



Successful Moo Duk Kwan® School Ownership



Managing & Growing Schools to Spread the Art



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1 Executive Summary

The strength of the art resides in the local studios and the instructor's ability to educate, motivate, and inspire students. The art is at its strongest when it expands and maintains the Five Moo Do Values for generations to come. The philosophy established by the Founder and maintained by our current Kwan Jang Nim has everything we need to be successful as studio owners. The application of our philosophy in a business context will help current and future studio owners be successful business operators and thereby grow the art. The philosophical foundation that will serve in this guide is Mission 2000:

1. Human Relations
2. Moo Do Organization
3. Administration of the Organization
4. Members Organization
5. Financial Stability

From a high level perspective, our Art is a services based organization. The quality of our services with the art is unquestioned. Practice and study of the art helps its members to improve overall quality of life and improved human relations. As studio owners we should look at how we run the Do Jang as a service for the betterment of the members. Maintaining the highest quality service to the members and differentiating ourselves from other services based organizations will make the studio successful.

The content found in this guide summarizes what we have learned during the President's Vision Tour, the Personal Vision Tour, and the START program. Namely that we practice and teach a unique martial art that delivers higher value than just physical exercise and that we as studio owners should be an active member in the community sharing the art to benefit others. This guide will support you in your goals to successfully share the art and create a career as a Soo Bahk Do instructor.

1.2 Human Relations

From a business perspective, Human Relations is how you maintain the lifecycle of the instructor-student relationship. The start of that lifecycle begins with how you determine who your potential student population is, continues with the first interaction with a potential student (through advertising, phone calls, walk-ins), and progresses as a student enrolls and trains, then leaves the studio.

1.3 Moo Do Organization

A Moo Do Organization within the studio delivers a high level of professionalism as a business operator while maintaining the Moo Do aspects of the art. A studio owner's services are Moo Do based, and as the studio owner you are the CEO, CFO, CMO, and CTO of a thriving business.

1.4 Administration of the Organization

The administration of a studio includes the physical set up of floor space, recordkeeping, structure & timing of mailing to students, testing processes. Disciplined administration of your studio will have a positive impact on financial stability and human relations.



1.5 Members Organization

The members are the heart of the studio and the art. It's important that we as studio owners see the members as vital to the success of the art and the studio's business. Treating the members with respect and delivering the highest quality of services helps to retain students in the long term.

1.6 Financial Stability

Running a successful business and being financially sound as a studio owner keeps the doors open, and allows us to continue to spread the art to the community. This section will focus on how to set prices for services, how to manage the P&L, choose the right insurance provider, and how to pay your staff.



2 Human Relations

2.1 How to Know Who Your Potential Students Are

2.2 Marketing & Recruiting of New Members

2.3 Enrolling New Students

2.4 How to Manage Phone Calls

In a highly competitive market it's critical that the first connection made with a potential student on the phone is managed well. People who call the studio are looking for a reason to sign up and start training (aside from potential competition calling), otherwise they wouldn't be calling. First it's important to pick the phone up. In today's environment potential students may have a list on the internet of studios and are just going down the list making calls hoping to have someone pick up the phone. It's highly recommend to take advantage of the latest in telephony technology to have call forwarding to a business cell phone so that you can pick up when the call comes in. If that's not possible there should be at least a very professional message greeting potential students. For instance –

“Thank you for calling Springville Soo Bahk Do Academy, helping students build fitness, confidence, discipline, and respect for the past 15 years. We're currently instructing classes or are unavailable at the moment. Please leave your name and phone number and one of our staff members will contact you shortly. Have a great day.”

It's important that messages are checked regularly in order to quickly return calls and make a connection with a potential student. When you do interact with a potential student on the phone, you must have a student information sheet to guide & direct the conversation and take important information which will help manage the process professionally. A predefined form helps create consistency in dealing with people on the phone (and in person) and support a standard operational processes for all your staff members. One example of such a form is shown below:



Studio Address
12345 S. 70th St.
Springville, TX 75206

DATE: _____

TIME: _____

CALL TAKEN BY: _____

CALLER NAME: _____

CALLER PHONE #: _____

CALLING FOR: SELF HUSBAND/WIFE CHILD FAMILY

AGE (S): _____

REFERRED FROM: _____

HEARD ABOUT US FROM (Internet, Fliers, Drive By, Friend): _____

PREVIOUS MARTIAL ARTS EXPERIENCE: YES ___ NO ___ YEARS EXPERIENCE: _____

DESIRED RESULTS AND OUTCOMES FROM TRAINING: _____

FIRST LESSON DATE: _____



2.4.1 Information Call – Telephone Process

The following phone script is an example of how to interact with a potential student:

“Hello. Springville Soo Bahk Do Academy, how may I help you?”

