

4 QUESTIONS

1 - Who am I writing to? Who is my avatar?

Parents of elementary- middle school kids (7 - 14 y/o) that go to private schools.

2 - Where are they now? What are they thinking... feeling? Where are they inside my funnel? Level of sophistication? What's the conversation going on in their minds?

- **Current State**

- Keep hearing about "incidents"
- Worried about the bigger kids
- Worried about their kids self esteem (low voice, bad eye contact, bad posture, etc)
- Confused on how to raise their kids. Should they promote violence in the case of self defense? Won't that be bad in their permanent record?
- *Almost every day my child mentions that other students are hurting my child physically or emotionally during recess.*
 - A student took my child's things and threatened my child with kicking him if my child tried to take things back. I noticed that in the morning on the way to the classroom, my child was hiding and trying to avoid this specific student when my child and this student arrived at school at the same time.
 - Other students (including the student mentioned earlier) team up together, take away my child's things, and run away because it is fun for them.
- My child liked going to school but recently my child started saying that kids at school are mean and is much **less excited about going to school now.**
- *"What can I do as a parent to protect my child from bullying?"*
- *"What to do if adults at school are ignoring the problem?"*
- *I have a daughter who is 8 and she was out at the park whilst we walked the dog around the same park and her friend got slapped by a 13 year old boy and I'm not very happy with it all.*
- ***Now I certainly don't want my daughter to be aggressive or fight but I also want her to be safe, and we all know we don't live in a perfect world.***
- *Its always preached that bullying will not be tolerated but if that's the case why does it happen so much? i always told to not fight back simply ignore them, why is the victim punished harder then the bully?*

- **Dream State**

- Don't have to worry about their kids
- Know that whatever trial their kids go through, they will only come out stronger
- See the immense discipline and confidence

- *I've taught my son to **de-escalate situations, to keep distance between him and kids who may be acting aggressive and to leave the situation if it seems to be getting out of hand.** That said he knows to be aware around people he's not familiar with and how to defend himself if he can't get away.*
- **Level of awareness**
 - Problem - Solution aware
 - It's not like they've never heard of combat training for kids, but, it's not at top of mind.

Best play: Call out problem and offer solution | call out best solution

- **Level of sophistication**
 - Stage 3 - 4
 - They've been exposed to the different types of martial arts, mainly box and tae kwon do. As far as self defense for kids. Muay Thai is definitely pretty foreign to them.
- **Levels of Cost, Trust, Belief**
 - Cost: 3.5 - 5
 - Belief: 4 - 5 (they know combat sports produces discipline and confidence)
 - Trust: 1 - 5 (They don't know us. I put it on 1 because there's a chance they have parent friends that have their kids with us)

3 - What actions do I want them to take at the end of my copy? Where do I want them to go?

- a. Stop scroll
- b. Click caption
- c. Read caption
- d. Engage

4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

- e. Stop scroll
 - i. Contrasting Image

- ii. Movement
 - iii. Question that they have
- f. Click caption
 - i. Promise of payoff in contrasting colors that are easy to read
 - ii. CTA
- g. Read caption
 - i. Value
 - ii. Engaging copy
 - iii. Provide a best solution
- h. Engage
 - i. CTA stupid to say no to offer

ESPAÑOL

“¿Cómo protego a mi hijo/a del acoso escolar?”

3 tips de coaches de artes marciales 🙌

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“Comunicación...diálogo abierto...reporta a los maestros...”

¿Recuerdas el “incidente” de bullying de tu secundaria?

¿Qué hicieron los maestros? ¿Lo previnieron? ¿O actuaron demasiado tarde...?

Las escuelas (especialmente las privadas) no te dirán nada fuera de lo común en cuanto al bullying.

Estaría increíble si con palabras bonitas solucionararas todo... pero sabemos que esa no es la realidad.

Aquí hay 3 tips por parte de coaches de artes marciales para proteger a tu hijo/a del bullying.

⚠️ Recuerda, no se trata de que tus hijos peleen, pero sí de que estén a salvo. No vivimos en un mundo perfecto.

1) Entiende las batallas para evitarlas

Enseñarle a los niños las básicas de combate es muy importante para que sepan cómo MOVERSE y escapar.

Envés de hacerse bola en una esquina... sabrán cómo desplazarse y escapar sin daño.

