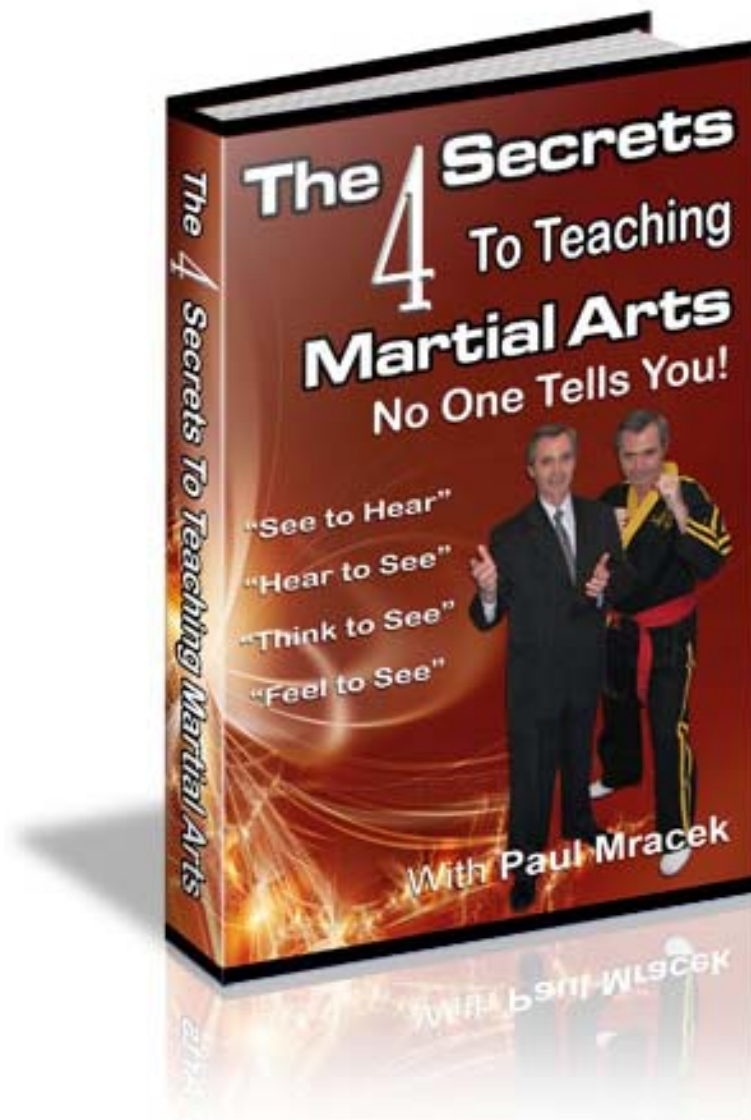


4 **SECRETS** about **Martial Arts**



A simple and no nonsense guide to teaching
“Martial Arts”.

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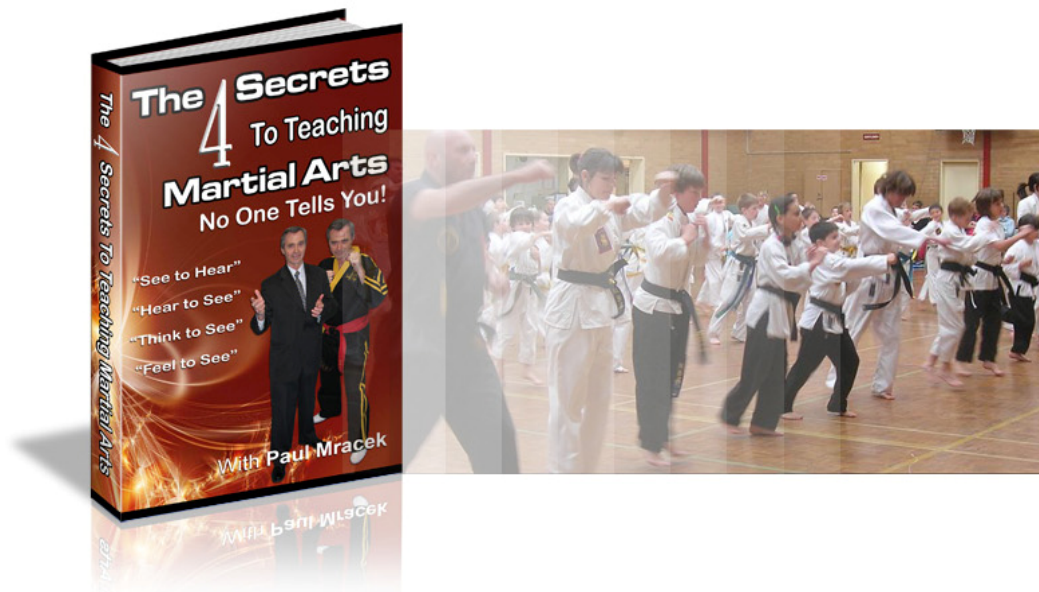
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The **4** SECRETS To TEACHING Martial Arts



