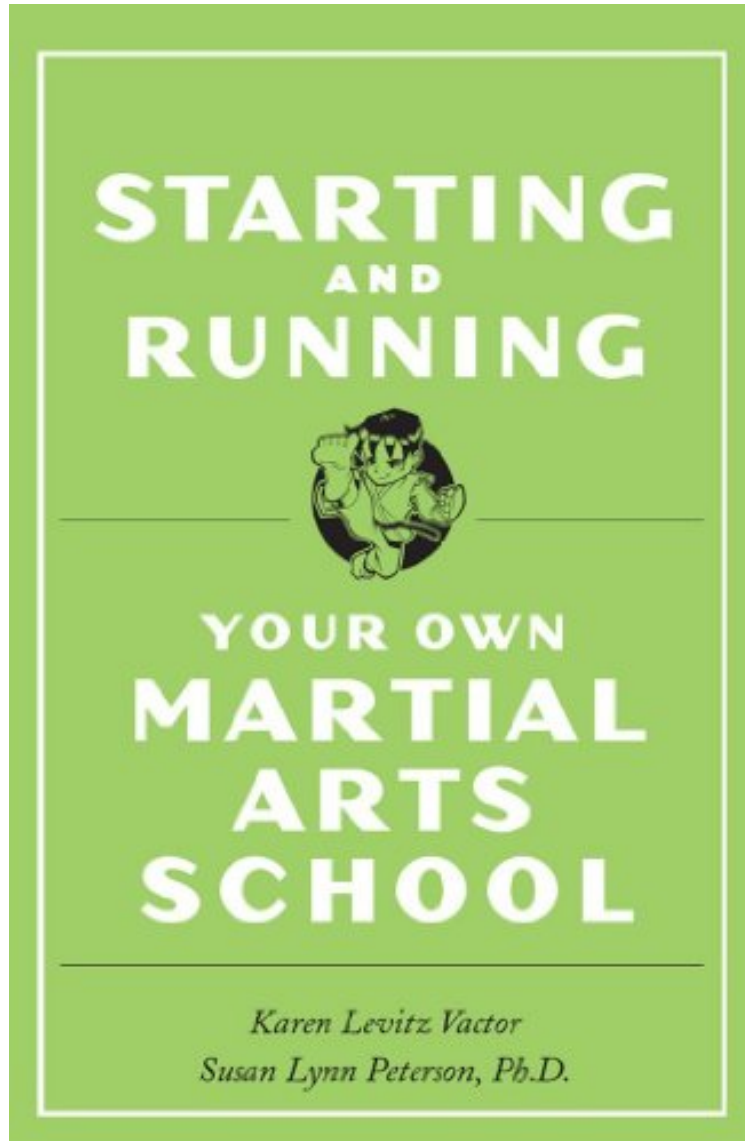


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Starting and Running Your Own Martial Arts School

Karen Levitz Vactor, Ph. D. Susan Lynn Peterson
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Karen Levitz Vactor, Ph. D. Susan Lynn Peterson : Starting and Running Your Own Martial Arts School
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Learn the ins and outs of managing a successful martial arts school with this practical business guide. Do you dream of opening your own martial arts dojo some day? Are you in the process of planning and building a school? Do you have a school but struggle to run it efficiently and pay the bills? Then *Starting and Running Your Own Martial Arts School* is for you. This practical business guide teaches you the skills you need to ensure the success of your martial arts business. It includes advice on how to: Build a memorable identity for your school Find funding to get started Unravel government red tape Create a realistic fee schedule Choose a location that will bring students through your door Turn potential students into paying students Hold on to your current students Hire and develop good employees Develop a feeling of financial security Be ready for emergencies Create and run a profitable pro shop Pinpoint and solve problems *Starting and Running Your Own Martial Arts School* contains proven business advice to help you create the martial arts school you want. This small business book turns time-tested business practices into simple, practical solutions to the business challenges you face every day.

About the Author Susan Lynn Peterson, Ph.D., is a published author and Gold Medallion Book Award finalist. She holds a third-degree black belt in Okinawan Shuri-ryu karate and is a USA Karate Federation national tournament champion. She has studied karate, kobudo, Shaolin Chuan Fa, and Tai Chi Chuan. Sensei Karen Vactor has a Bachelor of Science in Business Administration from the University of Arizona and a fourth-degree black belt in Okinawan Shuri-ryu karate and other arts. She is a USA Karate Federation tournament champion and has been listed in *Marquis Who's Who in Finance and Industry*.