



WARRIOR


KRAV MAGA ★ KICK BOXING ★ KALI

DEFENSE ★ FITNESS

KRAV level 1 Certification

property of...


Certification in the Warrior Program denotes a knowledge of the curriculum and completion of the program. It does not necessarily guarantee that any one individual is fully qualified to instruct or indicate the character of that person to teach. Any one instructor's ability to instruct said class is at the sole discretion of the individual school owner.



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KRAV MAGA ★ KICK BOXING ★ KALI

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MANUAL

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Patent Pending



Certification Schedule

Friday 8am- 5:00pm Day One

8:00am- 8:50am	Registration, group assignments, welcome packets, coffee and donuts
8:50am – 9:00am	Break up into groups
9:00am-10:00am	Master Clark
10:00am-11:00am	Level 1 Cert - Week 1 Class Adv. KM - 1-6/Hand Gun defenses part 1
11:00am- 12:30pm	Level 1 Cert – Defenseive Tactics & Awareness Drills Adv. KM Cert – Hand Gun defenses pt 2 & Tactical Hand Gun part 1
12:30pm- 1:30pm	All Krav Groups – Fitness Assesment
1:30pm – 3:30pm	Level 1 Cert –Combatives & Fatigue Drills Adv. KM Cert – Tactical Hand Gun pt 2 Sparring & Aggressiveness Drills
3:30pm – 5:00pm	Warrior Xfit Certification

Continuing Education Krav Maga

5:30pm – until	Fight Club or Kali Combat
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Saturday 8am- 5:00pm Day Two

- | | |
|------------------|--|
| 8:00am- 8:50am | Registration, group assignments, welcome packets, coffee and donuts |
| 8:50am – 9:00am | Break up into groups |
| 9:00am-10:00am | Master Clark |
| 10:00am-11:00am | Bootcamp |
| 11:00am- 12:30pm | Level 1 Cert – Role Playing Language/ Knowledge Domains/ Teaching
Adv. KM Cert – Warrior Combinations 1-7/Control Tactics/ Incapacitations and Termination techniques |
| 12:30pm- 1:30pm | Presentation to Enroll |
| 1:30pm – 4:00pm | Level 1 Cert –Self Defense & Stress Drills
Adv. KM Cert – Knife Threat Response & Attack |
| 4:00pm – 5:00pm | Practice Teaching |

Continuing Education Krav Maga

- | | |
|----------------|---------------------------|
| 5:30pm – until | Fight Club or Kali Combat |
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Sunday 8am-3:30pm, Day Three

8:00am - 8:50am	Coffee, bagels and donuts
8:50am – 9 :00am	Break into Groups
9:00am - 10:30am	Level 1 Cert – Krav Maga Class Week 9 & Testing Procedures Adv. KM Cert – Fit Test & Level 4 Physical Test
10:30am - 12:30pm	Level 1 Cert - Take Level 1,2 and 3 Physical Test Adv. KM Cert – Take Level 5 & 6 Physical Test
12:30pm – 2:00pm	Teaching Groups
2:00pm – 3:00pm	Presentation of Certificates, Pictures & Closing Remarks



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Warrior Defense & Fitness **Instructor Certification**

History of Krav Maga

1. What is it?
2. Where did it come from?
3. How is it different from other martial arts?
4. Why are we different than other Krav Maga?

Concepts and Principles relating to Self Defense

1. Principles of Krav Maga
2. Assault Timeline
3. Prevent Vulnerability and Accessibility with Barriers
4. Levels of Awareness
5. Perceptual Reactions to a Violent Attack
6. Psychological Reactions to a Violent Attack
7. Physical Reactions to a Violent Attack
8. Possibility of Injury
9. Survival Mindset
10. Use of Force
11. Facing multiple attackers
12. Improvised Weapons

Physical application of techniques and tactics

1. Combatives
2. Fatigue drills
3. Defensive tactics
4. Awareness drills
5. Self defense
6. Stress drills



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Warrior Defense & Fitness **Instructor Certification Cont.**

Teaching methodologies

1. How to use our Planners
2. Verbal explanations of class segments and individual components
3. Planners

Testing Procedures

1. Requirements to test
2. Testing material
3. Grading

Enrollment Process

1. Fitness Assessment
2. Presentation
3. Equipment

30 New Adult Students in 30 Days

“Self Defense- Why Most Adults Drop Out of Martial Arts Classes”

Daily Homework



History of Krav Maga

What is it?

Krav Maga, (known as “*Contact Combat*” in Hebrew) is the official self-defense and fighting system used by the Israel Defense Forces, Israeli Police, militaries worldwide, anti-terrorism units, and numerous law enforcement agencies. Krav Maga is a highly evolved system of combat. Developed and continually enhanced during years of conflict, Krav Maga emphasizes easy-to-learn techniques that have been battle-tested in real life confrontations.

Students learn to defend themselves against hostile actions, to avoid injury, and to quickly overcome their assailant. Krav Maga defenses address a variety of aggressive acts, such as punches, chokes, bear hugs, headlocks, grabs, ground attacks, as well as defenses against multiple assailants and assailants armed with a firearm, edged weapon, or blunt object. Techniques used in Krav Maga are based on instinctive movements and utilize gross motor skills. Students apply the principles and techniques in a multitude of situations, even in unfamiliar or adverse circumstances, such as dark surroundings; sitting or lying position; limited freedom or movement; or under extreme stress and fatigue.

In addition, Krav Maga incorporates specialized training methods used to challenge students physically and mentally. This type of training also strengthens the spirit and develops the ability to deal with violent confrontations under stress. These training methods have been used in Israel’s most elite units and have proven themselves worthy in preparing for combat.

Krav Maga is not a traditional martial art. It is a modern method of dealing with violence, based on an empirical study of operatives in the field. The lethal nature of Krav Maga simulates real life situations. It teaches people to protect themselves and to cope with violence. To be effective in battle, Krav Maga does not include rules or limitations. Therefore, there are no sport competitions for Krav Maga because it is designed to remain a realistic fighting system.

The adult market is very specific segment that has only 2 basic reasons for enrolling in a program like this: fitness and self defense. Research has shown that adults drop out of martial arts classes because their expectations weren’t fulfilled (such as self defense that they can utilize in real world confrontations or getting into shape by losing weight or dropping body fat), they continued to get injured, or lose interest. The system of enrollment, transfer of knowledge in classes, referrals, and retention allows us to maximize the potential for tapping and keeping this market.



Where did it come from?

Krav Maga was developed in the 1940's by Imi Lichtenfeld, who carefully refined the system during his career as chief instructor for the Israel Defense Forces. Faced with the task of preparing a wide variety of soldiers – from the physically fit to the out-of-shape – Imi developed a comprehensive system that relied on simple, instinctive moves rather than rigid techniques requiring years of training. Imi was able to develop the limited quantity of Israelis into fighting soldiers, capable of battling an overwhelming amount of opposition forces. To this date, Krav Maga is still mandatory training for all branches of the Israel Defense Forces.

How is it different from other martial arts?

Krav Maga was developed in a hostile environment where the Israeli military could not devote many hours to prolonged hand-to-hand combat training. The system was created with great importance placed on bringing students to a high level of fighting ability in a relatively short period of time. There are no forms, fancy techniques, or limiting rules of engagement in the system. Anything goes when you are fighting for your life! Krav Maga is considered to be a modern, highly refined, combat system designed to fight against common street attacks, sexual assaults, and terrorism. It deals with personal safety issues in the context of defending against both armed and unarmed attackers. Below are listed the most striking characteristics of the system:

- Students are instructed in state of the art principles that apply to a variety of threatening attacks that occur during commonly documented crimes.
- Students train from a position of disadvantage in real time and real speed.
- Defensive maneuvers are combined with simultaneous counterattacks until all potential danger is eliminated.
- Unique training methods are employed to simulate violent real life encounters. This is necessary to place students under extreme stress while performing Krav Maga techniques. Students learn to go from a passive to an aggressive state quickly.
- Krav Maga also teaches students to function with their attention divided, fatigued, and when they are faced with a multitude of spontaneous attack scenarios.