“Martial Arts”.

This eBook is brought to you by

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<http://PaulMracek.com/>

Follow the blueprint and learn the **4 SECRETS** to teaching an interesting, informative and most of all **USEFUL** class, workshop or seminar that everybody will **ENJOY** and **LEARN** from... as well as creating a reputation that you are a **MUST SEE** Instructor or Coach!

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4 SECRETS about Martial Art

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4 SECRETS about Martial Art

Contents

Introduction.....	5
Who is Paul Mracek?	6
4 Ways People See Things.....	8
Visual – “See To Hear”	8
Auditory – “Hear To See”	8
Auditory Digital– “Think To See”	9
Kinesthetic– “Feel To See”	9
4 Ways People Learn.....	10
Background- Learning Styles (4Mat System)	10
1. Innovative Learners.....	11
2. Analytic Learners.....	12
3. Common Sense Learners.....	13
4. Dynamic Learners	14
The “4 SECRETS” Revealed.....	15
Secret Step #1: Why...do they need to know?.....	16
Secret Step #2: What...about the content?	17
HERE’S WHERE THE HOOK COMES IN!	17
Secret Step #3: How...will they use this?.....	18
Secret Step #4: What If...I...to be right for me?.....	19
Putting All The Pieces Of The Puzzle Together ...	20
Something Special	22
Summary.....	23
SPECIAL BONUS.....	24
Acknowledgements.....	25

4 **SECRETS** about **Martial Art**

Introduction

Welcome to the first, I hope of many similar eBooks that are aimed at helping you to teach others Martial Arts. These guidelines I believe apply equally as well to situations where you need to pass on knowledge to others through written presentations, workshops, seminars, etc.

You might be asking ...Why is this eBook different to the many that are out there telling you how to go about teaching martial arts?

Well the answer is in the approach, and how to go about putting the content, the information or your specific techniques together and presenting it to your students. I won't be telling you about content, i.e. how to stand, block, move, or what you are good at, etc, etc. there is plenty of this information already around.

In all these cases we are dealing with PEOPLE and we need to click into what is important to them...VERY QUICKLY... otherwise we lose them forever as a student, customer or client.

So while content is very important we also need to make sure we get the message across that creates a WANT in the student to listen and take in the information because you connect with them and they feel that you are speaking directly to them, that you understand exactly how they feel, like no one else has done previously...

So, are you interested in knowing how to be able to do that...and finding out how to do this and turn students into long term customers and clients and great martial artists!

Great..well lets get started...and find out about the 4 secret steps and of course...enjoy 😊

4 **SECRETS** about **Martial Art**

Who is Paul Mracek?

Before we get started I want to give you a bit of an overview about me and my story. I have always found that it helps to have an understanding and appreciation of the person talking to you... it helps with whether you choose to believe what I say or ignore it...that is of course your choice in the end.

If you have been over to me blog at <http://paulmracek.com/> you will see a short overview about me, so just in case you haven't been there yet here it is: " I'm a "fifty something", techi-engineer, with three awesome kids (who have grown up way too fast), who is at a "tree change" and wanting to make a living from the internet..."

The longer version with a bit more content or background follows, I have included this so that you can see that there is a wealth of experience and a solid basis behind the 4 secret steps to teaching and coaching.

