

MARTIAL ARTS WEALTH MASTERY

The Ultimate Team to Grow Your School

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



STEPHEN OLIVER
Founder & CEO

JENNIFER THOMPSON
Service Coordinator

GREG MOODY, PHD
Chief Master, 8th Degree

LEE MILTEER
Performance Coach

JEFF SMITH
Chief of Instruction

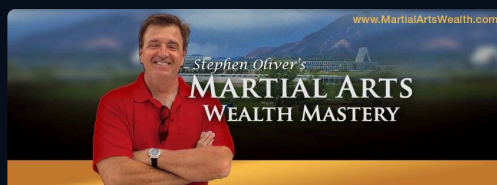
MAREK GAHURA, MSE
Technology & Online

BOB DUNNE
National Director

Your diagnosis was the map. Coaching is the journey.

Please read this before your second meeting with Stephen Oliver and Jeff Smith.

PREPARED FOR SCHOOL OWNERS WHO COMPLETED A MOST VALUABLE HOUR



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. There is also a short worksheet to help you put your own numbers to the opportunity we found.

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



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.

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.

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.

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.



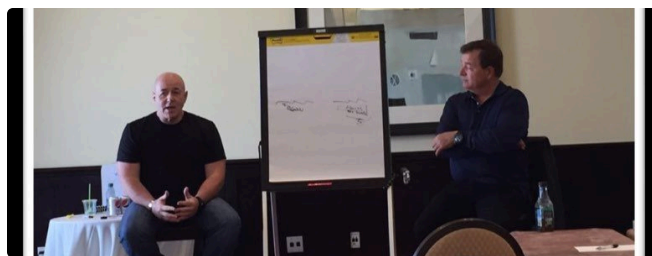
A mastermind at Clearwater Beach, Florida, on management skills with former New York City Police Commissioner Bernard Kerik, a 5th Degree Black Belt.



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



A members-only mastermind facilitated by Stephen Oliver.



The Marketing Bootcamp in Golden, Colorado.

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.

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.

Put your own numbers to the opportunity

Fill this in before our second meeting. Use the numbers from your Most Valuable Hour if you have them. If you don't know a number, write down your best estimate and circle it, and we will work it out together.

Where you are today

Active students	_____
Average monthly tuition per student (\$)	_____
Monthly revenue (\$)	_____
Students lost per month (drops and quits)	_____
New enrollments per month	_____
Leads or intro lessons per month	_____
Average months a student stays	_____

What one student is worth to you

A. Average monthly tuition × average months a student stays = lifetime value of one student (\$)	_____
B. If students stayed 12 months longer: average monthly tuition × (months + 12) (\$)	_____

What small changes are worth over 12 months

C. Keep 3 more students a month: $3 \times \text{monthly tuition} \times 12 \times \frac{1}{2}$ (average months retained in the year) (\$)

D. Enroll 5 more students a month: $5 \times \text{monthly tuition} \times 6$ (average months in year one) (\$)

E. Raise average tuition by \$25: $\$25 \times \text{active students} \times 12$ (\$)

Total first-year opportunity (C + D + E) (\$)

These are planning estimates to help you think, not projections or promises. Your results depend on your market, your effort and your starting point. Use your own numbers, and we will review them with you at our second meeting.

Three goals for the next 12 months

1.

2.

3.

Is Martial Arts Wealth Mastery right for you?

Our coaching program is for school owners who are already doing a lot of things right and are ready for the next big leap: in net income, in staff results and in lifestyle.

Are you looking for a lifeboat?

If this is your last hope to survive, we are the wrong place for you. Our members are growth-oriented owners who want to double, triple or quadruple their school's net income after expenses.

Are you a full-time, martial-arts-only professional?

If you work a day job to support teaching in the evenings, this program is not the right fit yet. Our starting point is almost always an owner who already runs the school as a full-time professional.

Where do you fit?

Annual gross revenue	Who our members are
\$1,000,000 or more	Many are multi-school owners, and many run single schools at or near \$1,000,000 or more. Not only is that possible, we have a bunch of them.
\$500,000 to \$1,000,000	Mostly single schools, plus some small multi-school operations.
\$200,000 to \$500,000	Single schools, usually with 100 or more active students, ready to grow.

Members break down roughly evenly across the three levels on the way in. If your school is under 100 students, ask us about our Small School Accelerator, which is built for that stage.

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.

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.