Why are we different from other Krav Maga Certifications?

We will not only instruct you in the physical aspects of Krav Maga, but primarily how to use Krav Maga as an addition to your business model. You will be instructed in the transmission of knowledge using professional and concise language to relate to your adult market and specific weekly planners to implement in class. We will also show you how to utilize a ranking system with testing procedures to give your students purpose and goals and help with retention. Finally, we will train you to use a proven enrollment process that will increase your adult student body. Our mission is to help you achieve greater success in your school by giving you training and tools necessary to attract and keep a greater segment of the adult market.

Concepts and Principles relating to Self Defense

Knowledge Domains

Wk 1 Principles of Krav Maga

- Use whatever works. We operate on the premise that there are no limiting rules of engagement when it comes to protecting yourself
- 3 part process- address the immediate danger, violently counter attack, evacuate the danger zone
- Our goal is to dominate and neutralize the threat as quickly as possible. We do not want to get into a fight and exchange blow for blow with someone we don't know anything about (ie their capabilities, strength, speed, etc).
- Retzef: continuous and aggressive combat motion to overwhelm the opposition
- Reset attacker's thought process by inflicting pain and disrupting their balance
- You don't beat someone physically by painning them into submission on the street, you defeat someone psychologically and physiologically
- All attacks are targeted to vulnerable parts of the body such as the eyes, nose, ears, throat, groin, knees, and spine.
- Maintain situational awareness while dealing with a threat in order to look for additional attackers, escape routes, and weapons of opportunity.



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Wk 2 Assault Timeline

- Pre conflict: prevent vulnerability (being overpowered) and accessibility (being able to get to) by creating barriers and being aware
- Pre contact: early identification of an attack- create space or use a pre-emptive strike
- Contact: address the immediate danger, violently counter attack, and evacuate the danger zone
- Post conflict: field check for injuries, report to the proper authorities, and deal with the residual effects of stress with rest

Wk 3 Prevent Vulnerability and Accessibility with Barriers

- “Most criminals usually don’t have an alternate plan but rather an alternate victim.”
- Physical- use the environment for protection (lock doors and windows, close garage door, etc.)
- Visual- use a confident attitude, body language, and the environment to be seen as a deterrent (assertive demeanor, look alert, remove valuables from sight, close window blinds, etc.)
- Situational- be safety conscience (be aware of surroundings, never put yourself in a position that can compromise your safety, always let someone know where you are going, etc)



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Wk 4 Levels of Awareness

- Unaware- non responsive to surrounding environment. This state is inescapable some of the time. If you were attacked while in an unaware state we consider this an ambush and your best chances of surviving is to weather the initial onslaught and then counter attack.
- Aware- Conscious of your surroundings and the people in it. You are simply aware that the world is a potentially unfriendly place and you are prepared to defend yourself if necessary. Awareness can help you avoid danger, give you more time to prepare a response or can serve as a deterrent.
- Alert- Something seems not quite right and has your attention. Your senses have picked up a possible threat and your mind begins to set mental triggers “If that person does X, I will do Y.” At this stage the flight of fight response is activated.
- Alarm- Your mental triggers have been tripped and action must be taken.

Wk 5 Perceptual Reactions to a Violent Attack

- Tunnel vision- vision will be focused on the perceived threat and virtually oblivious to everything else
- Auditory exclusion- hearing will deteriorate
- Time dilation- the perception of time slows down

Wk6 Psychological Reactions to a Violent Attack

The conscious mind is your cognitive thinking process. It's when you are confronted with a situation in which you have time to asses the situation thoroughly and respond decisively. You will go through a 4 step process: Perceive, Analyze, Formulate, Execute

When there is no time for the conscious mind to rationally think through the problem, the sub conscious mind will automatically reference an instinctive response or a general course of action from a previous experience. If there is nothing in memory that relates to the current situation than cognitive freezing will occur.



Wk 7 Physical Reactions to a Violent Attack

Violent confrontations are stressful and emotional and cause dramatic physical changes in the body: increase heart rate provides more blood to the muscles, breathing becomes rapid and shallow, pupils dilate to take in more light to see your threat better, muscles tighten in anticipation of sudden movement, fine or complex motor skills dwindle, sweating and trembling may occur.

Wk 8 Possibility of Injury

- Fear of injury should not deter you from fighting back
- Even if you are hurt it's essential to keep fighting
- Keep in mind the initial wounds may not be fatal
- The sooner you stop the attacker the fewer injuries you'll receive and the faster medical attention can be obtained
- A crucial factor in surviving combat is the determination to persevere and win by any means necessary

Wk 9 Survival Mindset

The will to engage the opposition without stopping even if hurt, until the attacker is no longer a threat. Only with a killer instinct will an individual have a fighting chance at escaping and surviving a violent encounter. If an individual doesn't possess the proper mindset for combat, then the sudden shock of being attacked will mitigate any skills and he/she will freeze. To harness this instinct, turn fear into anger and aggression, then focus this emotion against the attacker until the threat is neutralized.



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Wk10 Use of Force

- Avoid any confrontation whenever possible: the fight you always win is the one you were never in. Almost all attacks are avoidable if you do not become complacent to your surroundings.
- For use of force to be justifiable it must be necessary and reasonable, the threat itself must be unavoidable and imminent. Justified force must stop once the threat ends.
- Survival is always a fair game no matter how dirty you play. Your attacker will not give you any advantage or dignity while attacking and violating you, so you must be willing to respond at that same level. "Remember that your attacker made the decision to play with fire by attacking you, so if he gets burned that's his problem."

Wk 11 Facing multiple attackers

- Movement is key to keeping attackers off balance
- Hit and move, engage the closest threat then move on to the next
- Your goal is to eliminate the threats one at a time and not everyone at once
- Use your attacker and the environment as physical barriers
- Briefly look at their hands and assume hands out of sight may contain a weapon

Wk 12 Improvised Weapons

- When you are in a physical struggle to defend yourself, you must be able to identify and use anything in your environment to your advantage. There are generally 4 types of improvised weapons:
- Striking weapons (blunt and bladed) - any object you can strike with
- Shielding weapons- anything you can use to stop, block, or deflect an attack
- Distracting weapons- things you can throw or spray in the attackers face
- Restraining weapons- something that can be used to tie up an attacker
- Remember that your goal is to create an opening and escape. You should never engage in conflict longer than necessary because doing so will only increase your risk.



Physical application of techniques and tactics

Combatives: Ballistic attacks we use to neutralize a threat

Long range attacks- within kicking distance

Front kick groin
Defensive front kick
Round kick
Side kick
Back kick

Medium range attacks- within arms reach

Eye jab
Hook punches
Straight punches
Throat jab
Straight palm strikes
Ear smash
Uppercut punches
Hammer fist down
Hammer fist side
Hammer fist rear

Close range attacks- tight proximity to the threat

Knee
Elbows 1-7
Eye gouge
Head butt
Uppercut back kick
Biting

Combative Combination 1: Jab, Cross, Hook, Uppercut, Elbow, Elbow, Knee

**Combative Combination 2: eye Jab, Cross to nose, Throat Jab, Ear Smash, Pull Down Head
Butt nose, Eye gouge, Elbow**



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Fatigue Drill: Simulates energy depletion you feel in a combative confrontation

A/B call out
Strikes on pad and sprint on cue
Hit on the move
Interference
Bumper pads
Belt pull
Strikes on pad and push up on cue
Zombie pads

Defensive tactics: methods we use to deflect, intercept, or evade an oncoming attack

Reflexive cover
Head control
Inside defense
360 outside defense
Footwork
Head movement

Self Defense: an attack is initiated towards you and puts you in a position of disadvantage

Chokes front, side, and rear
Head locks front, side, and rear
Bear hugs front arms trapped and arms free and rear arms trapped and rear
Lapel/shirt grab
Mounted choke
Wrist & Arm Grabs

Stress Drills: help us to acclimate ourselves to the sudden shock of being attacked

Multiple attackers
Disorientation
Divided attention
Free for all



Teaching Methodologies

How to use our planners:

Overview-

These class planners are based on a 12 week rotating curriculum cycle. Each planner consist of a warm up, combatives, fatigue drills, defensive tactics, awareness drills, knowledge domain, self defense, and stress drills. Awards and announcements are done at the end of class. The curriculum is very basic, easy to learn and teach. The techniques and tactics were carefully chosen to maximize the students' proficiency and their ability to defend themselves. The delivery of the information is what sets us apart from other Krav Maga schools. The first 3 levels originate from the entire 12 weeks and advancement to higher levels will be from the advance class planners.