For years I've worked solely for large companies all over the world travelling and working across Asia, Europe, North America and Australia. I've managed, as CEO / Managing Director many highly successful businesses / projects with many people across different cultures for the last 25 years in many industries, including:

- **Sales** (Trading/ Wholesale: international and domestic, Resale)
- **Manufacturing** (Automotive, Equipment, Electrical)
- **Building** (House and Commercial construction)
- **Recreational Water** (Pools & Spa)
- **Services** (Repair & Maintenance, Comfort – Heating & Cooling)
- **Aftermarket** (Whitegoods, Industrial, Commercial)
- **Mining** (Transport and Logistics)

4 **SECRETS** about **Martial Art**

Because of my training in strategic planning, to analysis, to problem solving, to successful implementation I found that many people suffered from the same problems and lacked the knowledge and/or capability to make significant change's in their life, and as a result it was possible to slot the learning modes of people into specific types.

Understanding these learning modes is important as it provides a pointer as to how best approach or work with them to be able to achieve outcomes for them and you. Those that I worked directly with, not only made significant change but more importantly created value to themselves and their businesses as well as for those around them.

These learning mode types are the basis of the 4 secrets and I have used them in business for many years and in many countries...I know that they work when applied the right way... and of course with empathy.

So enjoy and you will I am sure be pleasantly surprised about the results and also where you can use these simple 4 steps to success....

I can hear you asking... but where does martial arts come in?

Well I have been teaching martial arts for close to 15 years and I have used this method with students from 5 to 55 years of age, male and female .. and I can tell you that they work and work well!

I know you're wondering... and it is okay to wonder...my MA details are:

Master Paul Mracek
OCFM Certified Coach
6th Dan Taekwondo
7Th Dan TaekwonJitsu

P.S: By the way when you understand others learning mode you can also find out "What is their Biggest Challenge"; and finding how to help them conquer this and achieve a level of success they thought was never possible or that they deserved either on a "Personal and Professional" level, which is also the basis of your SUCCESS!

So what are these LEARNING STYLES?...glad you asked that!

Lets find out...

4 SECRETS about Martial Art

4 Ways People See Things

There are 4 ways that people take in and process information. You may not be surprised about the answer as I am sure you have heard of them before, they are:

1. **Visual,**
2. **Auditory,**
3. **Auditory digital,**
4. **Kinesthetic.**

While everybody will process information using all four of these methods at different times, each person will tend to rely on one of these approaches more than the other three. I know this is going to sound a bit strange putting it this way; this means that a visual person (needs to see to hear), a auditory person (needs to listen to see), a auditory digital (needs to think to see) and a kinesthetic person (needs to feel to see)

These learning methods are important to understand so we will spend a bit of time going over these in detail to make sure it is as clear as possible.

Visual – “See To Hear”

As you would expect these people’s main learning tool is by seeing. They memorize and learn by seeing pictures and are less distracted by noise than other people. They can often have difficulty remembering and are bored by long, verbal (auditory) statements, or things they need to read because their minds will wander. **They are interested in how things look.** They like it when you use words like “see, look, envision, imagine, and picture” as these words cause them to make pictures in their minds.

Auditory – “Hear To See”

This one is pretty straight forward as well, these people’s learning tool is by hearing. They are easily distracted by any noises occurring while while listening to you talk or in reading any instructions / manuals. **Typically these people learn by listening.** Your tone and quality that comes through to them will be very important to these people. Words that work well with people in this category include “hear, listen, sound, resonate, and harmonize.”

4 SECRETS about Martial Art

Auditory Digital– “Think To See”

This one is a bit tricky; these people tend to spend a lot of time thinking. **They typically spend a lot of time in their heads talking to themselves.** They memorize and learn by steps, procedures, and sequences. They want to know what makes sense and will be looking for this in your words and presentation. Words that are effective with these people include “sense, experience, understand, think, motivate, and decide.”

Kinesthetic– “Feel To See”

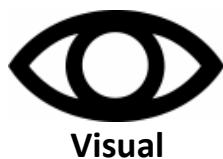
This is a pretty simple one; these people often speak very slowly. **They are much more oriented towards their feelings** than people in the other three types. They learn by actively doing something and getting the actual feeling of it. They are interested in whether it “feels right” or gives them a “gut feeling.” Words that are effective with these people include “feel, touch, grasp, concrete, get hold of, and solid.”

So how does this help, well it provides a guide as to how to structure your classes and presentation focusing on the different leaning styles of people...your students and potential long term clients. Also just a reminder that people can be a combination of these types, however they will have a leaning towards one of these main types in how they SEE THINGS and process them internally.

The bottom line is that:

HOW PEOPLE SEE THINGS = PEOPLE’S LEARNING STYLE...

