



Ross John Penman

THE MARTIAL ARTS BUSINESS COACH

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HI, I'M ROSS,

I'm a lifelong Martial Artist that built an award-winning, multiple six-figure Martial Arts school whilst I was in my twenties. I then also went on to co-found one of the fastest growing Martial Arts events companies in Scotland too.

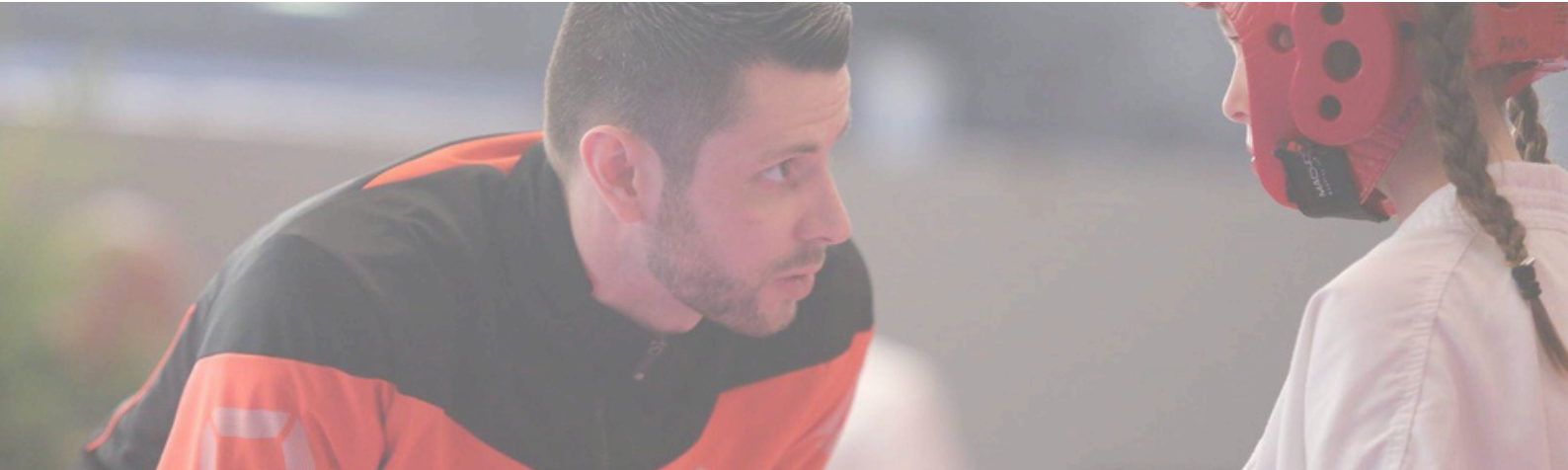
I currently hold 5th dan Black Belts in both TaeKwon-Do and Kickboxing, I'm a former World Champion Athlete and a Certified Personal Trainer and Nutrition Coach too.

Beyond my practical experience, I've invested heavily in to my own education and learning. My passion for high performance and business along with personal and professional development is clear.

My unique skill set enables me to swiftly identify strengths and weaknesses in any business, allowing me to design effective plans that drive improvement and success.

My mission is to empower you to *turn your passion in to your profession* and build a successful Martial Arts business that **THRIVES** and doesn't just survive!

**“SUCCESS DOESN'T COME TO YOU,
YOU HAVE TO GO TO IT.”**



WHAT I DO...

I've invested over £75,000 in to my own personal and professional development over the years; from private mentors and mastermind groups to training courses and qualifications.

Why?

Because I realised early on that, although I was competent at teaching Martial Arts, I didn't know what I didn't know when it came to running a business.

As a result, I've been able to build an incredible business doing something that I love and earn a great living to support my family whilst also positively impacting hundreds of lives in the process.

Now, it's my mission to help other Martial Arts school owners do the same.

There's a stigma in the industry that if you make money teaching Martial Arts then you're a "sell-out".

I disagree.

My view is that we change lives for the better through teaching Martial Arts. Charging money to deliver that outcome via an incredible customer experience is a win for both you and your students (not selling out).

PROVEN TRACK RECORD

- Built a multiple six-figure school (£250k+ p.a.)
- With 300+ members.
- Been operating for over a decade.
- Became the market leader in our local area.
- Built a strong, reliable team from scratch consisting of staff and loyal volunteers.
- Recognised and won multiple business awards.
- Successfully steered the business through a global pandemic.
- Designed an in-house leadership programme to build a pipeline of future instructors as part of the business' sustainability plan.
- Became a trailblazer and thought leader in my industry.

PROVEN TRACK RECORD

In addition to running my school, I collaborated with a business partner to launch our own events company in the Martial arts space.

Since starting that company in 2022 we have:

- Built the fastest growing events business in our niche.
- Successfully secured strategic partnerships in the form of sponsors.
- Ran the largest competition in Scotland - beating numbers of the National Federation's equivalent event.
- Built a profitable business from scratch with only an initial £1,000 investment.
- Set a new standard of event within our country.
- Averaging a 40% profit margin per event.
- On track to do over six-figures worth of revenue.

PROVEN TRACK RECORD

I worked with Stewart, owner and Head Instructor of Alexandria Kickboxing Academy.

Below are a some of the results we achieved for his business:

- Restructured his pricing so he was charging his worth.
- Identified his business' value proposition and created a mission statement that acts as the guiding light in all that they do.
- Created a marketing strategy that helped him generate more leads than ever before.
- Added 3 new income streams in to his business by diversifying his offer.
- Made back his entire investment in me as his mentor in less than 3 weeks of working together.
- Got him in to a position where his partner was able to leave her job upon returning from maternity leave by doubling his personal take home income in less than 12 months.
- Stewart was able to buy a new Mercedes SUV - a car he had always wanted - after increasing his personal earning power.

PROVEN TRACK RECORD

I worked with Jonathan, owner and Head Instructor of Elite Martial Arts Academy.

Below are some of the results we achieved for his business:

- Set goals and mapped-out a strategic plan of action to achieve them.
- Reginited his business' brand.
- Implemented new marketing strategies to boost his schools exposure and attract new members.
- Restructured his prices, identified his unique selling point and got clear on his value proposition.
- Implemented a new CRM system which improved operating efficiencies.
- Added £15,000 of new monthly recurring revenue in to his business in the first 3 months of working together.
- Helped him take his school over the £100k per year turnover mark and join the six-figure club mastermind.
- Instilled belief in himself as a successful martial arts school owner.

MY SERVICES

1-TO-1 COACHING

Work with me directly as your business mentor and I will help you build your martial arts school in to a success!

You can't beat 1-to-1 Coaching for that personal touch and attention to detail. In my opinion, it's where you really feel the benefit and value of having someone in your corner pushing you to succeed but supporting you at the same time every step of the way.

MARTIAL ARTS BUSINESS BUILDER

This programme is designed to help school owners turning over less than £100k per year to reach that six-figure mark. Gain access to; monthly training workshops, weekly accountability calls, networking events and a community of other like-minded Martial Arts Business Owners who are all working towards bettering themselves and their business.

MARTIAL ARTS SIX-FIGURE CLUB

If your martial arts school is doing more than £100k turnover per year then this mastermind group is for you! Join an exclusive community of high-performing martial arts business owners who are ready to take things to the next level in terms of money, freedom and impact with ongoing support and guidance from me along the way.

QUESTIONS? GET IN TOUCH BELOW!

If you have any questions or would like more information in regards to the services I offer please do not hesitate to get in touch.



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