



WHY MASTERY MARTIAL ARTS IS SO MUCH MORE THAN JUST KICKING AND PUNCHING

HELPING PARENTS CREATE SAFER,
STRONGER, SMARTER KIDS

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Introduction

As parents, we wake up every single day thinking of what we can possibly be doing to set a solid foundation for our children's futures. We want to know that we did everything in our power to equip our children with the skills, awareness, and education to go out into the world, should something happen to us, and be able to prosper, grow, and develop. That's the whole point of parenting at the end of the day, right? We want to leave our children's world better than when they came into it.

We are going to make the case today for martial arts practice and discipline. More than just kicking and punching, here at Mastery Martial Arts, we help your children build a foundation of the rest of their lives. Martial arts, combined with the leadership and educational program that we have carefully curated here over the last 25-years, will give every participating child an advantage mentally, emotionally, physically, and socially by the time they are done working with us.

You're probably asking yourself: how does something like martial arts transform a child that dramatically? How can intense workout make them more apt socially?

This book is designed to give you a better understanding of the amazing benefits of martial arts and why this sacred practice has been cherished around the world for thousands of years. Most importantly, we're going to look at why it's the right investment for your child's future.

In a world marked by nonstop entertainment for children, starkly contrasting the U.S. to other nations around the world that prioritize skill development and education for their children, we're making the case for martial arts as one that crosses all categories. Now your kids can have fun, workout, develop their motor skills, enhance their cognitive development, and learn how to partake in a team-like setting with other kids and trainers.

So, without further ado, let's dive into *The Mastery Martial Arts Process*.

<https://youtu.be/e1DV-V-egYI>





Chapter 1: Why Martial Arts?

There are countless studies today that have proven physical exercise paired with learning academic or life skills can increase a child's mental power to receive and retain the information they are learning. For example, exercise [increases the flow of blood to the brain](#), which delivers oxygen and glucose to power the brain throughout the day. With more energy and oxygen, the brain is able to maintain alertness and mental focus, which makes it easier for children to learn. This is especially beneficial for children with learning disabilities, ADHD, or other attention deficit disorders.

We have worked incredibly hard to formulate a program that continues to grow with the most advanced educational methods, combining it with the focus and discipline of martial arts. That's why our program has been successful for over two decades with children of all ability levels. Some of our students are academic scholars that increase their scholastic excellence with the added engagement of martial arts in their lives. Others have learning disabilities and are able to not only improve their focus, but also learn to engage with other students in a social setting. And finally, some students come to us with physical disabilities, as we work to accommodate their physical range of motion in our lessons.



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Our program has been very successful in helping students of all backgrounds grow in confidence and strength. It's our number one goal to ensure that each student becomes more than they envisioned they can be.

We work with the "Yes I Can" attitude, starting from the student's very first visit to our facility, up through the 4th Degree Black Belt initiation. While your child will encounter people, friends, teachers, and coaches that may doubt them or tell them to just quit, they will come to know our Yes I Can attitude with such a fervent commitment that no one can tear them down. Just think of how beneficial this self-esteem will be for them as they head off into the real world.

We Can't Forget the Physical Benefits, Too

It's no secret that children are spending more time sitting indoors than ever before today. Today's [kids spend 50% less time playing outside](#), exercising, and engaging in team sports than the kids of the past, as they bury their faces into virtual reality apps, games, and other digital interfaces. Additionally, about [three out of four children](#) ages 5 to 10 get less than one hour of physical activity per day, which places them woefully under the healthy engagement of the past.

There is something so important about leaving the house and having children be able to play outside or in another setting. Our martial arts program is designed to give the whole body a thorough workout. It's also designed to help children to practice their skills at home in order to advance through class while earning recognition for their progress. This physical strength and discipline that is then obtained through martial arts translates into confidence in all other areas of their lives.

We want you to know that if you want your child to engage in something more than a video game, martial arts is the perfect balance between physical activity and developing life skills that are essential for the future of your child.

<https://youtu.be/iLbfn9u2W4s>





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Chapter 2: The Mastery Martial Arts Culture

We have countless parents walk into our facility today, shoulders shrugged, voices stammering, telling us that their child is shy and they need some help. Kids copy what their parents do. They copy what any adult does. While their brains are developing, they are watching your every move, copying what you do, how you do it, and what you say. This is why if you're shy, your kid is going to end up shy, too.

Although this copying that is innate to children can be worrisome to you, the parent, it can also be leveraged in a good way.