“Great, my name is _____. Who am I speaking with?”

“Are you looking for yourself or for someone else?”

If for the caller – “Great! How old are you?”

“That’s a great age to start.”

If for someone else – “Who?”

“How old is he/she?”

“That’s a great age to start.”

“Did you hear about us from one of our current students?”

If Yes - “May I ask the student’s name?”

If No – “Did you hear about us on the internet, a flyer, or some advertising?”

“Have you/he/she taken a martial art before?”

If yes – “What style?”

“Where did you/he/she train?”

“How long did you/he/she train?”

“Did you achieve a belt rank?... Congratulations!”

If no – “How long have you/he/she been thinking about taking a martial art?”

“If you don’t mind me asking, what specifically do you want [your child] to accomplish with a martial arts program?”

“That’s great. A lot of our students enrolled for that same reason.”

[insert content on the programs and approach]

[how to manage people calling for just pricing]

2.4.2 Non-committal objection

“I can appreciate [reasons]. And what I would like to suggest is that we go ahead and schedule a tentative time, then you can get back with me.”

“The reason I say this is because your first lessons is by appointment only, and our schedule gets pretty booked up.”

“This way, if the time works, I will have already booked off time for your lesson. The next times I have are _____ or _____. Which is better for you?”



2.4.3 Handling Price Questions

The reasons people call up pressing for class pricing is normally two-fold:

1. The potential student doesn't know what to ask, and think going the cheapest route is the right approach
2. The caller may be from a competing martial arts studio and is checking on your phone skills, rates, and your professionalism.

For either of these potential reason, don't just blindly answer the question with "classes are \$100/month and we have 20 classes per week you can attend." Answer the questions they SHOULD be asking. For instance:

"Hello _____. We have a variety of programs for people with different budgets and goals. Our tuition rates are both reasonable and competitive. Let's go ahead and set up a free trial class and give you a tour of our facility and then sit down to discuss and answer all your questions in detail. What day is best for you, the beginning of the week or the end? I have _____ or _____ times available?"

If they keep pressing for price ranges, reply with

"I fully understand the need to understand what type of price ranges we offer. Our programs range from \$99 to \$250 per month depending on how much to take advantage of the programs and facilities. Now, let's go ahead and schedule your free trial lesson."

2.4.4 Confirming Appointments

Each appointment that's made for introductory lessons or private lessons should be confirmed the day prior, much like any doctor's appointment, dentist appointments, etc. Until the student walks in the door for the first time, **these phone conversations form the basis of establishing human relations and the student/teacher relationship.** Professionalism and a positive attitude should come through the phone to the student. The following telephone script will walk through the proper process.

The Day Before

"Hello, is _____ there?"

"_____, this is _____. How are you doing tonight?"

"_____, I'm calling to confirm your lesson with us tomorrow night at Springville Soo Bahk Do Academy, and I want to go over a few things with you beforehand."

"First, do you have directions to the Academy?"



“When you arrive to the Academy, I’ll make sure we meet. I’ll bring you on a tour of the Academy, and then take you through your first lesson, so you’ll know exactly what the Academy has to offer.”

“Now _____, I don’t know how serious you are about getting involved in a martial arts program, but after the lesson, if you think you’d like to continue, I will go over all the programs we have to offer.”

“ _____, if for any reason you’re not able to make your first lesson, please give me a call, because we teach first lessons by appointment only.”

“Do you have a pen or pencil? Please write down my number if you need to reach me. I look forward to seeing you tomorrow at _____ o’clock. If you’d like, you can drop by a little early to look at the facilities before we get started. And please remember to wear loose fitting clothes for your lesson. Thank you and have a great evening.”

15 Minutes after missed appointment time

“Hello, is _____ there?”

“ _____, this is _____ from the Springville Soo Bahk Do Academy. How are you today/tonight? Is everything okay?”

“I’m glad I caught you. I was looking forward to our first lesson together at [time].”

“ _____, this happens a lot at this time of year. However, you’re in luck. I have two openings this evening/tomorrow, one at _____ and one at _____. Which is better for you?”

“ _____, do you have directions to the Academy?”

“I look forward to seeing you at _____. Drive safely. Good afternoon/night.”

