

# ACTION INTERNATIONAL MARTIAL ARTS ASSOCIATION

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A.I.M.A.A.!

국제무도협회



*Grandmaster Hee Il Cho*

## Introductory Information Packet

World Headquarters, USA

7192 Kalaniana'ole Hwy, Ste. C-200 Honolulu, HI 96825 USA Ph: (808) 396-8900 Fax: (808) 396-0800

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[www.aimaa.com](http://www.aimaa.com)



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**Congratulations!**

# Welcome!

*You have made the first step toward achieving your martial art endeavors with one of the world's most innovative and respected organizations. The Action International Martial Arts Association proudly grows on the foundations of the true martial art tenets and works toward the prosperity of its members. From our commitment to "no politics" to our scientific approaches on curriculum to our President and Founder who has gained popularity as a "living legend" of his art, you will quickly find what makes the AIMAAsuch a unique organization that stands out from any other.*

*Our Headquarters works to fully support the success of its affiliates. As part of the AIMAAsuch, you will be given access to an enormous amount of business information that will guarantee the rapid growth of your school, including:*

- How to sell a traditional martial arts program and why
- How to use off-hours to generate income
- How to teach private lessons to increase student sales
- How to create a monthly newsletter to keep students informed
- How to monitor your school and keep track of students
- How December can be a great month
- How to get free advertisement and become a leader in your community
- How to set up satellite schools at a low cost
- How to reach out to academic schools in your area
- The best ways to advertise
- How to conduct demonstrations to attract more students
- How to set up a profitable AIMAAsuch Pro-Shop
- How to organize seminars with Grandmaster Hee Il Cho or other qualified AIMAAsuch Senior Instructors to inspire your students and attract more
- Networking in the AIMAAsuch
- AIMAAsuch Summer and Winter Camps
- AIMAAsuch Instructor's Programs
- AIMAAsuch National and International Championships
- AIMAAsuch Student Transfer Benefits
- AIMAAsuch Products Discounts
- AIMAAsuch Panther Programs
- R.A.P.E. Defense and Four Fighting Zones
- International Judging and Referee Certification
- **And much more!**

*The benefits you can gain are truly limitless! We encourage you to thoroughly review through the enclosed information and discover the vast opportunities awaiting you and your students as a part of the AIMAAsuch family. **Join the action today!***



## About AIMAA

# A.I.M.A.A.!

*Thank you for your interest in the Action International Martial Arts Association! We proudly stand as one of the most respected and innovative martial arts organizations in the world today and hope to soon welcome you as a member of our growing AIMAA family.*

*The following information should be read thoroughly and will answer most of your questions and concerns regarding your membership with the AIMAA. We guarantee your time will not be wasted!*

## “What separates the AIMAA from other martial art organizations?”

AIMAA was founded by world-renown martial artist, Grandmaster Hee Il Cho in 1980, and its original goals remain the foundation of the association two decades afterwards. AIMAA is dedicated to serve as the unifying body for Tae Kwon Do and all other Martial Arts. It is not the intent of uniting systems in terms of styles, but to recognize each style for its unique qualities and to unite the spirit of peace and harmony - the fundamental elements found in all martial arts. Therefore, AIMAA has always kept an open mind as to remain progressive with its incorporation of training techniques and continues to encourage the exchange of ideas for the benefit of all martial artists.

## “The AIMAA is a no-politics organization”

We are a service-oriented organization dedicated to support the achievements of our members' goals. As an AIMAA Instructor affiliate, you will be entitled to an enormity of benefits guaranteeing the achievement of your success. We believe keeping an open line of communication between the head of the organization and its members is very important. You will be granted an ideal opportunity to build a relationship directly with the President and Founder of the association himself, Grandmaster Hee Il Cho. No other martial arts organization provides a direct line of communication with its President/Founder.

