



MARTIAL ARTS SUPERSHOW

PROGRAM GUIDE

PRESENTED BY:

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World Leader in Martial Arts Since 1976



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WELCOME TO THE

2021 VIRTUAL SUPERSHOW!

Welcome school owners and instructors! We are proud (and a little relieved!) to finally say that we have made it through the year to the Show! This will be our 20th Anniversary (how time flies!) and we are more than ready to celebrate. We are excited to kick this summer off with our favorite event of the year. Thanks for joining us!

And, a special thank you to our sponsors who made the event possible. Be sure to check them out on pages 6-7 in this guide.

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HOW TO WATCH

DOWNLOAD ZOOM TO YOUR DEVICE(S) BEFORE!

Make sure you are connected to your best internet source whether Wi-Fi or Ethernet.

Grab some headphones or make sure your volume is up.

Join our LIVE Test Run (**Tuesday, July 6th at 3pm CST**). Here you can test your Zoom account, audio/visual and your device before the show officially starts. Not to mention, we are turning the test run into a Kickoff Party so you don't want to miss more opportunities for giveaways with the Hype Team!

Zoom Audio Troubleshooting support:

<https://support.zoom.us/hc/en-us/articles/206175806-Frequently-asked-questions>

EXPERIENCING TECH ISSUES?

DO NOT PANIC – it could be us! Please allow us a few minutes to reboot. If the issue lasts longer than 5 – 10 minutes. Simply exit out of all your opened tabs, restart your computer or device then click the provided Zoom link to open the event again to rejoin.

Should your issues continue please message us on Facebook and we will do our best to assist you.

If you miss any content, don't forget your ticket comes with recordings! So you can watch back as many times as you wish!

Now sit back, get ready to learn and enjoy!



01
21





WHAT TO EXPECT

WE WANT TO GIVE YOU THE TOOLS TO PUT INTO PRACTICE WHAT YOU LEARN DURING THE SHOW.

Here are the top 10 tips and suggestions for what to expect, how to prepare, and how to get the most out of this virtual experience.

1. **Block out your schedule on your calendar.** You would normally be in Vegas for the Show, so act like you are out of town and block out your calendar.
2. **Set your out of office automatic reply.** Set your out of office to let others know you are in 3 days of training and you may take longer to respond. Set the expectation of a longer response so you don't get pulled away or distracted in the middle of learning.
3. **Download Zoom to your device(s).** You've most likely used Zoom hundreds or thousands of times in the past year. But if not, make sure you test it out during Tuesday, July 6th with the Hype Team.
4. **You will receive one Zoom link for the entire 3 days.** We wanted to make it easy on you so you know where to go each day and avoid any issues or confusion.
5. **Do the math.** Know your time zone compared to Central Time Standard. The Show will be broadcasted in CST as indicated on the Schedule Snapshot. Be sure to adjust the hours for your location so you don't miss anything.
6. **Grab your notebook and pen!** While you do have access to the recordings a couple of weeks post-Show, it's best to learn by writing things down while it's happening. This helps us see what information we may be missing for questions or to help clarify the message.
7. **Watch Live.** You cleared your schedule, blocked your calendar, so it's time to watch the Show live! There will be tons of giveaways during the show PLUS get entered to win our Grand Prize by attending live all 3 days.
8. **Ask your questions live!** Most sessions will have the opportunity for you to ask your questions/connect with the speakers directly. This is your chance to really get the most out of the content to help your specific needs.
9. **Stay for Co-Host Cris Rodriguez's Implementation Road Map** at the end of each day to map out how you can take what you have learned and apply it to your school.
10. **Take action immediately.** After 3 days of learning, don't wait to implement what will help your school grow. Decide what you want to tackle first and dive in!

THANK YOU TO OUR PRESENTERS

CENTURY
MARTIAL ARTS

Century was founded in 1976, with the mission of making high-quality martial arts training gear available to all school owners and martial artists. Today, we are the world's leading supplier of martial arts gear and equipment.

www.CenturyMartialArts.com

Email: customerservice@centurymartialarts.com

Phone: (800) 626-2787



Running a martial arts school doesn't have to be so hard. We can help. MAIA coaches are martial artists and school owners who have been where you are and know the ins and outs of running a martial arts school. With 20 years of proven results, MAIA will take your school to the next level with our Pathway to Success.

www.MAIAHub.com

Contact: To schedule a free 1-on-1 call with a coach, visit MAIAHub.com/Connect

Show Special: Get 2 months of MAIA Foundations at **25% off** with code **SHOW25** at MAIAFoundations.com -OR- Get 2 months of MAIA Growth at **\$100 off** with code **SHOW100** at MAIAHub.com/Growth. Expires at midnight CST on Monday, July 12.

