

# More Money From Your Martial-Arts Website



by Keith Pascal

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**Please DO send others to [MartialArtsMoney.com](http://MartialArtsMoney.com) ... so, they can obtain their own copy.**

This ebook is designed to provide information about making money with a martial-arts website. It is sold with the understanding that neither the author, the publisher, nor anyone involved with the book is engaged in rendering specific legal or specific financial advice, or advice and expertise for your situation or set of circumstances.

This is an information ebook only, and no liability will be assigned to any party for the rendering of moneymaking, and martial-arts-site suggestions. There is always a risk involved in any financial undertaking. Refine your judgment and learn from experience. Use your research and education to help you make even more money from your site.

Individual site improvement can not be guaranteed. If expert counseling of any kind, including legal, is required, the services of competent professionals should be sought for each specific area in question. Do a lot of your own research too.

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# Introduction

Do you have a martial-arts website or blog? Are you looking for easy ways to make more money with your site?

My name is Keith Pascal. In the last eleven years, I have created over 20 martial-arts-related websites. I have also helped others set up profitable sites. I am not saying that all of my endeavors have been profitable -- far from it.

Some were, and some weren't. Now, many years later, many say that I have the knack for helping others make money with their martial arts. In the case of this ebooklet, with *your* martial-arts website.

That's what this ebooklet is about ... you making (more) money with your site. Mixed in with basic advice about website commerce are techniques that you can put to use immediately, to help you make more money.

*Special Note: While there are no guarantees that you'll make a dime with your site -- just too many variables involved -- this advice and these suggestions come straight from the methods that I have used to get me to where I am today with my Internet business. Internet regulations require me to include a monetary disclaimer. Consider it included.*

If the following tips and resources help you, I'd appreciate you dropping me an email, to let me know. Here's to your martial-arts business success,

*Keith*

# The Piece of Advice That I “Used to” Ignore

When I was a beginning site developer, I poured over every book and ebook on the subject. Most of them started with the same command — define the purpose of your site. I’d think about it for all of two seconds, before I’d quickly jot down: *Purpose = Martial Arts Website*. And then, I’d move on.

I completely glossed over and, for the most part, ignored this type of advice. I made a site that had it all -- humor, free downloads, ebooks for sale, books

And guess what. My sales were dead in the water.

*Private Tip: Whenever I narrow the focus of my site, I improve sales. My sites that sell a bunch of products from the main, catalog page don’t do nearly as well as my single-product sites. Also, when my site has a niche focus, I seem to sell better. In other words, my site on wrist locks converts better than my publishing site that lists all of my books and ebooks.*

So, let me start by asking you -- and please don’t skip this section -- *what’s the purpose of your site?*

**Off the top of my head, I brainstormed the following possibilities for a (your) martial-arts site:**

**Brochure for the offline world** – you find local people online with your “brochure site.” Then you send them to your offline business, like a martial arts school, or maybe body-guard services.

**Consulting** – You offer some sort of consulting service, where you advise people who need information on some aspect of martial arts. Or maybe you work one-on-one mentoring other martial artists. This type of site needs to draw traffic, convert them to prospects, and convert the prospects to actual customers who pay for your advice.

**Providing a Service** – This is like a consulting service, but instead of teaching people how to do something or giving them advice, you (or someone from your company) are the one performing the action, to assist your temporary employer.

**Membership Site** – You charge for access to your martial-arts information, consulting, resources, and more. You have to provide a lot of content up front, and then continue to make it worth their money and time with a constant flow of fresh information. Plus, you have to handle membership administration, which includes buying software for automatically granting member passwords and deleting them, when the customer opts out.

**Selling Your Own Product** – Whether you sell books, ebooks, training devices, protective gear, or dvds, you use a proprietary site to promote what you have created. It makes sense that the product has its own promotional site, right? By the way, I have several sites that are devoted to one theme or one product, each.

**Selling Someone Else's Martial Arts Product** – Commonly called affiliate marketing, you send your visitors and subscribers through special links that give you credit. Your job is to presell; then send everyone to the product's sell page; you get commissions from those who download the epackage.

**Hosting Ads** – If you can create a site that draws a lot of traffic, and I do mean a lot, then maybe you'd like to host ads on your site. You can sell individual ads or join a network. You can also arrange it where you get a small fee for any clickthroughs on your button, whether a sale occurs or not.

## Which Kind of Site Do You or Should You Own?

I strongly recommend that you decide on the purpose of your site. Of course, you can create several sites, each with a different purpose; that's what I did. But in general, one major theme per site will make you the most money.