Because AIMAA allows direct contact with Grandmaster Cho, it is not necessarily mandatory for members to converse with their Regional Director or other neighboring Instructor members. In this association, there is no “superior and inferior.” The Regional Director of your area is only positioned to support you and your school, while giving an effort to create a universal sincerity of support from your country. However, if for some reason you do come across conflictive impressions against the Regional Director or other members, you are still guaranteed to receive full support from the AIMAA Headquarters, as long as you respect and abide by the AIMAA regulations. This way, members can avoid any inconvenient situations while feeling comfortable to be an AIMAA affiliate. Still, the AIMAA Headquarters certainly does not favor this suggestion. *The AIMAA cannot grow by itself – the AIMAA can only grow together.*

## “What if I don't know Tae Kwon Do?”

In the world today, the proper qualifications and certification is important for success. The AIMAA internationally recognizes ranks of all Korean martial arts practitioners who hold a current certification from the International Tae Kwon Do Federation or the World Tae Kwon Do Federation, as well as the governing bodies of Tang Soo Do, Moo Duk Kwon and others. If you do not presently train in a Korean style, there is no need to despair! The AIMAA provides an extensive library of both books and videos for students of all martial arts to utilize for their benefits. Most recently Grandmaster Cho developed the revolutionary Home Study Program where you can gain rank recognition through video/DVD testing. You and your students will still have their ranks honored

by the AIMAA and will be given the opportunity to earn certification in Tae Kwon Do! *Receiving certification by Grandmaster Cho would be the equivalent of receiving a Harvard Certificate in the martial arts.*

## “What about belt testing?”

AIMAA's testing curriculum is *basic* and *beneficial*. Every AIMAA affiliated school follows a testing guideline of promotions every two to three months. You may charge any testing fee that you find most profitable; all we ask is that you submit the required \$10 certificate fee to the AIMAA Headquarters. The set fee schedule for the Headquarters is indicated on every test application and may be emulated as a guideline (you have the flexibility to charge whatever fee most profitable for your school's demographics):

<b>Belt</b>	<b>Testing Fee</b>	<b>Send to HQ</b>	<b>Your Profit</b>
Yellow	\$60	\$10	\$50
Orange	\$80	\$10	\$70
Green	\$90	\$10	\$80
Blue	\$100	\$10	\$90
Purple	\$120	\$10	\$110
Brown	\$200	\$10	\$190
High Brown	\$150	\$10	\$140
Red	\$250	\$10	\$240
High Red	\$200	\$10	\$190
1 <sup>st</sup> Dan	\$400	\$100	\$300
2 <sup>nd</sup> Dan	\$500	\$200	\$300

You will be allowed to test your students up to 1<sup>st</sup> Degree Black Belt. Senior AIMAA Instructors in your region are allowed to promote you up to your 5<sup>th</sup> Degree Black Belt. Any level higher than 5<sup>th</sup> Degree must be personally promoted by Grandmaster Hee Il Cho. This can be done at the AIMAA World Headquarters or at any of our great summer and winter camps. Grandmaster Cho frequently visits many parts of the globe, and students can arrange tests for these occasions as well.

## “How do my students benefit?”

As you've read so far, an exciting journey awaits you as a part of the AIMA family. Rest assured, the journey is not only limited to you as an Instructor, but your students are also invited for the adventure! The annual student membership fee is \$30. By submitting the requested \$20 out of the student membership fee to the AIMA Headquarters, your students will be entitled to...

- ❖ *A personalized membership card*
- ❖ *Discounts on individual titles of Grandmaster Cho's books and videos*
- ❖ *A beautiful membership patch*
- ❖ *10 FREE days of training at any AIMA affiliated school worldwide! (per year)*

In addition to all this, each promotion they achieve will entitle them to a handsome belt certificate, personally designed by Grandmaster Cho with his signature to validate it! This even includes the international rank recognition provided by AIMA! You are guaranteed to have many proud and satisfied students.

“Sounds great!”

“What now?”

..... **WAIT!** .....

There are still *even more* benefits for you as an AIMA affiliated Instructor!

