

The Five Amazing Traits of Martial Arts Parents

"I believe that a parent's role is to provide a path or opportunity for their children." - David Soul



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While teaching class one day, I glanced over and saw a group of parents watching their kids in class. I thought to myself, "Now that's a special group of people. They're not like most parents. They go the extra mile." Over the next few days, I thought about this more and more. Martial arts parents really are special. They're **different**. There is something unique about them that sets them apart from most other parents. What is it?

To be sure, most parents want what's best for their kids. They love their children and want to see them succeed in life. But martial arts parents take it a step further. They are **conscious** about parenting. They approach it as a plan of action. And martial arts is part of that plan. Here is my list of what I think sets martial arts parents apart from the rest:

#1: Martial Arts Parents Are

Highly Involved

Martial arts parents are involved, **active** parents. In many ways, they go beyond other sports and activities since martial arts is a year-round commitment. Remember: the "season" in martial arts never ends. Martial arts can also be more **intense** than many activities (and sports) since it **directly** teaches character development and life skills along with the physical part of training.

Martial arts also challenges students with a **multi-year goal: black belt**. Martial arts parents make the year-round, long-term effort to help their children focus on that distant goal and strive for it. This requires a highly involved, focused and disciplined parent. Martial arts is not just a quick two-month-long season or an activity that lasts for the summer. You must commit for the long haul.

Martial arts parents remind me of the parents who raise Olympic athletes: **consistent**. To hold their children to their

goals, they must be just as dedicated, disciplined and goal-oriented as their kids. These parents are the “rock” behind the achievement; the unsung heroes who are content to watch their children shine. Willing to take a backseat when it comes to basking in the glory. But the person, without whom, it would **not** have been possible to achieve so much. Martial arts parents are highly involved and committed.

#2: Martial Arts Parents Know the Value of Self-Defense

Martial arts parents know that bullying is a big issue and major threat to their children these days. But they also realize that the **confidence** their children learn by mastering self-defense techniques isn't just designed to defend their kids physically. No,

these self-defense techniques also prepare a child **mentally** for any type of confrontation. Some parents call martial arts “mental armor”. It prepares and arms a child for any type of run-in, whether that happens in a back alley or a boardroom.

Martial arts parents know they can't always be around to defend their kids. Nor do they **want** to fight their battles. They're not “helicopter parents” who hover over their kids' every move. They don't like to step in and do the work for their kids. Quite the opposite: they chose martial arts to help shape their child into a mature, independent, self-sufficient adult .

#3: Martial Arts Parents Take Parenting Seriously

Martial arts parents are **serious** about what their children learn. This

is true of the physical aspects of martial arts: coordination, balance, strength, fitness, flexibility, agility, speed and endurance. But it's also true of the “life skills” aspects of martial arts training: discipline, self-confidence, respect, courtesy, honor, perseverance, goal-setting, integrity, positive attitude, self-control and leadership skills (among many others)

Martial arts parents realize the training their child receives is so much more than “just a sport” or “something fun to do”. They raise their children **consciously**, with an eye to the future. They approach parenting as a goal-oriented, rational pursuit, not a “whim of the moment” or simply an emotional indulgence.

As motivational speaker and business coach, Brian Tracy (also a black belt) said,

“If you raise your children to feel that they can accomplish any goal or task they decide upon, you will have succeeded as a parent and you will have given your children the greatest of all blessings.”

And this is **exactly** what martial arts parents do for their children.

#4: Martial Arts Parents Equip Their Child for Life

Martial arts parents equip their children for life: they know martial arts helps build positive routines and healthy habits that will last a lifetime. These translate into the ultimate goal, which is to train their child to become a leader and live a happy, productive life.

Martial arts parents don't just “talk” a good game, either. They take action.



A group of happy kids whose parents teach the five traits!

They **invest time, money and effort** to help their children reach these goals. Even when cash flow is tight at home (as it is for so many right now), they still invest in their kids' futures because they see the long-term gains.

#5: Wants Their Child to Rise to the Top

Martial arts parents aren't satisfied with average or ordinary for their kids. Not at all. They have high standards and big expectations of their children. They want their kids to rise to the top, no matter what life path they choose. Martial arts parents know how competitive the world can be and value martial arts because it **gives their children an edge** over all the other people they'll be competing against in life. They realize martial arts is the "ace in the hole" when it comes to their child's academics, career choices, job

advancement and personal relationships. It's an *almost* "unfair advantage" for their kids. Think about it: how do other people compete with a martial artists' discipline, confidence, goal-setting abilities, physical fitness, respect, courtesy and leadership skills? The answer is: they don't.

Martial arts parents know the **ultimate** goal of martial arts isn't kicking and punching, or even self-defense (although those are valuable skills). No, they realize the ultimate goal of martial arts is to shape their child into a **leader**.

Yes, martial arts parents are the select few; those who really "get it" when it comes to child-rearing and helping their child grow in a mature, positive way. These five traits – being highly involved, understanding the importance of self-defense, serious parenting, equipping their child for life

and shaping their child into a leader - were some of the things that came to mind for me. What traits do YOU recognize in martial arts parents? How do they differ from the average parent?

