIAL ARTS · TIM HARRISON

Six-figure months

Tripled revenue to consistent six-figure months through retention, renewals and staff development systems.

Results shown are real, attributed client results. Individual results vary. Your outcome depends on your market, your effort and your starting point.

MORE RESULTS

Before and after: what members did with the same process

Member and school	Before		After
Jason Purcell Family Black Belt Academy, Seattle, WA	$7,500 a month, facing closure	→	**$100,000 a month**
Krista Wells Mercer Island Martial Arts, WA	$13,000 a month after COVID	→	**$100,000 months, 240 students**
Tim Harrison TM Martial Arts, Joliet, IL	$23,000–$25,000 a month	→	**$110,000 a month average**
Scott & Brandi Sullivan Bam Bam Martial Arts, Houston, TX	Low $20,000s a month	→	**$109,000 in a month**
Ben Brown PHAS3 Muay Thai, Santa Rosa, CA	$16,000 a month for 20 years	→	**$80,000+ a month**
Sebastian Mejias Samurai Inti Martial Arts, Frisco, TX	$25,000–$30,000, 120 students	→	**$94,000 month, ~300 students**
Stephen Del Castillo KMMA Black Belt Leadership Academy, Tampa	$15,000 a month (COVID)	→	**$94,000 in a month**
Heidi Gilbert Elevate Martial Arts, Woodinville, WA	$30,000–$35,000 a month	→	**$80,000–$82,000 most months**
Steve Seme USA Karate, Rosemont, MN	~$120,000 a year, 70 students	→	**~$750,000 a year, 225 students**
Delfino Candia America's Best Karate Center, El Paso, TX	~$25,000 a month	→	**~$75,000 a month**
Simon Chang BJJ & Muay Thai academy, Columbus, GA	A failing business	→	**$70,000+ a month**
John Cantu South East Texas Martial Arts, Houston	$16,000–$18,000 a month	→	**$50,000–$55,000 a month**
Duane Brumitt Tri-Star Martial Arts Academy, Bradley, IL	$19,000 a month	→	**$47,000 the month he implemented**
Brad Wenneberg Fullerton Martial Arts Academy, CA	$23,000 a month, 250 students	→	**$41,000 month, 330 students**
Colby Winkler Lee's Champion TaeKwonDo, Mankato, MN	15 years of hoping	→	**$200,000+ December renewal month**
Jan Lappin & Rachel Luton Middleburg Martial Arts, Jacksonville, FL	Struggling	→	**On track for $1 million a year**

+$300,000
in 12 months: Lloyd Irvin's Martial Arts Academy

+$250,000
in 12 months: David Shirley, Villari's Martial Arts Centers

+$180,000
in 12 months: Terry W. Brumley, Taekwondo University

Figures are the members' own published statements, from martialartswealth.com/go/reviews-testimonials. Individual results vary.

IN THEIR OWN WORDS

Member results, with their numbers



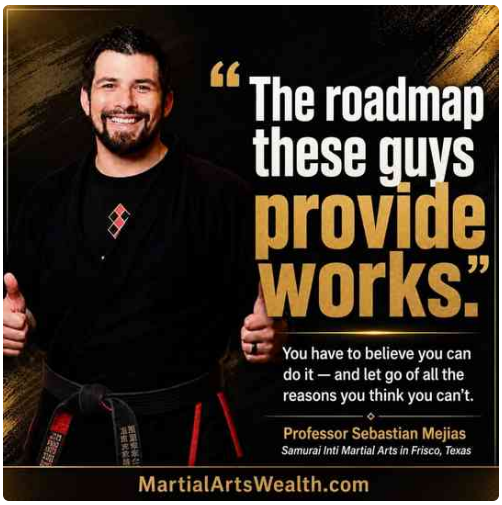
Results shown are real, attributed member results. Individual results vary.

IN THEIR OWN WORDS

What members say









> **"Working with Stephen Oliver is like having a chance to train privately with Bruce Lee. Don't miss that opportunity."**
>
> Hai Nguyen, Elite MMA, Houston, Texas

> **"If you're waiting for anything, don't wait. Do it now."**
>
> Master Delfino Candia, America's Best Karate Center, El Paso, Texas

On the next two pages are unedited posts from our private members-only community. To hear more success stories and real conversations with Martial Arts Wealth Mastery schools, scan the code on the back cover.

WHAT ONGOING COACHING FIXES

You're right. It isn't working. Yet.

Every week, school owners tell us the same things. Birthday parties don't work. Facebook doesn't work. Families don't commit like they used to. They're right... the way most schools run them. The problem is rarely effort or talent. It is a missing piece. Ongoing coaching is how those pieces get installed, one at a time, and stay installed.

