

The 3 R's of Padded Weaponry: Retail, Retention and Renewal.

Instructors and school owners have witnessed many changes in the martial arts and sports industry over the past 50 years. Schools have gone from producing the traditional ruff and tuff; I can take a beating martial artist. To a safe family orientated martial atmosphere utilizing professionally tested curriculums, programs and polishing tools.

Not like the old mom and pop schools of yesteryear. The martial arts industry has given away to the larger school enrolments that offer a wider selection of programs with reasonable pricing. Schools are being managed better, spacious work out areas with pro shops offer stronger retail presence.

In this world of instant gratification, following a comprehensive program is difficult at times. There is a lot of stuff out there and one can spend countless hours pouring over new fads that vanish before you finish the article. That is why many instructors rely on the "how to" reports to see what is current and being offered in schools throughout the martial art community.

Even though the percentage of children enrolled in youth programs has skyrocketed Offering a simple to follow, easy to understand and duplicate able program, which provides your school with immediate profits and student retention has been allusive at times. That is all now in the past and new market potential is on the horizon. Full contact padded weaponry programs and polishing tools.

Full-contact padded weaponry and programs offer tangible products, which create a strong 50 percent markup. Products, which are made for all martial artists and the schools, they are in.

One can now comprehend faster when using a physical object when learning martial arts. Weaponry programs have in the past were only practiced by the higher ranks and focused. Especially, since injury was a main concern and focal point. Now, with new approaches in marketing traditional practices, ActionFlex has designed a turn key weapons program, which is easy to set up and manage which will bring retention, renewals, new retail profits into your establishment.

They include:

1) Programs (information)

Short and long sword programs are one of the biggest hits and tools of retention among young and adult martial artists. Read and view as much information as possible on there effective programs. The key to success is to make an educated and informed decision, which costs nothing, but your time.

2) Equipment

Those of you who use full-contact padded weaponry already are walking down this path. Incorporate safe padded weaponry in class. Since class will have an 5 to 10

minute dedicated to weaponry as an addition to the kids or youth classes. Or have weaponry classes set aside for the student who wants to dive on in.

3) Incorporate

Have one or many of your instructors take a class of course on full-contact padded weaponry. Have your leadership team and /or staff, assist with the various sword, staff, stick, nunchaku and mixed weaponry programs. Make sure that you incorporate these programs and weaponry to all your students and not just the higher ranking students or black belts. Be ready for a great workout with no fear of injury.

4) Demonstrations

No marketing campaign ever works without the staff and students complete understanding of the product or program. To effectively have your students and potential students participate in the “Ultimate Game of Physical Chess”. They must see, feel, touch before they can grasp. Pursue a strong Demonstration presence during the first 3 months and your students will naturally want to play more.

5) Tools

These martial art training tools give you a major start with your beginning and intermediate students and especially polish out the ruff edges of the advanced students too. These programs are designed to appeal to children and the adult student alike. There are no special seasons or times. This is a 365 24/7 program and training tool jammed packed with drills and business marketing information.

6) Advertisement

Attract new students with a full-contact sparring ad campaign. Place ads in your local newspaper, neighborhood flyers or door hangers and guest passes. You will notice many will only want to elect to practice and participate in the weaponry. This will help promote student enrollment and purchases.

7) Training

A trained staff is one of the most important factors a school owner faces. The full-contact padded weaponry package is stuffed full of tools and programs designed to enhance the staff’s education and training comprehension. Remember, if the students see a strong school and staff they will want to duplicate the same in themselves.

These programs contain skill-building information on everything from the first 5-stroke form to how to run a tournament. Distribute written text and videotape to you student base and staff.

Full-contact padded weaponry programs add tools you will want to use in every phase of your schools curriculum. Its simple to understand, simple to use, and an excellent avenue to polish your students rhythm, balance, speed and power.

Have you ever visited a school that uses full-contact weaponry? These programs offer teaching aids to supplement and enhance the staff and school. A weaponry program

offers written text, videotapes, games, and how to do weaponry. Accompanying these programs are detailed focus points specifically designed for children.

Summer camp planning for padded weaponry offers a exciting way to conduct a summer camp for fun and profit.

Helpful hints (to get started on time)

- 1) Don't wait to plan, do it today.
- 2) Read and view all padded weaponry programs and information.
- 3) www.actionflex.com

To get the most out of the materials we suggest you share it with your staff. Watch your staff point out the techniques and teaching methods. All martial arts and self-defense has in its curriculum an area on weaponry. Techniques and defense against weaponry. How to defend against a razor sharp sword to a staff whizzing down on your head. Therefore, incorporating a padded weapons program in your curriculum is a natural.