

A Personal Letter from Rod Martin, a 4<sup>th</sup> Dan Gojuryu Seiwakai / 4<sup>th</sup> Dan JKF Gojukai, a Leading Trainer and Holistic Practitioner in Australia...

## **Why Work So Hard and Have Nothing to Show For It? – Leave a Legacy to Be Proud Of**

We are living in an extraordinary time of growth and development. While the growth of the internet, mobile phones, and social media means that we can communicate without boundaries - there remains a deficiency in the development and recording of the arts around the world. In your club and in your martial art, you might notice there is a lack of connection and unity with other martial arts generally.

Individuals like you are working hard to build clubs and a sense of community. But there are not many places which draw us all together, where we can communicate important messages and teachings in a professional way. Our proposed “internet Dojo” will strive to fix this deficiency.

Another problem is lack of funding and the ability to make money ethically from competition or teaching. We are in direct competition with the martial artists next door, and it can be hard to make ends meet. Even the most moral of businesses need more interest and more people coming through its doors.

To this end, the video sharing site YouTube has been a positive development in the advertising of our art. It allows us to let people know who we are and to upload our videos.

The founders of iDojo believe that YouTube is good for introduction, but lacks the depth and integrity to form the core of our arts communication needs. Once again, we are being asked to dedicate our lives to an art and then give that education away for free.

So we asked: “Why should we work so hard and have nothing to show for it? **What if each great martial artist teacher could leave a legacy – and gain new followers right now as well?**”

With the new tools of podcasting (audio), webinars, and email marketing to large databases of interested people, we have at our disposal very low cost methods to ethically get across our collective and also our personal messages to the rest of the world.

### **The iDojo Proposal**

The founders of iDojo are in the process of creating the ideal martial arts communication and teaching environment on the Internet. We want to create the perfect place where people can go specifically to find videos for their ongoing training.

This site will allow select instructors to promote their seminars, tournaments and other work to a large database of interested people. Importantly, it will also provide a safe location to store invaluable videos, so that people around the world can access them and learn from them. Sort of like an interactive time capsule.

The founders of iDojo have over the past few years developed a deep understanding of internet marketing and sales, along with online trends. Our team's talents include technical, marketing and business skills, as well as a fundamental appreciation of the arts. We are using all this experience to create the perfect web site for the Martial arts.

The site will be apolitical; not biased towards any particular art or country. It will act as a medium through which Instructors are able to promote their ideas and videos to a worldwide audience.

This is why I am writing to you. I apologise for the upfront nature of my approach, but my partner and I have formed solid relationships with some really great instructors, instructors who were kind enough to arrange this introduction.

iDojo has the opportunity to unite some of the top martial artists from around the world, in all styles, and help them gain a passive benefit for all the dedication and hard work they have put in over the years.

### **How will it work?**

Similar to YouTube, people can enter the site, create an account and download videos of their choice. We will include a wide variety of videos from various arts that people can access (e.g. Karate, Judo, Aikido, Iaido, Taekwondo) but we will be concentrating on featuring only high quality video. When users want to watch a video they pay a small amount (small unit of video for a low cost). It goes directly to their device via download, and then they can view the material on their computer, DVD or iPhone.

Each video that is sold on iDojo will be produced by iDojo's creative team. They will not be in competition with original videos that are available in the market, because ours will be unique. If anything, we believe increased sales of the original videos will be achieved through the awareness raised by iDojo.

The original video will be recreated into 10 minute clips - this suits the nature of the site and the message. There will be a number of categories such as: Kyogi-sport, Kenka-health and Budo. All aspects of Kihon, Kata and Kumite will be included. iDojo will add value to the original videos with informative voice-over introductions.

When an instructor's videos are sold, a portion of the profit (25%) will go into an account which will be disbursed to the instructor at agreed intervals.