Your Monthly Call to Action

With this month's life skill - honor - in mind, this month I urge you to honor your parents who **do so much for you**. They sacrifice, invest in your education and development here, help you learn life skills and so much more. One of the easiest ways to honor your mother or father is simply by **thanking them** for all they do. It's not easy being a parent. And if you **are** one of our cherished martial arts parents here, thanks for all you do for your child as well as our academy!
-- Mr. / Ms. / Master

Life Skill of the Month: Honor!

Honor is our life skill of the month. Honor is the measure of a person's trustworthiness and their character. When a person has honor it means they're trustworthy, respectful, honest and fair. Honor, like any other life skill, can be developed. Here are seven ways to develop your own sense of personal honor:

1. **Keep Your Word** – Integrity forms the basis of honor. Don't over-promise, instead over-deliver. Learn to say "no" to anything that breaks your focus or might NOT be accomplished.
2. **Honor Your Commitments** – Practice a little bit each day, attend class without fail and never be a quitter. Hang in there even when things get tough. This is the true measure of character.
3. **Show Respect** – Respect your fellow students, instructors, mother and father, friends and family at all times. Only by treating others with respect will YOU earn respect for yourself.
4. **Speak the Truth** – Always. Don't make excuses or "cop out". Take responsibility. If you mess up, fess up. Admit it and move on. Be honest every single time – even if it's uncomfortable.
5. **Focus on the Long-Term** – Don't always seek the quick or easy solution. Understand that good things take time and that life-changing results don't come overnight.
6. **Be Fair to Others** – Practice the "Golden Rule" and treat others as you would like to be treated.
7. **Honor Yourself at all Times** – Expect others to honor you and keep their commitments to you. Maintain high standards for yourself and respect yourself.

Follow these simple tips and you'll be building your own personal reputation, integrity, self-respect and honor beyond what you ever imagined! Honor is an ancient concept and central to all martial arts. As a martial artist, you must always live with honor even when it's difficult or inconvenient to do so. Remember: As a martial artist, you represent **all** martial artists by your actions.

September 2010 Calendar of Special Events

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	BRING A BUDDY WEEK	7	8	NO CLASSES - TOURNAMENT SET UP		11 REGIONAL TOURNAMENT 7-5PM MYLAN PARK
12	BRING A BUDDY WEEK	14	15	16	17	18
19	20	21	22	23	24 TESTING AT BRIDGEPORT ACADEMY 6 PM	25 TESTING AT MORGANTOWN ACADEMY 9AM
26	New schedule begins	28	29	30		

Announcements – Please Read!

PLEASE DOUBLE CHECK YOUR TIME FOR VOLUNTEERING AT TOURNAMENT.....

IF YOU ARE UNABLE TO MAKE YOUR TIME SLOT PLEASE LET YOUR CHAIR-PERSON KNOW SO THAT WE CAN FIND A REPLACEMENT FOR YOU.

AGAIN THANK YOU TO ALL OF YOU WHO HAVE VOLUNTEERED (WE STILL HAVE SLOTS AVAILABLE). WE WANT TO MAKE THIS A GREAT TOURNAMENT FOR OUR GUESTS, AS WELL AS OUR OWN STUDENTS.

**PLEASE CHECK NEW
“PROGRAM SCHEDULE”
WHICH WILL GO INTO EFFECT
SEPTEMBER 27TH, 2010**

**LETTERS AND NEW SCHEDULES
WILL BE HANDED OUT TO
PARENTS/STUDENTS SEPTEMBER
13TH, 2010**

September 2010 Special Offer!

Bring a Buddy (or Buddies) to Class, Have Fun
And Earn a Valuable Referral Reward!

If you're a student here at our academy, you know how much **fun** it can be. One of the best parts is all the friends you make here in class. But the one thing better than seeing all your friends here is BRINGING your other friends!

Have You Invited Your Friends to Class Yet?

As you know, I'm a builder. I'm always on the lookout to grow our school and expand our circle of friends and students. The only problem with marketing for new students is that it costs us time, effort and money. So, rather than spending money on the Yellow Pages, direct mail or Val-Pak's to attract new students, I'd rather give it to my students. Students like...

YOU!

So, for the weeks of September 6th and September 13th, bring a buddy to class on any day you choose! Your buddy can wear sweats, shorts or whatever they feel like wearing. You may also bring as many buddies as you like – two, three, five...whatever! We'll find room for them. And, yes, adults...this means you, too! Your buddies pay nothing to attend class with you. You'll both have a ton of fun!



Better yet, if your buddy really likes it here (and you know they will) and decides to sign up, I'll give you a nice referral reward for sending them my way! Plus, I'll give them an extra special Buddy Discount just for being your friend! They can save big on this! They'll thank you later!

This is your chance to do something really great for your friends. You know the positive impact martial arts has made in your life. Share that with your friends! You'll be helping them learn self-defense, character development, become more flexible, gain endurance, increase their strength and experience first-hand what makes our school so special. Not only that, but YOU have a chance to pocket a nice little \$\$\$ referral reward for yourself! Not bad, huh?

