

How To Make Your USMA Seminar A Big Success

Our USMA seminar program is the center of our service to Martial Artists throughout the country. Seminars make our Association grow more than any other program. It's therefore important that all of us develop a way to make every seminar a big success.

Some of our USMA seminars by O-Sensei Porter are a great success with many people attending from as many as ten different clubs. Other seminars have only a few people present. Why? Never say that this is due to the weather or bad luck. It is usually because there wasn't enough preparation.

The secret is PREPARATION! Here are the preparation steps you should take. There are others you will think of as you go along

Make a flyer. People like to have a document telling them the details of an event rather than just hearing about it.

Go to your public or university library and ask them to print you up a list of the names and addresses of every fitness or Martial Arts organization in your city. Mail the flyer to every one of these Martial Arts clubs, and to any other clubs you have addresses for. Include a copy of the biography of O-Sensei which is also included with this memo. Also, make a photo copy of the photo of O-Sensei and include that with our mailing.

Start working immediately on your own club members. **YOU MUST PRE-REGISTER YOUR STUDENTS FOR BEST RESULTS.** Even if the seminar is for only one evening and the fee is \$25, you want as many of your people as possible to donate \$75 so that they will become a full Life Member of the USMA and also get a kyu promotion when the seminar is concluded. If you have time, have your students bring you \$25 per week or month until they have totaled \$75, and then have them fill out the [USMA Membership Application and Promotion Form](#).

Set a goal for yourself of 20 prepaid students for your seminar and don't quit until you have the forms filled out and the funds attached to each form.

For the seminar, photo copy 100 of the USMA form so you'll have plenty. This USMA membership and promotion form is the registration form for all seminars. Be sure you have plenty.

Personally contact every club Martial Arts Club leader you know and discuss the seminar with them. Often, you can get a promise from each of them to bring at least five people to the seminar. Keep working on this until you are sure that you'll have representatives from at least five clubs besides your own, and preferably ten other clubs.

Use the photo of O-Sensei to get advanced newspaper publicity. Use this photo in any way you wish. Make every attempt to get a reporter to come to your club for the seminar so that your club will get some needed publicity. This way, the seminar will help build your club membership.

We of the USMA Board wish to thank you sincerely for hosting this seminar by our revered Founder and O-Sensei. It is a great honor for you to have the only 10th Degree Black Belt in Judo in North and South America come to your club for a personal visit. We know that you will offer every courtesy to O-Sensei.

Please contact the USMA National Office if you need further information.