In addition, the artists can promote themselves through the site by uploading articles and information. They will be able to promote their classes and tournaments to our database. The iDojo will let people have video access to that instructor. This means for the first time that you, the instructor, can have internet-enabled teaching and grading capability. It is a perfect way for you to build your network. Students can then go on to join your association and have permanent access to your teachings, should you wish. We are not creating something that gives exclusive ownership of data, so it is up to you whether you promote them widely, or retract the videos if you change your mind. ~~It's all about creating (worldwide) traffic.~~

### **The Tenets of iDojo**

One of the major long-term goals of iDojo is to spend some time documenting the modern day masters. We are extremely interested in what they have discovered. When these

masters have taught normal classes they were not able to pass on their messages fully, and sadly these have been lost. Much invaluable knowledge and philosophy is lost when they die (e.g. Kano, Kase, Enoeda, Yamaguchi, etc. who were not properly documented doing what they enjoyed).

iDojo will endeavour to put all of these masters greatest teachings onto the website and allow people access to them. While there are many martial art clips on YouTube, there is no way for the master, or for any instructor, to benefit financially from the many viewers.

In addition, iDojo will ensure only quality content is included – much of what one finds on YouTube today is substandard and in future it will only get more difficult to sort the wheat from the chaff!

### **In Summary**

1. iDojo will be selling high quality, specific videos on the Internet. We would love to promote your videos on our site and become a worldwide agent for those videos.
2. We will recreate the videos into 6-10 minute clips for download. This means that the pre-existing arrangements for sale of your videos are not impacted negatively.
3. Profit (25%) from the purchase of videos originating from the instructor will be paid to the instructor at agree intervals.
4. All videos remain the property of the instructor. You have the right to retract them at any time. We only ask that as part of our agreement, you do not resell the short videos that iDojo create.
5. Your information and technique will be forever ‘trademarked’ as yours, with a biography record present on the site. This allows you to teach your ideas without the fear of people ‘stealing them’ and reselling them.

### **What We Will Do**

At the launch of iDojo we will start with approximately 60 x 10 minute videos.

- Thirty videos will be on basic technique. Remember that 90% of interested people are not masters and need to know the basic rules to become better. iDojo will also include ‘the bridge’ between basics and mastery.
- Thirty videos will be from recognised masters of the arts. We have access to some masters but are always looking for more. A key to the overall success of the site is variety.
- The site will be advertised globally and we expect in excess of 100,000 hits per month. Current databases allow for advertising to nearly a million people around the world, with various methods being employed.
- Each 10 minute (approx.) video is downloaded for \$2.95, leading to a simple, small unit, high turnover. Longer videos will be charged out at a higher rate and prices can vary with agreement.

### **What You Can Do**

Any old footage you supply will also give you a percentage of profit. If the video contains someone else, we must have permission from that person (in writing) and they will also get a percentage.

We would like to view old footage, anything that has a historical interest. We do not need the latest technology with all footage; you may have old films that would be perfect. The quality of the original video doesn't need to be great, as we feel it is more important to release your originality to the general public. That said, much of our technical development is cutting edge.

We can also arrange for a team to film specific footage of you should you wish. I can arrange for camera people to come and film your specific technique, or we can just go ahead with the videos you have already done. We will do the editing in our studio.

### My Philosophy and Vision

Time after time I read articles about a great instructor who has passed away, portraying only a snapshot of who they were. iDojo represents a great opportunity to put together the biggest library of leaders who are, I believe, some of the greatest mentors of our age. Their legacy – when disseminated far beyond the website – will live on in the hearts and minds of thousands of people whom otherwise might never have known them.

I implore you to think through your network and refer to us any wonderful martial artists you know. We already have around 15 interested people, including various tournament people and older Budoka.

There is so much opportunity for expansion of our initial ideas, and I would love for you to be involved in whatever capacity you would like to be. It can be as simple as iDojo selling and promoting your videos, or even better, we invite you to become an ongoing member and co-developer of the multimedia library.

Someone needs to do it, iDojo will make the start. We believe that it is time to utilise technology to develop an ongoing income for the dedicated few master instructors. We will achieve this by increasing public awareness and rewarding them financially for their years of generously teaching others.

Kind regards

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