- ❖ *FREE TRAINING* at any AIMA affiliated school worldwide for one whole week
- ❖ Discounts to all AIMA events
- ❖ AIMA Instructor's Certificate personally signed by Grandmaster Hee Il Cho

In addition, once you become a member of the AIMA, you will be provided with a complete and effective multiple-page Instructor's Manual. The manual will aid you on how to run a successful school, guaranteeing to increase your school's profits and credibility. Our Instructor's Manual provides excellent guidelines in establishing and maintaining an AIMA affiliated school, allowing you to sit back and reap the rewards of your school's prosperity.

## **EXCITED YET?**

AIMA has developed two membership programs, Charter and Associate, to further meet your specific needs (information enclosed). Once you become a Charter Member you will receive a complete AIMA Instructor Manual containing full details of forms, fees and regulations.

We hope you will decide to become a part of an elite group of individuals who practice the martial arts for the holistic development of the *mind, body, and spirit*.

### **AIMA World Headquarters, U.S.A.**

7192 Kalaniana'ole Hwy Suite C-200

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*Increase Your Revenues!*

# Revenues!

*As a member of the AIMAA, you will be provided with an endless amount of resources that you can take advantage of in order to increase your school's revenues. With Grandmaster Hee Il Cho's decades of experience to lead you, your school will not only grow prosperous but will expand measures in martial arts training as you and your students are introduced to his innovative curriculum.*

There are several specific ways in which the AIMAA can help your school grow successfully:

## **MEMBERSHIP DUES**

The annual AIMAA Student Membership fee is \$30. Submit \$20 of this fee (per student) to the AIMAA Headquarters and keep the remaining \$10 to contribute to your revenues. If you sign up ten new students per month, you are immediately gaining an extra \$1,200 in profits a year. Because AIMAA registration is mandatory, you should not have to worry about new students questioning the extra fee. The Headquarters conveniently collects these fees twice a year (January and June). For those students who join within the months of Jan. – June, the regular \$30 should be charged. However, to ensure fairness to those who join your school in the latter part of the year, they will only have to pay half (\$15) of the membership fee until January, and you will send only \$10 to Headquarters. Be sure to explain that it is an integral part of your program as is with a uniform purchase. Clarify the array of benefits they receive from being an AIMAA Student Member, and the \$30 due will seem minimal to the advantages they get in return.

## **BELT PROMOTIONS**

You must make your testing a special occasion. Make sure to schedule testing dates in advance for the entire year. This not only teaches your students how to set goals and achieve them, but it will give them a sense of discipline as well. Thoroughly go through the curriculum (according to the AIMAA Student Handbook) and explain to students what it takes to advance in rank. Also, be sure to invite and encourage parents, friends, students, and assistant instructors from the school to support the students who are testing. Award ceremonies are an important part of testing as well. Prepare a brief speech on how Tae Kwon Do contributes to students' lives. Present to students their new belt and AIMAA certificate validated by Grandmaster Hee Il Cho's signature in front of your next class. The Headquarters provides a testing fee guideline that you can follow, but you are granted the flexibility to charge whatever testing fee you wish. That means apart from the certificate fees that the Headquarters collect, the rest is yours to keep as another part of your income. (Be sure to include the \$30 AIMAA membership fee in their first test).

## **AIMAA PRO-SHOP**

One of the best sources for your school's profits is through establishing an AIMAA Pro-Shop, using the complete line of products that the AIMAA has to offer. From Grandmaster Cho's videos and books to posters, T-shirts, sweatshirts, jackets, headbands, neckties, pins, patches, and much

more, the AIMA Headquarters is more than happy to assist you in beginning a marketing venture where all our products will be available to you at discounted wholesale prices. These materials are guaranteed to help you and your students adjust to the AIMA curriculum in no time. Your students will be more motivated, better educated, and sincerely feel that they are learning a complete system of the martial arts. Require all students to purchase their equipment from your school's pro-shop. As an Instructor you will cultivate a more dignified and disciplined school with all your students looking sharp and orderly, while earning thousands of dollars each year!

