



**IS MARTIAL ARTS
JUST FOR KIDS?**

NO WAY!

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Is Martial Arts Just for Kids? NO WAY!

INTRODUCTION

When most people think of martial arts they think of it being a kids activity. That's what we see a lot of in the movies and on television. They think of kids running, doing jump kicks, spinning kicks, and making a lot of funny noises, like "Hiya". Most adults think that is great for kids but it's not something they would ever want to do.

I get it!

The reality is adult martial arts is MUCH DIFFERENT from a kids program. Adults are focused on two key things for the most part. They want to learn effective, real world self-defense and they want to get in great shape.

And those two components are the backbone of an adult martial arts program. The adult body is much different than a kids' body. Adults usually (if you are over 30 years old) have some pre-existing injuries or nagging issues that they have to watch out for. They want to do reality based training but in a safe format.

A martial arts friend of mine once said, "We do martial arts so we don't get hurt when we are attacked so if we are getting hurt during training; we are doing it wrong." That's a very profound statement!

Fifty percent of the student body at Elite Force Martial Arts are adults. We understand what adults want, and don't want.

We understand there two biggest concerns on trying a martial arts program:

1. They don't want to get hurt.
2. They don't want to look stupid.

In the pages ahead we will identify the key reasons why many adults love the martial arts and how training has become that "missing piece" of their lives. We will talk about how the training is safe and the classes are broken down in a step by step format so no one feels lost, stupid, or out of place.

If you are reading this book, you must be at least some what curious about martial arts and what it could possibly do for you. So sit back, get comfortable, and the pages ahead just might open your eyes to a new world of possibilities, fun, and goal achievement that you have not experienced before!

SUCCESS STORIES

"From day one I got sucked into the positive culture of the dojo. Since training I stopped smoking, lost weight, and feel better than ever. Now I am finding great joy in helping others achieve their goals."

- David K. Parker AKA Big Dave USA

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“When I walk in the dojo I am greeted by name. I love the respect and protocol.”

- Adi Toth

“I have learned martial arts training is just as much about becoming a better person as it is learning the physical techniques. I love the people in the dojo.”

- Bill Scherer

“I thought I was too old at first. My instructors and teammates encouraged and pushed me. Martial arts training has been a blessing for my family.”

- Daphne Kong

“Martial arts has taught me to be more focused and set goals for myself. It’s made me mentally and physically stronger. I have met a great group of friends and these people have become our second family.”

- Merle Zislin

“I have had a few injuries but the team at Elite Force has worked with me to help me realize my true potential. I have also dropped 30 pounds! My wife and I train together and we love it.”

- David Parker

“I love the discipline and respect in the dojo. Training has given me a huge amount of self-confidence. I have lost 65 pounds and it has changed my life. I train with my husband, 2 kids, sister, and my niece and we all LOVE it!”

- Diana Castro

CHAPTER 1

WHAT, WHY, HOW?

Millions and millions of people start off the new year incredibly optimistic for the year that lies ahead. They make new year's resolutions, get excited, and begin taking action ... for about 14 days.

What happens then? They fall back into their old routines, bad habits set back in, no progress is made (or very little), and they start to feel bad about themselves and their situation.

WHY does this happen? The reality is only 4% of people who make new year's resolutions see them through to reality.

That's right — only 4%! Ouch!

So, again, WHY does this happen? The answer is in the WHY. When most people make new year's resolutions, they tend to focus on what they want:

- How much they want to weigh
- What they want to look like
- How much money they want to make
- How much they want in the bank

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Don't get me wrong, the what is important. You need to have clarity on the goal. The late, great Yogi Berra said, "If you don't know where you are going, you might not get there."

Very profound statement! So what happens next? People go from what they want to how they will get there. They start making plans and mapping out how they are going to get their resolution.

Again, you must have a plan, and you have to be ready, willing, and able to take massive action.

MASSIVE ACTION = MASSIVE RESULTS!

So let's go back to WHY do most people stop taking action after 14 days.

