

HOW TO MAKE
MONEY
WITH YOUR
MARTIAL
ARTS
GYM

EVEN IF YOU HAVEN'T WON ANYTHING YET

PAUL HALME

HOW TO MAKE MONEY WITH YOUR MARTIAL ARTS GYM

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This book is dedicated to my litter sister Jane Halme Larson.

*She died way too young, aged just 34, leaving two
small children.*

*She is a constant reminder to me to live my life and
not take things so seriously.*

*When this book got hard to write, I would think of her and all
the dreams she had that she never got to experience.*

*She reminds me that every day I can breathe, see my kids and
kiss my wife is a win.*

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After my family there are some amazing people in my life who pushed me to share my message. Travis Lutter, my best friend who supports me in all of my crazy ideas and pushes me. Dan Meredith, who told me I had to write this book and share my systems. All of my students at Peak Performance MMA, who push me to make the gym better and not just a place about money, but family. My students who have become instructors, it's like watching my kids grow up – you push me to get better.

Finally, this book would never have been completed or been so good without my publisher Colette Mason. She kept me on schedule and when I would get burned out she would push me to keep going. Also a big shout out to my editor Greg Fidgeon whose eagle-eye over my final draft and made sure it was ready to share with my readers.

To all of these people, I am so grateful.

FOREWORD

Are you f*cking kidding me..?’ That, was one of the first things I uttered to Paul on our initial coaching call.

Now, before I go on to explain why this book could perhaps be one of the most powerful in your collection – let me give you a brief background on myself.

My name is Dan and I’m fortunate enough to own a variety of offline and online businesses, be a two-time bestselling author and have one of the most popular groups for entrepreneurs in the world.

I am also very fortunate to mentor Paul.

Now, there is one very good reason you should a) read this book cover to cover – and make notes and b) implement everything Paul says.

Why?

Because unlike many in the MMA/fighting arts space, Paul does not have a UFC career under his belt. He hadn’t won anything when he was building up his gym from scratch (although he did go on to win a Masters BJJ World Championship in 2014 – 11 years after opening his gym).

But he has built a multiple six-figure empire in the BJJ/MMA space that not only allows his athletes to achieve great success but Paul himself has a life. Seriously, an actual life.

Unlike many in MMA gym owners who rely on their name or accomplishments to try and get business, Paul has learned the hard way what works – and what doesn't.

The sad fact of the matter is so many martial arts gyms close every year. All those dreams... all that hope... all that money invested... all the time that can't be brought back. Gone.

Paul can show you step-by-step how not to be one of the gyms that takes someone's passion and ultimately ends in failure, but instead have a thriving community of athletes who not only love you and your work... but pay the bills and more too!

In closing, if you are passionate about your sport but maybe think you are not a big enough name to 'make it' - I'm going to call bullsh*t on that. And if you want the 'edge' over your competitors its simple:

Ditch any preconceived ideas or ego. Read this book. Implement. And thank Paul later

Good luck

Dan Meredith

P.S. Why did I say, 'Are you f*cking kidding me?' the first time I spoke to Paul? Simple. Because he wasn't sure if people wanted to know what he wanted to share. And that's why you are reading this book right now. I may not be as tough as Paul but I'm a brutal coach – and a little bit of tough love isn't bad, is it? Ha.

INTRODUCTION

ABOUT ME

My name is Paul Halme and I opened my gym in 2003 as a brown belt in Brazilian Jiu-Jitsu with zero students and tried everything to get my gym to work. Lots of trial and error with so many ups and downs – but it was the best decision of my life.

When I opened my gym I was a nobody who had done nothing in the martial arts world. I was competing and training hard but not winning anything. This was a big risk to take but it felt right. I really loved teaching more than competing.

I was holding myself back because in my head I was no one. Then years later I learned that nobody cares about that, it's all about what I could do for them.

I had so many excuses why my gym wasn't making money. I hadn't won anything, I couldn't afford to spend a bunch of money on marketing. So and so is part of a big affiliation.

The first two years were so hard. I wish I would have had someone to help guide me on the journey and point me in the right direction. I had no idea what I was doing. I would put out yard signs and hope people

would call. I kept working my corporate job as a stockbroker to fund my little school. This made for some really long days with a wife and two small kids at home. Without this stream of income, my school would have gone under in less than 12 months.

After two solid years of working at the gym, I was getting lucky and my gym was growing. I am a numbers guy and set up a plan to leave my good paying job once I knew I could pay all my bills.

I knew my broker's license wouldn't expire for two years so I could always go back. It was a bit of a safety net. My wife and I talked about it and we decided it was time for me to run my school full time.

In my fourth year, I was making progress but needed help. I went to a fitness business marketing event hosted by Bedros Keuilian. It was an amazing eye-opener. He opened up spots in his mastermind and I jumped all over it. Bedros was my first business coach.