The Mastery Martial Arts Culture

We've established a culture that is respectful, confident, and pronounced. The moment a child walks into a program, they will be surrounded by adults that exude confidence, stand up straight, and talk with a clear, loud voice that is unwavering and present. Children will start to copy these nuances that all of our instructors exhibit as they begin to feel more confident in their abilities and presence.



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From there, children will learn acts of respect. Martial arts is based on respect for those that have come before you, with bowing, gracious movements, and the opening of doors as a major part of the program. Saying “yes, please” and “no sir” will become commonplace for your child, which are invaluable manners as they get older.

Soon, you will notice your child using polite language and respectful body language that will have you so incredibly proud of how far they have come. Even better, while all of this is happening, you will notice it changing you, too, as the parent. That’s right, you will start to embrace this culture of respect in your household as you and your child embark on a journey of self discovery and awareness.

The Child-Parent Disconnect

During class, we permit parents to get engaged with their kids. Parents can come on the floor, they can tie their belt, and they can be part of the advancement of their child through our program. Mastery Martial Arts wants to create engagement between parents and children. We see so many children and parents existing with such disconnect, unsure of how to communicate with one another. We want to be the catalyst that brings these parties together.

It’s part of our culture to get more than just the kids involved. We know for lasting changes and skill development to occur in kids, parents need to be part of the equation. Our culture is one built on self-esteem, strength, engagement, respect, and collaboration between all parties involved. We want to see your family come together, closer than ever before. We believe that starts with martial arts.

<https://youtu.be/03Q0708LKA4>





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Chapter 3: The Yes I Can Mentality

Too many kids wake up every day with a negative mentality, telling themselves they can't succeed, they can't do something, or they can't dare to take a risk. They adopt this mentality from watching you, their parent, speak negatively or voice your fears throughout the day.

This negative mindset is dangerous in such a small child. It will bleed into every single thing they do, from raising their hands in class to give an answer, to talking with other kids and making friends on the playground. Kids shouldn't know anything but positivity and the willingness to try new things, do new things, and share new things with their friends.

As they get older, a positive mindset will position them more favorably in job interviews, workplace positions, better colleges, etc. because they will believe that with determination, hard work, and perseverance, anything is possible.

As parents, we all want that for our children. We want them to be able to achieve anything.

That starts with the Yes I Can mentality.

Yes I Can, Sir

We know how important it is to teach children that they can do anything. Our entire program is based on the affirmation "Yes I Can." Every time the children bow or complete a command in our program, they say "Yes I Can, Sir." It starts to become a habitual part of their day, telling themselves that they can do whatever they want.

Yes I Can is a big part of what we do.

In fact, you as the parent will start adopting the Yes I Can attitude, too. Countless kids will come in and call out their parent when they start to doubt themselves or speak negatively.

The 6-Step Yes I Can Path

We've witnessed a classic 6-step path that happens to all families that take part in our programs. It's one of the most rewarding things that we witness at Mastery Martial Arts, and we want it to be a reality for you, too. Here's how it goes:

1. **Yes I Can is all over our program walls.** Children are visual creatures. They are watching you at all times, as well as their surroundings. That's why we have Yes I Can plastered all over our walls. This positive affirmation is physically surrounding the kids every time they visit our location and take part in our classes.





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- 2. Our instructors teach this attitude in everything that we do.** In every single thing that we do, our instructors tell the kids, "If someone else can do it, then you can do it, too." We don't accept excuses or reasons why kids can't do something. Sure, they try and come up with the reasons, but we simply tell them YES YOU CAN.
- 3. The students start to hear it and say it.** Kids copy. The more they hear this affirmation from our staff, the more they start to actually say it. First, it starts casually. Maybe they say it once during practice or twice to our instructors. But after awhile, it starts to become part of who they are.
- 4. The students start to live it.** At this point, the kids start to actually learn it. Instead of fearing a new martial arts move or challenge, they embrace it. They know that they can do anything they set their mind to. They then start to take this attitude with them into everything that they do in their lives.
- 5. The parents start to proclaim it on social media.** As the parent, you're become surrounded by this positivity. You start to post Yes I Can next to the martial arts videos of your kids that you post to your Facebook wall. You start to adopt the power of Yes I Can.
- 6. The parents start to actually LIVE the Yes I Can attitude.** Next thing you know, you as the parent are transformed. You have the confidence to walk into your board room and proclaim your idea. You start to change alongside your child for the better.