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, he has spent more than five decades building, operating and advising successful martial arts schools.

He is also CEO and Chairman of NAPMA, the National Association of Professional Martial Artists, and Publisher of *Martial Arts Professional* magazine.

A little background

His training began in 1969 in Tulsa, Oklahoma, in the Texas and Oklahoma "blood and guts" era, under Jhoon Rhee Institute Black Belts Bob Olinghouse and Gran Moulder. He began teaching in 1974, opened his own school under Jhoon Rhee in 1975 at age 15, and trained with Jeff Smith and other Jhoon Rhee Black Belts. In 1978 he earned his Black Belt from Grand Master Jhoon Rhee.

A National Merit Finalist, he attended the University of Tulsa as a University Scholar, then transferred to Georgetown University, where he graduated cum laude in International Economics in 1982. While at Georgetown he was a head instructor and then branch manager for the Jhoon Rhee Institute in Washington, D.C., then the leading martial arts business organization in the world, learning alongside Jhoon Rhee, Nick Cokinos, Jeff Smith and Ned Muffley.

Instead of corporate America, he built a business plan with their help and spent months studying direct response, advertising and business management. With Jhoon Rhee's blessing he moved to Denver and opened the first Mile High Karate school in Lakewood, Colorado, on August 6, 1983, with \$10,000. Mile High Karate reached five schools in 18 months and six in 36 months, and by the time he was 25 it had more than 2,500 active students and over \$1,700,000 in annual revenue, about \$5,200,000 in today's dollars. It went on to 3,500 students and kept growing, including international franchise locations from 2000.

In 1992 he completed an Executive MBA through the Executive Program at the Daniels College of Business, University of Denver. From 1989 to 1999 he promoted the Mile High Karate Classic, a NASKA World Tour event, and served on NASKA's Board of Directors. He was a founding member of the Educational Funding Company Board of Directors, formed in 1987, and its lead keynote speaker, and in 2000 he founded the coaching organization that became Martial Arts Wealth Mastery.

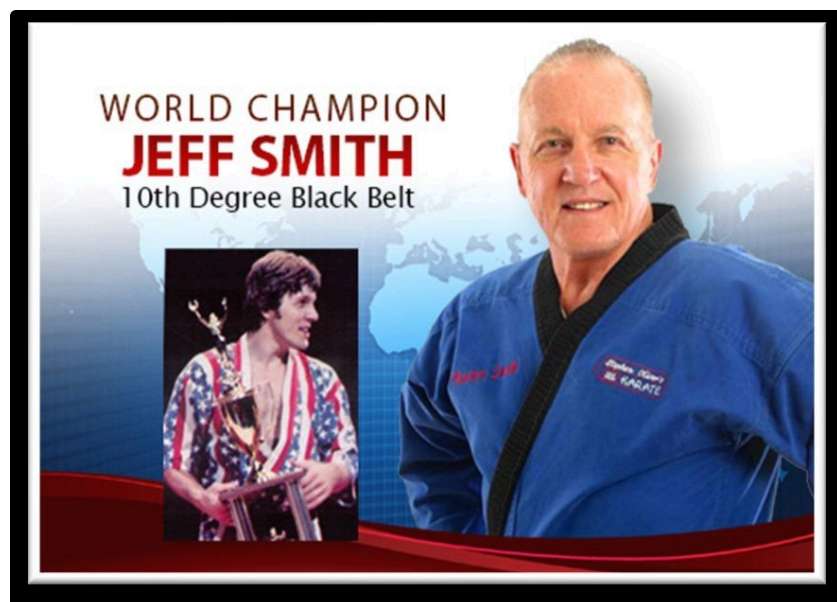
Honors

- Promoted to 10th Degree Black Belt, April 2026
- Official Taekwondo Hall of Fame, Lifetime Achievement, August 2026
- ASAMCO Award Bushido, Premium Gold, and ASAMCO Grand Master Diploma, March 2025
- Joe Lewis Eternal Warrior Award, June 2018
- Masters Hall of Fame, Golden Lifetime Achievement, June 2014
- Sport Karate Museum Dragon Image Fighting Award, July 2013
- Battle of Atlanta Officials Hall of Fame, "The Black Belt Leader," June 2012
- U.S. Martial Arts Association Hall of Fame, 2000
- Thanked by Chuck Norris in signed letters for fundraising for Kick Drugs Out of America, 1995 to 1997
- Author of 12 books on school marketing, management, character development and leadership

Over the years he has worked with just about every successful school owner and leader in the industry. He has had huge successes and some spectacular failures, and the failures taught him more. His greatest strength, he says, is a willingness to keep taking smart risks and testing new approaches to every challenge of running a school, and then teaching members what works.