BLACK BELT
WORLD'S LEADING MAGAZINE OF MARTIAL ARTS

The world's leading martial arts magazine and media and is dedicated to both the classical and the modern eclectic martial arts.

www.BlackBeltMag.com

Email: blackbeltcustomerservice@blackbeltmag.com

Show Special: Check out our online course library packed with a wide variety of arts for your continued martial arts education. Now get **10% off** with code **BBMCOURSE** when you checkout at shop.blackbeltmag.com.

Gameness

Gameness has been producing high-quality bjj gis and equipment since 1998. Over the years, we have built a name for ourselves in the bjj community and have proven ourselves in competition. We have built our business to serve gyms like yours. Whether you're just starting out, or you are a well-known, established academy, we have you covered.

www.Gameness.com

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Contact: sales@wodify.com, 909-497-2348

Show Special: Receive 50% off your first 3 months of Wodify.



MyStudio simplifies, automates, and multiplies the ways martial arts and fitness studios generate income.

<http://bit.ly/mystudiospecial>

Contact: info@mystudio.academy

Show Special: Get a free 3 months of MyStudio membership if you sign up during the SuperShow (July 7-9 only) using this link: bit.ly/mystudiospecial



Martial Arts Management Software. Simple, efficient software that gives you time to pursue your passion.

<https://info.zenplanner.com/mass21>

Contact: kristal.boska@zenplanner.com

Show Special: Kickstart Program includes: 2 months free Zen Planner software and free onboarding UpLaunch CRM for \$99/month plus free onboarding (\$300 value)

Offer available to new customers only. Existing Zen Planner software customers may take advantage of free onboarding with UpLaunch with this offer. Existing UpLaunch customers may take advantage of the Zen Planner offer. Excludes data transfer fees, payment processing services, website or digital marketing. Offer valid 7/1/2021-7/16-2021. Mention MASS21 upon obtaining offer details.

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ABBI saves you time and money by building highly optimized sites that are geared toward your marketing goals. They optimize the user experience as you can convert more paid trials. The system helps you outrank your local competition and provides a full-funnel approach.

abbi.ai

Contact: info@abbi.ai

Show Special: Get 2 months for 2 dollars!



Fred DePalma (35 years in operating MA schools) and the staff at MA1st are committed to accomplishing the core values defined in its mission statement. First among those goals is to bring martial arts and industry professionals of all styles and levels together to exchange information, ideas, concepts and real world knowledge to ensure school owners, instructors and staff are perfectly positioned to achieve success through training and industry connection.

MA1st.com

Contact: infoMA1st@gmail.com

Show Special: 50% off any 1 membership - code Show50 or 1 Week for \$20.00 - code Week20 both are full access to our site and all its contents, plus our personal school's emails contacts to students and staff during membership time. Offer expires 7/10/21.



Specializing in martial arts, Action Hero has proudly provided a high-end mixture of action photography, graphics and marketing tools for over two decades. We travel to your school . . . for FREE! You work hard to master your skills and we work hard to make you an Action Hero.

actionherophotos.com

Contact: info@actionhero.photo

Teresa Potts: 573-673-7820 (cell)

or 888-222-8323 (office)

Show Special: Book a shoot and receive your custom 16x20 Marketing Poster for FREE!



Trusted by over 700+ martial arts schools world wide, Market Muscles clients get the tools they need to convert leads to paying members. Experience the industry's top-rated website & marketing agency today. Take advantage of our exclusive Martial Arts SuperShow special and save over \$300!

MarketMuscles.com

Contact: Sarah Jane Blakely:

sarahjane@marketmuscles.com, 757-347-2400

Show Special: This week only, get started for only \$1. Go to www.marketmuscles.com, fill out the contact form, and mention the Martial Arts SuperShow!



Martial Arts Industry's Top-Rated Digital & Social Media Marketing Agency. Trusted by 200+ Martial Arts Academies, Martial Arts Instructors, and Martial Arts Entrepreneurs nationwide. Their services and expertise help produce results and leads that increase student sign-ups and help to grow your business while offering done-for-you programs for Facebook, Instagram, Google, and YouTube Ads, Social Media Management, and E-Mail Marketing.

GrowProAgency.com

Contact: customersuccess@growproagency.com

Show Special: Sign up during the Virtual SuperShow and get 50% off of our set up fees!



Move With Pulse is the easiest way to manage your martial arts facility. Our all-in-one martial arts membership management software is made for facilities of all sizes. Membership billing, rank tracking, attendance, class scheduling, point of sale, event management, student app, and more. Try us for free for 30 days!

MoveWithPulse.com

Contact: Sarah Jane Blakely:

sarahjane@movewithpulse.com, 757-347-2400

Show Special: Get access to Move With Pulse for 60 days absolutely free. Go to www.movewithpulse.com, fill out the contact form, and mention the Martial Arts SuperShow!



Living Dojo is a family dojo offering martial art fitness and proactive self defense. Honoring our teachers by living and sharing what they have shared with us. Home to the Portable Martial Arts Trainer, adding dimension to your fitness training in the dojo, gym or remote location. Supports all styles of martial art fitness. Designed by Martial Artist Fitness Instructor, Van Fleming.