If you're not sure what kind of website to create, maybe I can help:

1. If you don't know what kind of site to set up, then we should probably eliminate providing a service or consulting. One of those two choices didn't jump out at you when I asked your site's purpose. So, right now, you aren't thinking of yourself in those terms. Also, if you are a one-person operation, then time equals money.

Time equalling money makes it active income -- you have to be working to make money. Since you only have so many hours in the day, you will eventually max out. There is a limit to how much you can earn. (Of course, if you gain a lot of fame, you can justify raising your rates. Still, there is a limit.)

2. A brochure site is typically not a moneymaker online. It's not supposed to be. It serves to capture people's interest (and contact information) and send them to your offline business. Or you use it as a bridge; you gently guide them from your online site to your offline business.

## This Leaves Selling a Product or Selling Ad Space

If you can drive boatloads of traffic to your site, then selling ad space might be an option.

It wasn't a moneymaker for me....

In one case, I allowed a guy to place a postage-stamp ad on my site. After a year, I had made exactly 95 cents. Not "dollars," but cents -- less than a dollar.

On the other hand, I have promoted other people's products through affiliate links and made hundreds of dollars from a single mention in my ezine.

In my other foray into accepting advertising, I sold ad space on one of my sites. I sold a text ad for \$35 for two months. And that was it.

Not a lot of money.

*Note: Some of my ebooks sell for \$37. I have one epackage that pulls in over \$100 per download. I could have used the space to promote my own product, or an affiliate's, and I would have made more with just one or two sales.*

In other ebooklets and ebooks, I'll discuss how to make money with those other purposed sites, including some creative ways to accept and promote ads. For now, in this ebooklet, the obvious choice is to sell a product, whether it's your own or someone else's.

So, that's what we'll focus on.

# In Simplest Terms

What making money with your martial-arts website boils down to is that you want to get a bunch of people to your site, and you want to get a percentage of them to take an action that makes you money.

Can we agree on that?

Once you decide that you need **traffic** and **conversions** to monetary actions, I *could* turn you loose to the wolves. The wolves are all of the internet-marketing gurus (or wannabe gurus) who try to sell you on products based on those two benefits.

They will either promise to help you drive more traffic than you can imagine to your site, or they will help you increase the conversion rate from visitors to paying customers. Sometimes, they'll claim to offer you both benefits in one ebook or set of online videos.

Let me tell you, right now; most of those epackages won't deliver. They'll seem to ... everything they say will seem logical and build hope, but for some reason or other, it won't translate to \$\$\$ in the world of martial arts.

Oh, I'm sure that a couple of people out of every hundred who buy are able to make some cash, but the odds are ... definitely against you.

Believe me, I spent thousands on such programs, before realizing that there was a better way for martial-arts sites.

*Special Note: Let me give you a big clue; if the advice you buy is to write articles and publish them in article directories, don't bother. I tried that to the tune of 330 articles in one of the major directories alone. All I can say is that it was NOT a good source of traffic or income. There really are better ways.*

If you stick with [MartialArtsMoney.com](http://MartialArtsMoney.com), you'll discover all sorts of methods to make money with your martial-arts site. I'll even help you drive traffic to your sales pages ... with some sound, and CURRENT advice.

With the above in mind, let's start thinking about your website....

# The Right Flavor

Do you already have your website, love your colors, wouldn't have your nav bar any other way, and you are jazzed about the general look?

You should still read this section.

If you want to make more money with your martial arts website, then you should focus on what sells, rather than your personal tastes. Unfortunately, personal preferences and a penchant for bells and whistles can hinder our sales.

I don't know about you, but I like certain website looks and reject others. I'm constantly evaluating, saying, "Yes, I like that." Or, "Yuck, that looks like a porno or spam site."

For example, I have always avoided a black-background website. This is not based on any testing, but rather because they looked unprofessional *to me*.

Unfortunately, my decisions in the past weren't based on what sells; I chose what I liked. I didn't have my martial-arts audience in mind.

I urge you to match the tone of your site with your target audience. For example, don't go with a retro or steampunk look, just because it appeals to you. If you cater to a bunch of business-oriented males in their mid 30s, then this could be a wrong choice.

You also have to be careful with caricatures and cartoons. They could project an image that isn't your ideal. The same warning goes for using "school days" or "chalkboard" fonts.