Grand Master Jeff Smith

10th Degree Black Belt · PKA World Champion · Chief of Instruction, Mile High Karate and Martial Arts
Wealth Mastery



Grand Master Jeff Smith is a world champion competitor and a long-time multi-school millionaire. He is one of the best examples in the industry of translating the beliefs, behaviors and habits it takes to become a world-class competitor into the martial arts school business.

In the martial arts since 1965, he began training in taekwondo at the Texas A&I University club in Kingsville, Texas, and earned his Black Belt in September 1969. Jhoon Rhee invited him to Washington, D.C., to teach and train, and he helped build the internationally famous Jhoon Rhee Institute.

On September 14, 1974, he won the Professional Karate Association (PKA) World Light Heavyweight title. He held it until 1980 and defended it seven times. On October 1, 1975, he defeated Karriem Allah for a heavyweight title under Don King's sanctioning body, at the Capital Centre outside Washington, D.C., on the closed-circuit card for Muhammad Ali and Joe Frazier's "Thrilla in Manila," a broadcast seen by an estimated one billion viewers. His professional record is 32 wins and one loss, with 16 knockouts. The one loss was to Dan Macaruso in 1979.

- First recipient of the Bruce Lee Award
- Founded Jeff Smith Karate in 1981
- Coach of the U.S. Karate Team and the Junior National Team
- Black Belt Hall of Fame; Official Taekwondo Hall of Fame, 2007
- President of Sports Operations, PKA Worldwide
- Co-author of *Extraordinary Teaching*; author of *Six Simple Steps to Add 100 Students to Your School*
- Performed at the White House for the Great American Workout and the President's Council on Physical Fitness
- Television commentary for ESPN and pay-per-view events

As Chief of Instruction, Jeff is a key figure in the Martial Arts Wealth Mastery system, helping members raise their instruction, staff and professional standards. He co-leads the Most Valuable Hour with Stephen Oliver.



Jeff Smith has appeared on the covers of the leading martial arts magazines.

YOUR COACHING TEAM

Chief Master Greg Moody, PhD

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



Chief Master Greg Moody is recognized across the country as one of the nation's top martial arts instructors. The American Taekwondo Association named him Instructor of the Year in 2000, and his schools were selected as the Nation's Number One Schools every year from 1999 to 2006. He runs his own KarateBuilt Martial Arts schools.

His experience goes well beyond the martial arts. He holds a bachelor's degree in engineering and a master's degree in counseling from Arizona State University, and a PhD in Curriculum and Instruction with a specialization in special education and psychology, and he is a licensed therapist. He left a successful engineering career in 1995 to devote himself to developing people. His controlled research linked martial arts training with reduced bullying and improved self-esteem in children.

He is the author of 20 books and has taught more than 18,000 students. Many schools have doubled or tripled their business working with him, because he pays complete attention to every part of running an academy, with student service and integrity first.

Bob Dunne

National Director

Bob Dunne is the first voice most owners hear at Martial Arts Wealth Mastery, and he stays in your corner after you join. Bob books your Most Valuable Hour, leads your complete member walk-through of systems and resources, and makes sure you are connected to the right coach, the right meeting and the right resource at the right time.

Call or text Bob at **(720) 256-0208** with questions before your second meeting.



YOUR COACHING TEAM

Lee Milteer

Millionaire Smarts® Performance Coach, Author and Speaker

Lee Milteer is a performance and productivity coach, author, professional speaker and television personality, and the founder of the Millionaire Smarts® and Untamed Success coaching programs. She has spoken for organizations including Walt Disney, AT&T, IBM, Ford, NASA, FedEx and 3M, and has shared the platform with speakers such as Dan Kennedy, Tony Robbins, Zig Ziglar, Brian Tracy and Stephen Covey.

She is the author of *Success Is an Inside Job* and co-author of several books, including *Walking with the Wise for Entrepreneurs*. Every month, members receive her lessons on success thinking, entrepreneurial skills, achievement mindset and time management.



TECHNOLOGY AND ONLINE

Marek Gahura, MSE

Marek leads the technology behind the program: the member systems, websites, integrations and online tools. He helps members put the software and online methods we teach to work in their own schools.