Day after missed appointment – reschedule

“Hello, is _____ there?”

“ _____, this is _____ from the Springville Soo Bahk Do Academy. How are you today/tonight?”

“I was reviewing my schedule from last night, and I see we missed your first lesson.”

“ _____, this happens a lot at this time of year. However, you’re in luck. I have two openings this evening/tomorrow, one at _____ and one at _____. Which is better for you?”

“ _____, do you have directions to the Academy?”



“I look forward to seeing you at _____. Drive safely. Good afternoon/night.”

2.5 How to Manage Walk-Ins

Establishing a good connection with a potential student starts with your physical appearance, continues with your non-verbal communications, and ends with how you interact verbally. You should either be in business casual attire or in your do bok at all times while in the studio. Your attire should be pressed, neat, and well kept (which includes your dee not being frayed, patches sewn on well, rockers in place, trim not faded/frayed). Greet **everyone with a smile, look people in the eye, and start with a firm handshake.**

2.5.1 Active Listening

Sincerity is the foundation of a strong student/teacher relationship. An effective leader/Kyo Sa/Sa Bom carries weight/heaviness in action (Moo Gei). Sincerity begins with active listening to those around you. Listening is not the same as hearing. Hearing refers to the sounds you hear, whereas listening requires more than that – it requires focus and intent (Eui Do). Listening means paying attention not only to what the students is saying, but how it is said, the use of language and voice, and how the student uses his/her body. In other words, it means being aware of verbal and non-verbal messages. Your ability to listen effectively depends on the degree to which you perceive and understand these messages. The following principles of listening should be considered and practiced in the studio:

1. **Stop Talking** - Don't talk, listen. When somebody else is talking listen to what they are saying, do not interrupt, talk over them or finish their sentences for them. Stop, just listen. When the other person has finished talking you may need to clarify to ensure you have received their message accurately.
2. **Prepare yourself to Listen** - Relax. Focus on the speaker. Put other things out of mind. The human mind is easily distracted by other thoughts – what's for lunch, what time do I need to leave to catch my train, is it going to rain – try to put other thoughts out of mind and concentrate on the messages that are being communicated.
3. **Put the Speaker at Ease** - Help the speaker to feel free to speak. Remember their needs and concerns. Nod or use other gestures or words to encourage them to continue. Maintain eye contact but don't stare – show you are listening and understanding what is being said.
4. **Remove Distractions** - Focus on what is being said: don't doodle, shuffle papers, look out the window, check your phone or similar. Avoid unnecessary interruptions. These behaviours disrupt the listening process and send messages to the speaker that you are bored or distracted.
5. **Empathize** - Try to understand the other person's point of view. Look at issues from their perspective. Let go of preconceived ideas. By having an open mind we can more fully empathise with the speaker. If the speaker says something that you disagree with then wait



and construct an argument to counter what is said but keep an open mind to the views and opinions of others.

6. **Be Patient** - A pause, even a long pause, does not necessarily mean that the speaker has finished. Be patient and let the speaker continue in their own time, sometimes it takes time to formulate what to say and how to say it. Never interrupt or finish a sentence for someone.
7. **Avoid Personal Prejudice**- Try to be impartial. Don't become irritated and don't let the person's habits or mannerisms distract you from what they are really saying. Everybody has a different way of speaking - some people are for example more nervous or shy than others, some have regional accents or make excessive arm movements, some people like to pace whilst talking - others like to sit still. Focus on what is being said and try to ignore styles of delivery.
8. **Listen to Tone** - Volume and tone both add to what someone is saying. A good speaker will use both volume and tone to their advantage to keep an audience attentive; everybody will use pitch, tone and volume of voice in certain situations – let these help you to understand the emphasis of what is being said.
9. **Listen for ideas, not just words** - You need to get the whole picture, not just isolated bits and pieces. Maybe one of the most difficult aspects of listening is the ability to link together pieces of information to reveal the ideas of others. With proper concentration, letting go of distractions, and focus this becomes easier.
10. **Wait and Watch for non-verbal Communication** - Gestures, facial expressions, and eye-movements can all be important. We don't just listen with our ears but also with our eyes – watch and pick up the additional information being transmitted via non-verbal communication.

2.5.2 The Walk-In

“Hello, welcome to _____, my name is _____. I am the _____ [head instructor, assistant instructor, operations manager, etc.] here. And you are....?”

[Handshake] “ _____, it's very nice to meet you. How may I help you today?”

“Great! Do you know of any our student leaders here or did someone tell you about our school?”

