

Whether you're an ardent fan of the X-Factor or whether you're yet to take the plunge of visiting one, we bring to you some quick and valuable strategies that participants at the recent X-Factor are planning to implement in their schools.

# Take Aways

From

the Recent

# X

# Factor

# The New Jersey X Factor

Held at Art Beins Karate Institute | Facilitator: Ned Muffley | Host: Art Beins



## Take Away 1

### Fortune Cookies

CDR Ned mentioned an idea of promoting our school with fortune cookies, which is a great idea. I went online and found two sources for getting fortune cookies and will use this during our “Karate Kid” promotion at local theatres. We can put our own messages in the cookies; 500 cookies cost about \$50, which is almost like the cost of business cards!



—**Tom Hould**  
Kaizen Martial Arts

*Tom Hould flew 3,000 miles across the country to be in Art Beins’s X-Factor.*





Next season's cast  
of Jersey Shore



**Take Away 2**

**Buddy Passes  
Stapled Onto  
American Flags**

What we are going to implement are the Buddy Passes for two free weeks, which we are going to attach to American flags. I'm going to see if we can get our school involved in the Memorial Day Parade. We are looking at getting the flags from the Oriental Trading Company, and we'll staple the Buddy Passes onto the flags. Nobody would consider throwing away the American flag!

I'm also considering implementing Keith and Debbie Thompson's idea of the Valentine's passes which were stuck on to lollipops. So next year we'll approach our local bank that we already have a relation with and donate the candy that they put out for people... along with information about our school.

—**Jerry Fatjo**

Fatjo's Martial Arts Center





# The Tennessee X Factor

Held at Bushido School of Karate | Facilitator: **Bill Taylor**



Can you feel the "Southern hospitality?"



## ↓ FEEDBACK

Michelle and I enjoyed the meeting and got a plethora of new ideas for low-cost marketing. I think that was a day well spent! ... We hope to come back to [Bill Taylor's] school again sometime and spend more time discussing their programs, marketing, etc. The trip to Keith and Debbie's school really helped us tons, and so did the trip we made to Kathy Olevsky's school last year. Each trip brings a wealth of new knowledge and ideas for us. They are making me a raving fan of EFC.

—Jerry A. Chenault





## The Ontario X Factor

Held at **Robinson Karate School** | Facilitator: **Chris Robinson**



'O' Canada!



### Take Away 3

## Four-Month Timeline

I was at Debbie Thompson's seminar at the last Summit when I first heard about the organization method that they use. This time, I was very impressed with the format that Bill Taylor showed us, which was very easy for me to grasp. We've got our 12 folders and are starting to layout what's coming up in the months ahead. This will take some time to implement, but it will be a big improvement for our systems.

—**Michael Franzen**

Maududo Federation



I have a list of about 12 things that I need to implement in my school, in terms of marketing, taking advantage of the release of "Karate Kid" phenomenon, printing out cards for Mother's Day. Probably the biggest thing I took away was that I need to plan things earlier—three or four months ahead of time, and I need to start promoting it to my students three weeks ahead of time to get a good response.

The X-Factor was a great opportunity to network. Yesterday I was on the phone with Tom Hould, and we spent about 30 minutes talking about different ideas.

—**Dr. Frank LoPinto**

Kaizen Martial Arts of New Jersey

# The California X Factor

Held at West Coast Tae Kwon Do | Facilitator: Teri Lee

Hollywood stars say hello



Erick & Divina Bonifacio and Company

## Take Away 4

### Getting Into the School System

At the end of the X-Factor session, when we opened up the seminar for a Q&A, I asked the attendees what they would like to learn before they left, and the subject they were most interested in was how they could get into the school system and thereby become community leaders. Our school is already involved in all of our local school systems, and so I was able to give them guidance on this.

What the attendees also took away was the ability to network with other owners nearby, strategies on improving retention and new marketing ideas, especially concentrating on back to school.

Subsequent issues of the Eagle will delve into greater details on how to infiltrate the school system.

—Anthony Arango

The Martial Arts Institute

## Take Away 5

### Social Media

What I took away was that I need to be on Facebook. I flew back home on Friday, and on Saturday morning we signed up for Facebook and LinkedIn. We are going to add photos and videos to our page. This is now another important way that people connect with each other and reach out. Also, we must educate and entice them into coming to our school. So say if I were to put out a question like, “Any suggestions about what to do with a hyperactive six-year-old? The first five people with answers will get a week of free classes at my school.” The great thing about Facebook is that if I have 10 friends, and if each of them have 10 friends, I can have access to 100 people whom I can entice into coming into my school. It’s more than an electronic advertisement avenue.

