

*I'M WRITING TO ALERT YOU TO AN OPPORTUNITY I  
THINK YOU'LL WANT TO KNOW ABOUT*

Dear Parent:

I'm excited about something that all parents should know, and I wanted to share it with you immediately. So, I sat down and wrote you this long, but time critical letter. Please take 5 minutes and read it now. It is very important.

**MANY OF TODAY'S SOCIAL PROBLEMS COME FROM A SOCIETY WITH LOW SELF-ESTEEM, NO INTEGRITY OR FAMILY VALUES.** Brian Tracy "Psychology of Success".

According to Anita Fischler, Child Psychologist, kids need a positive environment that will accept them for who they are, encourage them to do their best and reward them for doing so, in turn building a greater sense of pride and self- image.

We have developed such a program! Allow me to offer you some information about the difference Taekwon-Do can make in your child's life. Taekwon-Do is not like any other sport. James Michnerin in the book "Sports in America" observes that most little league baseball programs don't build strong character: they just eliminate the weak ones. Taekwon-Do is a different program, according to "Sports Illustrated for Kids"; "Taekwon-Do is the number one recommended activity for kids today!"

WHY is our Taekwon-Do program so different? Basically, our program focuses on three different aspects:

## ATTITUDE

According to the famous NASA sports Psychologist Dr. Sennis Waitley, “ The most readily identifiable quality of a total winner is overall attitude of personal optimism and enthusiasm.” One of the best lessons to learn is that even though we can’t control all of life’s circumstances, situations and people, we can control our attitude toward them. Through controlling our attitude we can learn to live much richer lives.

The right mental attitude can help your child enjoy life more, get along better with friends and neighbors, get better grades and enjoy better health. In fact, for anyone to make a positive difference in their world, they need to have the right mental attitude.

How can we develop a great mental attitude? William James, the father of American Psychology said, “ The most important discovery of our time is that we can alter our lives by altering our attitudes”. In our preparation for Black Belt, we help children and adults discover ways to alter their attitudes.

We also provide positive role models. Our teachers are the finest trained in the area. Instructors tend to have a powerful impact on children. Children tend to look up at them as role models. That’s why it’s best to choose an instructor that will educate motivate and guide your son/daughter in a positive direction.

## BELIEFS

The first step in teaching children to achieve greatness is getting them to believe they can be great; therefore they’ll have the courage to even try. The basic tool we have found to do this is positive encouragement. Our instructors are trained to be “good finders”. Without the belief that children can do something they won’t have the confidence to try. Without confidence to try, children will never apply themselves. We build the habit confidence by supporting their efforts unconditionally. No matter how little or discreet, we support them for even trying and giving their best shot, thus building them to try harder.

## THE REWARD SYSTEM

The best way to build good habits is to reward children for good behavior. That is what the whole program is built around - positive reward. This is the quickest way our students have learned to build greater self-confidence and higher self-esteem. How? Through the achievement of Taekwon-Do belts, students learn how to set and achieve goals. The effect of your son/daughter being rewarded by a new belt is life enhancing. Your son/daughter is re-enforced with a belief that he/she can do it which helps catapult them forward toward the next achievement.

*Martial Arts are more a matter of practicing with the right attitude, rather than aptitude.* In a study by Harvard University, 85% of the reasons for success and accomplishments were attributed to attitude, and only 15% were attributed to technical expertise. A “YES I CAN DO” attitude can and does make all the difference.

If this seems too good to be true, it isn't! We have made “building children” a study. Currently, our program is helping many local children get a head start on life.

I'm sure you're a little skeptical. After all, how will you know your child will have fun and enjoy the classes? Even though I could provide you with many testimonials from parents telling you that starting their child in Taekwon-Do was the best thing they ever did, the safest way would be to take advantage of one of our introductory programs. The purpose of these introductory programs is to introduce your child to the fun and fascination of Taekwon-Do while we simultaneously begin to educate him/her in using self-discipline, respect and listening skills. For you - the parent - you get to see first hand the educational and motivational strategies of Taekwon-Do.

This letter was sent to you for three reasons. (1) We love kids and we enjoy helping them improve their mental and physical capabilities. We feel a tremendous sense of impact knowing the difference we're making. (2) You have kids and we know we can help in building them into successful young men and women. (3) We offer the introductory program so you can try us out and see if the “proof is in the pudding”.

So please come in today and see what we are all about. I look forward to building a brighter future for your child.

Sincerely,

Vincent A. Affatigato, VII Dan  
Master Instructor / Program Director

P.S. Thank you for taking the time to read this letter.