

# Waldorf Martial Arts

Creating Confident Leaders of Character through Martial Arts Since 1987!

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Confidence • Character • Leadership



*“An open letter to every parent who is concerned about your child’s level of self-confidence and how they will “stand up” to the everyday challenges of growing up in today’s world!”*

It is a scary world out there for kids, isn’t it? Each day we ask our children to face challenges unheard of just a few short years ago.

Overcrowded classrooms. Peer Pressure. violence. And a level of negativity in our society that can discourage even the brightest and most optimistic child.

And, when our children hopefully manage to remain physically safe, we have to wonder if they can maintain the optimism and the self-confidence they had when they were younger.

Hello, my name is John Cavanaugh. I have been teaching martial arts in Waldorf since 1987. I know, as a parent, you want to ensure that your children are armed with all the ammunition they need to succeed in life.

I am talking to you — as one parent to another and as a Martial Arts Instructor with a sense of community service — I have an important message:

Martial Arts training CAN and WILL give your child the edge to not only develop an extraordinary level of self-confidence, but also to be the success you’d like them to be! And I’d like to invite you to see how . . . firsthand, with absolutely ZERO RISK, ZERO OBLIGATION, ZERO COST!

Find out, for yourself how we will give your children skills that will EMPOWER them, giving them all that it takes to “stand tall” and to become a TOP PERFORMER!

Your children will gain a level of self-confidence that will make them truly unstoppable in their pursuit of:

- **Academic Achievement**
- **High self-esteem**
- **A fit, healthy life-style**

I know, if you’re like me, you have this suspicion that I’m over-promising just to get you to come in? I understand. Except you may be living under a false idea. You may think the kids that seem to have all the confidence in the world are just born that way. Let me tell you, they’re not. They’re made. Here’s how:

1. **POWERFUL SELF CONTROL:** Your child will learn to follow rules and resist negative peer pressure almost without thinking.

## **Unsolicited letters from parents and students**

*“As a parent, if you are lucky, once in a lifetime your child will be exposed to people or an experience that will change their lives forever. You have done that repeatedly for Josh, and I am eternally grateful. You have touched Josh’s life, and the life of our family, in ways you will never know. My little boy he has grown into a young man with great morals, focus, and self-discipline. I frequently have people tell me what a great kid he is – and I immediately tell them it’s all thanks to you. Whether you realize it or not, you are teaching not just Tae Kwon Do, you are teaching kids how to succeed in life. I wanted to ensure you knew just how much you are touching the young lives in our community.” Mark M., Father of WMA student*

*“Tae Kwon Do has shaped our son into what he is today, and the lessons learned will carry him far in Adulthood. We are eternally grateful. You know the apprehensions of having a son and what kind of man he will be, how he’ll make it through boyhood with all the pressures, challenges, and temptations. You and Mr. C have not only taught him how to defend himself if needed, but respect for others and himself. It’s challenging to raise a successful child and I truly believe we would not have been as successful without our community of friends and family.” Marilyn W., Mother of WMA student*

2. **IMPROVED FOCUS** Your child will develop powerful listening habits. Once they have learned what's needed, they'll have the skills to zero in on a given task, unaffected by distractions.
3. **FEARLESS SELF-CONFIDENCE** Your child will have the courage to open any door life has to offer— all without fear!

Maybe your experience as a parent tells you that it takes years to develop these wonderful assets. I sympathize. It's just that from my own experience, you'll find your child benefiting from our training right from the word go . . . in the very first lesson, in fact.

Granted, right now you don't know that, except what I've told you so far. **AND**, you don't know me, either! You only have my word to go on, and you're asking me "How can I know for sure whether your program will work for my child?"

*I KNOW* it can help your children improve their self-confidence, discipline, and even grades in school *and* their behavior at home! I've seen and heard the positive effects Martial Arts training have had on the self-confidence of kids enrolled in my Martial Arts school. (I hope you take the time to read some of the many unsolicited letters we have received from parents and students in the side bar to the right)

So mom or dad, if this letter resonates with your concern and you'd like to find out more about how our Martial Arts classes can instantly increase your child's level of self-confidence and odds of success in whatever challenges they might face, we'd like to extend to you 1.) a free private introductory lesson, 2.) a month of group Beginner Martial Arts classes for \$89.<sup>00</sup> (that's a 50 % discount!), and 3.) a complimentary Martial Arts practice suit with **NO RISK, NO OBLIGATION TO CONTINUE, . . . NO STRINGS ATTACHED.**

I promise we won't disappoint you. And it's never been easier or less "risky" to find out whether the Martial Arts are right for your family. Just call us at 301-645-1650 and mention this letter. We will set up your 1<sup>st</sup> FREE PRIVATE lesson. This will give you a chance to meet us and see how our program might benefit your child. If you like what you see and hear, we can enroll your child for their 1-month Trial Program and have their free practice suit ready to wear at their first group lesson! We are looking forward to hearing from you!

Sincerely,



Master Instructor, Co-owner of Waldorf Martial Arts



**Our Guarantee to You:** Our mission, since opening in 1987, is to provide our students not only with the confidence that comes with learning how to defend yourself, but also with a moral culture to enhance their character and help assure their future successes. We are true martial arts professionals and avid martial arts practitioners ourselves, who sincerely want to share the magic that the martial arts have bestowed on each of us, and, we know, can hugely impact the course of life of everyone in your family.

We promise to serve you, not sell you. We aren't salespeople. We are full-time Martial Artists with a genuine interest in seeing our students grow. We have undergone hundreds of hours of instruction to learn how to better teach preschoolers, elementary and middle school aged kids, teens, adults, seniors, and individuals with disabilities.

We sincerely want to help you with the personal development of your children. We cultivate a healthy, family-centered environment. Many members refer to us as their "extended Taekwon-Do family". We provide opportunities throughout the year for our families to get together socially and our kids to play, have fun, and make new friendships. There's really not anything else like it. A positively charged family-centered place in which the entire family can participate and grow together.

**Unsolicited letters from parents and students**

*"Your TKD classes have been a major contribution to Erin's success in school because of the discipline, concentration, consideration for others and goal setting that was taught to her at WMA. My advice to parents is that if you want to raise a child to be the child every parent wishes they had, Taekwon-Do at WMA is where you should take them" Pat F., grandmother of WMA students*

*"Little did I know as the Cavanaugh's were teaching me how to "kick and punch" they were also teaching me to believe in myself, to be a leader, and to never give up. These are all important qualities of a martial arts athlete, but more importantly these are important qualities any successful person will need in life. They never really told me "hey Jordan, were setting you up to be successful, we're teaching you right from wrong in a way that's fun to you." But that's exactly what they did. Taking a seven-year-old child and transforming her into a confident 17-year-old is what Taekwondo did to me. It made me who I am today, I wouldn't be the confident, determined, and responsible girl I am without it. What I learned 10 years ago, I am still applying to my everyday life." Jordan R., student at WMA*

*"Your program is phenomenal, and it gave Myles the opportunity to enhance his self-esteem, courage and confidence. Thank you for giving him this invaluable gift that will stay with him forever." Sue S., Mother of WMA student*