—Morris Lawson

Barrington Martial Arts

A take away is social media, though we are into it quite heavily already. We have gotten about 20 new students in the last two months through the steps we’ve taken with social media. Social media enhances personal contact. If a student has missed a class, you can talk to them on Facebook and ask them if they’re okay!

—Lloyd Gardner

Lloyd Gardner’s Karate





# The Maryland X Factor

Held at Tristar Martial Arts Academy | Facilitator: Keith & Debbie Thompson



Maryland minds at work



→ FEEDBACK

First let me say 'thank you' for hosting the X-Factor. It was great! I can't wait to attend the Summit. I wanted to share with you a success that I've had this week thanks to Keith Thompson and the X-Factor. I have 21 active students and this week alone I had three people come in the door after seeing the sign. I booked them for a first class at that moment, and they came back an hour later and took a group class. By the end of the class, the parents had money in hand and signed up. So three new students this week. It's been great! I want to thank EFC and everyone at Tristar for your advice and support.

Why did I wait so long to join EFC? Why did I wait so long to attend the X-Factor? Summit 2010 I can't wait!

—Thomas Keen, Keen's Martial Arts Academy



# The California X Factor

Held at U.S. Black Belt Academy | Facilitator: Ivan Kravitz



Beauty from Southern California!



## Take Away 6

### Kohai Parties / Victory Parties

I must say that I absolutely love this program. Chris Robinson did an outstanding job in explaining the program [to the facilitators] in a very easy to understand way. That alone made the trip to Arizona worthwhile and valuable. Great job! It was well received and surprisingly many in the group had already done a form of

this. However, it was a great reminder and gave some good insights on how to make it better.

—**Garland Johnson**  
Universal Kempo-Karate  
Schools Association





## The Arizona X Factor

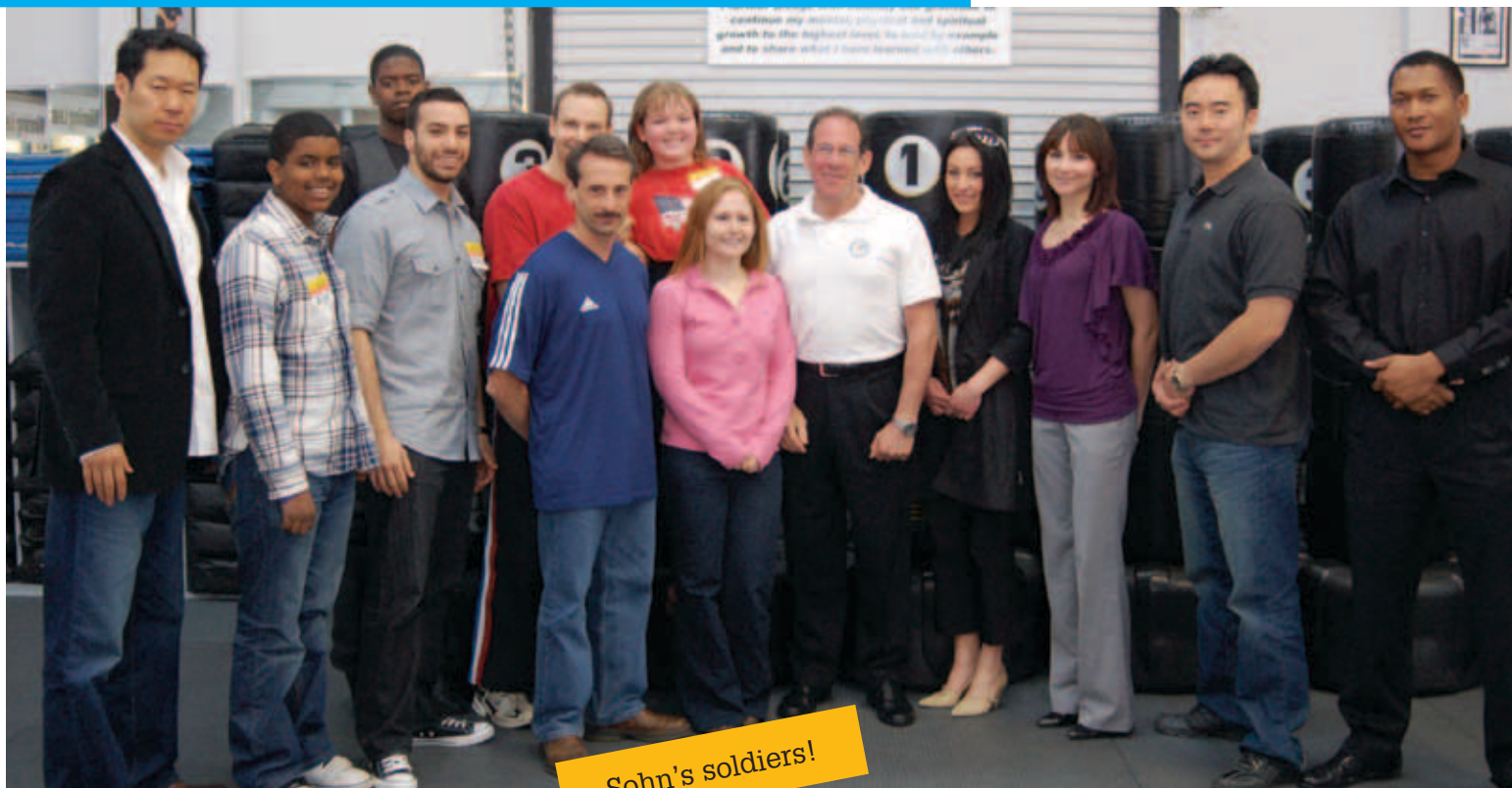
Held at DePalma's Team USA Martial Arts | Facilitator: **Garland Johnson** | Host: **Fred DePalma**



