



How to Perform at Your Peak in 2009!

"Baseball is 90% mental. The other half is physical" – Yogi Berra

Welcome to 2009! Can you believe another year has passed? Well, now that a new year is upon us, it's time to reflect on 2008...as well as set some new goals for the coming year. Stop for a moment and ask yourself these questions:

- What goals did I achieve last year?
- Did I work hard to reach my goals?
- How have I grown in the last 12 months? What have I learned?
- What new goals do I want to set for 2009? And finally...
- What am I willing to sacrifice in order to reach these new goals?

Looking back, it's also important to acknowledge yourself and pat yourself on the back. I know you have achieved a lot here in our academy and grown as a result. And guess what? This year is going to be even better.

Especially when you start using the four secrets I'm about to reveal on the next few pages. These secrets will help you perform at your peak, stay cool under fire and reach your goals easier than ever before. And believe it or not, these secrets come courtesy of the...

U.S. Navy Seals!

There's a thing or two you can learn about top performance and mental toughness from the Seals. They're among the most elite of our armed forces. They conduct counter-terrorist, surveillance (spying) and direct combat missions from the sea, land and air. As you can imagine, the process of becoming a Seal is one of the toughest physical and mental challenges on earth. Recruits have to pass tests such as swimming with both arms and legs tied, enduring live-fire drills and surviving freezing water in the open ocean. Most recruits do NOT make the cut. But some do.

What makes the difference between those recruits who pass all the grueling tests to become Seals and those who don't? All Seal recruits are in top physical shape. No big surprise there. And all recruits are highly motivated to succeed. No, the one thing that separates winners from the losers is simple...

Mental Conditioning!

The recruits who survive the challenges and earn the privilege of becoming a Seal master their mental states and this is what gives them the edge over everybody else.



Ms. Lesley Casey
3rd Degree Black Belt and
Owner

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How does this relate to you? How does this fit in with you being a martial artist? In big ways. First, to achieve your goals, you must perform at your peak. And to do that, you must master your mindset. Take, for example, testings. If you can't tame your mind while being tested, you won't perform well. The same is true of tournaments: as you enter the ring, you should be relaxed and focused. Finally, if you ever need to use your martial arts skills in the real self-defense situation, controlling your emotions could make the difference between being a victim and a victor. Yes, mindset plays a huge role in martial arts. And that's why it's so critical for you to learn these breakthrough techniques. So...are you with me? Are you ready to adopt the mindset of a Navy Seal? Good. Because I'm now going to reveal their exclusive four-part mental toughness system to you!

The System:

The Navy Seals peak performance system has four main parts:

- 1 Goal-Setting
- 2 Mental Rehearsal
- 3 Arousal Control
- 4 Self-Talk

Let's talk about each one of these. We'll

start with...

1. Goal-Setting

Under stress, the human brain fires rapidly and can quickly overload with "fight or flight" signals. This can paralyze a person, make action difficult and put them in grave danger. It's the same thing that happens when a deer freezes in the headlights of an oncoming car. The Seal's surprising solution? Focus on specific goals. They discovered that doing so calms the chaos and reduces stress. Even more crucial, focusing on specific goals activates the "logical" part of your brain which suppresses fear. As a martial artist, this means if you're in a stressful situation, relax and focus on points which help you execute a technique. Let's say you're sparring. What you want to do is focus on a particular stance that will set you up for a great kick. Or focus on getting into a good position to land a punch. Narrow your focus to simple goals. This brings order to your brain, reduces your fight or flight instincts and helps you perform. Remember: goals are targets. Focus on the target. Make sense? Next up is...

2. Mental Rehearsal

Mental rehearsal means picturing your performance or skill before doing it. This, too, calms your mind, reduces stress and helps

you hit your mark. But here's the problem: the average person's only mental rehearsal is a replay of bad things that have happened in the past. Why? Because the untrained mind tends to descend into negative thoughts without proper guidance.