...this is very important to you and how you run your class, to grab their attention and get them to take the next step...because you have pressed the.... WIIFM BUTTON (What’s In It For Me!)



4 SECRETS about Martial Art

4 Ways People Learn

I know that you are waiting to find out what the 4 secrets are...and we will get to them shortly... however there is one more thing you need to know to help you get the most out of them and your class!

I bet you are wondering...exactly what are the “Learning Styles” and just how do they relate to what we were just talking about. I know I was certainly wanting to know more about this, when I first heard it...so lets go through them now...

Background- Learning Styles (4Mat System)

Learning styles is based on something called the 4MAT System which was developed by Bernice McCarthy in 1979 for effective teaching and learning. (*Reference: Bernice McCarthy, author of 4MAT in Action: Creative Lesson Plans for Teaching to Learning Styles with Right/Left Mode Techniques*)

This system creates a closed loop which is easy to use and:

- connects to learners
- provides the information needed
- creates ways to practice
- open to change by anybody who has learnt the information.

In following this method your readers will think it is amazing that you are able to know exactly how they are thinking or feeling...because you are talking to them personally and directly through their preferred learning style...at least at one point, if not more throughout your eBook.

The “**4 Learning Styles**” are:

Styles	Percent of People
1. Innovative Learners	35%
2. Analytic Learners	22%
3. Common Sense Learners	18%
4. Dynamic Learners	25%

4 SECRETS about Martial Art

1. Innovative Learners

Innovative learners =



Kinesthetic

This learning type prefers talking about their experiences and feelings, asking questions and working in groups.

They need to have reasons for learning, it should be focused on connecting new information with personal experiences and establish how this is going to be useful to them in, how they can achieve what they want to make them feel good....the old WIIFM factor.

They dislike memorizing, reading or listening to long explanations, so get straight to the point. Just to fill in all the blanks and this so that you have the full picture, not just related to Martial Arts (MA)... as you never know you might find yourself as a guest instructor or coach on the circuit talking about your hugely successful classes!... this style also don't like to give presentations, conflict and not being allowed to discuss their perceptions..and one last point..they don't like doing tests, especially if they are under time pressure.

Strengths:

- Innovative and imaginative
- Idea's people
- Important for things to be clear

Qualities:

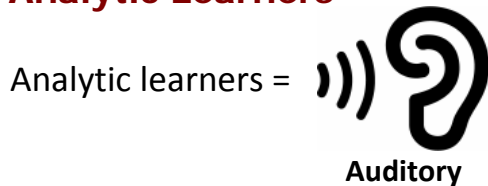
- Prefers to consider things first
- Great imagination
- Great generating ideas & seeing things differently to others
- Interested in people
- Likes and interested in other cultures
- Always thinking about other alternatives / possibilities
- Can see things from different aspects

Preferred Outcomes:

- Bring consensus, unity to any situation

4 SECRETS about Martial Art

2. Analytic Learners



These learning types are knowledge orientated and are interested in the facts, which help them understand concepts and processes. They prefer learning through listening, e.g. lecturers, working independently and discussing ideas...in other words they need lots of facts and information...sound useful for your class?

More information: These people do well in traditional methods of education where a lot talking (verbal) methods are used for teaching. They also tend to do well on tests...they are the academics! They also tend to dislike high activity, noisy environments, working in groups, role playing and being asked to talk about their feelings.

Strengths:

- Creating concepts and models
- Listening to people

Qualities:

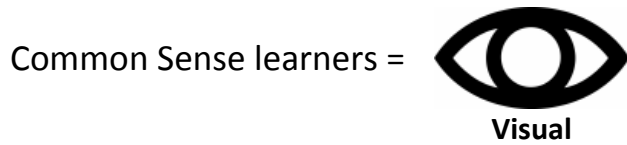
- Best at understanding a wide range of information and putting into a simple and logical order
- Wants to know what the experts think (data and statistics)
- Learns by thinking through ideas
- Values logical and systematic thinking
- Needs details - "the devil is in the details"
- Likes ideas (abstract) more than people
- Picky about information..did I say... loves data

Preferred Outcomes:

- Self satisfaction and being noticed for intelligence

4 SECRETS about Martial Art

3. Common Sense Learners



These learning types like to try things for themselves and physically test what ever they are learning about. They want to know how things work, they want to get in and try it...important point to keep in mind for your class.

