

# SMALL DOJO BIG PROFITS

**Initial MA Biz Coaching Questions – answer and email to  
michaeldmassie@gmail.com**

Current occupation:

Why did you choose me? Why not another martial arts business coach?

Who do you go to for martial arts business advice currently?

How long has your school been open?

What is the culture of your school? Family, fighting, fitness, recreation, traditional, etc.?

What are your goals for your school?

- Enrollments?
  - Current:
  - Goal:
- Gross revenues?
  - Current:
  - Goal:
- Net, take-home, profits?
  - Current:
  - Goal:

What type of staff do you have?

What do you do each month to market your school?

Where do you see yourself a year from now?

- In two years?
- In five years?

What is your ultimate goal for building your school?

Doing exactly what you are doing now, how long do you believe it will take you to get there?