So here's what you want to do instead: visualize yourself successfully completing a task, technique or series of actions. If you're prepping for a big tournament, picture yourself confidently walking into the ring, ready for the challenge. Or picture yourself executing a perfect round kick to the head for three points. If you're testing soon, visualize the judge in front of you. Then picture yourself bowing in and performing every move in your form flawlessly. Really see it in your mind's eye. Then run through this exercise again and again, until your nerves have calmed and you're 100% comfortable in that situation.

What you're doing is rehearsing it in your mind before you do it for real. The Seals discovered when you do this exercise, it makes executing the action easier and helps you cope with performance stress.

3. Arousal Control

Number three is arousal control. In a nutshell, arousal control means deep breathing to relax both the mind and body. When breathing is uncontrolled (shallow and rapid), negative emotions such as fear and panic flood your brain. But the Seals found a solution: take deep, slow, controlled breaths. This pushes back your panic and clears your mind. Sounds simple and easy. It's is. But it's also highly effective.

Here's a great way to get started with this technique: when you're under stress (such as sparring or being judged), don't breathe from your chest (which makes you more emotional and is harder to control). Instead, breathe from your diaphragm. This means lower in your belly. Try it - it really works! Finally (and maybe the most important) is...

4. Self-Talk

Unfortunately, we're sometimes our own worst enemies. The average person talks to himself at a rate of 300-1,000 words per minute...and studies prove much of this is negative (e.g. "I'm not any good at that").



Use the Secrets of the Seals to Hit Your Mark in 2009!

Again, this is the normal, untrained brain doing its own thing. The Seals realized that by changing your self-talk to positive statements, it overrides the "fear signal coming from the panic button in the brain". Isn't that powerful?

So instead of letting negative emotions run wild, tame your thoughts and reprogram your brain with positive self-talk such as: "I can handle this" or: "Focus, easy...I can do it" or: "I have all the skills I need".

You can use this skill in everyday life, too. Make **positive** statements such as: "I'm a martial artist. I can handle anything that comes my way" or: "I'll never give up...it might be tough at times, but I can overcome any challenge" or: "I'm getting better and stronger every day".

This means being kind to yourself. Do you have the guts to pat yourself on the back like that? Speaker and minister Joel Osteen tells a story of a lady who looks in the mirror every morning and says to herself, "Girl, you look good today!". And when she's feeling really good, she says, "Girl, sometimes you look good, but today you look REALLY good!"

Osteen asks, "I wonder how many of us would be BOLD enough to look in the mirror and say something that complimentary of ourselves?"

So instead of voicing self-defeating or limiting thoughts, focus on positive, affirming statements. When you do this, it short-circuits the fear center of your brain

and allows you to achieve your goals that much easier!

Combined, these four "mental mastery" secrets are incredibly powerful. So this year, when it comes time to perform, instead of being swallowed up by fear or overcome by stress, practice these special Navy Seal mental methods to calm your mind and do your best!

Your Monthly Call to Action

We're going to do a little "experiment" in our academy over the next 12 months. Here's what I want every student to do: First, I want all students to write down their goals for the next 12 months (see me for a "goal-setting worksheet"). A year from today, we'll revisit your goals and see if you hit your mark. Be sure to include goals for your martial arts training, academic goals and any other goals you feel are important. And be specific. In other words, don't say "I want to move up three belt ranks". Instead, say, "I want to be a blue belt by the end of 2009". Make sense? Then as soon as you've filled out your goal-setting worksheet, turn it in to me. Please do this by the end of the week. It will be fun to look back at then end of the year and see how many positive goals we've all achieved together! And remember: reaching your goals is a marathon, not a sprint. Happy New Years to everybody! Let's make 2009 our best year ever!

Ms. Casey

New Members at Casey's ATA Black Belt Academy!

NEW MEMBERS:

Shelby Hall
Vincent Swinger
Ammar Haq
Tyler Wilfong
Isabella Jenkins
Savannah Jenkins
Natalie LaRossa
James La Rossa

Drew D'Elletto
Emma Myers
Madison Huber
Noah Berry
Brianna Barone

Congratulations to all new members as well as upgrading members!