ENROLLMENT AND MARKETING

"Birthday parties never work." "Facebook doesn't work for my school." "My website doesn't bring in students." "Parents just won't sign up."

THE MISSING PIECES WE INSTALL

- A party with a real class inside it, a guest sign-in and a 48-hour follow-up
- Parent-first ads with one offer, and a call, text and email within five minutes
- A website with one button and one offer: book a trial class
- A goal-setting intro, value before price, run by your staff

RETENTION AND BLACK BELTS

"Students quit right before Black Belt." "They quit right after Black Belt." "My teens leave for sports and school." "Families don't commit like they used to."

THE MISSING PIECES WE INSTALL

- A Black Belt countdown and a parent conference at Brown Belt
- A 2nd Degree plan the family sees before the ceremony
- A teen-only class, and a job at the school for teens
- A goal set at enrollment, and an attendance alarm after two missed classes

TUITION AND OWNER PAY

"Everything costs more, and I can't raise my prices." "I'm working harder than ever and taking home less." "My books are a mess."

THE MISSING PIECES WE INSTALL

- Program tiers with clear value, and a written price-increase rollout
- An owner's pay plan, budgeted like rent
- A one-page monthly dashboard: revenue, students, retention, profit

STAFF, FREEDOM AND LEGACY

"I can't find good instructors." "I can't take a vacation." "My school isn't worth anything without me." "No one is ready to take over."

THE MISSING PIECES WE INSTALL

- A leadership pipeline from student to assistant to paid instructor
- A who-does-what chart and decision rules your staff can follow
- An operations manual, and a successor with a buy-in plan

Twenty common complaints. Not one of them is fixed by a seminar, a book or a single phone call.

Each missing piece is a system. It has to be designed for your school, taught to your staff, tested on the mat and adjusted, often over several months. That is the work of ongoing coaching, with someone checking in every week.

How a missing piece gets installed

1 Find it
Your numbers show which piece is worth the most now.

2 Build it
Plans, scripts and checklists, adapted to your school.

3 Teach it
Your staff learns it, so it doesn't depend on you.

4 Keep it
Report and adjust every week, then the next piece.

WHY ONGOING, NOT ONE-TIME

Knowing the fix is easy. Installing it is the work.

Most owners already know roughly what they should do. The gap is doing it, in the right order, with the right words, while you are still teaching classes six nights a week. That is where a coach and a room full of owners change the outcome.

The difference is in the details

Coaching doesn't hand you a theory. It hands you the exact words, and then checks that your staff is using them.

DON'T SAY	SAY
"Keep working hard, you'll get there!"	**"You're nine months from Black Belt. Here's your countdown and the date we're working toward."**
"We noticed you haven't been in. Do you still want to train?"	**"We missed your child in class! Which day this week works to get back on track?"**
"We're so sorry, but we have to raise prices."	**"Starting next month, tuition is going up. Here's what we've added for your child this year."**
"Can you help out on the floor tonight?"	**"You're ready for the Leadership Team. Here's your training schedule and where it leads."**

What waiting costs

30%
of members left within their first six months in one industry benchmark.
Black Belt CRM, 2026

Age 11
is when the average child quits a sport, after less than three years.
Aspen Institute Project Play, 2019

20–30%
of businesses that go to market actually sell.
Exit Planning Institute

67%
of small business owners check in with work at least once a day on vacation.
Dermer, 2026

Ten honest questions

- [ ] Of your last ten Brown Belts, how many earned Black Belt?
- [ ] Of last year's new Black Belts, how many are still training?
- [ ] How many students did you lose in their first six months?
- [ ] How many 13-to-17-year-olds train at your school today?
- [ ] When did you last raise tuition, and what has your rent done since?
- [ ] What did you pay yourself last month?
- [ ] What was your school's profit last year, to the dollar?
- [ ] If you were out for two weeks, who would run your school?
- [ ] When did you last take a full week off with your phone off?
- [ ] Who on your staff could run your school for a year?

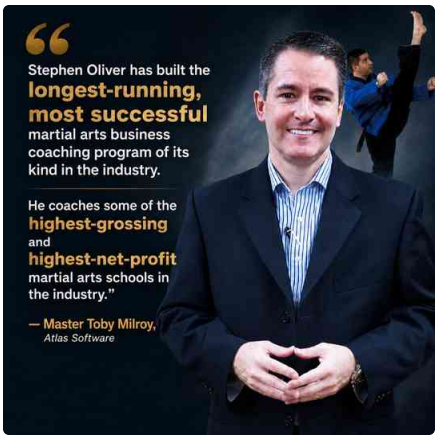
If two or more of those made you wince, that is the case for coaching.