The answer is the WHY. It's the reason WHY they want their goal. The WHY drives us. When your WHY is clearly defined, you will take action even when you are tired, don't feel like it, aren't in the mood, etc.

So the order is **WHAT, WHY, HOW**.

You have to know what. But before you go to how, focus a lot of time on the WHY. Ask yourself these questions:

- Why do I want to weigh "X" pounds?
- How will that make me feel?
- How sexy will I look when I weigh "X" pounds?

- Why do I want to make “X” amount more this year?
- What will I do with the increase?
- How will I feel knowing that extra income is coming in?
- How secure will I feel knowing I have “X” dollars in my savings account?

These aren't the only questions to ask, but you get the idea. Dial into WHY you want the goals.

“Success is 80% psychology and 20% mechanics.”

— Tony Robbins

Here's what will happen when you know exactly what you want and exactly WHY you want it, the how will seem to fall into place. You just instinctively know how to get your goal.

I would still recommend developing the plan: write it down, put it in your calendar so you make an appointment with yourself. However, that stage will be so easy because you know what you want and more importantly WHY!

CHAPTER 2

IT'S ABOUT PROGRESS, NOT PERFECTION OR COMPETITION

The next piece of the puzzle is to see, recognize, and look for progress. Martial arts instructors look for for the gold in their students. They are looking to see students do something right! When does that ever happen in life as an adult?

Sometimes as adults we can be our own worst critics. It's so easy to focus on what we are doing wrong because, in the beginning, you make a lot of mistakes!

Believe me! When I started martial arts in 1987, I was NOT God's gift to martial arts! Every master was once a disaster!

The trick is to focus on what you did right! Focus on the progress you are making. It can be small improvements in your flexibility, strength, or endurance. It can be getting a kickboxing combination down a little bit smoother and sharper. It can be executing a self-defense technique a little better than you did last time.

Martial arts is a lifelong activity. I have had students in their 60s and 70s earn their black belts with us. Do I expect them to look like a 25-year-old superstar? Of course not.

I look at it like this: From where they started, how much progress have they made? Have they reached their potential based on their age? Are they more active and in better shape than a majority of people their age and stage in life?

If the answer is yes, they get my vote because they are a leader for people in the community. They are a role model for others.

Remember, it's not a competition. It's not about one person being better than the other. It's about you making progress and reaching your potential. Everyone runs their own race!

It's worth mentioning too that everyone experiences the "ratchet effect." This is when you are making good progress with your training and then you have a bad or an "off" class. This is a natural part of the process. You take three steps forward and one step back.

Remember, when this happens, you are still ahead a couple steps. Everyone has an off day. When this happens, relax and take a deep breath. Try not to be frustrated. You are way better off for going to class that day and working out.

Worst-case scenario: You had a great workout, heard a positive class message, and were surrounded by great people.

Trust me you will bounce back strong your next class!

CHAPTER 3

LEAVE IT IN YOUR SHOES

Everyone deals with challenges, obstacles, and difficulties in their life. Scheduling challenges, financial pressures, and work dilemmas are real concerns!

The shoe rack theory is all about helping you deal with challenges in a more positive and proactive way.

When you leave your shoes in the shoe rack at the martial arts school, place all your worldly troubles in your shoes. That way, you go onto the mat with a clear mind and can focus solely on your martial arts training. At the end of class, you hear a positive and uplifting class message.

Many times after class your challenges are gone, minimized, or you are at least in a better frame of mind to deal with them. Your endorphins are flowing and you are feeling great!

Implementing this philosophy is simple to do, but it's not always easy.

Challenge yourself the next time you are feeling stressed or overwhelmed; come to class, put your problems in your shoes, and see how you feel when class is over.

I remember one time years ago my instructor/partner at the time and I dealt with a staffing issue. We were completely caught off guard and surprised to say the least.

He called me up and said, “Before trying to deal with this, let’s meet up for a workout at 5:00.” (This was on a Sunday when the dojo was closed.) “We will figure out a strategy afterward. We always think better after a workout.”

He was right! After the workout, our endorphins were kicking and our thoughts were much more positive and proactive. We were more relaxed and we were thinking much more clearly.

