

How to Become an Unstoppable Achievement Machine!

"The ability to concentrate and to use your time well is everything if you want to succeed in business--or almost anywhere else for that matter." -- Lee Iacocca

This month I want to pass along two powerful strategies to help you reach your goals. The first is called the S.M.A.R.T. approach to goal-setting. S.M.A.R.T. stands for "specific, motivating, achievable, relevant and trackable". Let me explain:

The "S.M.A.R.T." Way to Set Goals

Specific means your goal is crystal clear ("I want to be a black belt within three years"). Motivating means it's something you really want ("to be a black belt"). Achievable means your goal is realistic ("purple belt in a year, black belt in three years"). Relevant means it's something that will pay a dividend or benefit in your life. Something that matters. Finally, trackable means you can measure your progress towards your goal. All these add up to the S.M.A.R.T. to reach your goals. It's an excellent framework and way to set your goals. It's the first thing I want you to think about this summer when it comes to hitting your

targets.

Still, with all these in place, I've come to the conclusion that there is another little-known part of achieving goals most people never realize. It's called momentum. I believe that momentum plays a big role in achieving your goals and it's something that separating the achievers from the also-rans.

I mean, have you ever thought about why some people are great starters, but poor finishers? Or why some people meet a challenge head-on - and overcome it - while others lose steam and give up on their dreams? Or how some people struggle every step of the way while others are drawn to their goals like a magnet? I believe the answer is momentum.

What Is Momentum?

Momentum is defined as the **force** or **speed of movement**. Momentum is actually a natural law of the physical universe. Here's an example. Did you know, for example, that it takes a **lot of force** to get a steam



Ms. Patty Lorenz
5th Degree Black Belt

IN THIS ISSUE:

- Feature Article: Goal-Setting: **How to Become an Unstoppable Achievement Machine!**

- July 2010 Student Of The Month: Bailey Ellenwood!

- Calendar of Events
- Announcements

- Welcome to the Family!

New students and upgrading members!

- Student Birthdays

- Taekwondo Trivia!

- Referral Reward

- And much, much more!

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locomotive moving down the tracks? But once that locomotive is *moving*, it only takes 2 foot pounds of pressure to **keep it going**. That's about the same amount of force as pushing it with your hand. How can this be? Well, that's the power of **momentum**. It's how momentum works in the physical world.

However, momentum also plays a role in **how events unfold**. This is especially true in sports. For example, when a football team is said to have momentum, it means they're on a roll, racking up win after win. They're overcoming great odds with ease and may surprise people with "come-from-behind" victories. They're a machine. When a team has momentum on their side, they're like a steam locomotive driving forward to their end point. Unstoppable.

As a martial artist, when you have momentum working for **you**, things seem to work the same way: You breeze through classes. You surge with energy. You feel excited, pumped up and motivated. You rise through the ranks quickly. Sparring comes easily and you train effortlessly. It all feels somewhat "automatic": You're **moving rapidly towards your goals** and you see the light at the end of the tunnel getting closer every day. It's all falling into place.

It's one thing to have goals. It's quite another thing to have momentum on your side. When you have momentum working for you, it lights a fire under your actions and sustains your energy over the long haul. Here are some of the ways you can keep your momentum level high this summer:

Start in the Morning

Morning is the best time to review your goals, commit to a plan of action for the day and get your mind "set" in the right direction. A very helpful thing to do when setting goals is to write a simple statement of your goal on paper and read it out loud every morning without fail.

Here's an example: "I intend to reach the rank of 1st degree black belt by December 2011. My plan of action is as follows: I will attend two days a week of classes, practice two nights a week on my own, attend four tournaments per year and upgrade to Leadership when invited". And so on.

A few sentences work just fine. Read your goal once aloud in the morning to get your day started on the right track and keep you focused on what you need to do on a daily basis to move closer to your goals. I guarantee: do this for just one month and you'll be amazed at the results. You'll feel like you're on a roll.