Help Your Friends AND Earn \$20 In Return!

I want ALL my students to really push this month and be true builders. Building our school is part of being a true leader.

See me, Ms. Casey and ask for some FREE buddies passes. This is an easy way to help your buddies remember the day they need to show up.

Student Birthdays Here at Casey's ATA BBA

9/3 Timmy Irwin
9/5 Guy Southerly
9/5 Thomas Ayoob
9/6 Bryan Shaffer
9/7 Abby Lemine
9/8 Alexis Zirkle
9/9 Anneliese Kaczmarek
9/10 Lauren Fitzwater
9/11 Zackary Hamrick
9/13 Kolby Sparks

9/14 Jacob Pocius
9/15 Eddie Pride
9/15 Erin Pride
9/17 Bradley Helmick
9/17 Alex Robba
9/18 Troy Lowther
9/18 Nathaniel Selfridge
9/18 Mustafa Rai
9/21 Kenny Jenkins
9/23 Kayla Witschi

9/24 Jeffrey Lindsey
9/28 Christopher Schumacher
9/28 Nicole Schumacher
9/30 Dainyah Thomas

**A big "happy birthday"
to all of you!**

Welcome to the Family: New Students and Upgrades

New Students:

Braxton Martucci
Ashley Hancox
Lauren Hancox
William Hancox
Austin Vincent
Micah Johns
Olivia Urse
Timmy Irwin
Ian Berardi
Tiffany Chen
Eric Chen
Amber Jones

Cameron Smith
Evan Smith
Naelyn Chandra

Upgrading Students:

John McCormack
Steve Hess

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

Student Name _____

According to the main article:

QUESTION #1: Martial arts parents approach parenting...

- _____ a.) with a lackadaisical attitude
- _____ b.) consciously
- _____ c.) faster than other parents
- _____ d.) by raising – and practicing on - pets first
- _____ e.) All of the above

QUESTION #2: Martial arts parents know bullying...

- _____ a.) is caused by bad parenting
- _____ b.) is actually on the decline in this country
- _____ c.) happens in schools more often than the street
- _____ d.) is a big threat these days
- _____ e.) None of the above

QUESTION #3: Martial arts parents realize...

- _____ a.) martial arts is more than just a sport
- _____ b.) the path to mastery is filled with tournaments

- _____ c.) the samurais of feudal Japan had supportive parents
- _____ d.) All of the above

QUESTION #4: Martial arts parents don't just talk. They...

- _____ a.) Invest time
- _____ b.) Invest money
- _____ c.) Invest effort
- _____ d.) All of the above

QUESTION #5: Martial arts parents know the ultimate goal of martial arts training is to...

- _____ a.) shape their child into a leader
- _____ b.) open up their own academy
- _____ c.) win awards, tournaments and trophies
- _____ d.) compete in the Olympics
- _____ 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).

Three Easy Ways to Win a Free Testing Fee!

Want a FREE Testing Fee? Then read on. Because there are now THREE easy ways for you to get a free testing fee and they only take a few moments of your time. Here they are:

Method #1: Write a Review!

First, you can write a review of our academy. It's easy. Just visit Google Local, Yahoo Local or Yelp! and post a review with your comments about our school. Other people will see your review – and when they do – it could influence or motivate them to join up! For every person who enrolls as a direct result of reading your review (and this happens all the time) you'll get a FREE month of tuition. Takes only a minute or so – and I'd really appreciate it. That's the first way to get a free testing fee.

Method #2: Link to Our Website!

Chances are, you have a public Facebook page, a personal website, a company website, blog or other permanent presence on the web. If so, link to our academy with the words "martial arts" (see me for our web address and other details). When you

do this, it boosts us in Google, Bing and Yahoo AND may be seen by somebody who's searching for martial arts in our area. For every person who signs up because they saw that link on your website, blog or public Facebook page, you get a FREE testing fee. You never know who might see your link and sign up due to your influence! Finally...

Method #3: Refer Your Friends!

How? Simple: Hand this newsletter to your friends and relatives. You get a free testing fee for every person who inquires about classes and signs up as a direct result of your referral. Nothing could be easier. All you have to do is tell them to see me – or call me at (304) 282-1664 - and we'll set a time for a free intro class. And I assure you, we'll take the very best care of any friends or family you refer our way! For more information about any of these three options in our new referral reward program, see me or give me a call at (304) 282-1664. It's a great program where, as our way of saying "thanks" we give you a FREE testing fee as a token of our appreciation for recommending us!

September 2010 Special FREE Buddy Days Offer! Bring a Buddy and Win!

“Free Buddy Days!”

Bring a Buddy to Class and Win a \$\$\$ Referral Reward!

This is your chance to do something really great for your friends. You know the super-positive impact martial arts has made in your life. Now it's time to share that with your friends! You'll be helping them learn self-defense, character development, become more flexible, gain endurance, increase their strength and experience first-hand what makes our academy so special. Not only that, but YOU have a chance to pocket a nice referral reward for yourself! Not bad, huh? You receive a FREE testing fee and your friend receives a FREE uniform.

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