We came up with a solution and I slept great that night. This is the power of the shoe rack theory!

CHAPTER 4

CHEERS! SOMETIMES YOU WANT TO GO WHERE EVERYBODY KNOWS YOUR NAME

There was a classic sitcom in the '80s called "Cheers." The show was set in a bar named Cheers in Boston, Massachusetts, where a group of locals meets to drink, relax, and socialize.

The show's theme song was called, "Where Everybody Knows Your Name." It's a popular song that talks about how people want to go where everybody knows your name. That's true, isn't it?

In fact, one of the most popular characters in the show is a guy named Norm. Norm was an accountant turned house painter who liked to give one of the waitresses, Diane Chambers, a hard time.

Every time Norm walked into Cheers, everyone in the bar shouted, "Norm!"

Think about that: Who wouldn't want to be greeted like that when they walk into the room anywhere? Everyone wants to be acknowledged. Norm got that every time he walked in the bar. No wonder he kept showing up!

Mary Kay Ash, the founder of Mary Kay cosmetics, says that everyone wears a sign on their head that says, “Make me feel important.” Isn’t that true?

In a good martial arts school, this is exactly what happens. You are greeted by name with a smile, and your instructors are genuinely glad you are there.

At Elite Force Martial Arts, when someone enrolls with us, they are becoming a part of the Elite Force family. We want to see them stay with us and hopefully one day reach their black belt.

Our instructors make a point to make sure everyone is greeted right away: adult students, young students, and parents. It may be a handshake or a smile; it might be a quick bow and wave from across the room. The point is our goal is to make everyone feel welcome and appreciated — just like they were walking into a family member’s house.

CHAPTER 5

HABITS WE TRAIN ARE HABITS WE GAIN

Experts say that 90% of everything we do on a regular basis is based on habit. I'm willing to bet you follow pretty much the same routine when you get up in the morning. You probably have a similar routine at night when you are wrapping up your day and getting ready to go to bed.

Many experts say that it takes 21 days to develop a new habit. In one of my favorite books, *The One Thing* by Gary Keller, they say it takes 66 days to develop a habit that sticks for the long haul.

Whatever the correct number is, one thing is for certain. Martial arts training helps adults develop tremendous habits that benefit them physically, mentally, and emotionally.

Here are a few great habits that adults gain from martial arts training:

The Habit of Consistency

Author Malcolm Gladwell says to master anything you must log 10,000 hours of consistent practice. It's the day-by-day process that develops high level achievers.

Habit of Consistency is similar to the Law of Process: greatness doesn't happen in a day ... it happens daily.

Many people can give great effort for a day, a week, or even a month. Only a small percentage will give their best day in-day out, month after month, year after year.

If you apply consistent focus and persistent effort, your results will soon show improvement that leads to greatness.

“In essence, if we want to direct our lives, we must take control of our consistent actions. It's not what we do once in awhile that shapes our lives, but what we do consistently.”

— Tony Robbins

The Habit of Focus

Elite Force black belts have learned how to set goals and stay focused until they achieve them. This seems simple enough, but we know that just because something is simple doesn't mean it's easy.

Sometimes we get busy throughout the day and forget about it. We might not take the actions necessary to move us closer to accomplishing our goal.

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Master Dave Kovar says, “Create a vision and visit it often.” What he’s referring to is developing a vision in your head of achieving your goal. That might be getting in great shape, earning your black belt, or having a certain amount of money in the bank. Get that vision in your head and review that vision over and over again so you are always reminding yourself of your goal.

“Where attention goes, energy flows, and results soon show.”

— T. Harv Eker

The Habit of Spirited Repetition

One of the best ways to accelerate your success and achievement in any area of your life, especially in martial arts, is to practice, drill, and rehearse it until it becomes natural and fluent. When you practice, drill, and rehearse with the intent of becoming great, you’ll give it better attention and spirit.

This is true in martial arts and in any other area of life where you are striving to improve and achieve excellent results. Imagine how many practice sessions someone like Michael Jordan or Kobe Bryant has had in their lifetime.