Verbal Explanations of Class Segments and Components:

Warm up- "Accelerate your heart rate and increase your breathing."

Combatives- "Ballistic attacks we use to neutralize a threat."

Technical training to the air- "Develops the proper form and body mechanics so we can maximize our effectiveness."

Impact training to pads- "Develops our power and aggression."

Image training- "Helps us correlate between hitting pads and aiming at people."

Fatigue Drills- "Fatigue drills simulate energy depletion we feel in an actual confrontation."

Defensive Tactics- "Methods we use to deflect, intercept, or evade an oncoming attack"

Awareness Drills- "Awareness drills develop reflexes and adaptation"



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Self defense-

“Self defense means that an attack has been initiated towards you and puts you in a position of disadvantage. There are 2 points in time we must be able to respond from, pre contact and contact. Pre contact is early identification of an attack- because of our awareness we were able to assess that someone was going to be aggressive with us. Our first option is to create space. Space gives you more time and time gives you more options. Our second option is to use a pre emptive strike. We won't wait to be attacked, as soon as we feel the situation escalate we will strike first, strike fast, and strike hard. Now lets assume contact was made, either our attention was diverted or we already sustained an injury. Whatever the reason, the attacker got to us, now we must address the immediate danger, violently counter attack, and evacuate the danger zone.

***As a safety precaution Beginners should NOT do take downs during the self defense training.

Stress Drills-

“Stress drills help us to be able to acclimate ourselves to the sudden shock of being attacked.”

Krav Maga Wk 1

Dynamic rotations- neck, shoulders, wrist, torso, hips, knees, and ankles
Jog around floor- jog, high knees, butt kicks, lateral skip, and back pedal 30sec each
Tag partner- knees, shoulders, both 30sec each

Combatives:
Ballistic attacks we use to
Neutralize a threat

Front kick groin- technical to air, impact on shield
Eye jab- technical to air, impact on paddle or xray
Knee- technical to air, impact on shield
* Range drill: operator aims combatives at partner starting from long range to close

Fatigue Drill: "Simulates energy depletion you feel in an actual confrontation."
A/B callout- station A is front kicks / station B is knees (run to the station called) 1min

Defensive Tactics
Methods we use to deflect,
intercept, or evade an
oncoming attack

Reflexive Cover
Structural based defense -sides of body, sides of head, front of head
Structural defense used to absorb blows to the head and body
Defends against peripheral and straight forward attacks
Tightly tuck elbows in sides (body) grab head, tuck chin, roll up shoulders, and lower center of gravity (head)

Awareness Drill: "Used to develop reflexes and adaptation."
A's vs B's- 2 lines A's on one side and B's on the other. A's will feed attacks to B's for 20sec then rotate one person to the right. Switch to B's attacking after all A's have gone.

Principles of Krav Maga

Use whatever works. We operate on the premise that there are no limiting rules of engagement when it comes to protecting yourself
3 part process- address the immediate danger, violently counter attack, evacuate the danger zone
Our goal is to dominate and neutralize the threat as quickly as possible. We do not want to get into a fight and exchange blow for blow with someone we don't know anything about (ie their capabilities, strength, speed, etc).
Retzef: continuous and aggressive combat motion to overwhelm the opposition
Reset attackers thought process by inflicting pain and disrupting their balance
You don't beat someone physically by painning them into submission on the street, you defeat someone psychologically and physiologically
All attacks are targeted to vulnerable parts of the body such as the eyes, nose, ears, throat, groin, knees, and spine.
Maintain situational awareness while dealing with a threat in order to look for additional attackers, escape routes, and weapons of opportunity

Self Defense
An attack is initiated to you
and puts you in a position of
disadvantage

Choke from the front

- Early interception of attack
- Late when the choke is on (start from eyes close)

Stress Drill: "Acclimate us to the sudden shock of being attacked."
Multiple attackers (in groups of 3) operator must defend chokes late or knee pad if presented 1min

Krav Maga Wk 2

Dynamic rotations- neck, shoulders, wrist, torso, hips, knees, and ankles
Jog down the floor- forward and backwards, high knees, butt kicks, lateral skip, and back pedal
30sec each
Tag partner- knees, shoulders, both 30sec each

Combatives:

Ballistic attacks we use to
Neutralize a threat

Defensive front kick- technical to air, impact on shield
Hooks- technical to air, impact on paddle or focus mitts
Elbow 6- technical to air, impact on shield
* Range drill: operator aims combatives at partner starting from long range to close

Fatigue Drill: "Simulates energy depletion you feel in an actual confrontation."
Hooks on pad then on cue sprint to end to do push ups 1min

Defensive Tactics
Methods we use to deflect,
intercept, or evade an
oncoming attack

Head control

- Clinch head to chest or shoulder
- Trap arm (over or under hook) and hook head on the same side (do both sides)
- Disrupt their balance by pulling and pushing, "where the head goes the body follows"
- Turn head for control from rear
- Must be able to strike, disengage, or takedown at any time

Awareness Drill: "Used to develop reflexes and adaptation."

Multiple attackers- (form groups of 3) operator must transition from one aggressor to other using any variation of head control (add striking) 1min

Assault Time Line

- Pre conflict: prevent vulnerability (being overpowered) and accessibility (being able to get to) by creating barriers and being aware
- Pre contact: early identification of an attack- create space or use a pre emptive strike
- Contact: address the immediate danger, violently counter attack, and evacuate the danger zone
- Post conflict: field check for injuries, report to the proper authorities, and deal with the residual effects of stress with rest

Self Defense
An attack is initiated
To you & puts you
in a position of disadvantage

Lapel/shirt grab

- Early interception of attack
- Late when the grip is on (double grip and one hand releases to punch)

Stress Drill: "Acclimate us to the sudden shock of being attacked."
Free for all everyone vs everyone 1min

Krav Maga Wk 3

Dynamic rotations- neck, shoulders, wrist, torso, hips, knees, and ankles
Jog around floor- jog, high knees, butt kicks, lateral skip, and back pedal 30sec each
Tag partner- knees, shoulders, both 30sec each

Combatives: Ballistic attacks we use to

Round Kick- technical to air, impact on shield
Straight punches- technical to air, impact on pad
Eye gouge- technical to air, impact on paddle target
* Range drill: operator aims combatives at partner starting from long range to close

Fatigue Drill: "Simulates energy depletion you feel in an actual confrontation."
Straight punches on pad standing, kneeling, lying on back on partners cue 1min

Defensive Tactics Methods we use to deflect, intercept, or evade an oncoming attack

Inside defense-
Vertical sweep with the arm
Used against straight forward attacks
90% of attacks are aimed somewhere between mid abdomen and head

Awareness Drill: "Used to develop reflexes and adaptation."
Work the line- operator is at one end and everyone moves up to attack, the operator uses inside defense against everyone's straight punch 30sec each

Prevent Vulnerability and Accessibility with Barriers

- "Most criminals usually don't have an alternate plan but rather an alternate victim."
- Physical- use the environment for protection (lock doors and windows, close garage door, etc.)
- Visual- use a confident attitude, body language, and the environment to be seen as a deterrent (assertive demeanor, look alert, remove valuables from sight, close window blinds, etc.)
- Situational- be safety conscience (be aware of surroundings, never put yourself in a position that can compromise your safety, always let someone know where you are going, etc)

Self Defense An attack is initiated to you & puts you in a position of disadvantage

Bear hug front arms trapped
Danger is not the hug but the intent of the attacker.
Respond immediately with strikes to create space.