At the end of the day, the Yes I Can mentality is an incredibly simplistic concept. It's a simple mental concept – it's taking your mind out of negativity and back into positivity. Of course, everything takes training, which is why we've embedded it into absolutely everything we do at our program. We know that over-time, through the paintings, our instruction, and our culture of encouragement, everyone will start to catch onto the Yes I Can mentality.

<https://youtu.be/zEKKgLY2T4>





Chapter 4: 4 Steps for Effective Character Development

Like we always say, there are so many more benefits to our programs than the simple physical engagement, which in itself, is so important for kids today. Your kids are in their formative years right now. They are absorbing every last thing that passes them by. It can be scary to you, because you relinquish control over them when they go into school and listen to teachers, coaches, and friends. What if your kid is hanging out with the wrong crowd, or if a certain teacher is pushing a political agenda? Your kid is a sponge and you know it.

That's why character development is so important. You can counteract these occurrences in your kid's life by being proactive right here, right now.

If you want to improve upon your character and develop it further, you need to first understand the 4 fundamental steps that contribute to any tangible character changes. They are:

1. **Structure:** Structure is cut and dry. It's using discipline to follow the rules and do it all over again the next day. There needs to be some kind of structure to any change we want to see in our lives. For example, if you want to lose weight, you can't just eat healthy one day and forget about it the next day. There needs to be a structure that you follow every single day to arrive at those tangible changes.
2. **Emotion:** Emotion is having a positive attitude and a passion for seeing changes. Your attitude needs to be one of receptivity so that all of the positive potential at your fingertips can be received and harnessed. If you're in a bad mood, you're going to let all of the benefits and goodies available to you slip through the cracks. You need to develop a passion for improvement and nonstop learning.



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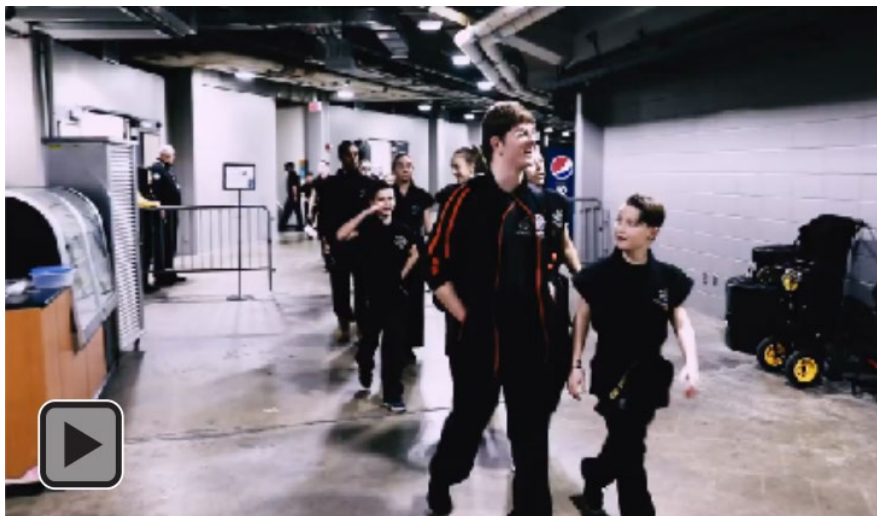
3. **Knowledge:** Knowledge is not just being a participant without any information absorption. With knowledge, we are able to make changes, detect patterns, and react in real-time. Knowledge is seeing what works and what doesn't work while encouraging your brain to shift to a more positive disposition. Without knowledge, our brains start to become fatigued. Our brains are muscles – they need engagement just much as the rest of your body.
4. **Legacy:** Legacy is being a leader and role model for others to follow. We aren't either born leaders or born followers. Being a leader is something that can be learned and practiced. Making a commitment to be a leader and someone that helps others is something every single student can do – it's up to them to commit themselves to a legacy that they will be proud of in due time.

When you have someone with discipline, passion, and knowledge, what do they become? ***They become a leader.*** As your child becomes a leader, they will become more resistant to the negative talk, the groupthink, and the opinions of others as they advance through school, into college, and into the rest of their lives.

That's our opening student creed. These 4 steps are what we have every single student learn, memorize, and make sense of on a daily basis. Every single one of our instructors follows this recipe for a successful life, including myself. This isn't just something that should stop with our program when you walk out the door. It's a blueprint for a successful life, for anyone, anywhere.

Which means – as you probably guessed – this is something that you, the parent, can adopt in your daily life. Just because you're 34, 45, or 67, it doesn't mean you can't make changes to your character today. Our brains are always learning. Feed yours some positive nourishment.