You can bet Spirited Repetition had a lot to do with their success. By developing the Habit of Spirited Repetition in your martial arts training, you’ll see improvement in your skills, confidence, and overall conditioning.

You'll see benefit in everything you do outside of the dojo as well.

There is a great story of Kobe Bryant told by his trainer, Robert, at the 2012 Summer Olympics: The night before a scrimmage for Team USA, Kobe called his trainer and asked him to meet him at the practice facility at 5:00 in the morning to do a conditioning and strength workout. When Robert arrived at the facility at 5:00, Kobe was already there drenched in sweat. It looked like he just came out of the pool!

Robert asked him what time he had arrived and Kobe said, "4:30. I had to warm up."

From 6:00 to 7:00 Robert put Kobe through a conditioning and endurance workout, from 7:00 to 8:00, Robert put Kobe through a strength workout. After that, Kobe told Robert he was free to go but he wanted to meet him back at the practice facility at 11:00. Kobe mentioned he wanted to practice a little more before he ended his morning routine.

When Robert arrived at 11:00, Kobe was shooting jump shots. Robert asked Kobe what time he got done, and Kobe said, "just now"! Kobe explained he wanted to get in 800 "makes" and he just finished.

Kobe started at 4:30 a.m. and went until 11:00 a.m., then he still had the Team USA practice that started at 11:30.

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That's spirited repetition! That is deliberate practice and "A" rated work ethic.

"The way you do anything influences the way you do everything!"

The Habit of Being Resilient

Resilience is the ability to bounce back when something doesn't go your way. It's staying the course when you are working toward a goal but aren't making progress.

Resilience is not letting other people or circumstances derail your focus and drive.

Here's the challenge: If it doesn't work out, what do you do? Do you complain and give up? Or do you get hungrier, stronger, and more determined to make things happen?

The Habit of Being Resilient is about bouncing back when things don't go your way. Sometimes it's your fault things didn't work out and sometimes it's not. Sometimes life happens and you have to just bounce back.

Life isn't always fair. If you want to win — and win big — in martial arts and life, you have to roll with the punches and stay strong when things don't go your way.

“Life isn’t about waiting for the storm to pass; it’s about learning to dance in the rain.”

— Vivian Greene

In martial arts training, obstacles pop up — unexpected injuries, busy schedule, your instructor is teaching something you are struggling to learn. It happens! Relax. Stay the course and focus on the goal.

CHAPTER 6

MOVIN' ON UP! (JUST LIKE THE JEFFERSONS)

Many things in life motivate people. Some may say a great career, money, a nice house, or a new car, but all those things are a symbol of something much greater.

That something is PROGRESS! When you feel you are moving forward in an area, you are excited, eager, and willing to take even more action. When you feel like you are stuck, it is very discouraging.

Just like kids during the holidays who eagerly anticipate Christmas morning and all the presents that will be under the tree. What happens many times a couple hours after they open presents? They become irritable and cranky. Why? The event happened and they don't have anything to look forward to anymore.

Martial arts training is all about progress. Every student I know, whether they admit it or not, likes the recognition of earning a stripe on their belt or earning a brand new belt. That small award is recognition of time, effort, and energy toward a goal.

Progress can be measured in many ways: weight loss, inches lost, stripes, belts, an instructor commenting on the improvements they see in a student, etc.

When anyone is seeing and feeling progress, their motivation to train and work harder increases. If they feel there is no progress, motivation quickly dies.

What is the key to seeing consistent, steady progress in martial arts training?

There are many answers to that and they all count. Here are some ideas to consider:

Commitment to Consistency

Did you ever wonder why so many people at the beginning of the year set new year's resolutions only to fall off track by about the third week of January?

The main reason is they have not committed to being consistent with their plans. They get distracted, fall off track, don't plan out their days and weeks as well as they should. And once you miss one workout or make a few bad food choices, it's easy to do it again.

The old saying holds true, "Discipline weighs ounces and regret weighs tons."

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The key is simple: commit to being consistent. This is not always the most exciting, but it always gets results. I heard a good friend of mine, Paul Garcia, say that successful people are great at the mundane. They are great at doing the same ordinary things day in and day out and they don't get distracted by what other people are doing or the next greatest thing.