[Yes] “Excellent, who?”

“That's terrific, _____ is one of up and coming leaders and is on his/her way to Dan, midnight-blue belt (similar to the level of black belt).”

[No] “How did you hear about us?”

“Is this for you or someone else?”



[Child] “How long have you been thinking about lessons for your child? What do you want your child to learn & accomplish from martial arts?”

[Adult] “How long have you been thinking about taking lessons? What do you want to learn & accomplish from martial arts?”

“That’s excellent – most of our students joined for the same reason.”

“Before I answer all of your questions and show you around our studio, could you please fill our information form? This way I can give you some reading materials about our art. Sound okay?”

2.5.3 Appointment Show

“_____, it is nice to meet you in person. And this must be _____. Hello, _____, are you ready to take your first Soo Bahk Do lesson?”

“You will do great, _____. You told me on the phone that you want _____ to learn _____ from the martial arts. You’ll see how we do this today. A lot of our students/families enrolled for the same reason. Now before we get started, let’s fill out our information form...”

[more content]

2.6 Giving the Studio Tour

[Take the future student and/or parent back to the front door]. “Now, let me teach you what to do when you enter and leave the studio. As we enter, put your feet together, hands at your side, and salute the flags. Then bow in the direction of the flags to show respect to our country and our art. Then greet the instructor with a smile, saying “Hello sir/ma’am.” Let’s do that together. “

“And when you leave the studio you’ll follow the same process of saluting the flag and bowing, while saying “Goodbye sir/ma’am” to the instructor. Let’s do that together.”

[Child] The reason you do this is to prepare yourself to be the best for class and demonstrate a leadership attitude. Make sense?”

[Adult] The reason you do this is to put yourself in the right frame of mind for your Soo Bahk Do training and demonstrate a leadership attitude. Make sense?”

“The first lesson in leadership we emphasize is discipline & respect. For discipline and respect to work here, at school, at work, etc. it needs to be used. When one of the instructors ask you to do something



and you understand, it's important to answer 'Yes, sir/ma'am.' Or 'No, sir/ma'am.' All of our instructors follow the same example in responding to the students. Does that make sense? Excellent!"

[Walking over to the flags and picture of Kwan Jang Nim]

"We have our American flag on the left to show our patriotism for our country. The Korean flag on the right is to show respect for Soo Bahk Do's country of origin."

"In the center is the Moo Duk Kwan flag. The Moo Duk Kwan flag (Kwan Gi) represents the organization or style of the martial art, Soo Bahk Do. It has both physical and philosophical significance in our training"

"Translated literally, Soo Bahk Do means "Hand Striking Way" and Moo Duk Kwan means "Institute of Martial Virtue". It is the scientific use of the body in methods of self-defense combined with a strict philosophy guiding the practitioner towards discovering his/her full potential."

"The pictures up on the wall are of the Founder, Hwang Kee, who passed away in 2002, and HC Hwang, our current Grandmaster and President of the World Moo Duk Kwan."

[Walk the student through the studio, showing dressing rooms, emergency exits, kicking pads, bong/danto, and merchandise materials].

2.7 Communicating the Program Options

2.8 Structure of the Introductory Lesson

The introductory lesson should be structured the same for every student so that there is a predictable set of skills established for the first full class attendance. The introductory lesson should be no more than 30 minutes in length and should be a 1:1 (or other family members). The setting should be small so that there is dedicated attention on the new student. The following key topics should be covered:

- I. Etiquette
- II. Basic Hand Techniques
- III. Stance & Walking the floor
- IV. Basic Kicking Techniques
- V. Basic Self-Defense
- VI. Class Closure
- VII. Review of Next Steps and Class Schedule

[Smile and shake hands with the new student]



“Hi _____. Good to see you this evening. Thanks for coming in. We’re going to go through your first introductory lesson. In doing so I’m going to show you the salutations, show you the processes we follow, and get you moving with your first hand and kicking techniques, and self-defense. This first introductory lesson will help you be prepared for your first class with other students.”

Etiquette

“So first thing is to salute the flags. This will allow us to enter and leave the training area. Any time we come across the training floor we salute. Turn towards the flag, feet together, and put your hand to your heart. [Perform this action with the student to create the model picture] We hold that for a moment, then hand back down to your side. Next we bow towards the flags. We put our feet together with hands at the sides, then bend at the waist about 45 degrees, then back up.”