I will never forget calling my wife and telling her I just threw down \$10,000 on my credit card for a coaching program that we couldn't afford yet but I promised her it would work. I was not looking forward to the conversation when I got home and hoped to still be married when I got back. I am happy to say that I got to keep all of my body parts... Bedros taught me about direct response marketing, systems and internet marketing. I took what he used in the fitness industry and tested it, adapted it, tweaked it and refined it until I created my own systems for my martial arts gym.

Now we were off to the races. My systems transformed my gym and the school was busting at the seams. So I did what any lunatic would do and I decided to open three more. I bit that off way too soon but it was a good learning experience.

My next business coach was Lloyd Irvin Jr. He taught me how to get my gym to a level I never imagined. The copywriting and internet marketing I learned was legendary and got me into information products and DVDs.

Then I studied under Ryan Deiss, Frank Kern, Dan Meredith and Mitch Miller. I never stopped learning and still belong to various masterminds to improve my systems. This is what I will pass on to you.

Now the gym was profitable enough to let me travel all over the world training and competing. I had unlimited vacation days... lol. As I improved my systems, my gym became more and more profitable.

This was a big turning point for me. My school was running on all cylinders and I could finally train as much as I wanted to and chase some competition dreams. This culminated in me winning a Master No Gi World Championship at black belt!

WHO THIS BOOK IS FOR

This book is designed for anyone who wants to run a profitable martial arts gym. I am not too focused on having a mega-million dollar outfit. I chased that for a few years and I got lots of headaches and health problems. I did not enjoy that quality of life.

This book is for people who have a gym or MMA success, but perhaps not both right now.

Even though you have a gym, do you feel like people won't train with you because of your lack of MMA credentials?

Maybe you are a regular MMA person with a gym who has won a few things but nothing big. This is the spot I found myself in for years. But

with the right marketing, you can amplify your position in your community and build a really successful gym.

Perhaps you are successful in MMA and looking to run a school?

Then this book is for you. I will guide you through the steps and systems to run a successful gym. You are going to blow it up when you try out these ideas.

WHY I WROTE THIS BOOK

I wrote this book for two reasons. Firstly, to document my crazy journey for my friends and family. The second is to help as many people as I can to run profitable martial arts gyms.

There is nothing worse for me than seeing gym owners struggling and knowing that if they would just implement a few of my systems then their lives would be changed forever.

Most unsuccessful owners don't know how close to success they actually are. Just a few changes and implementing a few systems is all it takes.

I know lots of good instructors who are afraid to put themselves out there for various reasons. They could make a huge impact on their family's lives and everyone in their community.

Get out there and grow your gym.

If I can help a few people avoid the hardship I went through for three long years and move them into the role of successful gym owner, then this book was worth all of the hours I put into it.

WHAT THIS BOOK COVERS

Over the next 11 chapters we are going to go over what you need to focus on to grow your martial arts gym. Since there lots of disciplines in martial arts – Karate, Jiu-Jitsu, Muay Thai, Krav Maga and more – to keep it simple, I will refer to all these types of a facility as MMA gyms.

1. WHY DON'T MMA GYMS MAKE MONEY

Many MMA gym owners set up their facilities with high hopes for the future, only to end up facing mounting debts and disappointment.

We will get the heart of why your gym is struggling by using a detailed set of questions to pinpoint exactly where things are going wrong.

It's a tough love chapter but will be the foundation of getting your gym back on track.

2. DEFINE YOUR MARKET

All successful gyms have worked out how to make their facility appeal to a specific set of students in their local area.

The first step on attracting those people to join your gym is to know who they are, what they are like as people, and what they want to achieve.

You will learn the process that I used to profile my ideal customers and make sure my website and my advertisements make a compelling offer to them.

3. WRITE A CLEAR AND COMPELLING MESSAGE

Once you know who you want to attract, the next step is working out how to tell them clearly how you can help them so that prospective students are itching to join.

You will learn the structure you need to use, including killer headlines and tempting bullet points that quickly explain to people what's great about what you do.

This system will work on your website, your flyers, your advertising and your face-to-face consultations.

I'll also show you how to test your messages so you can refine them and make them better still over time.

4. HOW TO SHARE YOUR MESSAGE

This is where it gets fun! You put in the work defining your market and message, now it's time to deploy it to your prospects via your medium of choice.

Most people do this backwards and spend all their time working on the media, but end up sharing a weak and poorly targeted message – and then complain that advertising doesn't work!

I will teach you some paid and free methods you can use to tell people how great your facility is, so no matter what your budget is, you will be able to get more people through the door!

5. HOW TO CREATE A PROFITABLE WEBSITE

Your website is the focal point of your brand. This is where people will look to get more information on you and your gym.

Prospective students will always want to check you out on your website. After seeing an ad, driving by your gym or seeing a flyer, they will usually dig in to discover more of what you are about. Your site needs to look good, be useful and up to date.

Again, I will show you some free and paid methods to make sure you can act on this advice. Your website should be capturing leads to bring you in more business and not just looking nice.

I'll also share some tips on how to plan your website revamp to make sure you do it as quickly and easily as possible.

6. HOW TO HAVE A GREAT FACILITY

See how we are moving your prospect down the line to become a student? Let's look at what it takes to have a great facility that welcomes people.