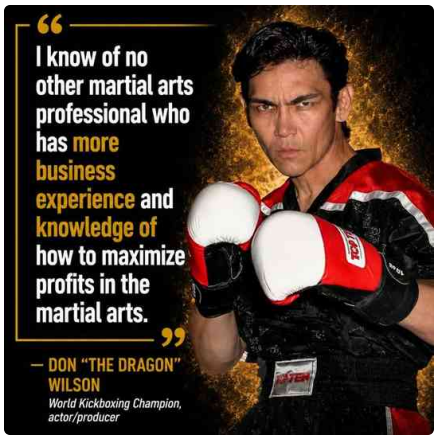
Bring your answers to our second meeting. We will show you which missing piece to install first, what it is worth to your school, and how we will help you put it in place and keep it working.

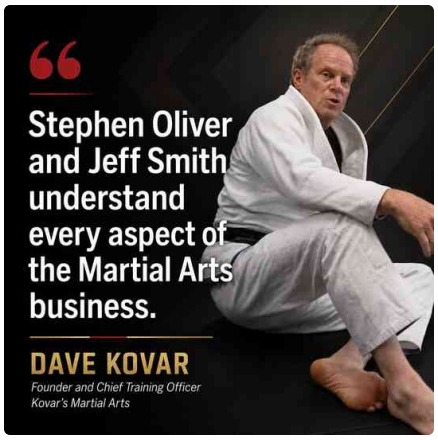
WHAT INDUSTRY LEADERS SAY

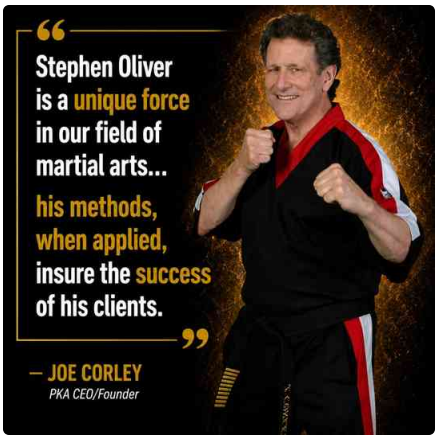
The leaders of our industry on Stephen Oliver