### **STUDENT STARTER KITS**

By far the program that has proved most successful at the Headquarters is our innovative Student Starter Kit Packages (further details enclosed). These kits have all the materials a student needs and more, and will help integrate the AIMA curriculum into your school in unbelievable time and precision. The unique program requires students to study Grandmaster Cho's videos and DVDs at home as a supplement to their training at your school. As a result your teaching responsibility will be lightened by the rapid progression of your students, and the revenues obtained are phenomenal. No other association can offer such a program with its own instructional library produced by a martial artist who has been labeled as a "legend" in his art. As with the membership dues, in order for the Student Starter Kit program to thrive at your school, you must make its purchase a requisite in your program for your students. You can also customize the program by charging a more suitable price according to your school's demographics. The AIMA Headquarter's has created affordable Instructor Starter Kits that will help you begin this incredible program at your school (details enclosed).

### **JOIN THE ACTION!**

As an AIMA affiliated school, you and your students are welcome to our number of events that will introduce your training to a whole new level. The AIMA promotes various seminars, summer and winter camps, international tests, and even world championships. By encouraging your school to participate in these events as groups, you can inspire a series of fundraisers and other like activities that will further help your school grow more intimately. On top of the great AIMA functions that welcome your students, AIMA offers the most complete martial arts curriculum through opportunities of earning official certification in R.A.P.E. Defense, Strategic Street Defense, and International Referee. Constantly striving to improve your art and working towards earning these other certifications can help establish your credibility as an Instructor as well, again resulting in a highly successful school. Clearly, being an AIMA member can be truly exciting and rewarding.

### **MAKE THE ACTION**

Another way the AIMA can support your school's revenues is by sponsoring a seminar. These seminars can generate a tremendous amount of enthusiasm and school support. Grandmaster Hee Il Cho has shared his 50 years of experience with practitioners all over the world through over *300 seminars*. He has continued to keep the martial arts scientifically effective by incorporating different fighting techniques into the traditional Tae Kwon Do style. This foundation is what has earned AIMA the reputation as one of the most progressive martial art organizations in the world. All AIMA Senior Instructors are direct students of Grandmaster Cho and extremely qualified. They will give excellent assistance in boosting up student enrollment for your school. Seminars may be on any topic that you feel most beneficial for your school - from the AIMA curriculum to ground grappling. Enormous success has always been the number one result for affiliated schools from properly promoted seminars. Grandmaster Cho and AIMA's Senior Instructors are eagerly invited to host seminars time and time again.



*The Guaranteed Path  
to Success!*

## **AIMAA Instructor Starter Kits**

*As an AIMAA Instructor, you will be provided with several marketing strategies and business guidelines that have proved to be highly successful at the Headquarters. Now, fortunately for our new Instructor members, we have designed Instructor Starter Kits that will not only provide you with textual information but will supply you with all the materials needed to begin implementing the student kit program at your school immediately.*

We understand that for some of you the starter kit fees may seem overwhelming. However, we assure you that it is a very small investment for a greater, profitable future.

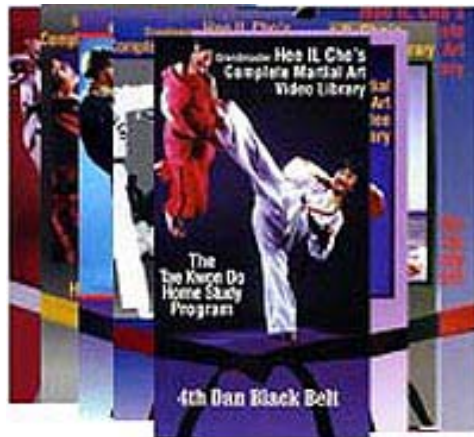
### **BENEFITS INCLUDE:**

- ❖ *Instant revenues from immediate down payments for kits*
- ❖ *Faster progress of your students guaranteed by mandatory video study*
- ❖ *Incomparable credibility backed by world renowned Grandmaster Hee Il Cho*

It was most unsettling to see students pass up the opportunity to implement Grandmaster Cho's excellent instructional library into their training. Just as new students

# Success!

would not even hesitate to decline a uniform purchase if presented as an *option*, students are just as reluctant to invest in books and videos if its essentiality is even slightly overlooked. By introducing the starter kits to the students



as mandatory from the beginning, it brings a better opportunity for you to clarify its value. As an Instructor you will earn more profits and achieve more teaching flexibility in the class due to immediate progress of students. Your students will also benefit, as their training will be enhanced measures by bringing Grandmaster Cho into their own living room.