Do not overlook this like many gym owners do. Yes, you want nice mats and equipment but that is just the start. The ambience matters too.

You know the saying that you only get one chance to make a first impression? Well, it's true. How welcoming is your gym? Does it smell good? Do you touch up the paint and replace broken items regularly? The best feeling is when people on their first visit tell you, "This is way nicer than I expected".

I have ended up running a bunch of gyms in the past, and without some solid systems that made things run smoothly I would have collapsed under the stress. I'm going to give you those systems so you can get your life back too.

7. HOW TO HAVE GREAT STAFF

This is critical as you grow your gym. You need good people to help you because in the long run, you can't do everything on your own.

Your staff members are the people who represent you and your gym's brand and core values. A lot of times they are the first person your prospects will meet.

I was a jack of all trades when I first opened my gym. I unlocked the doors in the morning and locked them at night – and everything in between those two jobs was done by me. That's OK when you're starting out, but eventually it becomes exhausting and stops you from progressing.

Most business owners would love to clone themselves and have the duplicates run the business. Of course that is a dream, but with some good instructions, processes and guidance, you can come pretty damn close to the dream.

8. HOW TO HAVE HIGH CONVERTING INITIAL CONSULTATIONS

Thanks to the research you've put in to defining your avatar and your message, you can now hook prospects with your attention-grabbing headlines, persuade them that you are the go-to gym for their requirements with your copy, and encourage them to contact you to book their consultation with your compelling call to action.

Now you get a chance to show them, in person, that your gym is the right fit for them and will deliver the results they are looking for.

The rate at which you can convert those visitors into paying members is one of the most important numbers that you have to track for the success of your gym.

You will learn my 10-step process that converts a visitor into a paying member – even if you suck at sales.

9. HOW TO MAKE MORE MONEY

Now you know how to turn your gym's finances around, we'll look at ways to make even more money and boost your profits.

The most obvious way to make your gym more profitable is by getting more customers through the doors, but there are other techniques you can use.

It is hard work bringing in new students only to see them leave the following month. You need ways to make them stay in the long term, so I'll share my killer techniques for doing that.

10. HOW TO TRACK KEY NUMBERS IN YOUR BUSINESS

Numbers can be boring and nobody really likes math (lol!), but do I love money math.

Make this a game and try to get a better score each month. Then watch your school and bank account grow.

When people hire me to help them with their gym, they usually don't know the key numbers that I need to help them. This is the reason why they are struggling and not growing as fast as they want. It's so simple, yet it's a task that so often gets neglected.

Many gym owners roll their eyes thinking about numbers, so I have built you a tracking spreadsheet that does all the calculations and monitoring for you – you just need to type stuff in! I can't make it any easier!

11. DO THIS STUFF!

Just reading this book is not going to fix the issues you face. To grow your business you have to implement everything I have taught you. Start

and then progress one step at a time. Don't let it overwhelm you. Start off very small with one task and then add another and another.

Soon you will have a beast of a gym running smoothly. But you need to take action using the information I have shared with you.

HOW TO USE THIS BOOK

This book is based on the system I used to turn my business around and you need to follow these instructions to get the most out of it.

Go through this book in order. Each chapter builds on the previous one, so if you skip bits then the system won't work. By following each step consistently, you will have a solid plan to drive your gym to the next level.

Similarly, each exercise in this book is designed to help implement my proven process. Make sure to do them all so that you know your gym is running at optimal levels. Some of them will be one-offs, but others need to be revisited on a regular basis, such as tracking your numbers.

A lot of resources have been included, such as template advertisement flyers and "swipe files" I use to market my gym – make sure you use them.

Finally, the free strategies are not optional if you have money! Even if you have a bunch of cash to spend, implement the free strategies as well to build a solid foundation for your gym.

Using a mix of free and paid strategies minimizes your risk of relying on only one system to attract and retain customers.

LET'S GO

We are going to kick this off by talking about why a lot of MMA gym owners do not have business success and how to fix that!

BOOST YOUR PROFITS AND REDUCE THE STRESS OF OWNING A MARTIAL ARTS GYM

Discover the simple systems you need to grow your facility and regain your freedom

Are you struggling to establish yourself as a recognised martial arts school in your area? Find yourself doing all the work in your gym all day, every day without the reward? Want to get rid of the headaches and get your life back?

This book will teach you the methods that turned my average gym into a mid-six-figure business with two affiliate facilities and more on the way. More profitability and more time to do the things you want.

You will be shown:

- why many MMA gyms don't make money
- how to define your market and how to speak to them
- how to boost profitability through your website
- the simple steps to building a great facility and team of staff
- how to convert more prospects into customers
- how to make more money

Using my techniques to hone your systems and marketing, you can amplify your position as the go-to gym in your community and build a really successful business.



Paul Halme is a 3rd Degree Black Belt Brazilian Jiu-Jitsu World Champion and the founder of Peak Performance MMA in Keller, Texas. The former Wall Street stock broker is also a serial entrepreneur, author, speaker and martial arts business coach.