More information: They prefer learning through active problem solving, touching, manipulating and building things. They enjoy competing with others, but they need to have specific targets or outcomes and timing. Just make sure that you use the KISS (Keep It Sweet & Simple – nice definition) principle as they tend to dislike reading a lot, reading to get the messagesound useful for your handouts or notes during or after the class?

Strengths:

- Practical application
- Outcome focus

Qualities:


- Needs hands on tasks
- Solves problems and makes decisions based on finding solutions
- Prefers technical tasks to social ones
- Likes to try things out or experiment
- Values strategic thinking
- Uses facts and figures to develop practical models
- Needs to know how what they are learning will help them achieve

Preferred Outcomes:

- Bring the present in line with their future targets and objectives

4 SECRETS about Martial Art

4. Dynamic Learners

Dynamic learners = 
Auditory Digital

These learning types prefer to learn by self-directed discovery. They rely heavily on their own intuition, and seek to teach themselves and others.

More information: They prefer learning through open ended tasks that involve a bit of a challenge or risk. They dislike routine work, things that look complex and being controlled (time) ... such as by deadlines. They have a passion for asking questions but tend to shy away from tests and don't do well on them.

Strengths:

- Proactive..they want to get things done

Qualities:

- Learn mainly by experience, i.e hands on
- Likes to carry out plans
- Enjoys new challenges and experiences
- Tend to react by "Let's just try it out and see what happens"
- Likes reacting to gut feel over using logic and analysis
- Wants to know what can be done with things
- Likes to discover things by trial and error
- Likes flexibility and variety
- Risk taker
- Deals well with people
- Can often come to correct response without logical justification

Preferred Outcomes:

- Make it happen...bring ideas to life

Great now that we have the basics..lets get onto the 4 Secrets, which you have been waiting for....

4 SECRETS about Martial Art

The "4 SECRETS" Revealed

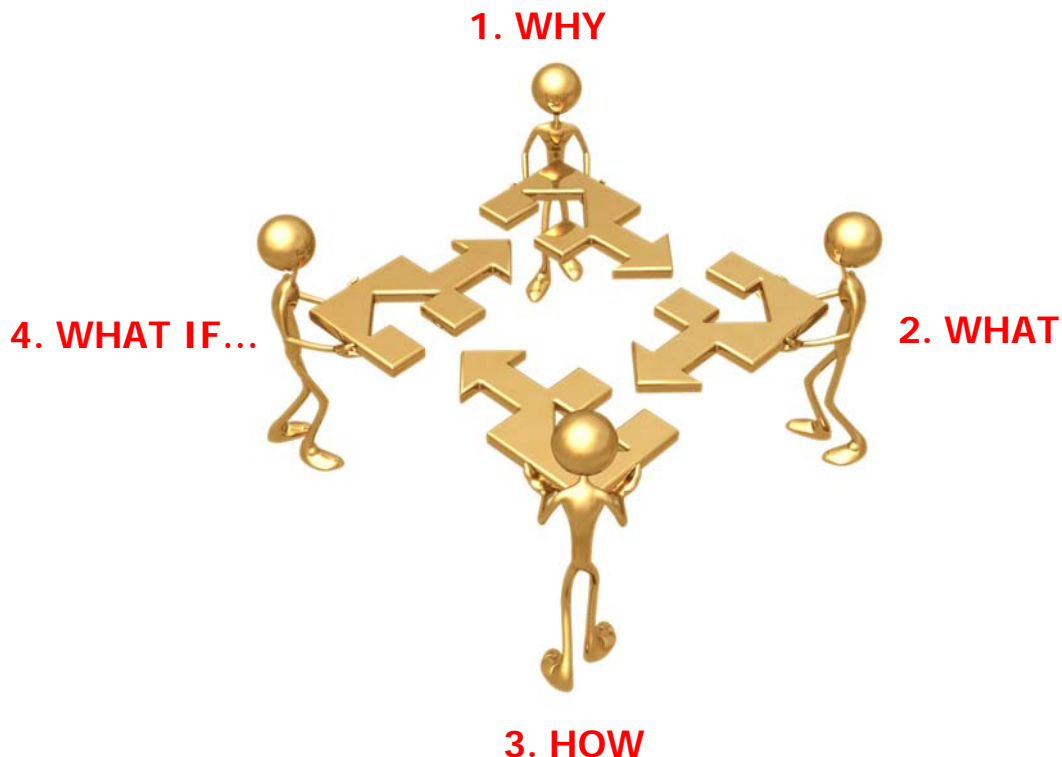


Like most secrets you won't believe it because it is so simple! The 4 secret steps are based on, 4 questions which use the Learning Types and put them into a process that guides you on how to structure your class so that it hits on each of the key "Hot Buttons" of all your readers and potential customers or clients out there.