BLACK BELT CLUB UPGRADES:

Special Bring-a-Buddy Offer!

Join Taekwondo with a Buddy in January and Save BIG \$\$\$!

It's time to make some positive changes – starting NOW! By starting Taekwondo now, you're going to get stronger, improve your balance, shed those holiday pounds, build your stamina, gain flexibility and learn how to defend yourself. And that's just on the physical side!

You're also going to learn how to set and achieve new goals. You're going to improve your self-discipline. You're going to learn how to focus. You're going to strip away stress and learn healthy ways of coping with the demands of everyday life. You're going to build your self-confidence. And you're going to become a leader. I could go on and on. The benefits are endless! Now here's a powerful offer to help you gain all those amazing benefits:

Join Up With a Buddy!

I'm sure you'd agree: It's always more fun to have a buddy by your side, working towards common goals with you. In fact, studies prove people who get in shape permanently often do it with a friend who pushes them and trains with them on a regular basis.

So, if you're thinking of starting Taekwondo now, (which is the best decision you could ever make this year, by the way!) do it with a buddy! Not only are you going to make things easier for yourself, but you're also going to make a difference in your buddy's life and you'll both save money together! Remember all the benefits of joining Taekwondo: your buddy will experience these same positive changes in their life, too! January is a great time to help somebody else out. Imagine if everyone in our community were getting in shape, doing martial arts and have fun together!

So Here's My Offer:

When you sign up with a buddy, you and your buddy



split the first two months tuition right down the middle. That's right: "two for one" for the first two months. And if you have more than one buddy, the savings continue: If the three of you sign up, you split the first two months' tuition three ways. And so on for every member of your group. Your buddy can be a family member, friend, co-worker, school mate, whatever. And this special offer applies to both kids as well as adults.

Remember: If you're thinking about signing up...One of the best things you could ever do for a friend – or a bunch of friends – and help them experience the same benefits! The only catch with this breakthrough offer is that it ends promptly on January 31st. Do NOT miss out on this opportunity. Gather some friends and start training together! It's the best thing you could do this whole year! See me NOW to get started!

January 2009 Calendar of Special Events

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
T-SHIRT WEEK AT BRIDGEPORT ACADEMY						
11	12	13	14	15	16	17
18	19	20	21	22	23	24 TESTING @ Trinity HS
25	26	27	28	29	30	31

January 2009 Special Announcements – Please Read!

Jan 2009 Student of the Month!

Emma Clouse! Setting and Achieving Goals!



Emma Clouse
Jan 2009 Student
of the Month

This month want to highlight and acknowledge a very special student who is really making a big impact here at our academy. Her name is Emma Clouse and she's my choice for Student of the Month for January 2009!

Emma is now an orange belt and has been an active student in our academy since September of 2007. Here's why I chose Emma and why she stands out from the crowd:

Goal-Setting!

Over the last few months, Miss Clouse has set and

achieved some amazing goals. She also demonstrated the meaning of perseverance to reach her goals. Here are some of the goals Emma set and achieved this year:

- 1.) Learn martial arts
- 2.) Test for new belt
- 3.) Make new friends at Academy
- 4.) Learn new skills

If last year was any indication, I'm sure 2009 will be an even BETTER year for Miss Clouse.

Great job, Emma. You have really learned the importance of goal-setting here in our academy! Hang in there and do your best this year, too!

Let's congratulate Emma Clouse on being chosen as Casey's ATA Black Belt Academy's Student of the Month for Jan 2009!

Student Birthdays Here At Casey's ATA Black Belt Academy

Bridgeport Birthdays

1/3 Jeff Ray
1/9 Andrew Liu
1/14 Jack Ray
1/18 Joshua Gervais
1/19 Randy McKinley
1/20 Matthew Larry
1/29 Trey Martin
1/29 Derek Hess

Morgantown Birthdays

1/1 Teagan Kuzniar
1/5 Pierce Spain
1/13 Chase Akers
1/20 Aaron Walton
1/21 MJ Durst
1/30 Hayden Camp
1/30 Matthew Hamlin
1/31 Kristin Barber

Let's wish all the birthday students a warm and happy birthday!