LivingDojo.com

Contact: livingdojo@gmail.com, 541-227-8721

Show Special: Order your Portable Martial Arts Trainer in the month of July 2021, from www.LivingDojo.com, use the coupon code MASS21 and receive a 10% discount off your order!



More members. Not more work.

<https://info.zenplanner.com/mass21>

Contact: kristal.boska@zenplanner.com

Show Special: Kickstart Program includes: UpLaunch CRM for \$99/month plus free onboarding (\$300 value)

Offer available to new customers only. Existing UpLaunch customers may take advantage of the Zen Planner offer. Excludes data transfer fees, payment processing services, website or digital marketing. Offer valid 7/1/2021-7/16-2021. Mention MASS21 upon obtaining offer details.

SCHEDULE SNAPSHOT



TIME	WEDNESDAY JULY 7
10:00 am	Welcome to the Virtual SuperShow
10:15 am	Keynote Speaker: Robert “Cujo” Teschner
11:30 am	Break with the Hype Team
11:45 am	Speaker Feature: Cris Rodriguez
12:45 pm	Break with the Hype Team
1:00 pm	Instructor Training Tips: Nick Peterman
1:30 pm	Speaker Feature: Kelly Murray Gry
2:30 pm	Break with the Hype Team
2:45 pm	Black Belt Mag Live Interview: Michael Jai White
3:15 pm	The Wrap Up & Implementation Road Map

TIME	THURSDAY JULY 8
9:00 am	Welcome / Announcements
9:05 am	Black Belt Mag Live Interview: Chatri Sityodtong
9:30 am	Break with the Hype Team
9:45 am	Featured Speaker: Frank Silverman
10:45 am	Break with the Hype Team
11:00 am	Instructor Training Tips: Abid Benwali
11:30 am	Speaker Feature: Shane Tassoul
12:30 pm	Break with the Hype Team
12:45 pm	Peer Roundtable: Your Best Idea
1:45 pm	The Wrap Up & Implementation Road Map

TIME	FRIDAY JULY 9
10:00 am	Welcome / Announcements
10:15 am	Keynote Speaker: Brent Gleeson
11:15 am	Break with the Hype Team
11:30 am	Speaker Feature: Mike Metzger
12:30 pm	Break with the Hype Team
12:45 pm	Instructor Training Tips: Eric Santamaria
1:15 pm	Speaker Feature: Richard Plowden
2:15 pm	Happy Hour with the Hype Team
2:30 pm	The Wrap Up & Implementation Road Map
3:00 pm	Show Close: Grand Prize Giveaway Announcement!

***NOTE ALL TIMES ARE IN CENTRAL STANDARD TIME
PLEASE ADJUST FOR YOUR TIME ZONE SO YOU DON'T MISS A MOMENT!**



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CENTURY
MARTIAL ARTS

MEET THE HOSTS



FRANK SILVERMAN

**MAIA EXECUTIVE DIRECTOR
& WEALTH SPECIALIST**

In addition to being the Executive Director of MAIA, Frank Silverman owns and operates Championship Martial Arts with multiple locations in Orlando, FL, as well as over 80 licensed locations. He is the author of “Business is Business: Passion and Profit in the Martial Arts Industry.” Mr. Silverman is passionate about growing your legacy and achieving your personal financial goals by helping you build your wealth with real estate investing, protecting your assets, and more.



CRIS RODRIGUEZ

MAIA DIGITAL MARKETING SPECIALIST

With over 28 years of martial arts experience and 20 years of teaching experience, Professor Cris Rodriguez is a 1st Degree BJJ Black Belt & 3rd Degree TKD Black Belt. She co-owns Gracie PAC MMA with her wife Stephanie and is MAIA's Digital Marketing Consultant. She earned a degree in Education from the University of South Florida and has studied internet marketing for the past 10 years. She is the founder of Grow Pro Agency, a digital marketing agency that runs done- for-you social media ads specifically for martial arts schools. She resides in Tampa, Florida with her wife and their three sons: Darion, Nate, & Cruz.

CREATE A SOLID FOUNDATION FOR YOUR BUSINESS IN JUST 4 SESSIONS.



MAIA Foundations is a group coaching program that teaches the building blocks of success with pricing structure, class schedule, upgrades and mass intros.

Register with our limited time SuperShow special of **25% OFF** **PLUS** get access to our most popular mini-courses for **FREE**: Referral Rewards and Partners in Education.

Visit MAIAFoundations.com and use code **SHOW25** at checkout.