[Motion the student over to the center of the dojang] “Why don’t you come over to this spot and face me. We start each class with an opening ceremony.” [Go through the normal class opening – Kuki Bae Rae, meditation]

“Let’s face together and bow, Kyung Ret. We do that as a sign of respect and greeting, just like we did shaking hands at the beginning of the lesson. [Bow] That’s excellent!”

Basic Hand Techniques

[Face the student]

“Ok, _____, we’re going to start with some basic hand techniques.”

“Start by putting your feet shoulder width and stand comfortably. Place your hands out front, palms up, and curl your fingers into a fist with your thumbs over the outside. Your thumbs are the major area of support for your fists. Turn your hands over. Striking area is just the first two knuckles.” [tap the student’s fist where the knuckle contact area should be]

“Pull both hands back to your sides with your palms up. We call that chamber position. Say ‘Chamber’ [student repeats]. We always start with the left side first, so extend your left hand [you do mirror image with right hand out] in front of you to make a punching position. Now we’re going to do extension and retraction. [perform punching for a 4 count, counting along with the student] Check your chamber hand so that it’s about the same height as the front fist. In middle punches we aim for the solar plexus.”

“Now raise your fist up to just under your nose level and we’re going to perform high punches. One, Two, Three, Four.”

“Let’s go back to attention position with your hands at your sides. We’re going to do our first ready position, called Choon Bae. Say ‘Choon Bae’ [student repeats]. Hands cross, step out to the left, and exhale down. We’re going to repeat that a few times. When you exhale down, make a ‘Ha’ sound. [repeat the whole process 3 times including the repetition of Korean terms].



“Now let’s repeat the punching exercise. Pull hands back into chamber. Say ‘Chamber’ [student repeats]. Extend the left hand out punching. When you put the punch out, want you to make an exhale sound like ‘chook’ [student mimics]. Every time you move you should use your breath.” [perform 3-4 punches with the student mirror image].

“When you perform two punches, you should make a ‘chook, cha’ sound [student repeats and perform 3-4 repetitions with the student].”

“When you perform three punches, you should make a ‘chook, chook, cha’ sound [student repeats and you perform 3-4 repetitions with the student]. Excellent! Shake out your arms.”

“Let’s start again from the ready position. Feet together in attention. Say ‘Choon Bae’ [student repeats]. Hands cross, foot out, exhale down. Pull hands back into chamber, Say ‘chamber’. [student repeats]. What side do we always start with?” [student says left]

[Run through single, double, triple punches – 1-2 repetitions each quickly. Emphasize the breathing.]

“Go ahead and drop that hand down to your waist level. We’re going to go through your first block, called low block. What’s this hand over hear called? [motion to chamber hand – student repeats]. Let’s bring that chamber hand up to the shoulder, and block down. Chamber hand up to the shoulder, then block down. We always start from the chamber hand since you already blocked with that low hand [demonstrate the right way then the wrong way]. [repeat this several times]. Excellent!”

“Now bring your hand into the middle of your body [ahneso pahkeuro mahkee position]. We’ll keep the terms easy for now – we had low block before, this is middle block. Hand across your body, and block around. [perform 4 repetitions].”

“Now bring your hand up above your head. We call this high block. Bring the arm across the body, and block up. [repeat 4 times. Depending on how advanced the student is you can have him/her connect elbows at preparation or not]. Excellent! Now shake your arms out.”

Stance and Walking the Floor

“ _____, now we’re going to go through your first stance and how to walk the floor.”

“Attention position. Say ‘choon bae’ [student repeats], arms cross, step out then exhale down.”

“Put your hands out in front of you like you’re riding a bicycle. We’re going to learn the first stance so we can advance. [step next to the student facing the same direction]. We always start with which side? [student says left]. We’re going to step straight out with the left leg, and bend your knee into front stance. When we advance our feet go in then back out [demonstrate the feet coming together then out sliding across the floor]. Excellent. One more time. [perform 2-3 steps].”



“Now we’re going to turn around. If I just turn my body and keep my feet in place, what happens? [demonstrate how you’re facing the wrong direction] We’re off at an angle, right? So when we turn to the rear, look to the rear, then slide the back foot over and turn around. That gives us the right width of stance. We should always be shoulder width for the stance. Make sure your knee is bent so that 60% of your weight is on the front leg, 40% on the back leg.” [walk back the other direction for 2-3 steps following the same process of sliding feet together, then out.]