They stay the course until they get the results they seek. Here's a good exercise to do to help you set some great goals and stay the course. Answer these questions:

- Why have I not lost the weight yet?
- Why haven't I saved more money?
- Why have I not paid off that debt yet?
Or at least paid a portion of it yet?

When you identify what went wrong, you can self-correct and make better decisions for the new year.

One common saying is that the definition of insanity is doing the same thing over and over again, expecting a different result.

I don't think you would describe yourself as insane, would you?

I am challenging you to be more consistent. Be more consistent with your workouts, nutrition habits, study habits, bedtime, wake up time, etc.

Believe you are destined for greatness. Believe in yourself and your potential. When you talk to yourself (and we all do), say...

I am lean and fit!

I am focused and disciplined.

I am destined for greatness and nothing is impossible!

When you remind yourself of your potential, and you are committed to taking consistent action, you become the person that attracts success and great results.

Here are some other ideas to help stimulate progress:

Clear Goals and Action Plans

There is a saying in the personal development world made famous by author Brian Tracy, and that is “Clarity is power.”

This means you have to be very clear about what you want, when you want to achieve it, and what you need to do to make it happen.

When there is no clarity, people fall off track because they don’t know what track to be on.

In our martial arts school, we take every student eligible for testing in the upcoming belt promotion and do a win-win preframe. We review what the goal is, what they need to do, and we lay out what we are going to do to help and support them so they can be successful. It’s a simple win-win agreement. If you do your part and we do our part, then you will be successful and ready for promotion.

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If you don't do your part, then your actions tell us you are not ready to test and we will reset your goal for the next exam cycle.

One thing on this section: Keep it simple! Overly complicated and drawn-out goals and plans can be overwhelming, confusing, and unmotivating. Keep things simple, clear, and precise. When you do that, everyone is on the same page, miscommunication is unlikely, and everyone wins!

Understanding the Ratchet Effect

One progress killer in martial arts is the ratchet effect. It happens in every area of learning and growth. Simply put, it is taking three steps forward and one step back.

This happens ... because you are a human being, not a robot! Humans have good days and bad days. You have days where you feel like your energy is through the roof, you are learning new skills and drills with ease, and you have your "dojo mojo" rockin'!

I personally love those days!

But then you have off days where you are not at your best. Why? Who knows! You might have slept badly the night before, had a stressful day at work, something is weighing on your mind, or maybe you are just human and not feeling it that day.

Many people will get overly discouraged with one bad class and quit. They get a case of stinkin' thinkin' that can lead to hardening of the attitudes, as Zig Ziglar would say.

They forget, or maybe haven't recognized, the progress they have made. They forget about the three steps forward and are only focusing on the one step back. They haven't realized they are two steps further along than they would have been if they weren't doing martial arts at all.

Plus, look at the ratchet effect this way: You have a bad class or an off day. What really happened? You still had a great workout, were surrounded by positive, encouraging people, burned off calories and stress, and heard a positive, uplifting class message.

Was it really that bad? NO WAY!

CHAPTER 7

NO CRABS IN A BUCKET HERE – ENCOURAGE, NEVER DISCOURAGE

Have you ever seen crabs in a bucket? They are all trying to climb out and they are pulling each other down in the process. And, at the end of the day, none of them get out. This happens a lot in life.

Martial arts training is such a uniquely positive activity because everyone is training for the same goal, learning the same things, and yet each person runs their own race.

The journey to black belt is not a competition of me against you or if you earn your next rank then I can't get mine. It's a team effort, but everyone trains for and earns their own rank.

The culture in a dojo is extremely positive and respectful. When a student earns a stripe or belt, the team responds with a thunderous round of applause. The joy in the room skyrockets to a very high level.

What happens when we watch politicians runs for office? We see trash talking and backstabbing. We see huge amounts of disrespect!

How about when two or more people are competing for a promotion at work? Many times they are civil on the surface but privately there is a negative attitude with one hoping something bad comes out about the other.