DAY 1 ITINERARY



DAILY ITINERARY

10:00 am	Hosts: Frank Silverman & Cris Rodriguez Welcome to the Virtual SuperShow
10:15 am	Keynote Speaker! Robert “Cujo” Teschner Debrief to Win: Foundations of Real Teamwork
11:30 am	Hype Team Take a break, stretch & enter to win giveaways!
11:45 am	Featured Speaker! Cris Rodriguez The Next Big Digital Platform that Your Business Must Be On
12:45 pm	Hype Team Take a break, stretch & enter to win giveaways!
1:00 pm	Instructor Training Tips: Nick Peterman Strategies to Develop a Successful Instructional Team
1:30 pm	Featured Speaker! Kelly Murray Grys Thrive: Developing Teams That Crush It Even During A Crisis
2:30 pm	Hype Team Take a break, stretch & enter to win giveaways!
2:45 pm	Black Belt Mag Live! Michael Jai White A Special Interview Hosted by Michael Dillard
3:15 pm	The Wrap Up with Cris Rodriguez Implementation Road Map

*NOTE ALL TIMES ARE IN CENTRAL STANDARD TIME
PLEASE ADJUST FOR YOUR TIME ZONE SO YOU DON'T MISS A MOMENT!
START TIMES: 8:00 AM PACIFIC | 9:00 AM MOUNTAIN | 10:00 AM CENTRAL | 11:00 AM EASTERN



DAY 1 SPECIAL EVENTS



ROBERT “CUJO” TESCHNER

LIEUTENANT COLONEL, USAF (RETIRED)
& AUTHOR OF “DEBRIEF TO WIN”

Debrief to Win: Foundations of Real Teamwork

So many teams miss out on becoming their best because they don't understand the fundamentals of teamwork. They get caught up in the “taskwork trap”, their members work hard—but on the wrong things, and at the end of the day the people who make up the team leave tired, but dissatisfied.

Through this uplifting and motivational keynote speech, Cujo will teach what it is that allows a group of people to transform into a team. He'll teach the “Teamwork Operating System” used by front-line high-performance teams to win through disruption. He'll also teach the tenets of positive, forward-focused accountability practiced by winning teams known as “Debriefing”.

Cujo will do so by combining stories of military teams and personal experiences, and ending with a personal story of transformation, accountability and excellence where it matters most in a way that resonates on a personal level.

PLUS DON'T MISS



BLACK BELT MAGAZINE LIVE!

A SPECIAL INTERVIEW WITH

MICHAEL JAI WHITE

HOSTED BY MICHAEL DILLARD

Michael Jai White, the American actor, director and martial artist, needs no introduction. From Spawn decades ago to his recent donning of the Mantle of the Black Dragon, his contributions to combat and culture are legendary.

This live interview includes 30 minutes of Q&A with the legend himself.

DAY 1 SPEAKERS



CRIS RODRIGUEZ

MAIA DIGITAL MARKETING SPECIALIST

The Next Big Digital Platform that Your Business Must Be On

While YouTube has been around since 2005, many school owners have yet to leverage the platform for their academies. During my presentation you are going to learn the basics to setting up a YouTube channel that will help you convert local traffic into paying customers. We will be diving into 4 must-implement strategies:

- **Setting Up Your Channel & Optimization:** In order for you to have a successful YouTube channel for your school, we've got to optimize it first. We will be diving into the top strategies we've identified so you can drive as much traffic as possible through videos.
- **Keyword Basics:** Channel keywords help to make your channel more visible, which makes it easier for viewers to find you. We will help you learn the best keywords to use to make it easier for people to find you.
- **Content Development:** YouTube is all about videos; we are going to learn the 6-part framework that we use to generate hundreds of videos each year.
- **Playlist Architecture:** Playlists make it easy to curate your content into different categories. This helps to increase watch time on your videos.



KELLY MURRAY GRYS

LEADERSHIP & CONFIDENCE COACH

Thrive: Developing Teams that Crush It Even During A Crisis

The lynchpin of any great business is the team. And how that team performs under pressure is crucial. Employees need ongoing training and education that begins with a well thought out and strategic staff training curriculum. I'll share my personal strategies on creating an easy to follow staff training curriculum that will give your team a foundation even a pandemic won't shake.



INSTRUCTOR TRAINING:

NICK PETERMAN

CHAMPIONSHIP MARTIAL ARTS
CHIEF DIRECTOR OF OPERATIONS

Strategies to Develop a Successful Instructional Team

Unpack the tactics, strategies, and communication practices that are necessary to create a growth minded team culture.

Reclaim your time and grow your business with Wodify

Wodify
to me ▼



Hello Martial Arts Super Show Attendee,

At Wodify, we know that you want to be a successful martial arts studio owner. In order to do that, you need an all-in-one business management software company to partner with. The problem is studio management is time-consuming and complex which leads to overwhelmed & stressed out studio owners.

We believe it shouldn't be this complicated.

Are you ready to give your clients what they deserve and reclaim your time back? Start the process today by telling us about your business challenges and goals, then work with our experts who help you launch. In no time, you will have a more streamlined business and get time back in your day.

Get in touch with our team to claim a special offer for MA Supershow attendees. It is time to organize your business, empower your clients, and be confident in your success.