“Excellent! Now look to the rear, slide the foot over, then turn around. Put your hand out in front of you in punching position, then the other hand back into chamber. Step forward 1, then punch 2. [perform 2-3 steps up performing middle punch]. Now look to the rear, slide the foot over, turn around, then extend the hand into the punch. Excellent!” [perform 2-3 steps back with middle punch, then turn back around.]

“Take your hand and drop it down low for low block. We’re going to do the low block walking. Put your chamber arm up to the shoulder, step forward, then block down. Now let’s do the other side. Chamber hand up, step forward, then block down. [perform 2-3 steps up]. Now let’s look to the rear, chamber hand up, foot over, turn, then block down.” [perform 2-3 steps back, then turn around]. Good!”

“So what was the next block we learned? [student says middle block]. Ok, so bring your hand to the middle. Same thing as before, we’re going to use the whole side of the body for the block and step, bring the chamber hand across, step forward, then block. Excellent!” [perform 2-3 steps up, turn then perform 2-3 steps back then turn.]

“Last block. Bring your hand up high to perform high block. Chamber hand under, step forward then block up. [perform 2-3 steps up, turn, then 2-3 steps back and turn]. Excellent!”

“From there we pull back to the baro position, which our ready position. Pull back, cross the arms, then breath down. Shake it out. Excellent! Feet together, and bow – Kyung Ret.”

Basic Kicking Techniques

“We’re going to go into some kicking, _____. Before we get going it’s important to be stretched and ready to avoid muscle pulls. Let’s start with 20 jumping jacks [perform with the student]. Why don’t you reach down and touch your toes with your feet at shoulder width while I go get some kicking targets.” [hand held kicking targets are best used for this exercise].

“That’s pretty good – you already have some good flexibility. Put your feet together and touch your toes [stretch with the student in front]. Now make a fist and see if you can touch the knuckles on the floor. The third one you should work on is to touch your palms to the floor. Go work on that at home – make sure your legs are warmed up beforehand with some light hopping or jumping jacks.”

“Let’s go to our ready position – say ‘choon bae’ [student repeats], hands cross, leg out and breath down with the ‘Ha’ sound. We’re going to place our right leg back with a Ki Hap. That’s the sound you



hear people make in class. Say 'Ki Hap' [student repeats, then you demonstrate a proper Ki Hap]. When we step back our hands are going to be up to protect ourselves, like this [demonstrate hand posture and demonstrate sliding back into Bal Chagi Choon Bae with Ki Hap]. Let's go together, right leg back with a Ki Hap. Excellent!"

"What we're going to do is to swing the back leg up then back down. We call this a front stretch kick. You're going to do those stretch kicks to the target I'm holding. [Count to ten, emphasizing to keep breathing out when the foot touches the target. Slowly start raising the target as the student gets warmed up.] Excellent. Can you stand up for me and see how high you were kicking. [Show the height attained and walk the target up to the student's head.]"

"Okay let's go back to the attention position. Say 'choon bae' [student repeats], hands cross, foot goes out and breath down. Let's go back with the right leg back into kicking posture with a Ki Hap – shi jok. Now we're going to switch feet with a Ki Hap, like this [demonstrate]. Now you do it – shi jok. Let's do the front stretch kick with the left leg. [follow same process as before]. That's excellent now switch feet with a ki hap."

"Next kick we're going to do is an inside-outside kick. Legs come together and draw a circle up and around [demonstrate and have the student perform with you]. I'm going to hold the target and you'll kick over it, making a nice circle. [count to five in Korean] Excellent."

"Now you're going to kick over this target and strike down on the second target with your heel. [hold one target in each hand so that the student will kick over one and come down on the other. Count to 5 in Korean, making sure the student makes contact.] Excellent. Now switch feet with a Ki Hap. Now we're going to do the same process on this side. The first five you'll kick over the target then the next five you'll kick over and strike the second. [perform same process as before. Be sure to emphasize making a smooth circle by turning the body.]"

"Now switch legs with the Ki Hap. The last kick we're going to do today is the front snap kick. Bring the back knee up, extend out, back, and down. Want you to kick the target nice and light and get a feel for the kick. [count to five on each side]. Excellent job. We're going to back to a ready position. Say 'baro' [student repeats], foot draws back, hands cross, foot goes out and breath down. Hands at the side attention position, and shio."

