

## Why and How to Host a Seminar with Coach Jeff Robison

Hosting a seminar with Coach Jeff Robison at your martial arts school offers an incredible opportunity for your students to learn from a seasoned expert, improve your school's class structure and culture, and foster a sense of community and excitement. Here's a comprehensive guide on the benefits of hosting a seminar and how to make it financially viable. Coach Jeff is available for seminars year round. He is able to teach - Kids BJJ, Kids Muay Thai, Adult BJJ, Adult Muay Thai, Adult MMA.

### The Benefits of Hosting a Seminar with Coach Jeff

1. **Expert Instruction:** Coach Jeff Robison brings over 25 years of martial arts experience and a 3rd-degree black belt in Brazilian Jiu Jitsu and Kru in Muay Thai Kickboxing. Your students will benefit immensely from his expertise.
2. **Improved Class Structure and Culture:** Coach Jeff will provide insights into optimizing your class structure and enhancing your school's culture, ensuring long-term benefits for your program.
3. **Drills for Skills:** Coach Jeff will lead specific drills that can help students refine their techniques and skills, providing a focused and practical learning experience.
4. **Q&A Sessions:** Students can ask questions directly to Coach Jeff, gaining clarity and deeper understanding of various aspects of their training.
5. **Coach Sparring Opportunities:** Coach Jeff will coach sparring with students, offering them the chance to apply their skills against a highly skilled practitioner and receive personalized feedback.



## Planning the Seminar: Weekend Agenda

To maximize the benefits and ensure a smooth experience, here's a suggested agenda for a training weekend with Coach Jeff:

### Friday

- **Drive In / Fly In:** Coach Jeff arrives in the morning or afternoon.
- **Kids Seminar:** A 1.5-hour training session for kids, charging \$20-\$30 per child.
- **Private Session:** A 1-hour private training session with Coach Jeff for the host instructor.

### Saturday

- **Adult Seminar:** A 2-hour training session for adults, charging \$40-\$60 per participant.
- **Testing:** A 1-hour testing session to assess and award students.
- **Private Session:** Another 1-hour private training session for the host instructor.
- **Drive Out / Fly Out:** Coach Jeff departs Saturday evening or Sunday morning.

## Cost Breakdown and Financial Planning

Hosting a seminar can be financially beneficial if planned correctly. Here's a cost breakdown to help you budget:

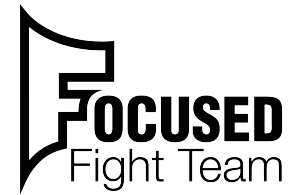
- **Seminar/Training Fee:** \$1000
- **Flight:** Variable, estimate around \$300-\$500
- **Driving:** (67.5 cents/mile over 100 miles)
- **Hotel:** Variable, estimate around \$200-\$300
- **Total Estimated Cost:** \$1500-\$1800

## Revenue from Seminars

- **Kids Seminar:** Charging \$20-\$30 per child, with 30 kids attending, could generate \$600-\$900.
- **Adult Seminar:** Charging \$40-\$60 per adult, with 20 adults attending, could generate \$800-\$1200.

**Total Potential Revenue:** \$1400-\$2100

**Net Gain:** Depending on attendance and pricing, you can cover your costs and potentially earn a profit, motivating you to market the seminar effectively.



## **Payment and Financial Management**

To ensure smooth transactions, payments can be made via cash, business check, or credit card. Any surplus revenue after covering all costs can be retained by the host school, providing additional motivation to market the seminar and ensure good attendance. Checks can be made out to **Focused Fightware, LLC.**

## **Marketing and Maximizing Attendance**

1. **Promote Early:** Start promoting the seminar well in advance to build interest and secure commitments.
2. **Use Multiple Channels:** Utilize social media, email newsletters, and in-class announcements to reach your students and their families.
3. **Highlight Benefits:** Emphasize the unique opportunity to train with Coach Jeff and the value they will gain from the seminar.

## **Conclusion**

Hosting a seminar with Coach Jeff Robison at your martial arts school offers numerous benefits, from expert instruction and improved class structure to personalized training and sparring opportunities. By carefully planning the agenda, managing costs, and promoting the event effectively, you can ensure a successful and financially viable seminar. This not only enhances your students' learning experience but also strengthens your school's reputation and community spirit. Schedule your seminar with Coach Jeff today and take your school's training to the next level.