[Book A Demo](#)



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"Action Hero's marketing tools add at least a dozen students to my school every year as well as communicate products and increase profits. All paid for by parents buying packages. Genius!" - Master B. Haynes

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DAY 2 ITINERARY

SPONSOR OF THE DAY



DAILY ITINERARY

9:00 am	Hosts: Frank Silverman & Cris Rodriguez Welcome & Announcements
9:05 am	Black Belt Mag Live! Chatri Sityodtong A Special Interview Hosted By Michael Dillard
9:30 am	Hype Team Take a break, stretch & enter to win giveaways!
9:45 am	Featured Speaker! Frank Silverman The Top 10 Things You Should Do Right Now to Build Wealth Post-Pandemic
10:45 pm	Hype Team Take a break, stretch & enter to win giveaways!
11:00 pm	Instructor Training Tips: Abid Benwali Instructional Strategies to Increase Your Upgrade Conversion Rate
11:30 pm	Featured Speaker! Shane Tassoul Getting Your School Back to Pre-Covid Numbers & Beyond
12:30 pm	Hype Team Take a break, stretch & enter to win giveaways!
12:45 pm	Peer Roundtable: Your Best Idea What's Working In Your School? Moderated by Frank Silverman & Cris Rodriguez
1:45 pm	The Wrap Up with Cris Rodriguez Implementation Road Map

*NOTE ALL TIMES ARE IN CENTRAL STANDARD TIME

PLEASE ADJUST FOR YOUR TIME ZONE SO YOU DON'T MISS A MOMENT!

START TIMES: 7:00 AM PACIFIC | 8:00 AM MOUNTAIN | 9:00 AM CENTRAL | 10:00 AM EASTERN



DAY 2 SPECIAL EVENTS

BLACK BELT MAGAZINE LIVE! A SPECIAL INTERVIEW WITH **CHATRI SITYODTONG**

HOSTED BY MICHAEL DILLARD



He is Founder, Chairman and CEO of ONE Championship. According to Nielsen, ONE ranks amongst the world's top 10 biggest sports media properties in terms of viewership and engagement. According to Forbes, ONE is Asia's largest global sports media property. Chatri Sityodtong was named Asia's 2nd Most Powerful Person in Sports by FOX Sports. He is currently the star of The Apprentice: ONE Championship Edition, the first global edition of its kind.

This interview includes 30 minutes of Q&A with one of the most influential minds of martial arts!

PLUS DON'T MISS

PEER ROUNDTABLE: YOUR BEST IDEA

MODERATED BY FRANK SILVERMAN
& CRIS RODRIGUEZ



If you've ever wanted to get in a room with like-minded school owners and their top instructors to network and share ideas, now is that chance! Except it's not an actual room, it's a virtual room. Plus we have successful school owners and your SuperShow hosts moderating: Frank Silverman, owner of Championship Martial Arts with multiple locations in Florida plus over 80 licensed locations in the U.S. and Canada, and Cris Rodriguez, owner of Gracie PAC MMA in Tampa, Florida.

This session will be an open forum to discuss and share ideas of what has been working successfully in your school. It can be a special event, a unique idea, a technique you use with students or parents – whatever you want to share in 3 minutes or less.

BONUS! Century will randomly choose 2 attendees who shared an idea to win either a BOB XL or a Dana Abbott Signature Series Classic Katana.

DAY 2 SPEAKERS



FRANK SILVERMAN

MAIA EXECUTIVE DIRECTOR
& WEALTH SPECIALIST

The Top 10 Things You Should Do Right Now To Build Wealth Post-Pandemic

If the pandemic taught us anything it's that we need to be prepared for the future and unforeseen events. Now that we are coming out of a difficult year, there are things you must do now to start building wealth for your future. Everyone can benefit from these tips to increase your personal and business wealth.



SHANE TASSOUL

MAIA LARGE SCHOOL SPECIALIST

Getting Your School Back to Pre-Covid Numbers & Beyond

If you have struggled to recover post-COVID, you're not alone. Many schools have personally reached out for advice on how they can get back to where they were before the pandemic. This session will not only show you the steps to getting back where you were financially, but also how to go above and beyond what you thought was possible. Shane Tassoul has been where you are and has the tried and proven systems that will help any school succeed as long as you're willing to put in the work.



INSTRUCTOR TRAINING:

ABID BENWALI

CHAMPIONSHIP MARTIAL ARTS
DIRECTOR OF OPERATIONS

Instructional Strategies to Increase Your Upgrade Conversion Rate

Learn critical protocols that create higher value in your upgrade programs.



Everything you need for
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Get started at mystudio.io



A complete suite to power your business

Scheduling, billing, automations, website, app, events, retail, and more



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- ✓ Custom website to showcase your brand
- ✓ Payments made simple
- ✓ Easy membership management
- ✓ Member app personalized to your studio
- ✓ Marketing and automations

“ It didn't make sense for us to have a long line at the front counter for something our customers could do on their phone. Now we can have 100 (or even 500!) people make the same purchase at once! AND not interrupt anyone's workflow.