This is the world we live in; however, the martial arts school is a “happy place” for many. Imagine that, a place where people go to practice fighting is their happy place. Pretty cool, right?

I remember a few years ago, I had the opportunity to run a Ragnar relay race with 23 of our adult students. This is a 200-mile team relay race that runs about 36 hours straight. There are 12 people to a team (we had two teams in the race), and each runner runs anywhere from 12 to 21 miles in that 36-hour period.

Needless to say, at the end of the race the runners are exhausted. There is sleep deprivation, fatigue, sore muscles, etc.

What is cool about the Ragnar race is how everyone in the competition is so supportive of each other. Vans of opposing teams drive by runners and cheer them on, encourage them, and even offer them water.

Runners on other teams run by each other and offer words of encouragement and praise. It is such a great feeling to see the positive attitudes of so many people.

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When we refer to our team, we say the “Elite Force family.” Our team is more than a team. It’s a family. Relationships develop, friendships are made, and they last a long, long time.

This is why we see so many students enroll in our program and stay for six, seven, eight years ... and more!

CHAPTER 8

PARTNERS VERSUS OPPONENTS

I learned long ago that two big fears keep adults from trying martial arts. One is the fear of looking stupid. Many think adult martial arts is like a traditional kids karate program with crazy yelling and doing moves that require high degrees of athleticism.

No one wants to try something, fail, and do it in front of complete strangers!

Most adults feel completely different about trying an adult martial arts program when they see the classes. They see how everything is broken down in a step-by-step format, and the environment is encouraging and supportive.

Oh, and there is no crazy yelling!

The other main fear is getting hurt. When you think of modern MMA, you think of two guys or girls in the octagon with four ounce MMA gloves going at it. That's great for people in that 18-30-year-old age bracket, but most of us have to get up and go to work in the morning.

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Black eyes, fat lips, and broken ribs don't make for an ultra productive day!

The partners versus opponents theory is what makes realistic martial arts training possible without getting hurt. More than a theory, it's a culture that permeates throughout the Elite Force Martial Arts organization.

When doing any kind of partner kickboxing or self-defense drills, the idea is that the other person is a training partner, not an opponent. We are not in the ring and we are not fighting for a title!

We are here to help each other, learn, and grow.

If you have ever practiced martial arts before, think of doing all your training by yourself. No one to attack for self-defense, hold pads for you, or do partner drills so you can improve your reaction and timing. You could never reach your true potential.

We have a couple principles we follow that make safe partner training happen:

1. The FAST formula: FAST stands for form, accuracy, speed, and timing—all the attributes we focus on when training with a partner. Notice we didn't say power. You can't train full power with a training partner. One of you will get hurt!

2. Partner preservation: This simply means I want my partner to be better after the class (because of training with me) than they were before class. I want to preserve my partner so they can come back the next day and we can train again.

3. 100% intensity/60% power: We want our training to be realistic so we are developing real skills that will really work in the street. We have to train with 100% intensity (intensity means with the right intent). Not being lazy or sloppy because we know our partner will not clock us for dropping our hands, but understanding if they hit us with a light shot, it could have been a HARD shot if they followed through. So the idea is never hit with more than 60% of your full force but train with 100% intensity and realism.

CHAPTER 9

NO STRUGGLE, NO STRENGTH

Resistance is the key to getting stronger. That's why people go to the gym and lift weights. Push muscles beyond what's comfortable and, in time, those muscles get bigger, stronger, and more useful.

It's the same with cardio. Have you ever noticed the physiques of most sprinters? They are jacked! The high-intensity interval training that sprinters go through is ideal for building explosive cardiovascular endurance and maintaining muscle.

Compare the physique of most marathon runners to most sprinters. Most marathon runners are very skinny while most sprinters are very muscular and cut.

I am not taking anything away from marathon runners. Running marathons is an incredible accomplishment. My wife has run several and I am in awe of her every time she runs another one.

How does this tie into martial arts training?

Martial arts focuses on HIIT, high intensity interval training. Much like sprinting, you elevate your heart rate in two-five minute rounds and then let it come down for a short rest period.