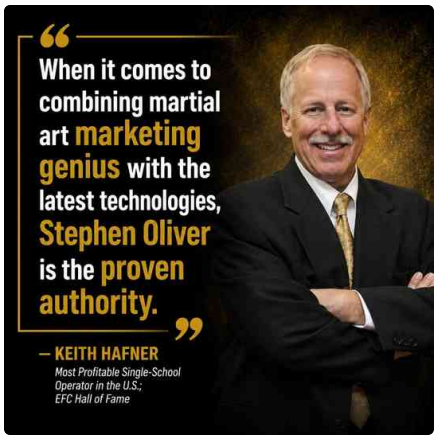


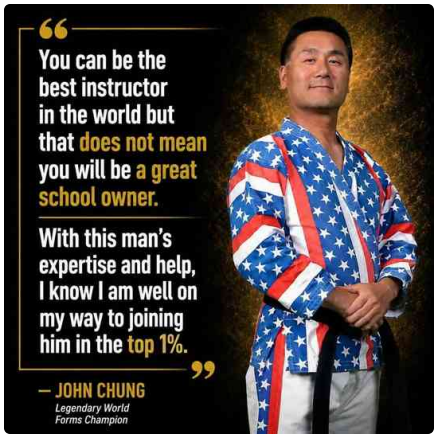


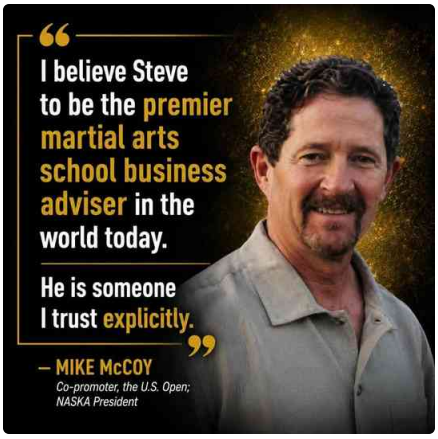


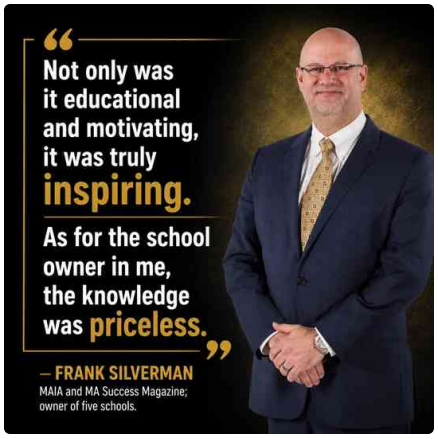






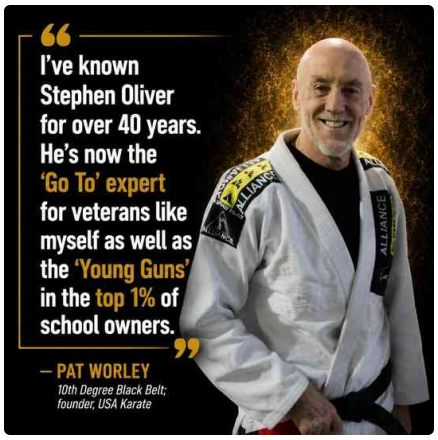


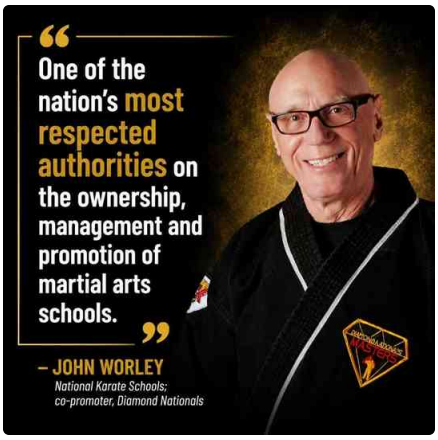


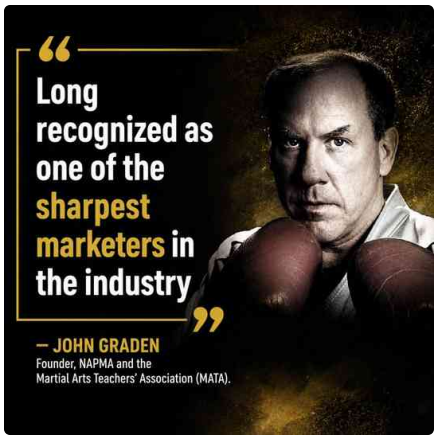


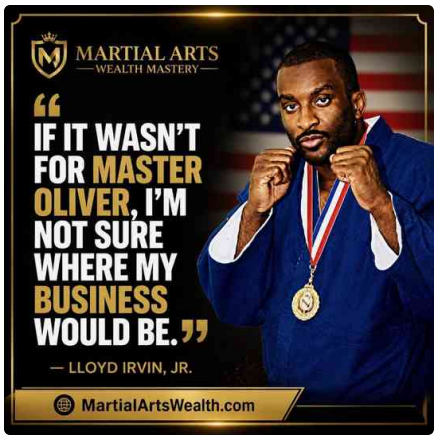
WHAT INDUSTRY LEADERS SAY

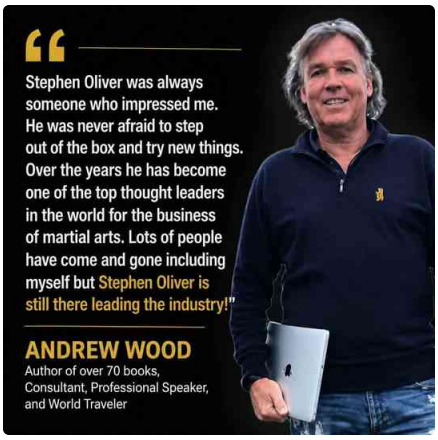
Champions, authors and founders agree

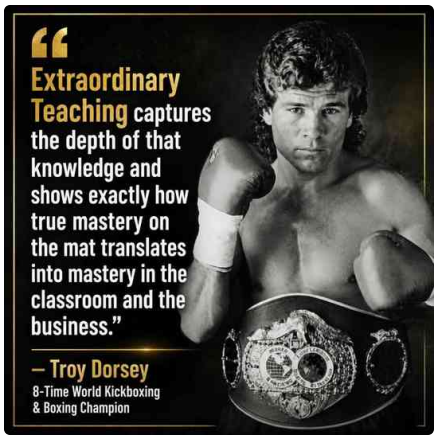


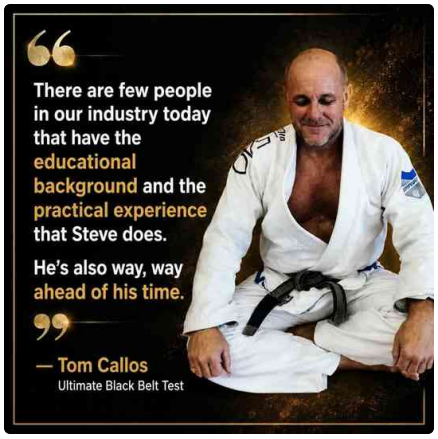




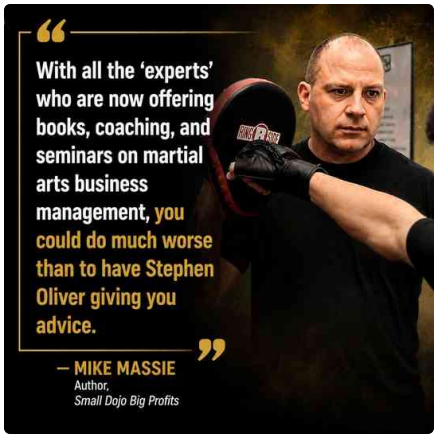












BEHIND THE SCENES

A sampling of past member masterminds



Mastering the art of outstanding customer service with the Walt Disney Company



Benchmarking excellence in high-level education at Harvard Business School



The art and science of leadership at the U.S. Military Academy at West Point



Management and systems mastery at the Hotel del Coronado



Behind-the-scenes member events, including the U.S. Naval Academy, Stephen Oliver's home in Evergreen, Colorado, and Captain Hung Cao at the Naval Diving and Salvage Training Center.

Our live member masterminds are always small, intimate and fully interactive. We combine small mastermind sessions with behind-the-scenes looks at high-level Black Belt retreats and at excellence that transfers to your school.

YOUR NEXT STEP

Before our second meeting

Our second meeting is where we decide together whether Martial Arts Wealth Mastery is the best path forward for you. A little preparation makes it far more valuable.

Please do these four things

- ☐ **Read this booklet** and anything else we have shared with you since your Most Valuable Hour.
- ☐ **Bring every decision-maker.** If your spouse or an active or passive business partner is part of decisions like this, please include them on the call and get them up to speed beforehand.
- ☐ **Gather your numbers** and write down your three goals for the next 12 months.
- ☐ **Write down your questions.** There are no bad ones. We would rather answer them now than have you wonder later.

What happens in the second meeting