Greg H. | Mastery Martial Arts (seven locations)

www.mystudio.io

MEET THE HYPE TEAM

ROB CAMPBELL

CENTURY PRODUCT MANAGER

Rob Campbell is an original Hype Team member, from the first time the team was assembled at the 2018 Martial Arts SuperShow. When the Show went virtual, Rob's Hype Team role became even more important. Of all the Hype Team members, his perspective closest matches that of the Show attendees: A longtime Century employee and longer-time martial artist, Rob is also the owner and head instructor at Kung Fu San Soo in Oklahoma City!

SARAH LOBBAN

CENTURY CONTENT STRATEGIST COPYWRITER

Sarah Lobban joined Century Martial Arts as a copywriter, and later moved into social media. She first got the chance to join the SuperShow in 2017, and has jumped at every chance since then to be a part of it! Sarah loves interacting with fellow members of the martial arts community, virtually or in person. Her martial arts training began with muay thai in 2011, and today she trains jeet kune do at Century.

CHASITY SCARBERRY

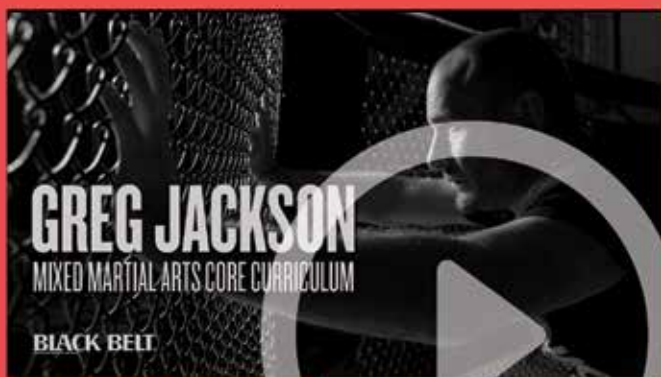
CENTURY COMMUNITY MANAGER

Chasity Scarberry's Facebook Live videos are the highlight of the Century Martial Arts School Owner's Network, where she's the Community Manager. (If you haven't watched her videos, you're missing out!) A 10+ year Century Customer Care specialist, Chasity brings entertainment and education equally. Her endless energy keeps Hype Team sessions fun, and her knowledge of all things Century lets the Team answer any viewer questions. In her free time she enjoys practicing yoga, tai chi, and meditation. She has been a fan and practitioner of martial arts for many years.



ONLINE COURSE EDUCATION

Check out our online course library packed with a wide variety of arts for your continued martial arts education.



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THE AUTHORITY ON MARTIAL ARTS

DAY 3 ITINERARY



DAILY ITINERARY

10:00 am	Hosts: Frank Silverman & Cris Rodriguez Welcome & Announcements
10:15 am	Keynote Speaker! Brent Gleeson Embrace the Suck: Navigate Change with Passion & Perseverance
11:15 am	Hype Team Take a break, stretch & enter to win giveaways!
11:30 am	Featured Speaker! Mike Metzger Surviving & Thriving as a Solo School Owner
12:30 pm	Hype Team Take a break, stretch & enter to win giveaways!
12:45 pm	Instructor Training Tips: Eric Santamaria Drill Transitions that Create More Efficient Classes with No Downtime
1:15 pm	Featured Speaker! Richard Plowden Martial Arts as a Family Affair
2:15 pm	Happy Hour! Hype Team Industry Toast
2:30 pm	The Wrap Up with Cris Rodriguez Implementation Road Map
3:00 pm	Show Close: Grand Prize Giveaway Announcement!

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START TIMES: 8:00 AM PACIFIC | 9:00 AM MOUNTAIN | 10:00 AM CENTRAL | 11:00 AM EASTERN



DAY 3 SPECIAL EVENTS



BRENT GLEESON

NAVY SEAL COMBAT VETERAN, LEADERSHIP
COACH & AUTHOR OF “EMBRACE THE SUCK”

Embrace the Suck: Navigate Change with Passion & Perseverance

Former Navy SEAL combat veteran, Brent Gleeson, turned his discipline and battlefield lessons to the world of business and has become an accomplished entrepreneur, bestselling author, and acclaimed speaker on topics ranging from leadership and building high-performance teams to culture and organizational transformation.

In his presentation, Gleeson will provide actionable principles for leaders and managers to use in leading an organization through change and provide inspirational stories and key insights into how leadership and employee engagement affect productivity and performance. Through the disciplines of leadership at all levels, aligning culture with strategy and results, and accountability, the audience will leave with actionable insights for improving performance, engagement, and productivity to achieve winning results.

PLUS DON'T MISS

HAPPY HOUR WITH THE HYPE TEAM!