*Note: Definitely A/B Split test your different looks. Create a single page of one look with a required response (sign up or sales). Then duplicate the exact same page, but with an alternate site design. Add "no index" and "no follow" so the search engine spiders don't penalize you for duplicate content. Then do an A/B test, either with your subscription service, like Aweber, or using Google's free resource.*

For the [WristLocksExpert.com](http://WristLocksExpert.com) site, I was trying to project an image of everyday people being able to become wrist-locks experts. Which of these banners would you have chosen for the header?



And the winner was ...

**Reread the desired target audience for the site, and you'll see why I chose this header.**

As you design banners and logos, give some thought to the target audience and purpose of your site. Plan the look of your site — what elements you want to include on each page, and which elements you want to exclude. Also, carefully choose your color scheme; different colors evoke different emotions and memories. Specific colors can also remind people of ... sports teams, restaurant franchises, periods in history, book covers, and so on.

Clashing colors can project a modern look, or they can really annoy the visitor, sometimes on a subconscious level.

One further thought on the look of your site — if you copy someone else's color scheme or look, especially a competitor's, you might confuse your potential customer. And you could be labeled derivative and a copycat.

It's better to look at site examples outside of your genre. Also, combine elements from several sites to create your own original look. Better yet ... hire out the job. Compare prices at ... [Fivver.com](http://Fivver.com), [Odesk.com](http://Odesk.com), and [Elance.com](http://Elance.com). Or Google other options.

# Keeping ‘Em

Telling you to get a list going is pretty standard advice. So, let me advise the same, with an addition ... It's a good idea to build a contact list of visitors' email addresses, if you are willing to contact them regularly with information that they will find interesting.

We can talk more about this in articles and other ebooklets. For now, if you need practical articles for distribution on your site, grab them at [www.BestMartialArtsArticles.com](http://www.BestMartialArtsArticles.com).

Make it a point to sign up for the emails; that way, you'll get new articles, before they are posted anywhere. **(I'm happy to announce that this is a 100% Free resource.)**

Go ahead and use a site like Aweber or Get-Response to host your list ... or find a plugin, if your site uses a Wordpress theme. Or ... buy software to host on your server, like AutoResponsePlus.

*Note: I use a combination of two of the above. Some of my lists are on a service, and others are hosted with my own software.*

Whichever method you choose, make it easy for them to sign up. And once they have signed up, keep in contact with regularly-delivered content.

# Keeping Them Interested

As I said, you have to keep them interested. You want them to stay on your site through the sales message or sign-up pitch, and you definitely want them to return to your site, over and over again. Dare we say ... to buy something from you, on occasion?

So, how will you make your site, what the pros call *sticky*? How will you keep them on your site and get them to return repeatedly?

There's more than one way to keep a subscriber ...

Do you send useful and entertaining articles via email?

Do you have a blog?

Do you publish articles on your site using static pages, instead of blog posts?

How do you let people know that you have a new article up or a new blog entry posted?

**May I make some quick recommendations based on the above questions?**

**Here are my thoughts....**

## Blog or Articles, But Not Both

Choose either a blog format or have an article section with pages (html or php).

Don't bother having both on one site.

There is a fine line between blog entries and articles....

Sometimes articles seem informal, almost like a free-flow of thought. Other times, blog entries seem more than just entries; they are complete articles.

So, why confuse your readers trying to figure out whether they need informal comments or articles, when most likely they are a blend, anyway?

Have one section for information.

## Regular Contact Means Scheduling

You need to update your blog or articles regularly. You need to contact your list regularly.

And you need to offer items for sale regularly -- but not too regularly.

My [Martial Arts Mastery](#) subscribers know to expect the newsletter in their email boxes, once a week ... on Tuesdays. I have kept that schedule for close to 600 issues. That's a lot of years of giving them what they want, when they want it.

Train both the search engines and your audience.

You may want your subscribers to check your site daily, semiweekly, weekly, or biweekly. Shape people's behaviors, so they come back regularly.

Both my [AutoResponsePlus](#) software and my [Aweber](#) service allow me to load messages ahead of time, and schedule a later delivery. So, there is no excuse for me not to deliver regular content.

[Read Aweber AND AutoresponsePlus: Keith's Experiences](#)

# It's Time to Make Some Money

Okay, you have a site with a theme, and it has the right look. You also have a list to collect email addresses from your visitors. And you have a plan for how often to contact your subscribers.

*Note: You'll get more visitors, if you offer them something for free, when they sign up. If you don't have rights to an ebooklet for this purpose, contact me. Maybe I could help.*

Now, it's time to get something to sell ... or more specifically, to presell. I suggest that you start with [Clickbank.com](http://Clickbank.com), because the affiliate sign-up is free. They are a reliable company, so they try to make everything easy for you.