- Being lifted, taken to floor, pushed, and pulled

Stress Drill: "Acclimate us to the sudden shock of being attacked."
Disorientation: Simulates being drugged, intoxicated or sustained an injury that compromised our equilibrium. Operator spins several times then gets attacked



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Krav Maga Wk 4

Dynamic rotations- neck, shoulders, wrist, torso, hips, knees, and ankles
 Jog down the floor- forward and backwards, high knees, butt kicks, lateral skip, and back pedal 30sec each
 Tag partner- knees, shoulders, both 30sec each

Combatives:

Ballistic attacks we use to
 Neutralize a threat

Side kick- technical to air, impact on shield
 Throat jab- technical to air, impact on side of focus mitts
 Elbow 1- technical to air, impact on shield
 * Range drill: operator aims combatives at partner starting from long range to close

Fatigue Drill: "Simulates energy depletion you feel in an actual confrontation."
 Interference- operator attacks pad while a pad holder interferes by pushing and pulling 1min

Defensive Tactics
 Methods we use to deflect,
 intercept, or evade an
 oncoming attack

360 outside defense

- Static block against any peripheral attack using the blade of the forearm
- Burst in with a simultaneous attack
- Teach using 7 segments
- Partner swings straight arm from varying angles

Awareness Drill: "Used to develop reflexes and adaptation."
 Work the line- operator is at one end and everyone moves up to attack, the operator uses 360 outside defense against everyone's swing 30 each person

Levels of Awareness

- Unaware- non responsive to surrounding environment. This state is inescapable some of the time. If you were attacked while in an unaware state we consider this an ambush and your best chances of surviving is to weather the initial onslaught and then counter attack.
- Aware- Conscious of your surroundings and the people in it. You are simply aware that the world is a potentially unfriendly place and you are prepared to defend yourself if necessary. Awareness can help you avoid danger, give you more time to prepare a response or can serve as a deterrent.
- Alert- Something seems not quite right and has your attention. Your senses have picked up a possible threat and your mind begins to set metal triggers "If that person does X, I will do Y." At this stage the flight of fight response is activated.
- Alarm- Your mental triggers have been tripped and action must be taken

Self Defense
 An attack is initiated
 to you and puts you
 in a position of
 disadvantage

Side headlock

- Early interception of attack
- Late when the headlock is on (start from eyes close)

Stress Drill: "Acclimate us to the sudden shock of being attacked."
 Multiple attackers (in groups of 3) operator must defend headlock late or side kick pad if presented 1min

Krav Maga Wk 5

Dynamic rotations- neck, shoulders, wrist, torso, hips, knees, and ankles
Jog around floor- jog, high knees, butt kicks, lateral skip, and back pedal 30sec each
Tag partner- knees, shoulders, both 30sec each

Combatives:
Ballistic attacks we use to
Neutralize a threat

Back kick- technical to air, impact on shield, image on partner
Straight palm strikes- technical to air, impact on pad, image on partner
Head butt- technical to air, impact on focus mitt, image on partner

Fatigue Drill: "Simulates energy depletion you feel in an actual confrontation."
Bumper pads: 3 to a group- 2 pad holders randomly bump operator to cue attacks on pad 1min

Defensive Tactics
Methods we use to deflect,
intercept, or evade an
oncoming attack

Footwork: Offensive or evasive maneuvering while maintaining balance and efficiency
Linear-forward and backward movement

- Step & slide
- Step

Lateral-moving to the right or left to get off your "X"

- Step & reorient

*practice with both left and right leads

Awareness Drill: "Used to develop reflexes and adaptation."
Follow the leader- keep the range and move mirroring partner

Perceptual Reactions to a Violent Attack
Tunnel vision- vision will be focused on the perceived threat and virtually oblivious to everything else
Auditory exclusion- hearing will deteriorate
Time dilation- the perception of time slows down

Self Defense
An attack is initiated
to you and puts you
in a position of
disadvantage

Choke from rear (static, push, pull, and shirt)

- Rotational defense

Stress Drill: "Acclimate us to the sudden shock of being attacked."
Divided Attention (groups of 3) operator must punch pad and randomly defend chokes 1min



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Krav Maga Wk 6

Dynamic rotations- neck, shoulders, wrist, torso, hips, knees, and ankles
 Jog down the floor- forward and backwards, high knees, butt kicks, lateral skip, and back pedal
 30sec each
 Tag partner- knees, shoulders, both 30sec each

Combatives:
 Ballistic attacks we use to
 Neutralize a threat

Uppercut back kick- technical to air, impact on shield
 Ear smash - technical to air, impact on paddle or shield
 Elbow 3- technical to air, impact on shield
 Image training- chain all three together (start with partner at rear) uppercut back kick, elbow 3, turn ear smash

Fatigue Drill: "Simulates energy depletion you feel in an actual confrontation."
 Belt pull- operator punches pad as partner pulls them off 1min

Defensive Tactics
 Methods we use to
 deflect, intercept, or
 evade an oncoming attack

Head Movement evading attacks to the head Bob/Weave
 against a peripheral attacks
 Slip against a straight forward attacks

Awareness Drill: "Used to develop reflexes and adaptation." Work the line – operator is at one end and everyone moves up to attack. Operator uses bob and weave

Psychological Reactions to a Violent Attack
 The conscious mind is your cognitive thinking process. It's when you are confronted with a situation in which you have time to asses the situation thoroughly and respond decisively. You will go through a 4 step process: Perceive, Analyze, Formulate, Execute
 When there is no time for the conscious mind to rationally think through the problem, the sub conscious mind will automatically reference an instinctive response or a general course of action from a previous experience.

Self Defense
 An attack is initiated
 To you and puts you
 in a position of
 disadvantage

Bear hug rear arms free
 Danger is not the hug but the intent of the attacker.
 Respond immediately with strikes to create space.
 Being lifted, taken to floor, pushed, and pulled

Stress Drill: "Acclimate us to the sudden shock of being attacked."
 Multiple Attackers (groups of 3) operator in the middle gets bear hugged non stop 1min



Krav Maga Wk 7

Warm up: "Accelerate your heart rate, increase your breathing, and loosen up"
Dynamic rotations- neck, shoulders, wrist, torso, hips, knees, and ankles
Jog around floor- jog, high knees, butt kicks, lateral skip, and back pedal 30sec each
Tag partner- knees, shoulders, both 30sec each

Combatives:

Ballistic attacks we use
to Neutralize a threat

Front kick groin- technical to air, impact on shield, image on partner
Uppercut- technical to air, impact on paddle or focus mitt, image on partner
Elbow 7- technical to air, impact on shield, image on partner

Fatigue Drill: "Simulates energy depletion you feel in an actual confrontation."
A/B callout- station A front kicks and B uppercuts, switch on cue

Defensive Tactics
Methods we use to deflect,
intercept, or evade an
oncoming attack

Reflexive Cover
Structural based defense -sides of body, sides of head, front of head
Structural defense used to absorb blows to the head and body
Defends against peripheral and straight forward attacks
Tightly tuck elbows in sides (body) grab head, tuck chin, roll up shoulders, and lower center of gravity (head)

Awareness Drill: "Used to develop reflexes and adaptation."
Disorientation- spin partner around several time then attack partner w/ focus mitts for 10 sec.
1min

Physical Reactions to a Violent Attack
Violent confrontations are stressful and emotional and cause dramatic physical changes in the body: increase heart rate provides more blood to the muscles, breathing becomes rapid and shallow, pupils dilate to take in more light to see your threat better, muscles tighten in anticipation of sudden movement, fine or complex motor skills dwindle, sweating and trembling

Self Defense
An attack is initiated
to you and puts you
in a position of
disadvantage

Bear hug front arms free
• Being lifted, pushed, and pulled

Stress Drill: "Acclimate us to the sudden shock of being attacked."
Divided attention- operator punches pad non stop, partner randomly bear hugs, operator defends and resumes punching pad 1min



