



**Master Newton
attains rare
Taekwon-Do
rank**
page 2

Mack Newton on....

Growing through lean times

Don't just go through this recession – grow through this recession. You'll come out on the other side bigger and better than ever.

In times of economic upheaval and uncertainty, you can either hunker down and wait for hard times to pass, or you can discover what you're made of — what creative ideas you can come up with to survive and thrive during lean times.

I get sick of hearing people complaining about the economy. If you spend a lot of time complaining about what's going on, it just takes your attention away from what you can be doing. You're being overwhelmed with your perception of reality, not with what is actually real.

One day I stood in the checkout line waiting to board a plane to Dallas when the flight was abruptly cancelled. The guy in front of me got red in the face and raged at the gate agent. "You don't know who I am – how dare you cancel my flight! I'll have your job. You don't know who you're messing with." The agent calmly replied, "Sir, that's very impressive. The flight is still cancelled."

You can whine and complain and even get people to agree how awful it all is, but at the end of the day, reality is still there.

Negative thinking just brings you more negative thinking. Instead, you need to be asking yourself *what can I do?*

Three-fourths of my clientele were in the real estate business when the recession hit Phoenix. As real estate bottomed out, I lost three-quarters of my business within a four month period. How do you deal with that?

continued on page 4.....

**Workout online
Free!**

**Try Mack Newton's new 7-
minute full body workout**

page 3





Master Mack Newton awarded 8th degree black belt, certificate #USA-8-01.

Students at Newton Taekwon-Do now have the privilege of studying with an 8th degree black belt master.

When Master Newton received his 8th degree Black Belt and certificate from the Global Taekwon-Do Federation International (GTFI), he discovered the certificate number USA-8-01, meaning that he is the first GTFI member in the U.S. to achieve 8th degree.

“I was really surprised and honored to have achieved that rank,” says Master Newton. “I realized that sometimes, when you least expect it, the rewards for perseverance and consistency can present themselves. I was grateful that I did not give up all the times I wanted to.”

When Master Newton was awarded his 1st degree black belt in 1973, the certificate was #8,163. In 1979, he was awarded his 4th degree and the certificate was #213. In 1994, when he received his 7th degree black belt, he was #15.

“There is a large drop-off in promotions to the higher levels,” he explains. “Many people are happy with achieving their first or second degree and just never go any further.

“As you reach the fourth and fifth degree, Taekwon-Do begins to take a very significant amount of time and dedication and energy. Others don’t make it beyond that stage because they have now have careers and families to raise and can’t commit to the time required to continue advancing.”

The 1st to 3rd degree black belts are considered novices. The 4th, 5th and 6th degrees are experts. Masters are 7th and 8th degree black belts.

The next promotion for Master Newton will be a 9th level black belt, which is a Grand Master.

Six degrees of separation

From the early seventies to 2011, Master Newton has risen from the rank of second degree black belt to an 8th degree Taekwon-Do Master.



News updates from Newton Fitness

Power up your life:

Have you discovered Mack Newton's YouTube channel? In addition to the 7-Minute free workout, it includes a wealth of info on eating habits, easy ways to maintain fitness and health, Mack Newton's TV appearances and speeches and fundamental self-defense techniques for martial artists. New videos are being added weekly.

youtube.com/macknewton

Real time workouts on your TV:

Live real time workouts are here for groups and individuals. A Cisco ūmi system has been installed in the studio. With an HDTV, you can work out with Mack and the class live as if you were there in person. Contact Newton Fitness for more information.

Work out anytime, anywhere

Mack Newton's online classes are a full body workout uniquely suited to you and your needs, from out-of-shape beginner to professional athlete.

MackNewton.com

"No Excuse" workout is fast and free



"You asked for it and we're going to give it to you," says Mack Newton at the beginning of his new 7-minute workout.

"My normal workouts are about 52 minutes, including commentary, instruction, pauses to catch your breath," says Mack. "When you're in a hurry – you've got to get to work or the beach, this 7-minute workout is perfect to fit into a tight schedule."

