

# The TRICK is in the KICK

**LISA KING IS A SALES WHIZ BY DAY AND A MARTIAL ARTS MASTER BY NIGHT, GIVING HER ALL TO BOTH TALENTS AND LETTING THE WISDOM OF EACH FEED THE OTHER**

By Bobbie Katz



Photo courtesy of Century Martial Arts

**YOU MAY NOT** find her undergoing a metamorphosis in any phone booths in town, but Lisa King has found her calling in changing herself back and forth between *Nevada Woman's* new director of advertising into a Super Woman just the same.

It's certainly no fly-by-night gig. As both a top-notch marketing/sales executive and a full-contact Muay Thai fighter with a superhero image, this mother of two has to be able to leap tall orders in a single bound when it comes to handling her very full life. In fact, before she can even go out and fight the "bad guys," she has to deal with the large task of apportioning her day and allowing for the fact that plans can turn on a dime, knowing that she can't "phone in" any of her duties.

"Being a single mother of a 6-year-old son and a 15-year-old daughter, having a professional career and doing what I do, means that I have to be very regimented and structured in time during the day," says King, who is known in Muay Thai as The Black Widow, admits. "I train three hours a day, six days a week for fighting. I run 3 miles a day. Fighting makes me feel stronger mentally. It's the ultimate challenge. I'm a very disciplined person. I've learned discipline and time management and to have confidence in myself no matter what the situation. And, of course, something inadvertently goes not as necessarily planned. So I've also learned to roll with the punches.

"Where Muay Thai is concerned, when the movie *Catwoman* came out, my son told his friends, 'My mom's a superhero, too. She fights the bad guys.' That's when I decided to create a superhero image for my fighting career. The name The Black Widow was given to me at the gym," she says.

King is proud of the fact that she is 15th in the world in her weight division out of a couple hundred women fighters. Muay Thai, which originated in Thailand thousands of years ago, is considered the most dangerous form of martial arts. It is often compared to boxing; however, unlike that sport, Muay Thai fighters can use their hands, feet, elbows and knees. King began using it as a form of exercise 10 years ago because she hated traditional workouts. Gradually, she started using her marketing skills to plan promotions

for the sport. Then she began using the skill that she says she really excels in – talking.

“I started commentating martial arts events all over the country,” the 5’5” and 115-pound Hispanic beauty says. “Then I became the first female ring announcer for these kinds of events. After that, I tested myself in the ring as a fighter and for the last three years I have been fighting professionally. My record is six wins, one loss, one draw. I have flown all over the world with Muay Thai. I have three fights left this year.”

King is fast becoming a familiar face to the public, thanks to Muay Thai. In 2005, she made an independent film *Ring Girl*, which is currently airing in Europe. This past August, she was one of three featured subjects (chosen from 1,000 women) in a

**“If a client wants to grow their business, eventually they will see the value in what I’m providing for them”**

two-hour reality show called *Fight Girl*.

Last year, King was chosen by Century Martial Arts, the largest martial arts company in the world, to do a line of instructional videos. She now has four videos out and was chosen exclusively as the Muay Thai female in the *Vicious Vixen* martial arts series. She also was chosen as the cover model for the company’s media catalogue for 2006.

With physical strength being the earmark of her fighting career, what’s interesting about King is that in her advertising profession, she is not hard sell. With a background that includes long-term experience in marketing plus working in publishing for the last four and a half years for such Gannett magazines as *215 South*, *Las Vegas Health* and *Magazine of Summerlin*, she uses an entirely different approach.

“I hate to be sold,” King says. “I always try to put myself in the situation of a



client and ask myself what would get my attention. I think it’s my marketing background, but what I enjoy most is helping a company with its growth. I love the start-to-finish process and seeing something come to fruition. Instead of being a sales rep, I’m more of a marketing consultant for the company I’m approaching about advertising. As part of customer service, as part of writing their ad, I want to see the company get a return on its investment. I want it to be a win-win for

the client and the magazine.

“I learned when I went to work for Gannett to look at every client as my new focus and to get that client to grow to new heights,” King continues. “I sat down with each, assessed their needs, saw what they did to market themselves, and what worked and what didn’t. Then I looked at the campaign they were trying to do and helped them with branding to keep their company at the forefront and set apart from their competitors. I always tried to give them realistic expectations about what their return investment was going to be.”

King says that she likes the feeling of being able to sleep at night because she hasn’t done anything unethical and also likes to see her clients satisfied. Calling sales a numbers game, she admits that rejection is a given and that dealing with the word “no” is to be expected.

“If a client wants to grow their business, eventually they will see the value in what I’m providing for them,” she acknowledges. “I put myself in the place of the consumer and assess how an ad would appear to me. I’m not afraid to make recommendations because the worst thing someone can tell me is ‘no.’ I’m not afraid to go back to someone two, three or four times.”

Whether working at *Nevada Woman*, performing Muay Thai, or spending time with her children, one thing is for certain – Lisa King is a woman who knows how to get a kick out of life. 



Lisa and her children, Courtney and Porter