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Krav Maga Wk 8

Dynamic rotations- neck, shoulders, wrist, torso, hips, knees, and ankles
 Jog down the floor- forward and backwards, high knees, butt kicks, lateral skip, and back pedal
 30sec each
 Tag partner- knees, shoulders, both 30sec each

Combatives:
 Ballistic attacks we use to
 Neutralize a threat

Defensive front kick- technical to air, impact on shield, image on partner
 Hammer fist down- technical to air, impact on paddle or shield, image on partner
 Elbow 5- technical to air, impact on shield, image on partner

Fatigue Drill: "Simulates energy depletion you feel in an actual confrontation."
 Hammer fist on pad then run on cue drop to 5 push ups, get up and continue 1min

Defensive Tactics
 Methods we use to
 deflect, intercept, or evade
 an
 oncoming attack

Head control

- Clinch head to chest
- Trap arm (over or under hook) and hook head on the same side (do both sides)
- Disrupt their balance by pulling and pushing, "where the head goes the body follows"
- Turn head for control from rear
- Must be able to strike or disengage at any time

Awareness Drill: "Used to develop reflexes and adaptation."
 Punches on pad non stop randomly grab pad holder's head with varying controls and knee 1min

Possibility of Injury
 Fear of injury should not deter you from fighting back
 Even if you are hurt it's essential to keep fighting
 Keep in mind the initial wounds may not be fatal
 The sooner you stop the attacker the fewer injuries you'll receive and the faster medical attention can be obtained
 A crucial factor in surviving combat is the determination to persevere and win by any means necessary

Self Defense
 An attack is initiated
 To you and puts you
 in a position of
 disadvantage

Front Head Lock

- Early inception of an attack
- Push head back and drive forward

Stress Drill: "Acclimate us to the sudden shock of being attacked."
 Free for all- everyone randomly attack everyone 1min (multiple times with exercises in between)



MANUAL



Krav Maga Wk 9

Warm up: "Accelerate your heart rate, increase your breathing, and loosen up"
 Dynamic rotations- neck, shoulders, wrist, torso, hips, knees, and ankles
 Jog around floor- jog, high knees, butt kicks, lateral skip, and back pedal 30sec each
 Tag partner- knees, shoulders, both 30sec each

Combatives:
 Ballistic attacks we use to Neutralize a threat

Round kick- technical to air, impact on shield, image on partner
 Hammerfist side- technical to air, impact on shield, image on partner
 Elbow 2- technical to air, impact on shield, image on partner

Fatigue Drill: "Simulates energy depletion you feel in an actual confrontation."
 Horse shoe drill with mountain climbers on cue 1min

Defensive Tactics
 Methods we use to deflect, intercept, or evade an oncoming attack

Inside Defense

- Vertical sweep with the arm
- Used against straight forward attacks
- 90% of attacks are aimed somewhere between mid abdomen and head

Awareness Drill: "Used to develop reflexes and adaptation."
 A's vs B's- 2 lines A's on one side and B's on the other. A's will feed attacks to B's for 20sec then rotate one person to the right. Switch to B's attacking after all A's have gone.

Survival Mindset
 The will to engage the opposition without stopping even if hurt, until the attacker is no longer a threat. Only with a killer instinct will an individual have a fighting chance at escaping and surviving a violent encounter. If an individual doesn't possess the proper mindset for combat, then the sudden shock of being attacked will mitigate any skills and he/she will freeze. To harness this instinct, turn fear into anger and aggression. Focus this emotion against the attacker until the threat is neutralized.

Self Defense
 An attack is initiated to you and puts you in a position of disadvantage

Head lock rear

- Pluck at wrist, rotate in to attacker, strike to groin, pop head out and counter attack
- Aggressor grabs and pulls back several steps

Stress Drill: "Acclimate us to the sudden shock of being attacked."
 Divided attention- operator punches pad non stop and is randomly attacked with rear headlock 1min



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Krav Maga Wk 10

Dynamic rotations- neck, shoulders, wrist, torso, hips, knees, and ankles
 Jog down the floor- forward and backwards, high knees, butt kicks, lateral skip, and back pedal
 30sec each
 Tag partner- knees, shoulders, both 30sec each

Combatives:
 Ballistic
 attacks we use
 to Neutralize a
 threat

Side kick- technical to air, impact on shield, image on partner
 Hammer fist to rear- technical to air, impact on pad, image on partner
 Elbow 4- technical to air, impact on shield, image on partner
 * Range drill: operator aims combatives at partner starting from long range to close

Fatigue Drill: "Simulates energy depletion you feel in an actual confrontation."
 Zombie pads- (groups of 3) operator side kicks pads as partners advance toward them

Defensive Tactics
 Methods we use to
 deflect, intercept, or evade
 an
 oncoming attack

360 outside defense

- Static block against any peripheral attack using the blade of the forearm
- Burst in with a simultaneous attack
- Teach using 7 segments
- Partner swings straight arm from varying angles

Awareness Drill: "Used to develop reflexes and adaptation."
 Work the line: operator defends all swings from partners in line 30sec each

Use of Force
 Avoid any confrontation whenever possible: the fight you always win is the one you were never in. Almost all attacks are avoidable if you do not become complacent to your surroundings.
 For use of force to be justifiable it must be necessary and reasonable, the threat itself must be unavoidable and imminent. Justified force must stop once the threat ends.
 Survival is always a fair game no matter how dirty you play. Your attacker will not give you any advantage or dignity while attacking and violating you, so you must be willing to respond at that same level. "Remember that your attacker made the decision to play with fire by attacking you, so if he gets burned that's his problem."

Self Defense
 An attack is initiated
 To you and puts you
 in a position of
 disadvantage

Choke from mount: concept is to isolate one side of the body and lift and roll to that side to escape trap and roll escape

Stress Drill: "Acclimate us to the sudden shock of being attacked."
 Multiple attackers- operator defends and escapes choke non stop with everyone pulling him down and mounting with a choke 1min

Krav Maga Wk 11

Dynamic rotations- neck, shoulders, wrist, torso, hips, knees, and ankles
Jog around floor- jog, high knees, butt kicks, lateral skip, and back pedal 30sec each
Tag partner- knees, shoulders, both 30sec each

Combatives:

Ballistic attacks we use to neutralize a threat

Combative Combo 1
Jab, cross, hook, uppercut, elbow, elbow, knee
Impact on focus mitts, and image on partner

Fatigue Drill: "Simulates energy depletion you feel in an actual confrontation."
Interference (groups of 3-4) operator punches pad while other partners bump with pads 1min

Defensive Tactics
Methods we use to deflect, intercept, or evade an oncoming attack

Footwork: Offensive or evasive maneuvering while maintaining balance and efficiency
Linear-forward and backward movement
• Step & Slide
• Step
Lateral-moving to the right or left to get off your "X"
• Step and Reorient
*practice with both left and right leads

Awareness Drill: "Used to develop reflexes and adaptation."
Step and slide forward punches and blitz with punches on pad while holder backs up

Facing multiple attackers
Movement is key to keeping attackers off balance
Hit and move, engage the closest threat then move on to the next
Your goal is to eliminate the threats one at a time and not everyone at once
Use your attacker's and the environment as physical barriers
Briefly look at their hands and assume hands out of sight may contain a weapon

Self Defense
An attack is initiated to you and puts you in a position of disadvantage

Bear Hug rear arms trapped
Danger is not the hug but the intent of the attacker.
Respond immediately with strikes to create space.
• Being lifted, taken to floor, pushed, and pulled

Stress Drill: "Acclimate us to the sudden shock of being attacked."
Disorientation- Simulates being drugged, intoxicated, or sustained an injury that disrupted our equilibrium. Spin partner 10 x's then bear hug them 1 min.

Krav Maga Wk 12

Dynamic rotations- neck, shoulders, wrist, torso, hips, knees, and ankles
Jog down the floor- forward and backwards, high knees, butt kicks, lateral skip, and back pedal
30sec each
Tag partner- knees, shoulders, both 30sec each

Combatives:

Ballistic attacks we use to
Neutralize a threat

Combative Combo 2

Eye jab, cross nose, throat jab, ear smash, pull down to head butt, eye gouge, elbow
Impact on focus mitt 1min, Image on partner 1min each person

Fatigue Drill: "Simulates energy depletion you feel in an actual confrontation."