El Boxeo y el Muay Thai son opciones increíbles para ello.

2) "Confianza del pavorreal"

Los pavorreales presumen sus plumas para demostrar su estatus. Las plumas muestran su edad, salud y capacidad para sobrevivir contra depredadores...

¿Qué podemos sacar de esto?

Si no quieres que tus hijos sean víctimas... asegúrate de que no lo parezcan.

Asegurarse de que tengan una buena postura y lenguaje corporal EVITA el acoso antes de que empiece.

3) Maduridad Emocional

Dos grandes razones para esto.

Primero, los bullies normalmente sólo buscan una reacción. Proyectar su propio dolor en otra persona.

Cuando tu hijo/a tiene la madurez emocional para no reaccionar, desanima que lo sigan acosando.

Segundo, ser capaz de mantener la calma en una situación amenazante demuestra capacidad de combate y confianza.

Es más fácil calmar una situación violenta en un estado de calma.



Ahora, ¿Cómo les enseñas todo esto?

Lo mejor que puedes hacer es lo que siempre has hecho.

Al igual que cuando los inscribes en equipos, contratas tutores y los envías a la escuela...

Te aseguras de que expertos se encarguen de brindarles la mejor y más segura experiencia.

Traélos a The Ring, donde les enseñamos a niños y niñas cómo defenderse con base de Boxeo y Muay Thai... MÁS cómo manejar situaciones de la vida real como:

- Manejar a más de un oponente con patadas

- Control de distancia con Muay Thai para evitar que se te acerquen
- Llave de brazo Krav Maga para quitarte a alguien cuando te agarra el pelo
- Cómo salirse de un espacio cerrado y escapar rápidamente

Contamos con entrenadores con décadas de experiencia en:

 Muay tailandés

 Boxeo

 BJJ

 Krav Magá

 Tae Kwon Do

ENGLISH

“How can Parents Protect their Kids from Bullying?”

3 tips from MMA coaches 📌

Caption:

“Communication...open dialogue...report to teachers...”

Do you remember the bullying “incident” at your school?

What did the teachers do? Did they prevent it? Or act before it was too late...?

Schools (especially private ones) won't tell you much about real bullying prevention. It'd be nice if pretty words could solve everything... but we know that is not reality.

Here are 3 TIPS FROM MARTIAL ARTS COACHES to protect your child from bullying.

⚠️ Remember, it's not about your children fighting, it's about them being safe. We don't live in a perfect world...

1) Avoid battles by understanding them

Teaching kids the basics of striking is incredibly important so that they know how to MOVE and escape.

A big part of knowing how to fight is controlling the distance. Rather than curling up into a ball out of instinct...they'll be able to make space and escape.

Boxing and Muay Thai are incredible options for this.

2) "Peacock Confidence"

Peacocks show off their feathers for status. The feathers show their age, health, and ability to survive against predators...

What can we take from this?

If you don't want your children to be victims... make sure they don't look like ones.

It may not feel like much, but making sure they have good posture, a full tone of voice, and a strong gaze, PREVENTS a lot of bullying.

3) Emotional Maturity

Two big reasons for this.

First, bullies are usually just looking for a reaction. Projecting their own pain onto someone else.

When your child has the emotional maturity to not react, he discourages future bullying.

Second, being able to remain calm in a threatening situation shows combat ability and confidence.

It is easier to defuse a violent situation in a calm state.

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Now, how do you teach them all this?

The best thing you can do is what you have always done.

Just like when you sign them up to teams, hire tutors, and send them off to school...

You make sure experts in the field are in charge of giving them the best and safest experience.

Bring them to The Ring, where we teach boys and girls how to defend themselves based on Boxing and Muay Thai PLUS how to handle real life situations like:

- How to handle more than one opponent with kicks

- Muay Thai distance management to stop people from rushing you
- Krav Maga arm-locks when someone grabs your hair
- How to reverse positions from a tight corner and escape quickly

We have coaches with decades of experience in:

 Muay Thai

 Boxing

 BJJ

 Krav Maga

 Tae Kwon Do

We are in Saaghi Plaza. Near San Roberto. Irish, Anahuac, English, Necali, CECVAC.

Comment "DEFENSE" and we'll send you a free class.