We review your numbers and goals

We look again at the four levers and at the numbers and goals you bring.

We map your first 90 days

You see the specific priorities we would start with for your school.

We answer every question

About the program, the time it takes, the investment and how membership works.

We decide together

If we both believe you can earn at least a ten-to-one return, we welcome you in. If not, we will tell you honestly and suggest a better next step.

Worth reading before we meet

Member results and video success stories
martialartswealth.com/go/client-results

Reviews and testimonials
martialartswealth.com/go/reviews-testimonials

McDojos and belt factories
martialartswealth.com/go/no-mcdojos-no-belt-factories
martialartswealth.com/go/the-mcdojo-myth

Why marketing agencies fail school owners
martialartswealth.com/go/why-agencies-fail-you

Scan to watch real member results and success stories

Questions owners often ask

How much time does it take? Plan on the weekly live meeting, or its recording, plus the time to implement what you learn. Most of the work is in your school, and much of it can be shared with your staff.

Can my staff take part? Yes. Many owners use meetings and recordings to train managers and instructors.

What if I'm already working with another coach or organization? Many of our members came to us after working with others. Bring it up at the meeting and we will talk it through honestly.

What does it cost? We cover the investment in your second meeting, once we both know whether the fit is right and what the opportunity is worth to your school.



Stephen Oliver with a member at a live mastermind.



Jeff Smith at a small-group members mastermind.

QUESTIONS BEFORE YOUR SECOND MEETING?

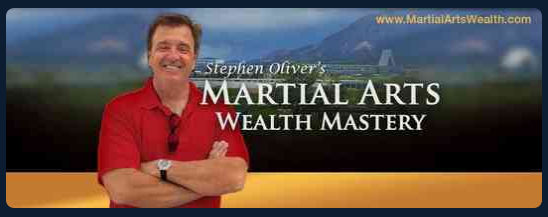
Call or text Bob Dunne, National Director

(720) 256-0208

Calls 9am to 9pm Mountain time, 7 days a week, or text any time.

Real member results and video success stories martialartswealth.com/go/client-results

Share the Most Valuable Hour with a friend martialartswealth.com/go/most-valuable-hour



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