Bumper pads- (multiple partners) operator gets bumped and attacks pad until bumped by other partners then goes after their pad 1min

Defensive Tactics
Methods we use to deflect,
intercept, or evade an
oncoming attack

Head Movement evading attacks to the head
Bob/Weave against a peripheral attacks
Slip against a straight forward attacks

Awareness Drill: "Used to develop reflexes and adaptation."

Multiple attackers- (form groups of 3) operator must evade partners attempts to touch top of head by using head movement 1min

Improvised Weapons

When you are in a physical struggle to defend yourself, you must be able to identify and use anything in your environment to your advantage. There are generally 4 types of improvised weapons:

Striking weapons (blunt and bladed) - any object you can strike with

Shielding weapons- anything you can use to stop, block, or deflect an attack

Distracting weapons- things you can throw or spray in the attackers face

Restraining weapons- something that can be used to tie up an attacker

Remember that your goal is to create an opening and escape. You should never engage in conflict longer than necessary because doing so will only increase your risk.

Self Defense
An attack is initiated
To you and puts you
in a position of
disadvantage

Choke from side

- Early interception of attack
- Late when the choke is on (start from eyes close)

Stress Drill: "Acclimate us to the sudden shock of being attacked."

Divided attention- operator punches pad non stop until aggressor gabs, then counter and escape and resume punching pad 1min



Testing Procedures

- These level tests may be taken during regular schedule class.
- Each segment is done for 30sec
- Written test should be taken and passed with a 90 or above before physical test date
- Physical test is judged on speed, aggression, and technique with a grading scale of 1-poor 2-acceptable 3- excelled. Numbers are accumulated and passing is 70 and above)
- Upon successfully passing both the written and physical test, student will be awarded a rank band and certificate

Level one white

Combatives:
 Front kick groin
 Back kick
 Straight punches
 Hammer fist down
 Elbow #1
 Knees

Defensive tactics:
 Inside defense w/ counter

Self Defense:
 Front choke
 Side choke
 Rear choke
 Random

Written test:
 Knowledge domains wk 1-4

Level two orange

Combatives:
 Round kick
 Side kick
 Hook punches
 Uppercut punches
 Hammer fist to side
 Palm strikes

Defensive tactics:
 360 outside defense w/ counter

Self Defense:
 Front headlock
 Side headlock
 Rear headlock
 Random

Written test:
 Knowledge domains wk 5-8

Level three yellow

Combatives:
 Defensive front kick
 Uppercut back kick
 Eye jab/ear smash
 Elbow #4
 Elbow #6
 Combative drill 1

Defensive tactics:
 Reflexive cover w/ counter (body, body, head, head, face)

Self Defense:
 Front bear hugs
 Rear bear hugs
 Lapel/shirt grabs
 Random

Written test:
 Knowledge domains wk 9-12

Warrior Krav Maga Level Testing Grading Sheet

Name _____ Date _____ Location _____

Krav Maga Level 1 White Test- 70 points

Testing Material 30sec	Speed	Aggression	Technique	Total
Combatives				
Front kick groin				
Back kick				
Straight punch				
Hammerfist down				
Elbow #1				
Knee strike				
Defensive tactics				
Inside defense				
Self defense				
Choke front				
Choke side				
Choke rear				
Random chokes				
Total Points				

Pass / Fail

Grading scale is 3-excelled -2 acceptable 1-poor



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Warrior Krav Maga Level Testing Grading Sheet

Name _____ Date _____ Location _____

Krav Maga Level 2 Orange Test- 70 points

Testing Material 30sec	Speed	Aggression	Technique	Total
Combatives				
Round kick				
Side kick				
Hook punches				
Uppercut punches				
Hammer to side				
Palm Strikes				
Defensive tactics				
360 outside def				
Self defense				
Headlock front				
Headlock side				
Headlock rear				
Random				
Total Points				

Pass / Fail

Grading scale is 3-excelled -2
acceptable 1-poor



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Warrior Krav Maga Level Testing Grading Sheet

Name _____ Date _____ Location _____

Krav Maga Level 3 Yellow Test- 70 points

Testing Material 30sec	Speed	Aggression	Technique	Total
Combatives				
Def. front kick				
Uppercut back kick				
Eye jab/ear smash				
Elbow 4				
Elbow 6				
Combative Com 1				
Defensive tactics				
Reflexive covers				
Self defense				
Front bear hugs				
Rear bear hugs				
Lapel/shirt grabs				
Random				
Total Points				

Pass / Fail

Grading scale is 3-excelled -2
acceptable 1-poor



Knowledge Domain Test 1 (90 or above to pass)

Name: _____ Date: _____
School: _____ Test location: _____

Wk 1 Principles of Krav Maga

- Use _____. We operate on the premise that there are no limiting _____ of engagement when it comes to protecting yourself
- 3 part process- _____, _____, _____
- Our goal is to _____ and _____ the threat as quickly as possible. We do not want to get into a fight and exchange blow for blow with someone we don't know anything about (ie their capabilities, strength, speed, etc).
- Retzef: continuous and aggressive combat _____ to overwhelm the opposition
- Reset attacker's thought process by _____ and _____
- You don't beat someone physically by paining them into submission on the street, you defeat someone _____ and _____
- All attacks are targeted to _____ parts of the body such as the eyes, nose, ears, throat, groin, knees, and spine.
- Maintain situational awareness while dealing with a threat in order to look for _____, _____, _____

Wk 2 Assault Timeline (list and explain)

_____ - _____
 _____ - _____
 _____ - _____
 _____ - _____

Wk 3 Prevent Vulnerability and Accessibility with Barriers (list and explain)

"Most criminals usually don't have an alternate _____ but rather an alternate _____."

_____ - _____
 _____ - _____
 _____ - _____

Wk 4 Levels of Awareness (list and explain)

_____ - _____
 _____ - _____
 _____ - _____



Knowledge Domain Test 2 (90 or above to pass)

Name _____ Date _____ School _____

Wk 5 Perceptual Reactions to a Violent Attack (list and explain)

_____ - _____

_____ - _____

_____ - _____

Wk6 Psychological Reactions to a Violent Attack

The _____ is your cognitive thinking process. It's when you are confronted with a situation in which you have _____ to asses the situation thoroughly and respond decisively. You will go through a 4 step process:

_____, _____, _____, _____

When there is no time for the conscious mind to rationally think through the problem, the _____ will automatically reference an instinctive response or a general course of action from a previous experience. If there is nothing in memory that relates to the current situation than cognitive _____ will occur.

Wk 7 Physical Reactions to a Violent Attack (list)

Wk 8 Possibility of Injury

_____ of injury should not deter you from fighting back

Even if you are hurt it's essential to keep _____

Keep in mind the initial wounds may not be _____

The sooner you _____ the attacker the fewer injuries you'll receive and the faster medical attention can be obtained

A crucial factor in surviving combat is the determination to _____ and

Knowledge Domain Test 3 (90 or above to pass)

Name: _____ Date: _____
School: _____ Test location: _____

Wk 9 Survival Mindset

The will to engage the opposition without stopping even if _____, until the attacker is no longer a threat. Only with a _____ will an individual have a fighting chance at escaping and surviving a violent encounter. If an individual doesn't possess the proper mindset for combat, then the sudden shock of being attacked will mitigate any skills and he/she will _____. To harness this instinct, turn fear into _____ and _____. Focus this emotion against the attacker until the threat is neutralized.

Wk10 Use of Force

Avoid any confrontation whenever possible: the fight you always win is the one you were never in. Almost all attacks are avoidable if you do not become _____ to your surroundings.

For use of force to be justifiable it must be _____ and _____, the threat itself must be _____ and _____. Justified force must stop once the threat _____.

Survival is always a fair game no matter how dirty you play. Your attacker will not give you any advantage or dignity while attacking and violating you, so you must be willing to respond at that same level. "Remember that your attacker made the decision to play with fire by attacking you, so if he gets burned that's his problem."