Mr. and Mrs. Casey

It's time for... **TAEKWONDO TRIVIA**
Test Your Martial Arts Knowledge...and Win!

Student Name _____

According to the main article:

QUESTION #1: Using the Navy Seals mental toughness system will benefit you as a martial artist because...

- ___ a.) It helps you develop a calm mental state
- ___ b.) It helps you achieve your goals easier
- ___ c.) It enables you to perform well under stress
- ___ d.) It helps you cope with sparring, testings and tournaments better
- ___ e.) All of the above

QUESTION #2: Mental rehearsal means...

- ___ a.) Adopting a "theater" mindset
- ___ b.) Visualizing a performance before you do it
- ___ c.) Visualizing the four goals of the Seals program
- ___ d.) Reducing your highly complex emotions in battle
- ___ e.) None of the above

QUESTION #3: Arousal control is...

- ___ a.) Mastering your weapons perfectly
- ___ b.) A sequence of combat moves used by the Seals
- ___ c.) Impossible underwater

- ___ d.) Deep, controlled breathing which tames fear

QUESTION #4: Much of the average person's self-talk is...

- ___ a.) Highly complex and evolved
- ___ b.) Negative
- ___ c.) Linked to perseverance
- ___ d.) Better able to handle stress

QUESTION #5: Your monthly "call to action" is...

- ___ a.) Writing down your goals for the next 12 months
- ___ b.) Being specific with your goals
- ___ c.) Handing your list in to me
- ___ d.) Doing it in the next week
- ___ e.) All of the above

Don't forget! Any student who answers all the questions correctly (without help from an adult) wins a \$5 Karate Dollar towards their next testing, something from the pro shop or tuition! (Note: one Karate dollar per purchase, please).

I Need YOUR Help!

I'd like to thank those of you who have participated in the Student Referral Program! Marketing for new students costs us tons of time, money and energy. Like any business, we need new students to stay in business. Over the years we have found that looking for new students takes away from the time we would rather be spending with you and for you and teaching other students!

If I've already helped you or your child with martial arts instruction, then you know how well I serve my students. When you refer your friends and relatives to us, everybody benefits. We can serve you and your kids better. You receive a nice gift. And we assure that we'll take the very best care of any friends or family that you refer our way! For more information about our referral reward program, just give us a call at: (304) 282-1664. It's a

great program where, as our way of saying "thanks", we send you a token of our appreciation for recommending us!

Also: If you would like any of your friends, coworkers, relatives, business acquaintances, etc. to receive a FREE subscription to this newsletter, please call me at the same number: (304) 282-1664 We'll also send them a note with their first issue telling them that you suggested they receive this newsletter, and to contact us if they would like it to stop at any time. If you enjoy this newsletter, share it with people you know, with no hassle for you!

Special January 2009 "Join With a Buddy" Offer!

Join ATA Taekwondo with a Buddy in January and You Both Save Money!

Now is the time to start making those positive changes in your life...and in your health. By starting ATA Taekwondo now, you're going to get stronger, improve your balance, shed those holiday pounds and learn how to defend yourself. You're also going to learn how to set and achieve new goals. You're going to improve your self-discipline and focus. You're going to strip away stress and learn healthy ways of coping with the demands of everyday life. Bottom line: You're going to feel better than ever before! So here's my special offer: Join with a buddy and split the first two months' tuition with them! This means you and your buddy pay ½ price the first two months! And if three of you join, you split that same tuition three ways! This special breakthrough offer expires promptly on Jan 31st – so do NOT miss out on your opportunity to get in great shape, have fun in class with a buddy and both reach your goals together!

Join up with a buddy in January and save more money
than ever before! See page 4 for full details!

Special January 2009 "Join With a Buddy" Offer!

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