If you are new to Clickbank, [click here](#), and I'll walk you through the process of signing up.

If you already have an affiliate nickname with them, then you need something to promote. You could simply type martial arts into the marketplace search field, but you'll see every kind of crap in the results.

I have a better suggestion: Use the links to my products at [Keith's Clickbank Links](#).

## **Here's why you should consider starting with links to my ebooks:**

- I only reach about 100,000 martial artists, worldwide (30,000 or less in the U.S.). In the U.S. alone, there are over thirty MILLION martial artists. I am reaching such a small fraction, that it leaves a wide open market for you.
- There are no follow-up sales by the same author, when you sign up to random Clickbank products. Most of these guys are one-hit wonders. If your subscriber buys and likes one of my ebooks, it makes sense that he or she might like a second, or a third.

- There are four different products with completely different sites ... easy-to-use links ... a one-stop spot.
- The articles at [BestMartialArtsArticles.com](http://BestMartialArtsArticles.com) are designed as presells to some of these ebooks. Show your readers the article, and they click through your affiliate link to the product. You get 50% of the sale. This is a free resource for you to use, to send people through your link to my ebooks.
- I rotate products. If I see that one of those four links have slowed in sales, I'll replace the page with a new product. By using the link creator with each new article, you'll automatically promote the current ebook.
- The “gravity number” for “Keith Pascal ebooks” in the marketplace is kept low **on purpose**. You won't see a lot of competition, because most marketers look for higher gravity. Since, I sell a lot of my own product, that number will never be super high. This is good news for you.
- In fact, **I don't list some of your affiliate links in the Clickbank Marketplace. These links are for you ...** NOT the zillions of affiliates promoting ebooks on dating, how to make money in the stock market, the latest video game cheats, and so on. This guarantees that there won't be over-saturation of my ebooks. This is another big plus for you.

[Sign up or grab affiliate links, here!](#)

## The Presell

The articles that I'm offering are a good way to warm up your prospects. You get your readers ready to buy.

Some of your visitors will read the article and want more ... lucky for them (and you), there happens to be a link (resource box) right below the article ... offering them even better and more complete how-tos in the world of practical martial arts.

You don't have to use my articles, but you do need some way to introduce the ebook, so that your subscribers or visitors turn into better prospects, even before they reach the sell page.

*Note: Don't try to sell them cold. Befriend them, get them to trust you, and then offer your new friend a decent recommendation ... that comes with a money-back guarantee. The guarantee is important, because you want them to get the right fit. You want them to love their new information. And they will appreciate you for the recommendation.*

One of the best ways to presell is to share what the product has done for you. Give it an endorsement.

Either buy the product, or sell a few of one title, first, and then ask me for a review copy. I don't just hand them out to everyone, but if you have sold some of a particular ebook, then I feel that you'll do a better job preselling, if you have the ebook, too.

Besides, it's another way, that I can say thank you.

After you have sold some copies, email me the name of the product, and your Clickbank nickname. Once I verify how many you have sold, I'll comp you an epackage, for your eyes only ... of course.

***info@MartialArtsMoney.com***

**I really will gift you a copy, after you sell a few copies. You'll be able to endorse the ebook better, and you'll get valuable information for your personal library.**

Let's move on ...

# Not For Everyone, But a Great Moneymaker For Some

Selling ebooks is so much easier for you. You entice people to click on a link, and then they read a sales message. Some of them will buy ... they click again, pay Clickbank, and a few times a month, you get a check sent to you.

Easy.

Well, some of you should also offer solid books. While it does involve more steps than an automatic download of an ebook, it comes with several advantages. There are definitely reasons to consider selling one of my paper-printed books to your customers:

- There aren't that many more steps. You have to send them a book; that's it. And if you really detest that process, have one of your martial-arts students do it in trade for a discount on lessons.
- Some customers prefer books. For example, if you have an above thirty-year-old target audience, you might want to consider offering both books and ebooks.
- Your customers might be into having a martial-arts book collection. Or you can convince them to. After all, Bruce Lee had several thousand martially-related books on his shelves. A great selling point is that "all the true masters have ..."