Wk 11 Facing multiple attackers

_____ is key to keeping attackers off balance
Hit and _____, engage the _____ threat then move on to the next
Your goal is to eliminate the threats _____ at a time and not everyone at once
Use your _____ and the _____ as physical barriers
Briefly look at their _____ and assume hands out of sight may contain a _____

Wk 12 Improvised Weapons

When you are in a physical struggle to defend yourself, you must be able to identify and use anything in your _____ to your advantage. There are generally 4 types of improvised weapons:

- _____ weapons (blunt and bladed) - any object you can strike with
- _____ weapons- anything you can use to stop, block, or deflect an attack
- _____ weapons- things you can throw or spray in the attackers face
- _____ weapons- something that can be used to tie up an attacker

Remember that your goal is to create an _____ and _____. You should never engage in conflict _____ than necessary because doing so will only increase your risk.

Bootcamp Explanation

Why do it?

The purpose is a monthly activity used to generate new members, build retention, and collect revenue.

New Members:

- Referrals-this gives your current members a special reason to invite their friends and family
- New prospects-because fitness has such a large market segment, Bootcamp events can generate a larger interest and participation at your facility that can segway to Krav Maga or Kickboxing
- Reactivation- this gives a reason to invite back all of the previous members that expired and did not renew, drop outs, and old leads

Retention:

- Bootcamps give existing members something different to participate in and look forward to
- Camaraderie is built through friendly competition
- A culture of striving and motivating others to succeed is developed

Revenue:

- Enrollment special that day only
- Special offer on membership extensions
- Cash out discount
- Merchandise
- Prepaid testings

Bootcamp Explanation Continued

How To:

- Decide a date- usually Saturdays work best
- Pick a format to use: specified reps or time, how many exercises to use and a time limit (should be challenging and push members to their limits)
- Choose exercises from Warrior Xfit
- Add running in between sets or as a check in/out
- Come up with a name such as Dirty 30's, Abzilla, Butts and Guts, Turkey Day Massacre, Beg for Mercy, Cannibalize the Weak
- Use Facebook to create an event and invite your students email and or text everyone an invite
- Create a list of names of people to approach to offer cashouts, gear packages, prepaid testings, membership extensions, etc.
- At the event write the exercises on a dry erase board and have everyone write their names on the board
- Explain exercises and structure of Bootcamp then get them started
- Take close up pictures to post on facebook and tag them
- At the end write everyone's times on the board
- Offer a "Today Only" enrollment special to all guests
- Take group pictures
- Have water, coffee and bagels from everyone to celebrate after the workout
- Present the people on your list



“Butts and Guts” Bootcamp

**** 1 minute each w/ 30 sec Rest**

high knees

squats

sit ups

30 Sec. Rest

side to side footwork

right leg hip ups

left leg hip ups

30 Sec. Rest

globe twist

power squats

Bicycle

30 Sec. Rest

switch kicks

right side kicks on ground

left side kicks on ground

30 Sec. Rest

mountain climbers

plank knees to elbow

butt ups

jump lunges

30 Sec. Rest

Burpees

V ups

30 Sec. Rest

ski hops

rear straight leg lift right side

rear straight leg lift left side

30 Sec. Rest

squat jump turns

alternating v ups

rocks

*check in/ out run to park

30 New Adult Students in 30 Days

1. Hold a Bootcamp and Bagels- do an intense workout on a Sat. morning and provide water, coffee and bagels after. Promote it everywhere and invite current, past, leads, and new clients. Have an enrollment special that day. Tell everyone to bring a friend to challenge.
2. Hold a Self Defense seminar and cookout (hamburgers and hotdogs)- Promote it everywhere and invite current, past, leads, and new clients. Have an enrollment special that day. Tell everyone to bring a friend.
3. Contact old leads and invite them to 1-2 weeks free of unlimited classes and present them after the first class
4. Have someone stand out on the side of the road near a busy street with a big sign saying Kickboxing or Krav Maga and your number
5. Business to business networking- go door to door giving a free 1-2 weeks gift certificate for all employees and ask if there is anything they can give you to help promote their business to your students.
6. Take a picture of every new person that tries class (regardless if they sign up or not) post it to facebook. Friend them and tag their picture welcoming them to the school and inviting their friends to come workout or train with them (state your school name and address)
7. Every new person must make an account with you on the Warrior X Fit website. Tell them to use facebook to sign in (that way it posts to their timeline for all their friends to see).
8. Every info call, new sign up, and current student is encouraged to bring someone to class or activity
9. Set up a table at a Movie theater- VIP everyone
10. Have a booth at a wellness fair, mall, business expo, etc.



30 New Adult Students in 30 Days Cont.

11. Hold a shopping day for you to go to a local grocery store with your students and go over what to buy and what to avoid to stay healthy
12. Picture, post, and tag students on facebook for an achievement such as weight loss, rank promotion, etc.
13. Flood your city with street signs- put them out on the weekend and pick them up Sunday night
14. Hold a referral contest for current students to win a prize (ie. Heavy bag). There must be a minimum amount of referrals required in order to be eligible to win in order to offset the cost of the bag.
15. Post an ad in a popular magazine in your area such as "Money Pages" or "The Clipper Magazine". Try to use a magazine that covers a large area and are distributed to households offering coupons and discounts for many different businesses.
16. Give guest passes to students every week and tell them to invite someone for class
17. Hold a free workshop for any of your students co-workers on fitness (a Warrior X Fit class) or self defense (a Krav Maga class)
18. Host a stress buster workshop and address combating stress through proper nutrition, exercise, and positive mental attitude, make sure to push the importance of bringing a friend or guest, hold an enrollment special that day as well.
19. Host a technique clinic to work on form for kicking and punches used during Warrior X fit class. Push the importance of bringing a friend or guest, have an enrollment special that day as well.
20. Hold an Open House and have several seminars and classes held throughout the day and open it to the public, current and past members, and guest. Have a pot luck or catered food.



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Self-Defense - Why Most Adults Drop Out of Martial Arts Classes

by Jeffrey M. Miller

The most surprising statistic that most karate and martial arts teachers discover is the one that tells them "why most of their adult students quit shortly after enrolling." In fact, the greatest percentage of adult dropouts from martial arts classes occurs within the first 100 days!

This has sparked some groups to investigate the reasons behind this phenomena. Surveys have been conducted both in the United States as well as in Canada. Additional inquiries may also have been conducted in places like Europe and Australia as well.

What the researchers found was, to them, incredible. They found that, by and large, the number one reason for adult students dropping out of their programs was...

...no real-world self-defense training early on in their training!

"How could this be?", was the question. The researchers were stunned. After all, they were martial arts teachers and they certainly taught self-defense as a part of their classes.

How could these adults say that they weren't being taught real-world self-defense techniques?

Perhaps, the problem was not that "self-defense techniques" were or were not being taught. Because, even after these studies were conducted and karate programs started to "import" third-party self-defense packages into their product offering, adult dropouts remained high.

Maybe the problem was in perception. Maybe students just couldn't see how the "stylized" movements of a centuries-old system could be applicable against a street attack against a stiletto or 'Saturday Night Special'-wielding assailant.



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It's certain that students were not seeing and hearing what they thought they should in order to believe that they were getting what they needed to survive such an attack. Even if these students don't know what 'that thing' really looks like, their gut-level feeling was that, "this stuff isn't going to work."

Maybe the problem - what adult students are looking for - is in something even more crucial to learning self-defense against violent attackers. And maybe this "thing" was easier to identify by novices than by trained instructors who had been indoctrinated into sport systems

Maybe what was lacking in all of these programs was something the real experts like to call...

...Experience!

Regardless of the subject, it's fairly easy to see when someone has experience with the information they have, isn't it? I mean, experience in actually applying that information to produce viable, proven results. As the old saying goes, "those who can - do; and those who can't - teach."

And, what adult students are looking for is someone who "can" AND "teaches" others how they can as well.

Now, this isn't to say that most martial arts instructors don't know their arts and the techniques and skills that come with them. Most certainly do. And these people are very good at what they do.