This type of training builds endurance and stimulates the loss of body fat. It also will not burn muscle like slow, long-distance running can. It actually helps maintain muscle.

You will see in a typical advanced class at Elite Force Martial Arts very aggressive pad training going on. Students are working specific combinations for three-five-minute rounds with a “burnout” at the end to really push their cardio. After the round, they switch with their partner, and at the end of the round, the person hitting the pads is ready to switch.

How does martial arts training build strength?

The answer is RESISTANCE! Hitting the Thai pads, heavy bags, boxing mitts, and more are great ways to develop explosive power and build muscle.

If you have ever seen a skilled fighter doing pad work with a training partner or trainer, you will see the pad holder makes all the difference. The pad holder will “meet the force” — meaning they will move the pad into the strike a little bit. This causes resistance, which in turn, creates power and builds muscle.

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Martial arts training utilizes several different pieces of training equipment, such as the Thai pads, heavy bags, and body shields. All these are designed to give resistance. Hitting the pads and the bags is truly the best of both worlds: incredible cardiovascular training and building strength.

Not to mention you are having fun, relieving stress, learning something, and of course, getting an incredible workout.

It's the best of all worlds!

CHAPTER 10

FUN WAY TO GET FIT: MARTIAL ARTS IS FITNESS WITH A PURPOSE

Martial arts training truly is fitness with a purpose. I see adults come into our school all the time looking for a different way to exercise. They know they want a good workout and to get in better shape, but they are bored with the gym.

To them, lifting weights is monotonous and boring, and they aren't seeing any results. Jumping on the elliptical machine or running is not their cup of tea.

It's common that they turn to martial arts. Why? Because they get to learn while working out. They want to be entertained while exercising. Our goal is "Edu-tainment": We want to educate and entertain our students.

I don't think there is an adult out there who isn't concerned about personal safety. Everyone wants to be able to protect themselves and their loved ones. The odds of someone being attacked are pretty slim, but if something ever happens, it's better to be prepared.

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People don't buy life insurance hoping something will happen to them or their loved ones. They buy just in case a horrible tragedy happens so they know their family is taken care of.

Martial arts training is like insurance in many ways. It's about being proactive, not reactive. It's prophylactics versus therapeutics.

When is the best time to prevent a forest fire? Before it starts!

The answer in most cases lies in prevention from the beginning. I was reading an article a while ago about the Gracie family. The late Grandmaster Helio Gracie created Brazilian jiu-jitsu, which is a grappling art designed for smaller people to defend themselves against larger, stronger people.

In the article, the writer kept asking members of the Gracie family how to defend a triangle choke, armbar, or a guillotine. The answer was the same every time: don't allow your opponent to get you in that position to start with.

It's all about prevention! Remember the saying, "Prevention is the best medicine"? It's true!

Why is martial arts so much fun? How is it that people can learn effective self-defense safely while getting a killer workout that gets real results?

The class is completely designed around effective self-defense and HIIT.

In a typical class, you will see adults warming up and then working some self-defense techniques against common holds and grabs, such as chokes, lapel grabs, bear hugs, and head locks. This is great learning and it's also a great warm up.

From there, they begin some form of resistance training, which might be pad training, bag work, or some various partner drills that develop the four qualities of a champion: speed, power, intensity, and balance.

Combined with that, we incorporate several fitness drills that add to the strength-building and cardio burn, such as push-ups, abs, core stability training, squats, jump squats, burpees, and much more.

Have you ever heard of the “fight or flight” response? When a threat is brought to us, our typical nature is to react by responding aggressively (fight) or running away (flight). It's a natural response that occurs in all of us. If an untrained person decides to fight or if a person who wants to run away can't because they are trapped, they will react.

The challenge is they may not react in the right way. That's where martial arts training comes in.

Is Martial Arts Just for Kids? NO WAY!

The reality is we all ACT better than we REACT.

When you are practicing, drilling, and rehearsing what to do in dangerous situations, you begin to develop preconditioned, correct responses to attacks and threats.