- I can autograph books to “winners” of your contests. And I can sign any and all books that you sell, if that’s what you want. Not to brag, but at any given time on Amazon.com, a used copy of my first edition of Wrist Locks goes from \$200 - \$550. (The revised soft cover is sooooo much better.)
- If you want to convince people that you are a real business, then occasionally you should send real products. Electronic-download sales, to me are preferable, but it’s important to offer books, too. I want to capture a bigger audience.
- Sending out a book is a great opportunity for you to include a printed freebie. Make it something that they’ll want to keep, but at the same time sells them on you and your company, or one of your more expensive products.
- You can charge for postage and handling ... often, this will put a few extra bucks in your pocket. (I know someone who has a friend fulfill his book orders for him. He makes an extra \$3 above cost on the postage, yet his buddy only charges him \$1 per order to fulfill. Both are very happy campers.)
- Often my books will mention other books of mine. If you follow up with emails, right after you send out the first book, often you can get a second sale almost automatically.

(By the way, timing really is important here. You want your customer to buy from you, not Amazon.com or some other source.)

- Some of my articles mention my books. Your customer gets a little dose of pride, each time the purchased book is referred to. He or she feels like a member of an exclusive club — someone who is privy to the information being referenced.

If you are interested in selling printed books of mine to your customers, click here.

And don’t worry; I won’t make you order a big back-stock. In fact, I’ll show you a way to sell to your customer before you buy from me.

**[Click here to learn more about offering printed books.](#)**

# Stay Tuned, But ...

In the TV shows of old, they used to say *Stay Tuned ... Same Bat Time, Same Bat Channel ...*

*Stay tuned*, was said to build anticipation for the next episode. Well, I'm working on a bigger resource to help you with your website. You'll get more specific how-tos -- this ebooklet was fairly general -- and I'll give you more than just the [four Clickbank affiliate links](#).

Stay tuned :-)

Stay tuned, but don't stay idle. Batman® lovers weren't expected to sit, glued in front of their televisions, until the episode aired the following week. And I don't expect you to sit idle, either.

There are a lot of great actions you can take — steps that were just suggested in this ebooklet.

Keep in mind, most won't grab affiliate links to my eproducts. And even fewer will carry my books ... even though they are proven sellers.

I hope you dare to be different from the lazy masses. I sincerely want you to excel with your martial-arts site and affiliate links. After all, I succeed, when you do.

If you have any questions, or need help along the way, please email me.

To your website's success!

*Keith*

PS Here are the links mentioned in this ebooklet, but first, a message from me to you ...

# The Keith–Pascal Commitment

This is probably not the best way to end an ebook on making money with your martial-arts site, but I think this is an important message:

I have been in martial arts for most of my life. (I'm in my 50s.) And I have been a martial-arts author for over a decade.

If you ask me, I'd attribute this sustainability to my moral and ethical standard; honor and honesty mean a lot to me.

With the above in mind, let me perfectly frank; I do what I do, not only out of my love for practical-application martial arts, but also to make money. (I have a wife, daughter, two cats, and a dog ... food on the table ... etc.)

Making money is not the end-all — especially, not at the expense of others. So, I want to make sure these resources are a good fit. They have to be right for you and your readers. This is one of the reasons that I offer a complete money-back guarantee on all of my products.

And I want to give you the opportunity to make money, too. I'll offer you 50%, whenever I can.

I really am committed to doing whatever it takes to make money for both of us, in an honorable and ethical manner.

To that end, if you have any suggestions, please let me know. Also, let me know when I get it right.

To “our” success,

*Keith*

How to End The Fight with One Hit is a good epackage to start selling. Read about its benefits and grab a FREE affiliate link here:

<http://martialartsmoney.com/win-the-fight-affiliate-link/>

Here's an example of a niched site. The focus of this entire site is wrist locking:

<http://WristLocksExpert.com>

Fresh articles that you can use to promote these links. Each article has a link for you to grab an affiliate link. You won't find these articles on mass directory sites:

<http://BestMartialArtsArticles.com>

This is one of the longest-running martial-arts ezines:

<http://martialartsmoney.com/martial-arts-newsletter-reviews/>

This is the list management service that I use. It's not free, but it's powerful:

<http://www.aweber.com/>

Here are the four Clickbank.com links to my products. Grab them all at once or click on each product for descriptions and more:

<http://martialartsmoney.com/clickbank-martial-arts/>

Here's the link to one of the eproducts that you can recommend:

<http://martialartsmoney.com/martial-motivation-affiliate/>

Do you want to sell physical books with all their benefits (\$\$\$):

<http://martialartsmoney.com/martial-arts-books-wholesale/>

Here's a tutorial for you on getting your clickbank link:

<http://martialartsmoney.com/clickbank-martial-how-to>