There are a lot of things being written everyday and publishes on MA and the question is...What is going to make yours stand out?

This is the problem that everybody is struggling with and you now have the key to open the door to catching and keeping the interest of your target group of students and potential long term clients.

It all begins with



Answering these 4 questions ... is the key to unlocking YOUR SUCCESS! It provides the "Blue Print" for the flow of your class to **grab the attention** of as many people as possible to deliver your message and what you have to offer them...**that will create value for them and you.**

4 SECRETS about Martial Art



Kinesthetic

Secret Step #1: Why...do they need to know?

This is the single most important step in creating the reasons as to why your student... will stay tuned in and find out more about what you have to say and whether you are providing information that can help them.

This is where we now connect the dots with the learning styles of people that we went through earlier. As you may of guessed by the icon above:

Secret Step #1 relates directly to Kinesthetic = Innovative Learners.



The “Why” people get bored quickly. They need a good reason to pay attention to the rest of what you have to say.

The “Why” learners want to know why they should learn what you are telling and teaching them. They need the practical benefits up front first before they become interested.

They need to be the first ones you have to grab in your class...it doesn't take much...offer them enough benefits to pique their interest. These people are there purely for WIIFM (What's In It For Me)..so give it to them right up front.

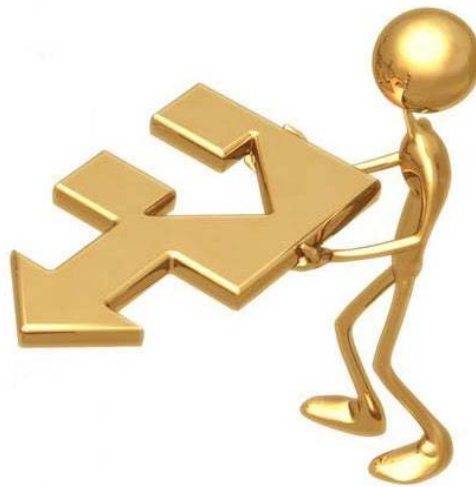
4 SECRETS about Martial Art

Secret Step #2: What...about the content?



The “What” people want to know the “In’s and Out’s” of what you are offering ..what are the features in detail so that they can go over them and analyze them.

Secret Step #2 relates directly to Auditory = Analytic Learners.



The “What” learners are quietly waiting as you quickly give the benefits (why) and are anxious to find out “What About The Details!” They live and die by the catch cry...”Just the facts and nothing but the facts”

HERE’S WHERE THE HOOK COMES IN!

Its also very important at this point, after you have told them the “What and details” that you re-enforce the message and INCREASE THE DESIRE by painting a picture for them ... engage their IMAGINATION by telling them a story (metaphor) preferably from your own experience to highlight and illustrate the point.

Create pictures for your reader, your prospect because this uses the right side of the brain ... the creative side. Why do we want to do that? ... because for all of us ... PERCEPTION IS REALITY!

Creating the REALITY that what your prospect wants can be achieved ... they imagine that they can achieve what they want with your help ... they do this through association ... replacing the subject in the story with themselves ... and now they seem themselves as being SUCCESSFUL!

4 SECRETS about Martial Art

Secret Step #3: How...will they use this?



Visual

The “How” people will sit and listen to all the benefits, but once you have finished giving these, they will be jumping around saying ... okay, I got it! ... now just show me HOW!

Secret Step #3 relates directly to Visual =Common Sense Learners.



The “How” learners are the hands on guys, they learn by doing and are keen to try things out ... you could call this group the Nike Group ... they are there to “Just Do It”.

And the final link in the process is Secret Step #4 ... which grabs the last group that has been taking in all this information and 😊

4 SECRETS about Martial Arts

Secret Step #4: What If...I...to be right for me?

The “What If” people have been waiting, and waiting, taking in all the information so far in your class. All the way along they have been thinking to themselves ... What if I ... did this or that, changed things around, would I or could I change the outcome or situation?