<https://youtu.be/d4cuF3KZs2c>





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Chapter 5: 6 Life Skills Your Child Will Learn with Our Program

Our program doesn't just stop with character development and support. We also help your child learn invaluable life skills that will stay with them for the entirety of their time on our planet. That means one day when you are gone, or if your child ends up halfway around the world with their spouse, they will be able to wield and harness these life skills for productivity, success, compassion, and self-awareness at any minute.

Is there anything more comforting to know as a parent?

That's why we prioritize what we find to be the 6 most important life skills for any child or teenager to learn today. What are they?

1. **Discipline:** *"To obey what is right and follow the rules."*
2. **Belief:** *"The Yes I Can attitude."*
3. **Communication:** *"The link between the world and me."*
4. **Respect:** *"It's not what you know, it's what you do."*
5. **Honesty:** *"The first key to an abundant life."*
6. **Self-Esteem:** *"The joy of being myself."*

Within our program, a student will test every 8-weeks. When they partake in these tests, we will be looking at one particular life skill during these tests. We pair them off based on two-month cycles, with discipline pairing with January and February, belief pairing with March and April, communication, nonverbal and verbal, pairing with May and June, and you get the rest.

Why do we test things every 8-weeks? It's simpler than you might think. When you were a child, 8-weeks used to feel like an eternity. As an adult, it seems like a blink, but you have to remember that children don't have the same patience we do. Every 8-weeks, we are going to teach life skills so that your child is more likely to absorb what we teach.

And since children copy, they are going to be watching our instructors while we teach these life skills. All of our instructors LIVE these life skills, so all students will be observing these 6 life skills in action, every single day.

Blue Stripe Challenge: We offer an extra credit option in our program when children practice these life skills at home. The parent will upload the video to our Facebook group, thereby qualifying the child for a blue stripe. During the ceremony, the parent gets to give their child this blue stripe to reaffirm all of their hard work and dedication to the sport. Receiving recognition for practicing at home will encourage students to do this more and more.



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The Life Skills Pillars

With each life skill that we teach here, we have a pillar that contains 7-11 ideas associated with that skill. The children are then asked to perform these points that are related to discipline. This helps them practice congruency, creating a power in mental and physical memory. As we like to say, this is Tony Robbins 101. Children don't even realize they are creating and memorizing power – but as adults, we know it to be true.

Martial Arts + Life Skills + Communication

We've created a comprehensive program that takes the basis of martial arts and all of its benefits, pairing it with 6 critical life skills, while forcing kids to engage publicly and improve upon their ability to publicly speak and present themselves. It's every amazing attribute you could want for your child rolled into one program.

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Chapter 6: Failure is Your Friend

No one wants to fail. Kids are scared to fail, parents are embarrassed to fail, and teachers are afraid to fail for fear of losing their job. As a result, we all live in fear of failure instead of embracing what it could do for us and our personal growth. When we live in this fear of failure, we allow failure to define everything that we do, preventing us from trying something new or considering a new challenge.

Instead of seeing failure is a bad thing, we teach our kids to see failure is a good thing. We show them that by failing, they are able to see where they went wrong and fix it the next time around. Failure is the only way to improve upon what we have been doing and get even better.

Failure is your friend.





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Kids Bounce, Adults Break

Many times, kids learn this fear of failure from their parents. They see you, the parent, constantly afraid to fail or try new things. They learn this from you and start to avoid all of the things they should be doing as a kid. The problem is that kids are different than adults.

Kids bounce. When they fall, they bounce back up. When they mess up, they're able to get over it and move on. Adults on the other hand break when they fall. They feel terrified, embarrassed, and trapped. Adults treat failure as something terrible, and while you're doing that, your kid is watching.

That's why it's so important to reinforce that failure is your friend. Some of the biggest successes of our time, like [Steve Jobs embracing Apple's failures](#) to launch it into the company it is today, required millions upon millions of failures. They got back up, they learned their lesson, and they tried again.

Even if you're an adult, try and allow your kid to see the benefits of failure. You can learn alongside them to embrace this kind of mentality, too. It doesn't just have to be reserved for your kid.

How Quickly Can You Bounce Back from Failure?

The best kind of failure is a fast failure. Failure is inevitable. In fact, it's part of the growing process. Every single expert in the world had to fail to get where they are. Instead of letting this failure define your life, accept the failure, overcome it, and get back on track.