It's time to celebrate! We have come out of a tough year together as an industry and community. We have persevered our way towards the finish line. Let's celebrate as a martial arts family how far we have come and celebrate our 20th SuperShow of which we could not have done without you. Join our Hype Team in a toast to all of you: school owners, instructors, martial artists.

And stay tuned for the winner of our epic end of show giveaway!

See page 30 for our **Hype Team Happy Hour Recipe** to make at home.

DAY 3 SPEAKERS



MIKE METZGER

MAIA MULTI-SCHOOL SPECIALIST

Surviving & Thriving as a Solo School Owner

If you are a one-man or one-woman show handling everything on your own, then this is a must-attend seminar. Learn to generate more leads and increase your revenue so you can thrive in business and finally get to the point where you can hire your own staff.



RICHARD PLOWDEN

CHIEF MARTIAL ARTS THERAPIST
FOR KIDS KICKING CANCER

Martial Arts as a Family Affair

Richard Plowden is the Chief Martial Arts Therapist coordinating programs in multiple states and nine countries. On top of that, he's a school owner just like you. His wife and children are all active Black Belts and involved in running the school. Learn how to successfully navigate the martial arts and family dynamic with running a school among other responsibilities.



INSTRUCTOR TRAINING:

ERIC SANTAMARIA

CHAMPIONSHIP MARTIAL ARTS
DIRECTOR OF OPERATIONS

Drill Transitions that Create More Efficient Classes with No Downtime

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Book a call to learn how you can get 2 months FREE!

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ADULT COLORING PAGE

Feeling stressed or overwhelmed with all the amazing content from the Show? We thought we would take advantage of the adult coloring book phase and provide this artwork for you to color during a break!

Did you know adult coloring books can help decrease stress and anxiety, can spark creativity, can help you be more self-aware and mindful, and many more benefits. So take care of yourself. After 3 days in front of the computer, you deserve it!



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CODE: Week20



As a Husband and Wife TEAM with multiple locations. We found the importance of systems and staff training for success!



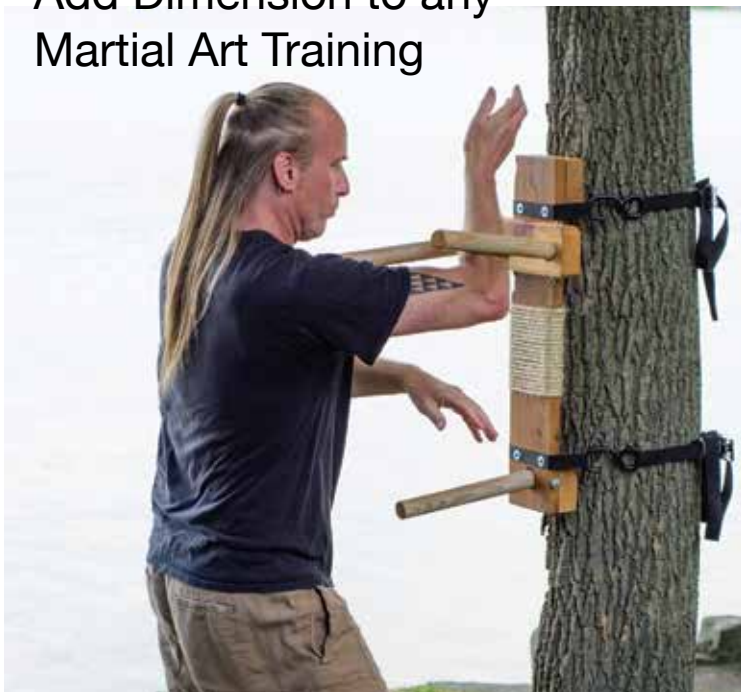
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HAPPY HOUR DRINK!



WHAT YOU WILL NEED:

- Grenadine
- Mike's Hard Lemonade
- Blue Raspberry Vodka
- **Optional:** Bomb Pop Popsicle

HOW TO MIX:

- Pour one ounce of Grenadine into the bottom of your glass.
- Fill your glass with ice and slowly pour in the Mike's Hard Lemonade until roughly 1-2 inches remain at the top of the glass.
- Next, carefully pour the blue raspberry vodka on top of the Mike's Hard Lemonade.
- **Optional:** Serve with a Bomb Pop popsicle inside the cocktail.

ENJOY!

More Members. Less Work.

- ✓ Convert more leads
- ✓ Increase student retention
- ✓ Win back former students

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Harinder Singh

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WORLD'S LEADING MAGAZINE OF MARTIAL ARTS

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For 20 years, the SuperShow has been dedicated to delivering business and training content to martial arts school owners and instructors.

We love to bring this industry together in support of changing lives through the martial arts.

Thank you for 20 years worth of memories and looking forward to many more.