Secret Step #4 relates directly to Auditory Digital =Dynamic Learners.

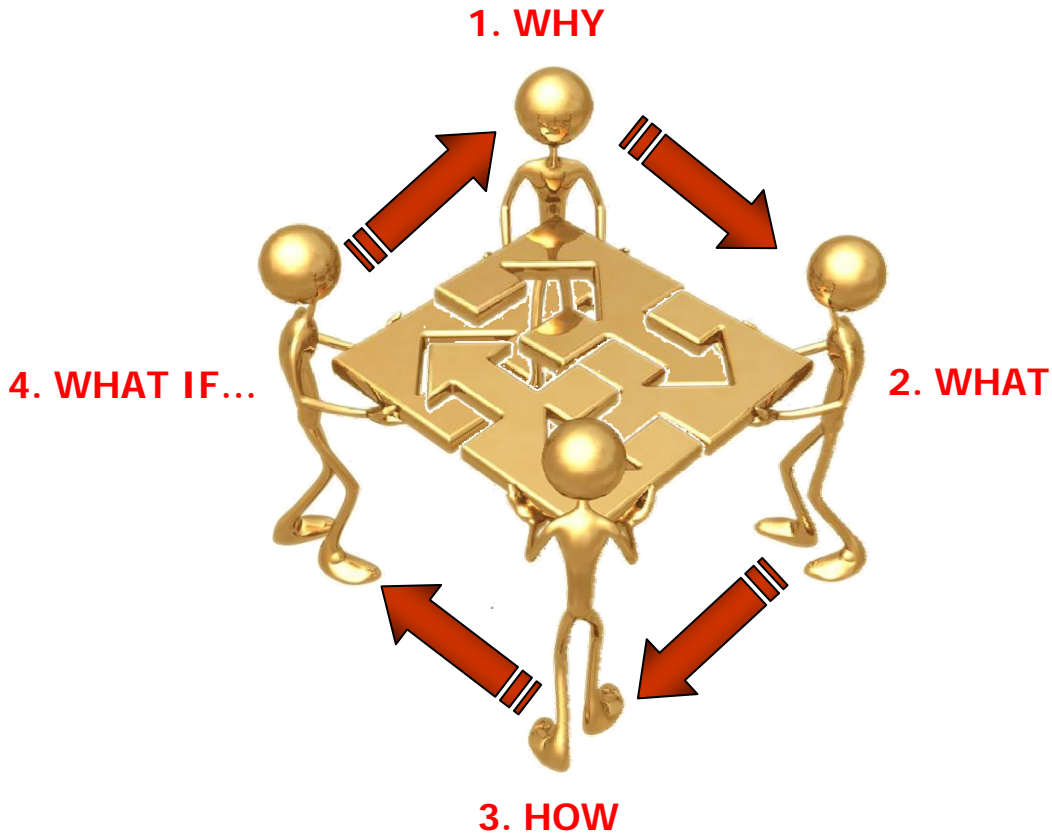


The “What If” learners want to have clarity on how they can take what you’ve given them, what they have learnt and see how they can use it in their life’s circumstances.

They are the ones who need to be told first step by step before they will go off and play with the information. They will most likely be the ones who will take it and fine tune it to get the maximum out of what you have told them in your class.

4 SECRETS about Martial Art

Putting All The Pieces Of The Puzzle Together ...



When preparing your class you need to always consider it from the perspective of your students, and making sure that you grab their attention as well as their interest.

The subject that you are teaching about can be the hottest thing around but as the old saying goes “Presentation is King”, and if they switch off in that first 10 seconds because it hasn’t grabbed them then you have most likely lost them forever.

Recent studies on advertising on TV has shown the average attention span when viewers watch commercials has gone from 15 seconds to less than 7 seconds over the last 10 years ... these “4 Secret Steps” gives you the scope on how to best use those 7 seconds to engage your student, get them interested, learn something and come back next session, and finally to a client with repeat business.

4 SECRETS about Martial Art

Ask yourself ... how many classes and seminars have you been to that you lost interest in and discarded because they didn't connect with you, just didn't explain things to you the way you like to learn ...

NOW ... YOU can make sure that your classes stand out ... and talk their language, that others don't do!