Basic Self-Defense

"Alright _____, we're coming up to the end of your introductory lesson. We're going to work on a self-defense grab. Say 'choon bae' [student repeats], cross the hands, foot goes out, then breath down. I'm going to ask you to reach across with your right hand and grab my right hand. We're going to expand the fingers and hand. Which is easier, to get someone to release with one finger or with four? That's right – one finger. So we're going to go our thumb over yours. Start with raising my fingers up towards your eyes [demonstrate extending fingers and pointing them up]. Now I'm going to step in with my right foot and point my elbow towards you. I'm going to use that same hand to chop up to your



neck, palm heel up to your jaw, strike to the groin, then pull back in defensive position. Then we'll both draw back into baro. Hands cross, foot out, and breathe down. We're going to do this together a few times without partner then you'll get to try with me."

[stand next to the student facing the same direction]. "Say 'choon bae' [student repeats], hands cross, foot goes out, then breathe down. Place your right hand in front of you with your fingers extended. Imagine someone is grabbing your wrist here. Point your fingers up towards their eyes. Step in and point the elbow. The other hand, bring it up to the chamber position. We're going to have an even weight distribution so bend both knees to feel comfortable. Now use the hand you just released and extend up to the neck. We call this a Soo Do. Let's do that just a few times [repeat the Soo Do 2-3 times]. We use the chamber hand to come up under the chin for a palm heel strike. Then twist the body to do the groin strike. Then pull back to the chamber. Pull back, cross the hands, and exhale down. We always come back to the ready position, much like bookends. We start and finish in ready position."

"Put your right hand out in front of you, fingers towards the eyes, step in and point the elbow, with the hand back in chamber. Hand out Soo Do, under the chin, below the belt, then retract. Pull back baro." [perform one more repetition without partner"

"Now we're going to do that same drill together. We always start with a bow, then choon bae [perform bow and choon bae]. I'm going to have you challenge me one more time so you can see it. [describe the same key points as above and demonstrate with the student the whole process]."

"Now I'm going to challenge you. [walk through the process again and have the student perform the self-defense]. Pull back, baro. Excellent! Let's try again." [have the student perform 2 more repetitions].

Class Closure

"Feet together at attention, and bow. Let's do some warm down stretches [work the hamstrings and quads]. Excellent work, _____. At the completion of class we say Kam Sahm Ni Da. [student repeats]. We finish off the class with closing ceremony. [perform closing ceremony]. The last thing we do is hold the right hand up and say 'Soo Bahk' [student repeats]. Excellent job!" [shake hands].

"We're going to finish up now. Why don't you go in the back changing room and get changed out. When you get back I'll give you a schedule of classes, and we'll schedule your second introductory lesson and start looking ahead to your first class with other beginning students."

Review of Next Steps and Class Schedule

"_____, you had an excellent first lesson! How did you feel that it went? Great! Let's schedule your next introductory lesson. I have _____ or _____ open. Would either one of those options work for you? Great! Let's look at the class schedule. Under the program you're signed up for, you can participate in the following classes... Which class do you think you'll attend first? Excellent! I'll make sure the instructor covering that class is aware and will be looking out for you. From



now until your next introductory lesson you'll need to practice what we did tonight/today at least once per day to keep everything fresh. If you need an additional resource you can go look online at the Soo Bahk Do Institute and look at the white belt materials up on the site. You have a discount code with this card for your reference [provide SBDI card]. Be sure to practice the stretching exercises we did today. You'll start increasing your flexibility when you stretch before and after a workout."

"Once again thanks for coming in today/tonight. You did very well! I'll see you next on _____." [shake hands and walk the student to the door]

2.9 Maintaining A Connection With Students

3 Moo Do Organization

3.1 How to be a Professional

Visible calendar for tracking appointments and lessons

3.2 How to "Be the Best"

3.3 Structuring a Class Schedule

3.4 Reading List for Successful Studio Owners

The following list of books are just a start to help studio owners understand how the best services based organizations operate to be successful. It is highly recommended that studio owners become familiar with the material in these books, not just for running a studio, but for successful principles in your daily life.

- The Ultimate Financial Plan
- No B.S. – Sales Success in the New Economy
- The Little Red Book of Selling
- The Customer Signs Your Paycheck
- In Business As in Life – You Don't Get What You Deserve, You Get What You Negotiate"
- Legendary Service – The Key Is To Care



4 Administration of the Organization

4.1 The Path to a Full-time Studio

4.2 How to Setup Your Studio

4.3 Defining Your Program Options

4.4 Managing Studio Records

4.5 Structure and Rhythm of Mailing

4.6 Testing Processes

Need to include the area of pre/post test conferences with parents/students

Mailings right after testing is complete

4.7 Proper use of the Trademark

5 Members Organization

5.1 10 Key Principles of Student Relations

By continually repeating these 10 principles on a daily basis you will strengthen the student/teacher relationship and establish a reputation of trust and caring:

1. The student/customer is never an interruption.
2. Greet every student/customer with a smile. Make it meaningful!
3. Call students/customers by name. His/her name is the most important word in their language.
4. Remember, whoever talks to the student/customer is the face of Soo Bahk Do and your studio.
5. Be a good listener. Avoid arguing and try to find common ground to agree on.
6. Never say "I don't know." Try – "That's a good question. Let me see if I can't find an answer for you."
7. The student pays for you to have a "Livelihood".
8. Be positive. Use positive words.
9. Brighten each student's day. They may need a lift up and are going through a bad day.
10. Always go the extra mile. Do more than the student/customer expects.

5.2 How to Win and Keep Students

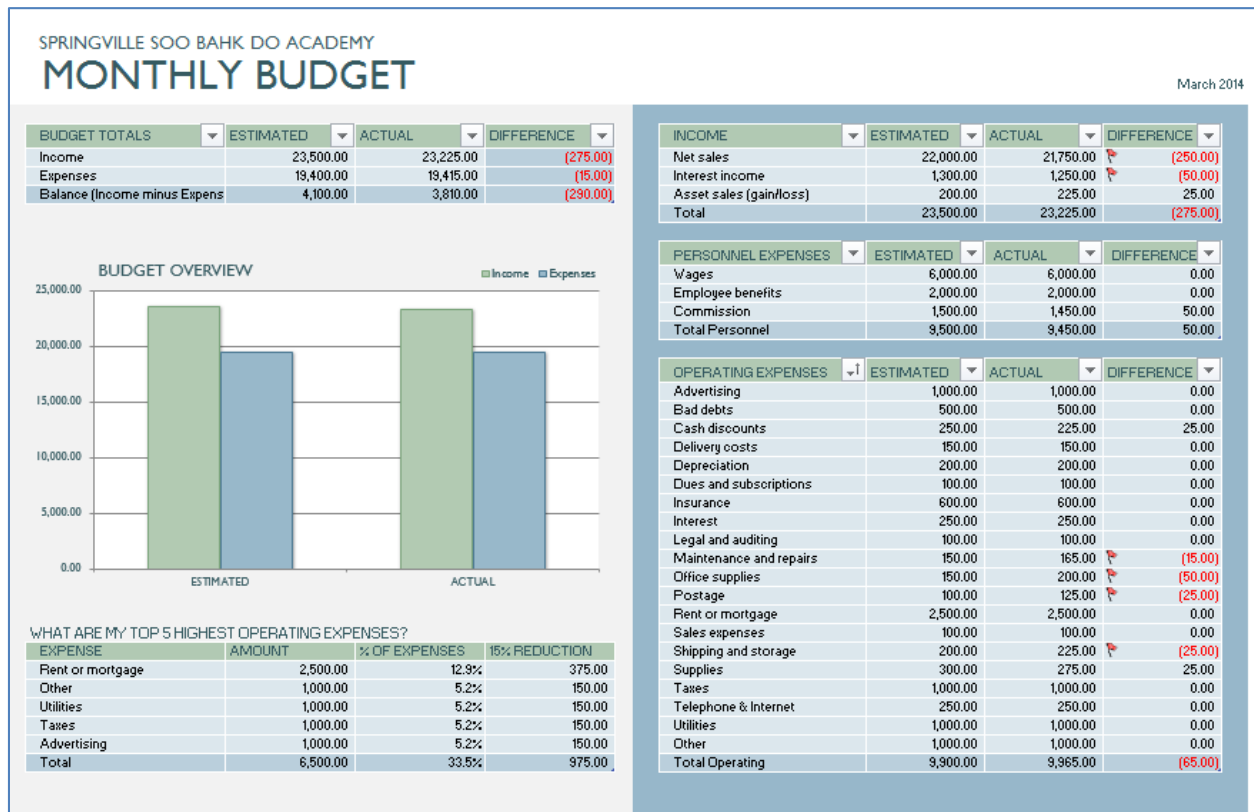
5.3 Sharing the Art in the Community



6 Financial Stability

- 6.1 How to Set Prices
- 6.2 When to Offer Discounts
- 6.3 How to Train and Pay your Staff
- 6.4 How to Increase Your Value as a Business
- 6.5 Managing the P&L

It's important to prepare, track, and stay disciplined for the profit and loss statements on a monthly basis for your business.



6.6 Choosing the Right Insurance