MEMBER SERVICE

Jennifer Thompson

Jennifer is our service coordinator. She helps members with scheduling, access and the day-to-day details, so you can stay focused on implementing.

Guest experts

Members' events have featured guest speakers including marketing expert Dan Kennedy, Tony Robbins, Lee Milteer, Captain Hung Cao, former New York City Police Commissioner Bernard Kerik, Brian Tracy, Denver Broncos All-Pro linebacker 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.



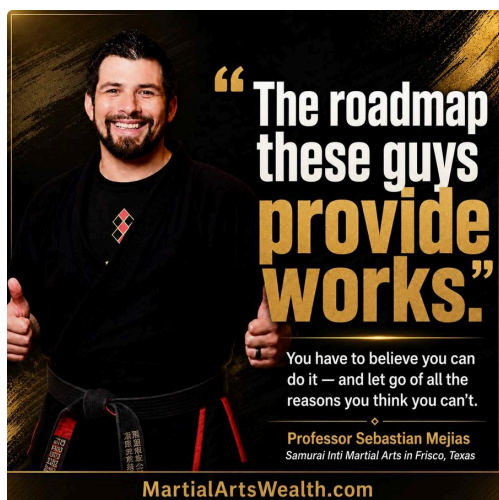
TRADITIONAL MARTIAL ARTS · TM MARTIAL ARTS · TIM HARRISON

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.

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.

Michael Jai White is with Jeff W. Smith and Bill Wallace.

Jul 4 · 🌐

I've always considered myself the luckiest Martial Artist on the planet. Growing up, I had two only living martial arts hero's pictures on my bedroom wall and not only did I get to be taught by them, I'd eventually have the honor of doing international seminars alongside them. A couple weeks ago I was given the iconic Century "Stars&Stripes" uniform at the home of my teacher, friend, mentor and living legend, **Bill Wallace**. The uniform, made famous by the 3 fighting kings; Wallace, the late, **Joe Lewis** & **Jeff W. Smith** (who's now also a friend and mentor) will be worn with great pride by me at my very next martial arts cover shoot. Big OSU to the MA Fam! #ADreamSurpassed!



6:52

Search

John Godwin is with Bob Dunne and 6 others at United States Naval Academy.

3h · 🌐

Enjoyed 3 days of Business And Leadership Training at GM Stephen Oliver's Mastery seminar at the United States Naval Academy 🙌 Thank You to Captain Sal Convento class of 1996 for inviting **Kenneth P. MacKenzie** and I to join this Special Program 🙌🙌 3 days Full of the most up to date Leadership strategy, management and marketing skills 🙌



22

2 Comments 1 Share

Update 4. I started reviewing notes from Annapolis. Have not even gotten through Captain Cao's presentation yet, there is so much great stuff in there!!! A. Make posters from some of the things he said: "Success is not from never failing. It comes from rising after every fall." "Teach how to Fail" "Teamwork. The fuel that allows uncommon people to achieve uncommon goals." And also his request for us to come up with what is important to me as a leader (to teach leaders)...I can't write out more right now. GREAT STUFF! I'm very grateful to have been there for this weekend.

Stephen Oliver's Martial Arts Wealth Mastery - Members Only

Samurai-Inti Martial Arts · 1h · 🌐



Jeff W. Smith
Admin 20h · 🌐

Congratulations Scott Sullivan.

26 enrollment this month so far and we are not even at half the month. Scott and I were playing with those numbers and concluded...

1. With his down payment of \$397 and 1st month tuition of \$347 X26 enrollments that's \$19344 more gross for this month.
2. Monthly billing each month will be 26X\$347=\$9022 more each month
3. Total billing for the year \$9022 a monthX12 months=\$108,264 tuition increase for the year plus the down payments of \$397X26 enrollments=\$10,322 Makes a grand total of \$118,586 For a half of months work!!!

Congratulations to Scott and his staff! 🙌🙌🙌

Search

Stephen Oliver
2h · 🌐

Top fan

Jason Purcell

We have been in this group for a number of years now. When we first joined, we were making at most 15 k per month. We are now making over 70 k per month and should be at 100 k easily within 6 months! This group is incredible and I can't recommend them enough!!!

19m Like Reply Message Hide

Write a reply...