It's important that the flow of your class answers these 4 questions, these are the 4 Secret Steps that very few people understand. It hooks your students' attention and then leads them through using their language on what they need, and then they want to know more ... because you are someone they can trust, you have been there and are now where they want to go Achieving the Success that they want!

Don't take short cuts, stick to the order of why, what, how, what if... because:

- The "Why" people get bored quickly ... and they want you to give them a good reason for staying and continuing to train in your class ... you need to hook their attention early or they're gone
- The "What" people need the facts so that they can analyze what you are saying ... if you jump too soon to the "how" without giving enough details on the benefits .. they will lose interest and be off
- The "How" people like to get to it, but they know that they need something to work with. They will listen carefully but if you don't give enough of the "what" then they won't have enough information to be able to do what they want ... you guessed it they will lose interest and you've lost them as well
- The "What If" people are the last ones, they have stayed with you all the way through and they are the ones who need you to tell them what to do ... they will then go off and work and play with the information ... if you don't give them the instructions they won't know what's next and well, you know ... there gone!

4 SECRETS about Martial Art

Something Special

As I mentioned at the start this approach is a guide that you can use not for just teaching your class but for a whole range of situations, and products and services that you can offer in addition.

The possibilities are endless on where this “4 Secret Steps” approach can be used, here are just a few to start you off ... I am sure that you will start to realize how powerful this is and can be for you

- Presentations
 - Seminars
 - Workshops
 - Webinars
 - Teleconferences

- Educational
 - Books
 - eBooks
 - Articles
 - Reports

- Communication
 - eZine
 - emails

- Web
 - Site layout
 - Posts

As you can see the possibilities are many, and I have just listed a few ... there are many more that I am sure you could add to the list.

The “4 Secret Steps” is something that you can continue to use over and over again, it will provide you with the ability to connect to others like never before... everybody will wonder how have you become so insightful so quickly ... enjoy using it all over 😊

4 **SECRETS** about **Martial Art**

Summary

Like most things that I have found in my life, it's not the complex or complicated ones that are life changing but the simple and the practical.

I remember saying, when I first learnt these secrets ... "It can't be that simple, that's ridiculous!", well I am here to tell you that it is, and you will realize this when you start using it ...the next step is up to you.

It's been a lot of fun putting this eBook together and I hope that you enjoyed reading it and at the same time have learnt something extra ordinary that will continue to help you in becoming a successful teacher, coach or instructor and in building your business or club.

I can hear you saying this is just common sense, what's so special ... well I would like to share with you something that has taken me a long time to understand, and that is:

"Common Sense Is Not Commonly Practiced!"

Please keep in touch on my blog at <http://paulmracek.com/> it would be great to hear how your business is going.

Other sites you will find useful and helpful as resources are:

The Pressure Point Guy: <http://www.thepressurepointguy.com/>

The Taekwon Jitsu Forum: <http://www.taekwonjitsu.ning.com/>

To Your Success!

Paul

4 **SECRETS** about **Martial Art**

SPECIAL BONUS

I mentioned earlier that I have been working on a method to help people achieve the “Freedom, Success & Rewards” they deserve, which is called the “**Kotan Method**” and is based on my 20+years in business and as a Master Instructor in Martial Arts.

As a **SPECIAL BONUS** I am making available to you my special report on how to achieve your goals by conquering your biggest challenges. You will be surprised at the simplicity and elegance of what you can do to achieve your goals:

<http://paulmracek.com/downloads/.....>

I would like to leave you with one last quote that I came across and which stuck with me by Dr. Raymond Charles:

“When there is a problem, there is not something to do, there is something to know”

As you can see I am committed to helping you to be **SUCCESSFUL** Why?... because **YOUR SUCCESS** is my success ... plain and simple! So there is no reason not to ... **Get Started Now!**

Good luck and good teaching!

4 SECRETS about Martial Art

Acknowledgements

I would like to give thank a couple of people who have been the inspiration and mentors in my putting this eBook together and in my journey.

Firstly a big thank you to my online teacher ... Alex Jeffreys ... who has given me the tools to get started and help give clarity to build my first website.

Secondly ... thank you to all my fellow students who have so openly given their advice so that would can all grow together.

Thirdly to my mentor and close friend Geoff who has been the constant support and advice on my journey to understanding, this is only possible due to your help.

Lastly and most importantly to my wife ... who has had to put up with me and all my ramblings and frustration over the last 12 months ..thank you and all my love....Paul