After introducing the starter kit program to your school, you will quickly realize that you will have to be well prepared by studying the videos diligently as well. As a fellow martial artist you should already be well acquainted with the fact that regardless of your title as an Instructor, you are always a student first. These materials will not only allow you and your students to discover dynamic training on a whole new level, but also aid in properly establishing the AIMAA curriculum in your school. By making a sincere effort to grow together with your students, your school will experience a more personal realization of mind and body training. Gym members are apt to become bored with routine physical exercises yet religious peoples faithfully attend services every week. In the same way, your school must include the spiritual component of martial arts training in order to thrive. As a result your school environment will become more intimate and rich with the philosophical tenets of Tae Kwon Do.

If you encounter any obstacles along the way, our AIMAA Staff will always be here at your convenience to provide you with assistance. We wish you the best of luck and look forward to seeing the success of your school!



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## **AIMAA Membership Programs**

### **PROGRAM 1 - Associate Instructor Membership**

#### **SPECIFICS**

- *This program does not include AIMAA rank recognition*
- *Recommended for those who study different styles other than Tae Kwon Do or Instructors who run small clubs and wish to gradually pursue an AIMAA Charter Membership\**
- *All students of the Associate Instructor must be affiliated to the AIMAA within 4 months*

#### **BENEFITS**

- AIMAA Student Handbook
- A personalized AIMAA membership card
- A beautiful set of AIMAA patches for your uniform
- Discounts to any AIMAA products (*non-sale items*)
- Major discounts on all equipment from Kens Trading Company or KI International
- 1 week FREE training at any AIMAA affiliated school worldwide! (*Per year*)
- Discounts on travel, car rental, and hotels for visits to the AIMAA Headquarters, seminars, summer and winter camps, as well as our growing regional and world championships

**TOTAL PRICE**                      **\$99.00**

*Annual Membership Renewal Fee: \$75.00*

By renewing your Associate Membership with the AIMAA, you will be entitled to all of the above.

*- This fee is waived if your school maintains 30 or more members*

**\* This program is for supporting members only if the Instructor does not wish to pursue an AIMAA Charter Membership after at least one year as an Associate member.**

## **PROGRAM 2 - Charter School Membership**

### **SPECIFICS**

- *This program includes AIMA rank recognition*
- *Welcomes Instructors with their own school or club*
- *Must have at least a 1<sup>st</sup> Degree Black Belt from a recognized organization*
- *Must have a valid business license or a letter from the proper teaching facility (i.e. YMCA, YWCA or sports center)*
- *All students of the Charter Membership Instructor must be affiliated to the AIMA within 4 months*

### **BENEFITS**

- Two color posters personally autographed by Grandmaster Hee Il Cho
- A personalized AIMA membership card
- AIMA Student Handbook
- One free video (VHS or DVD) of your choice from Grandmaster Cho's unique instructional library (*Recommended VHS Tapes: #4, #5, #14, #15, #24, #31, #37, #38, Recommended DVDs: #4, #5, #24, #31*)
- A beautiful set of AIMA patches for your uniform
- A handsome AIMA School Charter certificate (*issued after one year of school's active affiliation*)
- Complete and detailed AIMA Instructor's Manual (everything you need to know to operate a successful martial arts school)
- Discounts on all AIMA products
- Major discounts on all equipment from Kens Trading Company
- 15 days FREE training at the AIMA World Headquarters with Grandmaster Hee Il Cho (*Per year*)
- Invitation to test under Grandmaster Hee Il Cho at our World Headquarters or our summer and winter camps
- 1 week FREE training at any AIMA affiliated school worldwide (*Per year*)
- Discounts on travel, car rental, and hotels for visits to the AIMA Headquarters, seminars, summer and winter camps, as well as our growing regional and world championships

