

How to Get the Unfair Advantage Over Your Competition

Tony Massengill has discovered a business secret! He is a very successful writer in the martial arts world. He has three books and a huge body of articles that have appeared in just about every martial arts magazine. He currently writes a column for every issue of *Martial Arts Masters Magazine* and is featured a great number of instructional DVDs from Empire Media. Tony has accomplished all of this in just the last five years!

This kind of exposure has caused his business to explode over that five-year time period. He has gone from retirement from public safety in 2005 to operating a successful school as well as a very busy national seminar schedule. The articles and books have also been great tools that have boosted his tuition and brought him in contact with a very affluent clientele for his private classes.

Massengill has now produced a training course that can teach martial art

Tony Massengill also presents strategies for becoming a local celebrity by getting published in local media as well as a method of using a newsletter to get your school advertisement in places that would never allow your advertising otherwise.

school owners and instructors how writing and getting articles published can give you an unfair advantage over your competition. The course guides you through the process of writing the article or book, how to get past the gatekeepers in the magazines and get your articles and book proposals accepted for publication.

The course also has input from two giants from the martial arts publishing industry: Michael James, who spent 23 years with *Black Belt Magazine*, five with *Inside Kung Fu* and is currently the publisher of *Martial Arts Masters Magazine* and CEO of Empire Media; and Jose Fraguas, editor of *Martial Arts Masters Magazine* and COO of Empire Media, who also had a long history with *Inside Kung Fu* and Unique Publications. Fraguas is also a prolific author with 23 books to his personal credit.

These two giants explain what publishers and editors are looking for and the proper method and structure for presenting an article or book proposal. This is invaluable expert information which will save the writer a lot of trouble and disappointment.

Tony Massengill also presents strategies for becoming a local celebrity by getting published in local media as well as a method of using a newsletter to get your school advertisement in places that would never allow your advertising otherwise. This method alone has been responsible for hundreds of students in his school in the last few years!

What do you think this kind of exposure could do for your business?

I built my career on my maga-

zine articles. My articles have appeared in literally dozens of magazines. These articles have put me in the top of the market among JKD instructors and have led to seminars across the U.S. and Europe as well as my recent DVD series with *Black Belt Magazine*. The information Tony presents in this course would have saved me a lot of heartache along the way and helped me reach my current level much faster. Just the advice from Michael James and Jose Fraguas is worth many times the investment in the course!" — *Lamar Davis – Hardcore JKD*

"Tony has been a business adviser for my school and has given me a lot of great strategies to grow my business. Just his newsletter strategies in this course are worth the investment, but it delivers so much more! I have just gotten my first book published and it has already boosted me to the top of the food chain in my local market. The book is a great "business card" which has boosted both the tuition I can charge and the demand for both my group classes and my private instruction." — *Jason Korol – Greenville Academy of Martial Arts, Greenville S.C.*

Nothing can catapult your business into the stratosphere and give you the credibility and celebrity as well as an unfair business advantage faster than becoming a published author. There is a reason the word authority has the word author in it! Once you are published you are no longer the owner of just another martial arts school in town, you will be seen as the authority in your market. You are the one in the magazines!

Information on this course can be found at www.EfficientWarrior.com/GetPublished

Or call Tony Massengill at (757) 846-1188.