Best of all, the 7-minute total body workout is FREE. Access it at MackNewton.com or on Mack Newton's YouTube channel youtube.com/MackNewton.

Mack Newton's Fast Workout in 7 Minutes currently has over 2,000 views on YouTube and is gaining more viewers daily.

Championship goal setting is here!

Mack Newton and Blair Singer, an internationally known motivational speaker and CEO of SalesPartners Worldwide have released a two-session "Goal Setting" seminar in which they personally coach and guide participants in two 90-minute transformational sessions.

The seminar is now available on an audio CD accompanied by a printed workbook that can change your life and guide you to your personal best.

Champion Level Goal Setting is available at BlairSinger.com and at Newton Fitness.

Help Lisa reduce domestic violence



"My passion for serving the poor started 12 years ago when I sponsored a little boy in Lima, Peru," says Lisa Jones, a friend and client of Mack Newton's. This summer she will take her eighth mission trip to Peru with Food for the Hungry as part of a team that will help establish Oikos Schools in San Juan

de Lurigancho, where eighty percent of the families experience domestic violence in their homes.

Money raised will go towards creating a "safe space" such as a Community Center, Library, Children's Play Area or Sports Court.

Help Lisa as she works with Food for the Hungry this summer. Read more about her work and make an online donation at www.grouprev.com/lisatrek.

3

Vol. 11 Issue 3



Mack Newton on... (cont. from pg 1)

As my income plummeted in what was potentially a knockout punch from the economy, I grabbed on with my fingertips and thought “this will settle out in a minute.” But it didn’t settle out, and so I said okay, I’ve got to do something to change how I do business.

One morning I walked into the building like I had never been in it before. I said “I am a consultant and I have all the answers. I’m going to walk in here and talk to Mack Newton and tell him what he’s got to do.”

And so I became very creative. I made changes that allowed people to come back for shorter periods of time, or to come back under different circumstances. Sometimes it’s not just the price, but the terms of the purchase that makes all the difference. I created a rewards program for people who have been long-term customers.

I installed a playroom for a minimal cost. I asked my clientele to bring in their kids’ toys that they had outgrown or no longer used. I let mothers choose which toys we would use and threw out any unsafe toys. I arranged for babysitting on a time-exchange basis.

Child care is free for clients who need it and we now have several new members who are able to join us. We also occasionally use the room for massage therapy.

We also instituted cost saving measures. Simply by turning out lights in all rooms not in use, I saved \$6,000 in one year.

Very critical to my growth was a decision to step boldly into the arena of technology and the web. I went from being a techno-neophyte to a presence on Facebook and YouTube. The website was updated with a fresh new look. Online videos now give people an opportunity to work out with me when they can’t make it to the gym. The rental of the online videos increases monthly.



3243 E. Indian School Road
Suite 101
Phoenix AZ 85018
(602) 957-6492
www.macknewton.com

I’m still being creative and trying new things. Without reinventing myself, I could just as easily have gone down. A lot bigger and richer companies than mine have tanked in the last couple of years.

The economy is no longer in a downward trend for me. Are you still struggling? Now is the time to take the initiative, really get creative and reinvent your business.

The more things you put out there, the more chance something will catch on and work. If you try one new idea a year, maybe you’ll catch lightning in a bottle and you’ll have success. But if you’re trying two or three new ideas a month, or two or three new ideas a week, now the odds turn in your favor.

Creativity is infinite. It’s spontaneous and always appropriate to the situation. You’re never going to run out of ideas.

You don’t have to try to be perfect all the time. Not everything will work. You have to pursue and embrace failure. If you’re not having any failures, you’re not trying hard enough. Along the way you will find the success you seek.

Best of all, it gives you confidence that you can face anything that comes along. You’re not a victim. The world is not out to get you, the world is out to help you if you give it a reason to.

—MN

Get more inspiration from Mack’s blog at MackNewton.com and listen to the Power Hour live Thursdays at 5 pm.



Past Power Hours are available to listen on the website or download for mobile listening.