By no means are you Superman and impervious to pain and getting hurt, but your likelihood of getting out of the situation safely increases exponentially.

Why?

Because you have a plan! You have been there before and your natural responses and muscle memory will start to take over. You have been trained in what to do, what to say, how to stand, and how to respond to various attacks and dangerous situations.

You aren't Dirty Harry or Rambo, but you will be prepared if something ever happens.

Think about when we were talking about life insurance. Everyone wants insurance just in case something happens, but nobody ever wants to have to use it. Martial arts training in the street is the same way. You want the knowledge, skill, and ability, but you never want to have to use it on the street — ever!

Nonetheless, it's there when you need it, in case the "you know what" hits the fan!

CHAPTER 11

CHAMPION MINDSET: YOUR ATTITUDE DETERMINES YOUR ALTITUDE

We have read for years that your attitude determines your altitude. I remember hearing Zig Ziglar say that a positive attitude doesn't guarantee success but a negative attitude does guarantee failure.

I believe he is right!

At the end of every class, we have a message of the week. It's a thought, philosophy, or a quick story that demonstrates the importance of having a great attitude, daily discipline, solid habits, and strong leadership skills.

As adults, we are flooded with negativity and stress. The news, the media, and the internet are filled with negative stories because they know that is what sells. But that doesn't mean that's what we should be reading and absorbing all day long.

The last thing we need is to have our mind consumed with how bad the economy is, what crimes are happening, ridiculous celebrity gossip, stories of addiction and overdose, etc.

Is Martial Arts Just for Kids? NO WAY!

I'm not saying we shouldn't know what's going on in the world around us. You can take 10 minutes per day and get up to speed on what's going on. But don't let it consume you! Don't let the news be your dominant source of information.

The old saying holds true, "Garbage in = Garbage out!"

T. Harv Eker talks about the process of manifestation. It goes like this:

Programming => Thoughts => Feelings => Actions => Results

Programming is EVERYTHING you take in (news, media, books you read, people you associate with, podcasts you listen to, radio shows, audio programs, CDs, videos, etc.). Programming that is positive, uplifting, and encouraging will lead to positive, uplifting, and encouraging thoughts.

Your thinking will be positive, creative, and proactive, which will lead you to feeling good. You will feel like you can accomplish your goals. Your self-belief and self-esteem will increase.

When you feel good, you take more actions and better actions. You are more focused, determined, and resilient. You do more of the right things and you do those right things to the best of your ability.

You will move like an unstoppable force with laser-beam focus on what you want and why you want it.

From there, you are bound to get better results. You take more proactive and positive actions in your career. You are exercising more, eating better, eliminating bad and unproductive habits, and are more efficient overall.

Let's look at what happens when you don't watch what you program yourself with.

You take in whatever negative information is out there. This leads to you thinking the media is right. The economy sucks, business is bad, and crime is out of control.

Your thoughts are poor and that leads to you feeling unmotivated, helpless, and doomed. This leads you to take little or no action (and the actions you do take are likely to be mediocre at best), and your results will be subpar.

Understand my goal is not to bum you out. Far from it! I want you to understand it all starts with your programming and that is completely under your control!

Is Martial Arts Just for Kids? NO WAY!

This is why the message of the week at the end of a great martial arts class can be so influential and uplifting. You hear great stories that inspire and uplift you. You are reminded of what you are truly capable of.

My mentor Jeffrey Gitomer says, “It’s not what happens in life. It’s what you do with what happens that makes the difference.”

I believe he is 100% right! Bad stuff will happen from time to time. It’s not what happens, it’s how you respond to it. And I guarantee you will respond 100 times better when you are positively programming yourself for success!

FINAL THOUGHTS

So what are your goals? Is it to get more fit? Learn self-defense? Become more confident?

“The journey of a thousand miles begins with a single step.”

- Lao Tzu

Go to www.EliteForceMartialArts.com or call (954) 785-1348 to register for a short trial program and see if the martial arts is right for you!

Thank you for reading this book.

Thank you for friendship, loyalty, and support.

Thank you for being a part of the Elite Force family!



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