**TOTAL PRICE**                      **\$500.00**

*(Foreign countries add \$40 for shipping/handling)*

**PRICE FOR BRANCH SCHOOLS**    **\$250.00**

*Annual Membership Renewal Fee: \$200.00 for Charter School, \$100.00 for Branch Schools*

***- This fee is waived if your school maintains 30 or more members***

By renewing your Associate Membership with the AIMA, you will be entitled to all of the above.

# ACTION INTERNATIONAL MARTIAL ARTS ASSOCIATION

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**World Headquarters, USA**  
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**Fax:** (808) 396-0800



**Grandmaster Hee Il Cho**  
*President & Founder of AIMAA*  
9th Degree Black Belt

[www.aimaa.com](http://www.aimaa.com)

## ASSOCIATE/CHARTER MEMBER APPLICATION

(PHOTO)	<b>Name:</b> _____ <small>(First) (Middle Initial) (Last)</small>
	<b>Mailing Address:</b> _____ <small>(No./Street) (Apt./Unit #)</small>
	_____
	_____
	<b>Telephone:</b> _____ <small>(Home) (Business/Cell)</small>
	<b>Date of Birth:</b> ____/____/____ <small>DD MM YYYY</small>
	<b>Associate Member (\$99.00)</b> [ <input type="checkbox"/> ]
	<b>Charter Member (\$500.00)</b> [ <input type="checkbox"/> ]
<b>Branch School (\$250.00)</b> [ <input type="checkbox"/> ]	
<small>(Please add \$40.00 for shipping fee to foreign countries)</small>	

<b>School/Club Name:</b> _____ <small>(Will appear on your AIMAA Charter)</small>
<b>School Address:</b> _____
<b>School Telephone:</b> _____
<b>Email:</b> _____
<b>School Business Hours:</b> _____
<b>Your Position:</b> _____
<b>School Size:</b> Training area _____, # of students/members _____, # of year in Business _____
<b>Present Rank in Tae Kwon Do:</b> _____
<b>Received From:</b> _____ <small>(Name of Association &amp; Black Belt Master)</small>
<b>Other Style, Black Belt in:</b> _____ <small>(Name of System, Style or Branch, if not Tae Kwon Do)</small>
<b>Year Received:</b> _____
<b>Received From:</b> _____ <small>(Name of Association &amp; Black Belt Master)</small>
<b>Training Experience:</b> # of years _____, School Name: _____
<b>Location:</b> _____
<b>Do You Own A Martial Arts School?</b> Yes [ <input type="checkbox"/> ] No [ <input type="checkbox"/> ] <small>(If yes, please fill in the information below)</small>
<b>School Name:</b> _____
<b>Location:</b> _____
<b>Are You Affiliated With Any Association At Present?</b> Yes [ <input type="checkbox"/> ] No [ <input type="checkbox"/> ] <small>(If yes, please fill in the information below)</small>
<b>Name of Association:</b> _____
<b>Start:</b> ____/____/____
<b>End:</b> ____/____/____
<b>ONE FREE VIDEO for Charter Members ONLY.</b> Please send me: _____ [ <input type="checkbox"/> ] Check here for DVD option, \$5.00 extra. <small>(Tape #) (Title)</small>

To: Grandmaster Hee Il Cho, President of AIMAA

I hereby submit my application, along here with my membership fee \$99.00 (Associate Member), \$500.00 (Charter Member), \$250.00 (Branch School) and a copy of my black belt certificate, for your consideration to become an affiliate and instructor member of AIMAA. I understand that AIMAA reserves the right to cancel the affiliation and any membership should I misuse the affiliation or behave in the manner that is against the rules or principles of the association. In addition, I understand that there is absolutely NO REFUND unless my application is denied only.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_/\_\_\_\_/\_\_\_\_

