



Starting and Running Your Own Martial Arts School

By Karen Levitz Vactor, Ph. D. Susan Lynn Peterson

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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.

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Editorial Review

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.

Users Review

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