

# The Real Value Of Martial Arts Lessons....

## Is It Expensive?

Please read this email carefully.

I hear this statement from time to time and I think it is important for our students and parents to know exactly where their money is going.

Often I hear Martial Arts compared to team sports, gymnastics, soccer, YMCA memberships, etc. If we compare Martial Arts lessons to any of these activities we are making a fundamental mistake. Let's examine a typical Martial Arts Program so that we can understand what we are paying for.

**Martial Arts is not a "Sport" or an "Activity", it is a lifestyle.** For thousands of years entire civilizations and cultures have lived by and continue to live by the values our program is based on. Courtesy, Integrity, Perseverance, Self-Control, Courage, Honor, and Community.

Yes, some aspects of martial arts have been taken and made into a sport, but that is not what our lessons are about. That is called a tournament and is completely different.

We don't attend "practices" we attend lessons or classes.

We don't have "games" we have "testing".

The entire purpose of our program is higher education. This is not a game, and we aren't just another afterschool "activity". To compare our program to something like basketball; volleyball; or gymnastics is like comparing a car to a roller skate.

### **What are the biggest concerns in our society right now?**

1. Lack of Discipline and Self-Discipline
2. Lack of respect for others and one's self
3. Poor role models
4. Lack of confidence and self-esteem
5. Stress management
6. Anger management
7. Obesity and poor health conditions
8. Skills to protect yourself and loved ones
9. Drugs and alcohol

**This is a very bold statement, and I challenge you to prove me wrong.** Our program is the only program in the world that addresses all these concerns in 2-3 lessons per week in 1 hour or less. Go ahead, pull out the yellow pages or Google and see what you can find. The only thing that comes even remotely close is the Military which is not an option for children and is a far greater commitment than a few lessons per week for an adult.

Let's now focus on the benefits of martial arts and exactly how we accomplish this because you deserve to know exactly what you are paying for:

### **1. Our reward/ranking system improves self-esteem.**

Every time you earn a new belt, stripe, etc.; you know you have worked hard for it and it wasn't given to you. Through board breaking, sparring against larger classmates, and performing in front of others you will learn to handle stressful situations without relying on teamwork or others. Martial arts is all about YOU. We make the weak strong, and the strong even stronger! Nobody sits on the bench in our program and there are no star players. Everyone is important.

To me earning a Black Belt in our school is like earning a university degree. It is a qualification in which you will be amazed to see how it influences you or your child's life for better. It improves self-esteem, self-confidence to help us dealing with other life challenging situations.

### **2. Our class structure teaches Self-discipline.**

I always have parents coming to me thanking me for doing what they have the most difficult time doing: making their child sit still, making their child listen and follow directions, setting boundaries, sticking to them, and holding them accountable for their actions.

We train students to have self-discipline. Discipline is where I tell you to do something and you do it because I said so. Self-Discipline is when you do something on your own because you know you should. See the difference? We work on self-discipline and self-control every single session by controlling our mind and body.

### **3. Our program teaches you Self-Defense skills that could save your life.**

I will repeat that: Save your life. I have had more than one student placed in a life threatening situation and thank me personally for giving them the skills and or confidence to protect themselves. Words cannot describe how I feel when a parent comes to me to tell me how their child stood up to the bully at school. The words many of them used were "Priceless Training".

### **4. Our program teaches you to deal with stress in a healthy way.**

Stress is normal, and we teach you to manage it in many ways such as proper breathing, relaxation, learning to handle a failure/defeat, and confronting problems before they become huge problems. In fact, one of the reasons we bow when entering the training floor is to symbolize emptying the mind of all the problems going on outside the training floor. Forget your issues and focus on the here and now because that is all that matters. I always see improvement in mood during and after training.

## **5. We provide positive role models.**

We don't just talk the talk, we walk the walk. Our instructors undergo criminal background checks and are selected based on character and not simply skill. We are not professional athletes paid millions of dollars to play a game. We are professional life coaches and role models for the students. I take this very seriously and have removed some of the most physically talented martial artists from my programs in the past because they did not meet our standards.

I don't care if you can fly through the air and break bricks with one finger, if you can't follow the tenets you will not be an instructor, and I may not even take you as a student.

## **6. Our lessons will get you in great shape, and educate you on how to take care of your body for the long term.**

We do not develop short term athletes such as Football, UFC fighters, etc.. Our program is designed to develop lifetime martial artists.

In fact many university studies have been done on our karate style and on the body mechanics and hip/posture alignment. Many of the past methods caused injuries over time. We have improved upon these techniques and have a program that is designed to be safe throughout your lifetime.

I have had students in their 60's starting karate. My own sensei is in his late 50's and is still in amazing shape looking decades younger than his age. The most dangerous and hardest contact you will receive in our program is if you trip and fall on the ground, and you can do that just walking to the mailbox.

## **7. We teach respect for others and respect for one's self.**

From the moment you walk through the door and are greeted by sensei (by your name) to the moment we end our classes by reciting our dojo-kun (our guiding principles), bowing to the instructor/s and saying "Thank you"; you will realize how much respect is a part of our lessons. We bow to partners and others as a greeting and mutual sign of respect.

Nothing can match our lessons of respect.

## **8. You will enjoy training because it's fun!**

Why not surround yourself with others who are living healthy lifestyles, improving their lives, and having a great time. In the children's classes it may look like they are just playing a game but I assure you it has an important purpose that will be the subject of an entirely different post.

So again, I challenge you to find something that matches what we do. There is no comparison. I am not even talking about the price. I remember my first semester of university cost me \$600 for books. Just the books! That's about 6 months of tuition in our program!

I can never put a price on what I personally learned throughout my journey of martial arts training.

..... To me martial arts training is priceless and I cannot thank my parents and my sensei enough in helping me being where I am today .....

If you are involved in martial arts, congratulations and if you are not please let us show you what we have to offer.

You can book your Free introductory lessons by calling us at **604-513-3804** or by visiting our website at [www.knska-karate.com](http://www.knska-karate.com). There is absolutely no pressure to sign in.

Please forward this message to any of your friends, family, or neighbours whom you think might be interested in learning martial arts.

Looking forward to see you in our karate dojo.

Sincerely;

**KimNik Shotokan Karate Academy**

[www.knska-karate.com](http://www.knska-karate.com)

Tel: 604-513-3804