Like Comment Share

Jeffrey Konich and 3 others

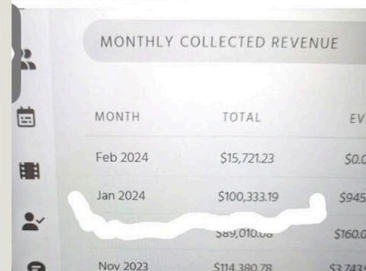
Stephen J. Del Castillo

I am grateful for the personal and professional growth I've made in only two years too; and excited for what's coming next.

Tim Harrison

Feb 1 · 🌐

Strong start to 2024! Mr.Clay, Ms.Scahill, and the rest of the staff are pulling it all together!



Mr, Dunne,

I'd like to say that the paradigm change I'm experiencing alone has been easily worth the price of admission.

3 days into implementation and zero leads for October has become 10 leads and 1 new enrollment so far..

It's so obvious.. my job is marketing and sales. It's easy to get lost in the curriculum, administrative, gym maintenance ect.. The bulk of the work is marketing and sales every month without relent.

Very happy I joined this program.

Jan Hamilton Lappin · **Stephen Oliver's Martial Arts Wealth Mastery - Members Only**

14m · 🌐

Master Oliver and group

Thank you for all of your guidance. I am in such a different place financially now because of your advice and scoldings . (I got one today)! But seriously , we are signing the closing docs on my dream of having prime horse property and because of you guys I was able to pay cash for it. I was able to save over 200k this year alone. This would never have happened without your guidance, support, and honest critique. Thank you for what you do for us and for our industry.

Amanda Christensen and 2 others

Like

Comment

Master Oliver What's your next? What's the ideal outcome for our school? This isn't just cashflow. If there's a major headache, how can we get rid of that? If we are really struggling with something from the business, how can we fix this? Then think about what things I need to work on to improve my person health? What will help my mental health? What can I do to help stay hungry?

We have been able to create a million-dollar school. Our next step is to make a million-dollar NET profit! We aren't going to get to this by being distracted by the small things.

**Stephen J. Del Castillo**

Master Oliver and his team are top notch. I was able to survive and thrive through the Coronavirus pandemic and shutdown largely because of his help and he and Master Jeff Smith's mentoring is instrumental in me getting my dojo to the next level in 2021. I have already learned so much and look forward to becoming a million dollar dojo with this team's help. · Nov 7

**James Theros**

Stephen Oliver helped take my business to the next level (and stay there for 17 years). Thank you, sir 🙏 · Nov 7

**Stephen Oliver's - Martial Arts Wealth Mastery**

Posted by Stephen Oliver
Yesterday at 10:57 PM

Olga Keith sent me this text: _____
Thank you! Last year was amazing. Actually, ever since we joined you, things have been better and better. I was happy to hear that we are on track with the abundance mindset. Last year: new beautiful house in an upscale neighborhood, Larry's dream car (2016 Shelby gt350), white baby grand piano for me. That's only the material things. The mental growth and gaining of emotional peace when it comes to finances is priceless. Ability to serve more people in more ways is the most rewarding outcome of our relationship with Wealth Mastery. So, truly, thank you!
Olga Keith
Larry Keith

**Stephen J. Del Castillo is with Stephen Oliver and 2 others.**

Top Contributor Feb 27 · 📷

Thanks again for another great live event Grandmasters Smith and Oliver and Chief Master Moody! We had a productive drive home yesterday, making a bunch of calls and scheduling 3 intros, a couple enrollment conferences and 5 renewal conferences (8 people). Also came back to a week of school talks and came back from today's and closed 4 renewals- one with 5k down. Every little bit helps! 🙏🔥🔥

**Krista Wells**

Dec 26 · 📷

As the year is winding to a close I like to reflect upon all of the things that I'm grateful for and what I'm looking forward to in the coming year. I had to put the Wealth Mastery Group on my gratitude list this year. Not just Master Oliver, Master Smith, Master Moody, and the team but also all of my colleagues and friends that I have met in this group. You have helped me with your kindness and willingness to collaborate. This is a large part of what makes this group so valuable to me, and there are far too many of you to name individually, so I will just give all a blanket thank you!

**Michael Massie**

15h · 📷

Michael Massie

I'll say this once for the benefit of anyone who is too wet behind the ears to tell a huckster from the real thing. Too many unqualified people are selling consulting services to school owners these days. Many of them have never owned a school. Some of them haven't even worked a day in the industry.