A Desert Storm coming your way

## The New York X Factor

Held at Jujitsu Concepts/Krav Maga | Facilitator: **Stephen Sohn**



Sohn's soldiers!



## The Texas X Factor

Held at Meyerland Martial Arts Center | Facilitator: Mike Nebgen



## The New Hampshire X Factor

Held at Tim Barchard's Professional Martial Arts Academy | Facilitator: Tim Barchard



### ↓ FEEDBACK

Having only recently come on board, Saturday's X-Factor meeting with Tim Barchard was the first EFC event I had attended. I am happy to say that it was exceptional—packed with practical information and strategies that I am confident will translate to immediate results for my business. I am already at work today implementing several of the promotions we discussed!

—Stephen Whittier, Nexus Martial Arts

New horizons in  
New Hampshire



Don't mess  
with Texas!



**Take Away 7**

**Longer Summer Camps**

The networking and sharing of ideas was great. The Chairman always says, "The rising tide lifts all boats," and this was a perfect opportunity for this. Plus we got some gold nuggets to take away.

We do a one-week summer camp, but Art Beins does it for the whole summer and is getting great revenue. Right now we are looking at some dates in August and adding some more weeks to the one-week we already do.

I was also impressed with Art Beins' school. Everything looked top-notch... the color scheme was well thought out, and you could eat off the floor.



—Eric Colon

Tong Dragon Mixed Martial Arts, New Jersey

We have a summer program at our school already, but what we got at the X-Factor were some new twists and strategies that we are going to implement in our school. We are also going to strengthen our social media presence.

—Paul Byars

Gary Steele Karate



**Take Away 8**

**Saw A New Idea And Implemented It**

The camaraderie at the X-Factor was superb. And Ivan is a great guy. He invited me to come up there again. I really want to establish a relationship with him, because of his stand-up persona.

When I was down at Ivan Kravitz's school, I saw something really cool. There were these plaques on his wall in his training area with stars... for reading a book, for enrolling someone, etc. I took this concept back and created a black belt excellence program, with stars for reading a book, for enrolling somebody, doing chores, doing community service, etc. Once a student gets five stars, they get a "storm patch" and become a "role model." This makes them eligible to get a \$200 certificate for merchandize at the school's proshop. Everyone in my school is pumped up about this. I've already enrolled two new students because of this program.

—Cosmo Bisazza

Protec Martial Arts

**Take Away 9**

**"Karate Kid" Promotion**

What I took away from the X-Factor was the promotion during "Karate Kid." We are going to push real hard with the local theater here. We are also going to do more themed Buddy Days."

—Larry Schutz

Wado Karate Center





## The Colorado X Factor

Held at Peoples Kenpo Karate | Facilitator: **Garland Johnson** | Host: **Chuck Cordova**

A Rocky Mountain high!



### FEEDBACK

The X-Factor was very motivating for me and my staff. Professor Johnson is an amazing person and I really took in all he had to share. The topics were great and we've already started implementing some of the things that were discussed. My team and I will continue to study our notes and continue to make our school better!

—Chad Jones,  
DePalma's Team USA Martial Arts

## The New York X Factor

Held at The Martial Arts Institute | Facilitator: **Anthony Arango**

Don't tango with Arango