We all know stories about people that let their past demons ravage their lives 10, 20, or 50-years in the future. Allowing those failures to haunt you can ruin your life. Instead, a fast failure is the most beneficial at all. Sit down, stare failure in the face, accept it, and move on. With this kind of relationship, you will be purely invincible.



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Chapter 7: Always Try Your Best

One of the questions we always ask our students is: are you trying your best? It's a profound, yet simple question. We ask them: are you happy with your performance? We give them a moment to reflect on what they just did and how hard they tried. We allow them to pick a number off of a 1-10 scale based on how they feel. By doing this, the student can start to understand contrast between a 10 and a 1.

They start to think to themselves, "hey, a 10 feels a lot better than a 1." They start to reach to achieve those 10s more and more.

Something as simple as always trying your best isn't always common sense to kids today. If they are witnessing parents every day that are just going through the mediocre motions, the C's get degrees mentality, then they are going to start to do the same.

At the end of the day, we should all be trying our best, every single day. What if today was the last day you ever lived? Would you be happy with what you did with the day? Did you try your best?

It's that kind of mindset we communicate to all students partaking in our program.

The Foundation Starts Early

When a child is taught to always try their best early in their lives, the probability they will carry that mentality on with them into adulthood is very high. Kids copy. You already knew I was going to write that. But, the truth is, they do copy, which means they are copying everything happening right here, right now.

We want to show them that they can try their very best every single day. ALWAYS try your best, no matter how old you are, what has happened to you, or where you have come from. This kind of mindset will reaffirm to kids that they can achieve anything, no matter what. If they give it their all, rewards and recognition are sure to follow.

https://youtu.be/1AFDwrc_xsM





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Chapter 8: Goal Setting

Goals are essential if you want to be successful. When you are constantly creating new goals for yourself, you are always challenging yourself to accomplish them. That's a significant thing with martial arts. As children start to earn their belts and stripes, they set a goal of getting the next one. They are always moving forward in their practice because they want the new rewards that go with success.

Martial arts are a great way to teach children the importance of setting goals. Children get a clear goal in their minds: getting the next belt. This goal makes them more focused and causes them to work harder to achieve this goal. That will start a domino effect because they feel accomplished and want to keep feeling that. The feeling they get when accomplishing a goal will carry with them to adulthood, helping them learn to set goals and do what they need to so that they can achieve their goals. Eventually, they will conquer their dreams.

Goals make people more successful. With goals in mind, people will strive hard to achieve those goals. Sometimes they fail, which is why teaching children the importance of "Failure is Your Friend." But goals will make a person more focused, give them the motivation and momentum needed to push forward, and ultimately help them achieve whatever they set their mind to. Setting goals is a way to ensure success in every aspect of life.





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Conclusion

At the end of the day, our Mastery Martial Arts program is much more than just a program: it's a way of life. In reality, it's a mentality, one that should dictate every single thing you do, say, and hope to achieve in the day. Even if a kid is only 4 or 5 years old, you would be amazed to know what they are observing and adopting as we speak. Our program is designed to position them successfully for everything that they will do right now, and hope to do in the future.

Clearly what sets our program apart from the other martial arts studios is our well-developed, focused program itinerary that touches on things like life skills and positive mindsets at every stage of child/teen development. There are other martial arts schools that may focus on self defense and weapon training, or simply the physical benefits of this art. Not us. We are focused on confidence, discipline, and self-esteem that will lay a foundation for the rest of your child's life.

We have spent more than 25-years teaching the most important life skills to students and teens, incorporating them into a program that was specially designed to help children reach their maximum potential. Our program has a mental, emotional, and physical component to it, with motivation and positivity at the core of everything that we do.

We've worked hard to curate a supportive community of other students that will encourage each other to get up and keep fighting on their black belt journey. The leadership program that we've administered puts all of these life skills and elements into practice in a way that you just won't find anywhere else. We hold our students and teens to the highest standards, keeping them accountable to their progress, failure, training, and actions every single day.

We take pride in being a pioneer in this field, using martial arts as the foundation for lifelong leadership development. With continued research and education, we've developed a program that we share with other martial arts schools around the world. Students and instructors from as far as Australia have come to engage in our proven, effective, and successful program. That's why we are so proud of what we have created here with our passionate team. From working with kids of all different ages and backgrounds, to those with disabilities and attention learning deficits, we know that every student has personal strength and agility that is waiting to be uncovered.

If you want your child to have the highest potential for their life, starting today, then you should consider the Mastery Martial Arts program and community.

Thank you so much for reading along with us. Please let us know if you have any questions or inquiries.