And of those who have achieved some success in the industry, most of them have no idea how to coach someone to success. Just because you batted 1000 for one inning, it doesn't mean you know how to repeat it, and it damned sure doesn't mean you can teach someone else how to do it consistently.

14h Like Reply

**Jeff W. Smith**

Admin Mar 21 · 📷
Got this text from Heidi Gilbert For her (\$20K) PIF tonight. She was at \$75K for March before this already. "Ask and you shall receive"! Looks like she could hit \$100K this month. Congratulations 🙏🔥
yesterday 11:34 PM

**Olga Keith**

April 25 · 📷

Our marketing list for May:

1. Rack cards in 300 businesses
2. Door hangers (ordered 5,000)
3. Bandit signs (ordered 100 to start with)
4. Pizza box flyers for charity
5. Decals on school windows (never had them)
6. Mothers train for free in May
7. Free Women's Self Defense class on 5/18
8. Bring a buddy week 5/13-5/18
9. GM Smith bring a buddy seminars on 5/25
10. Open house on 5/25 with radio remote
11. Booth at STEAM Extravaganza on 5/18
12. Free TV reports about May events
13. Free radio interviews about our events
14. Birthday and pizza parties
15. Facebook, YouTube, Google ads
16. Direct mail (former students, 1-year leads)
17. Family ad-ons
18. Paid radio show
19. Paid TV show
20. Workplace violence prevention workshop
21. Kicker guy (if we can find one in stock)
22. Seasonal banner on our building
23. New and improved business cards
24. New and improved website
25. Kindergarten registrations

... to be continued.

**Phas3 Martial Arts**

Jan 31 · 📷

Well holy sh\$t. Our first month doing Leadership, and we went from consistently hovering around \$60K to \$70,675...in one month. And I could be wrong but I think this is getting easier. So...

-HUGE respect and appreciation to MAWM.
-Special thanks to Jason Purcell for his putting in his personal time to walk some of us through the basics.
-Shout out to my brother in arms and misery Jeff at Laguna Beach Dojo.
And honorable mention to Adam D. Lux, one of the most enthusiastic and interesting son of a bitches I have ever met.

#humbledandgrateful

View Insights

126 Post Reach

**Tim Babyok**

Feb 18 · 📷

Having listened to master smith's advice about how to go about a proper intro for kids...

I have to say that I'm knocking the intros for my new kids program out of park. Kids smiling ear to ear.. parents practically beside themselves with gratitude and appreciation for what I can offer their child.

Upon closing the enrollment and asking "is this in the budget" ? I get responses like:
" its gonna have to be! "

You guys are absolutely brilliant!

Scary to think I almost didn't join.

**Stephen J. Del Castillo**

Top Contributor Jan 4 · 📷

Today I want to express my gratitude to Grandmasters Smith and Oliver, Senior Chief Master Moody, Bob and the whole team of Martial Arts Wealth Mastery. We joined during the pandemic a few years ago, at a time when the investment was counterintuitive, given that my income had cut in half. But, with their help, we were back on track quickly and have doubled our pre-Covid revenue since we started with them- 4x where we were when we started with them. We have grown on average about 20% every year and are postured to make the next our best yet. It's equally important to me that our product remains great and, it too has gotten better and better since I joined this group. Our Blackbelt Leadership Program and the quality of our students and tribe are better than ever and so are we. I am proud and grateful to have Grandmasters Smith and Oliver as mentors and for the outstanding education and support my team and I receive from this group. 🙏🔥🔥 And proud and grateful that I am able to fulfill a goal I've had for many years- to have a great team of martial arts professionals