Immerse Yourself in Your Goal

I've said it before and I'll say it again: **reaching a goal takes sacrifice**. This means you must give up the time you would otherwise put into other activities. Things like watching TV, hanging out with friends, playing video games and lounging around. The way to combat these momentum-breakers is by immersing yourself in your goal. Here are some ways you can do that:

Read magazines that relate to your goal. Reach out and interview other people who have achieved your goal. Ask them how they did it. Follow their advice. Or, jump on the internet and do some research. Read about your goal and see what's involved. What challenges

have other people faced and overcome when achieving your same goal? Attend more tournaments and "fight nights" at other schools. Bring your friends to class. Watch YouTube videos of past tournaments. Stay in the loop. A couple of months ago I answered a question about what to do if you were going on vacation this summer. Much of the answer revolved around keeping yourself "in the loop" even though you were physically removed from our academy.

Live your goal. Breathe your goal. Sleep your goal. If you think this seems a little single-minded, it is! Remember: achieving a big goal always involves a tradeoff: a tradeoff in time and energy. This means instead of being mediocre in three or four things, shoot for the best in one thing. Focus. Digging in and learning as much as you can builds your momentum in a big way.

Give Yourself Constant Reminders

Apart from reading your goal aloud every morning, you can also **post reminders** in other areas. For example, one lady I know sticks Post-it notes on the edge of her computer monitor. Every time she's composing an email, writing a blog post or researching on the web, she sees her goal and is reminded of it. Her goals are always in her peripheral vision.

Another man had a goal to lose 50 pounds within six months. He thought to himself, "How can I see my goal each and every day without fail?" So he came up with a novel solution: He wrote his weekly weight-loss goals on his bathroom mirror in semi-

permanent ink. Every week on the same day he weighed himself and wrote his current weight on the mirror. This clue d him in every week **and** told him if he was on track to reach his goal or not.

Both of these people discovered that consistent **feedback** and **reminders** helped build their momentum, stoked their resolve to hit their goals and, as you can imagine, they both reached their goals without a hitch! Try it. Give yourself reminders to help build your momentum.

Step it Up a Notch

Sometimes if you feel your energy level starting to wane, you might be tempted to back off a bit or train less. You might even think a short break will do you good. That if you put things on the back burner a while, your motivation level will start to move back up.

But almost every time, the **exact opposite** it true: This is precisely when you need to **step up your**

training and take it to the next level.

See, sometimes when you have momentum working *for* you, you may not feel as challenged as before. You're now on a roll and learning has become easy. Second-nature. You might mistake this for boredom or being burnt-out.

So if you're in that situation, adding an **extra challenge** helps you sustain momentum and propel you to your goal faster. And you can do it one small step at a time.

Here are some examples: You could add one class day per week. You might want to join Black Belt Club or Leadership. You could attend a few extra seminars. Or visit another school on a fight night and spar some different people. Attend a few tournaments outside of your region. And so on. Just mix it up and push yourself a little bit more. When you take your training to the next level in this way and get more involved, your momentum will pick up speed.

No Excuses

This is a biggie: never accept **excuses** from yourself. Follow through on your goals, keep your action moving forward and avoid things that break your focus. You must exercise self-control and self-discipline on every step of your journey.

It's like the "shark theory". Did you know some sharks must keep moving forward in order to survive? It's true. If they stop swimming, water doesn't filter through their gills and they suffer from lack of oxygen. Achieving goals works the same way: on the path to achieving your goal, your forward movement must never stop.

Final Thoughts

Now that we're into the "dog days of summer", it's tempting to ease up on your efforts or lose focus mentally. Don't let that happen. You're worked hard to get to this point. Follow my tips in this article to keep your forward momentum dialed in.

-- Ms. Lorenz

Goal-Setting: A Contrarian's Viewpoint

When setting goals, the best thing to do is make your plans public, so others can hold you accountable and keep you on track. Right? That's the *traditional* advice. But Derek Sivers, the successful entrepreneur who founded **CDBaby.com**, has a **very different take on goal-setting**. It's a contrarian's viewpoint. Let's see if you agree:

In a controversial blog post entitled, "*Shut up! Announcing Your Plans Makes You Less Motivated to Accomplish Them*", he said:

"Tests done since 1933 show that people who **talk** about their intentions are less likely to make them happen. Why? **Announcing your plans to others satisfies your self-identity just enough that you're less motivated to do the hard work needed.**

In 1933, W. Mahler found that if a person announced the solution to a problem and was acknowledged by others, it was now in his brain as a social reality, even if the solution hadn't actually been achieved.

Since both **actions** and **talk** create symbols in your brain, talking satisfies the brain enough that it neglects the pursuit of further symbols."