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IMPLEMENTATION ROAD MAP

Project 1 Name:	Project 2 Name:	Project 3 Name:	Project 4 Name:	Project 5 Name:
---------------------------	---------------------------	---------------------------	---------------------------	---------------------------

PROJECTS				
Best Result:	Best Result:	Best Result:	Best Result:	Best Result:
Worst Result:	Worst Result:	Worst Result:	Worst Result:	Worst Result:
Key Actions:	Key Actions:	Key Actions:	Key Actions:	Key Actions:

SCOREBOARD				
Date:	Date:	Date:	Date:	Celebrate:
Monthly Recurring Revenue (\$) :	Monthly Recurring Revenue (\$) :	Monthly Recurring Revenue (\$) :	Monthly Recurring Revenue (\$) :	
# of Students:	# of Students:	# of Students:	# of Students:	



GROW PRO AGENCY PARTNERS IN MARKETING

I didn't understand the whole concept of Facebook Ads but some of our friends started telling us about the great results they were getting with Grow Pro and I started to get "FOMO" and I then decided to join. Grow Pro took over our Facebook Ads and in January we had great results. Within the first 2 weeks we had 46 Leads and 40 Appointments and 24 Enrollments on 12 month programs. If you are considering grow pro - do it. It's worth every single penny of your investment. We invested \$500 and we made \$7,000 already. It's a no brainer.

★★★★★

DENISE RAMOS

RAMOS TAEKWONDO
Tahlequah, OK

"120 New Students in the past 90 Days.
Enough said." ★★★★★

PHILLIP BLACKMAN

"As a Multi-School Owner & Consultant, I've seen all of the Marketing Companies and "Gurus" out there. Any company can say they can get you results - what matters is if the School Owners are the ones saying they are getting results. In the past 60 days, Grow Pro has helped us sign up 58 new students. That's nearly 1 student per day. If you need help recruiting new students - this is the company you want on your side."

★★★★★

SHANE TASSOUL

CHAMPIONSHIP MARTIAL ARTS
Appleton, Wisconsin



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"Co-Host of the 2021
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CRIS RODRIGUEZ





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TIME MANAGEMENT TIPS



TOP 10 PRODUCTIVITY TIPS

BY CRIS RODRIGUEZ

- 1** Every next stage of your Martial Arts Business will require you to learn how to manage people. You simply cannot do it all. Delegation = Freedom.
- 2** The Compound Effect: Small Smart Choices + Consistency + Time = Drastic Results.
- 3** Productivity comes with Proper Habits...You must become a MASTER at saying No.
- 4** Book End Your Day: A Morning Business Ritual will help you kick off your day feeling accomplished and will set the rest of your day up for success.
- 5** Book End Your Day: An Evening Ritual will help you to mind dump anything that is taking space and energy in your head and will help you to prepare for the next day.
- 6** What gets measured, gets done, and improves. If you want to be more productive, start with Time Tracking your day.
- 7** Your Yearly Goal must be broken down into a measurable Quarterly Goal. Your Quarterly Goal then must be broken down into a measurable Monthly Goal.
- 8** Want to be more productive? You've got to outsource or delegate! Sometimes the best question isn't "How can I do this" ...the best question is, "Who can do this for me?".
- 9** Top 3 Mistakes School Owners Make: They don't hire fast enough, they don't reinvest their profits into Marketing, and they don't hire a mentor. Make sure you aren't making these top 3 mistakes.
- 10** Feel like there are never enough hours in the day? Start utilizing Time Blocking so you can be more productive. It's time to work smarter and not just harder.

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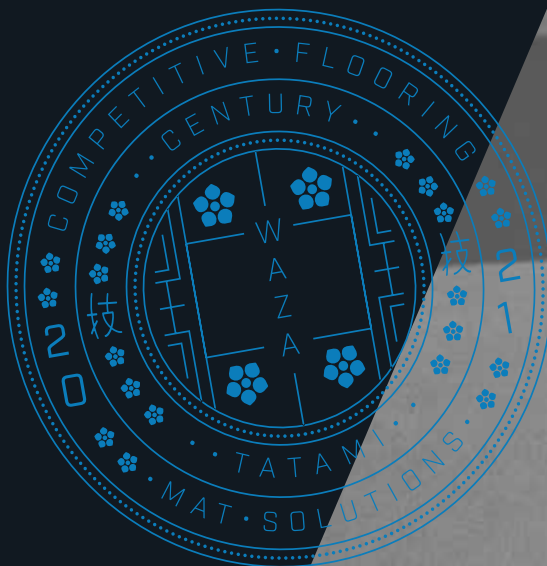
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BACK



LEGS



GLUTES & ABDUCTORS



SHOULDERS & UPPER BACK



CALVES STRETCH



NECK



OBLIQUE



SHOULDER SHRUG



BACK & SHOULDER

Sitting at your desk and staring at your computer for an extended period of time can be tough on your muscles and can cause poor posture. Try to incorporate these simple stretches during our break times or whenever you are feeling some muscle tension. As always, feel free to get up and dance at any point throughout the Show!



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