BEHIND THE SCENES

A sampling of past member masterminds



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



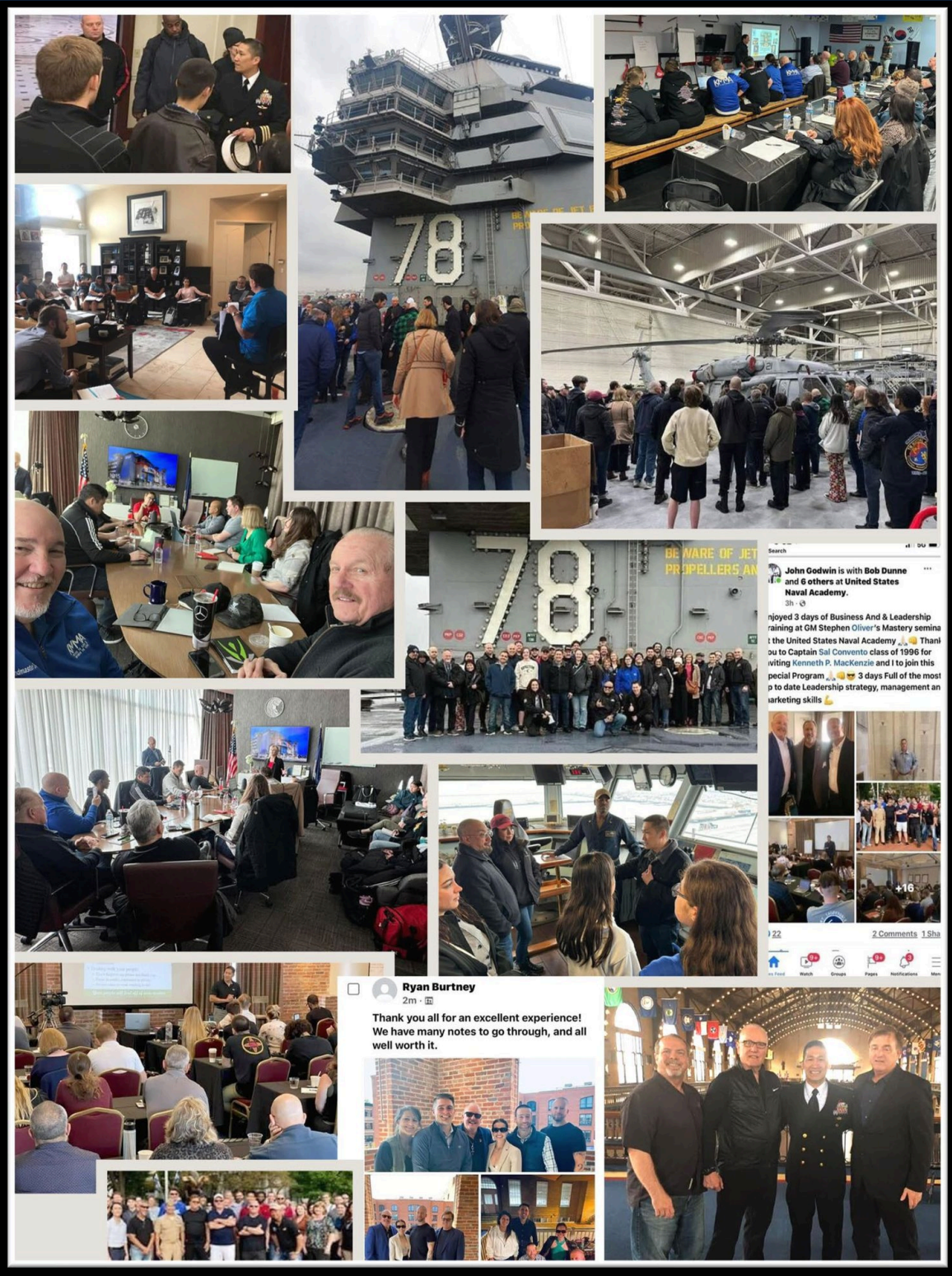
Benchmarking excellence in high-level education at Harvard Business School



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.

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.
- ☐ **Complete the worksheet** on your numbers and 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 what you wrote on the worksheet.
-  **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.

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

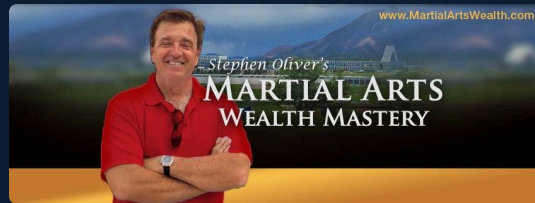
Calls 9am to 9pm Mountain time, 7 days a week, or text any time.



More success stories and real
member conversations
martialartswealth.com/testimonials



Share the Most Valuable Hour
with a friend
[martialartswealth.com/go/most-
valuable-hour](https://martialartswealth.com/go/most-valuable-hour)



MartialArtsWealth.com

Results described in this booklet are real results from individual members and are not typical or guaranteed. Your results depend on your market, your effort and your starting point. Worksheet figures are planning estimates, not projections. © 2026 Martial Arts Wealth Mastery. Martial arts schools · BJJ academies · MMA gyms · Muay Thai · Krav Maga · Karate · Taekwondo.