However; there is a huge difference between knowing how to 'perform' a skill - any skill - and being able to apply that skill in a particular context. And self-defense is no exception.

No matter how hard they try, most martial arts and self-defense instructors will not be able to convince most adults that they know what they're talking about without the experience to back it up. Adult students are not children. They have seen far too much in there lives to let these less-than-able instructors slide.



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And with the new threat of terrorism being added to the ever-present concern with crime, most adults have no desire to learn martial arts for purely ascetic reasons. They want - no, they demand - and rightly so, that the person they place their trust in, not to mention their very lives, knows what he or she is doing.

So, what's an instructor to do if he or she lacks actual real-world experience? Should they rush right out and get into a few fights? Should they go hang out in the seedier side of town and wait to be mugged, raped, or beaten?

No, of course not. But, they can, like their students, go in search of real experts - people who have "been there" and who can help them learn what they need to know in order to help the people who come to them for this type of knowledge.

Of course, this may require that they suck in their pride and get a check on the old ego. But, as everyone knows who has been in an actual violent confrontation with a dangerous attacker, you need to "check your ego at the door" if you're going to survive.

Teaching self-protection skills to others is a huge responsibility. And one perhaps that's too great for a lot of people who are teaching for purely personal reasons.

There is another option available, however; just in case the primary one is totally unacceptable. And that option is simply to...

...stop trying to teach self-defense if they're not qualified.

By all means, an instructor can, and should, continue to teach his particular style of martial art. But he should stop trying to convince intelligent, grown adults, that he knows what he's talking about with regards to surviving a violent attack if he doesn't. He should remember that people are placing their lives in his hands every time he opens his mouth, or demonstrates a technique. I'm not sure whether or not many instructors have thought about this. But they should.

After all, most martial arts instructors teach honesty as one of the major tenets and character traits of a black belt master and leader. Wouldn't this be the "honest" thing to do?



MANUAL



The moral here is that, if a martial arts or karate teacher wishes to teach self-defense - if he or she wants to get and retain adult students looking for this type of training for the long-term, they really have no choice but to do what they must.

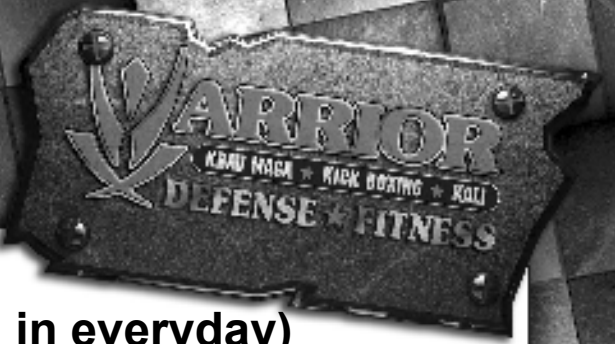
They, like every other information-based professional, are in business to provide a service. They must decide what that service is and whether or not it includes real-world self-protection against violent attackers who don't follow the rules of fairness and respect found in martial arts schools and karate tournaments.

They should also know this...

...no company, whether it's a furniture store or a martial art school, stays in-business very long if it can't give its customers what they want and need. Their clients and students may never tell them that they don't believe or trust them. But, rest assured that if they're not getting what they've paid for, they're gone.

As a final thought, and one that I live by. What if, some day, "I" must depend on one of my students to protect me from a dangerous assailant for whatever reason. Wouldn't I want to make sure that what he or she learned was really going to work?

I know I would!



Daily Homework (turn in everyday)

Friday Homework Quiz

Name: _____ Date: _____
Email: _____ Phone: _____

In the Fitness Assessment training, what were some of the key point to making this enhance the experience of the prospective student?

How will you explain what Krav Maga is to a new prospect?

Define what are Combatives, Defensive Tactics, and Self Defense.



Saturday Homework Quiz

Name _____ Date _____
Email: _____ Phone: _____

Wk 1 Principles of Krav Maga

Use _____. We operate on the premise that there are no limiting _____ of engagement when it comes to protecting yourself

3 part process- _____, _____, _____

Our goal is to _____ and _____ the threat as quickly as possible. We do not want to get into a fight and exchange blow for blow with someone we don't know anything about (ie their capabilities, strength, speed, etc).

Retzef: continuous and aggressive combat _____ to overwhelm the opposition

Reset attacker's thought process by _____ and _____

You don't beat someone physically by painning them into submission on the street, you defeat someone _____ and _____

All attacks are targeted to _____ parts of the body such as the eyes, nose, ears, throat, groin, knees, and spine.

Maintain situational awareness while dealing with a threat in order to look for _____, _____

Wk 2 Assault Timeline (list and explain)

Wk 3 Prevent Vulnerability and Accessibility with Barriers (list and explain)

"Most criminals usually don't have an alternate _____ but rather an alternate _____."

Wk 4 Levels of Awareness (list and explain)



Wk 5 Perceptual Reactions to a Violent Attack (list and explain)

Wk6 Psychological Reactions to a Violent Attack

The _____ is your cognitive thinking process. It's when you are confronted with a situation in which you have _____ to asses the situation thoroughly and respond decisively. You will go through a 4 step process:

_____, _____, _____, _____

When there is no time for the conscious mind to rationally think through the problem, the _____ will automatically reference an instinctive response or a general course of action from a previous experience. If there is nothing in memory that relates to the current situation than cognitive _____ will occur.

Wk 7 Physical Reactions to a Violent Attack (list)

Wk 8 Possibility of Injury

_____ of injury should not deter you from fighting back

Even if you are hurt it's essential to keep _____

Keep in mind the initial wounds may not be _____

The sooner you _____ the attacker the fewer injuries you'll receive and the faster medical attention can be obtained

A crucial factor in surviving combat is the determination to _____ and

Wk 9 Survival Mindset

The will to engage the opposition without stopping even if _____, until the attacker is no longer a threat. Only with a _____ will an individual have a fighting chance at escaping and surviving a violent encounter. If an individual doesn't possess the proper mindset for combat, then the sudden shock of being attacked will mitigate any skills and he/she will _____. To harness this instinct, turn fear into _____ and _____. Focus this emotion against the attacker until the threat is neutralized.



Wk10 Use of Force

Avoid any confrontation whenever possible: the fight you always win is the one you were never in. Almost all attacks are avoidable if you do not become _____ to your surroundings.

For use of force to be justifiable it must be _____ and _____, the threat itself must be _____ and _____. Justified force must stop once the threat _____.

Survival is always a fair game no matter how dirty you play. Your attacker will not give you any advantage or dignity while attacking and violating you, so you must be willing to respond at that same level. "Remember that your attacker made the decision to play with fire by attacking you, so if he gets burned that's his problem."

Wk 11 Facing multiple attackers

_____ is key to keeping attackers off balance

Hit and _____, engage the _____ threat then move on to the next

Your goal is to eliminate the threats _____ at a time and not everyone at once

Use your _____ and the _____ as physical barriers

Briefly look at their _____ and assume hands out of sight may contain a _____

Wk 12 Improvised Weapons

When you are in a physical struggle to defend yourself, you must be able to identify and use anything in your _____ to your advantage. There are generally 4 types of improvised weapons:

_____ weapons (blunt and bladed) - any object you can strike with

_____ weapons- anything you can use to stop, block, or deflect an attack _____ weapons- things you can throw or spray in the attackers

face _____ weapons- something that can be used to tie up an attacker

Remember that your goal is to create an _____ and _____. You should never engage in conflict _____ than necessary because doing so will only increase your risk.

How will Krav Maga help your business model?

What action steps will you take to implement Krav Maga successfully into your school?



MANUAL



Things I Will Do Immediately When I Get Home

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



Thank you for Attending the Warrior Krav Maga training,
We hope that you have learned something new that will
assist you with your Adult Program or start a new program.

We ask that you take a minute and answer a few survey
questions for us on the page in the back of your manual and
leave it with Miss Harrison prior to leaving . Thank you
again for Attending and Congratulations on
Surviving





www.WarriorDefenseFitness.com