In other words, talking about your goals "tricks your brain" into thinking the goal **was already achieved**. So you put less action into achieving it. You feel satisfied, even if you haven't reached your goal.

Lots of people disagreed with Sivers in the blog comments. But **what do you think?** Do you find you achieve your goals more consistently when you tell others and they can hold you accountable? Or do you find you follow through more when you keep quiet? This, by the way, does not contradict the S.M.A.R.T. approach to goal-setting, just whether you make your goals public or not. Discuss this with other students and/or your parents or instructors. I'd like to hear your feedback! (Source: www.sivers.org)

July 2010 Calendar of Special Events

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
					School Closed	School Closed
4 	5	6	7	8	9	10
11	12	13	14	15	16 High Rank Testing 6:15 pm All Leadership Meet @ 5:00 class	17
18	19 Testing Week	20	21	22 Tiger Day Camp 10 am – 1 pm	23 Tiger Day Camp 10 am – 1 pm	24 Belt Ceremony 1:30 pm
25	26	27	28 K4K Day Camp 9 am – 3 pm	29 K4K Day Camp 9 am – 3 pm	30	31

July 2010 Special Announcements:

TIGER DAY CAMP

Ages 3-6 years

- ♦ Learn basic weapons
- ♦ Safety First Seminar
 - ♦ Board Breaking
- ♦ Free t-shirt & weapon
- ♦ Games & Activities
 - ♦ Fun-Fun-Fun
- ♦ Lunch & snacks provided

Cost \$150

If you need to make payments
Just speak with Ms. Turner or Ms. Lorenz

K4K DAY CAMP

Ages 6-12 years

- ♦ Creative Form Competition to music
- ♦ Trick Kicks/ basic fundamentals
 - ♦ ATA Fit competition with prizes
 - ♦ Free t-shirt & practice target
 - ♦ Games & Activities
 - ♦ Lunch & snacks provided
 - ♦ Basic Ground defense

Cost \$150

If you need to make payments
Just speak with Ms. Turner or Ms. Lorenz

Help Make Your School Number #1 On Google and Yahoo!

Help us rise through the ranks of Google!

As you know, find more and more new students find us through **search engines** like Yahoo and Google. They go to Google and search for, say, “martial arts” or “self-defense” along with our city. A list of schools pops up and they start emailing and making calls. It’s happening more and more. A couple months ago I asked you to leave **local reviews**. A bunch of you participated and I really appreciate that. Now this month, I have another offer for you. It’s called “Backlink Bonanza” and here’s what it’s all about:

We’ve set a goal to be #1 - **and stay at #1** - on Google when somebody searches “martial arts”, “self-defense”, “Karate” and “Taekwondo” in our local area. And if you help us do that, I’m going to offer you a big bonus. All you have to do is link to our website (www.atawekick.com) from your **Facebook** page, Myspace page, **blog** or **website** and we’ll give you a **full 10% off next month’s tuition**. It’s similar to the “reviews offer” we did a few months back. To link, just log onto your blog, website or Facebook page or Myspace page and **create a link to our site with any of the following terms:**

“martial arts Westminster”
“self-defense”
“Karate for children (kids)”
“Taekwondo ATA”.

When somebody sees “martial arts **ourtown**”, they click on it

and it takes them to our website. Google will pick up that link on your Facebook page, blog or website (even your company website) and **push us up in the rankings**. Even better, if somebody you know **sees** that link and enrolls here at our academy, **you get our referral reward**, too!

So, again: two big incentives for you to link to our website:

- 1.) 10% off your next months’ tuition
- 2.) Referral reward for anybody who clicks on that link and enrolls here!

Only one catch: this link must be on a **public accessible** Facebook page so Google can find it - or a **permanent** page on your blog or website. A temporary link (for example a “tweet”) won’t work. It must be permanent.

Once you have that link on your Facebook, Myspace page, blog or website, write it down on a piece of paper and discount. It’s that simple. And don’t worry: If you need help on how to create that link, please see me. **YOU don’t need to be a computer expert**. There are a few computer savvy students around here who can help. And it’ll take just a few minutes. So get on it! And let’s watch us rise through the ranks of Google and Yahoo!

PS - if you’re a business owner, you should copy this offer and ask your customers or clients to do the same thing. It’s incredibly powerful and a ton of fun to pass the competition as your website rises through the ranks of Google!

Welcome to the Family! New Members and Upgrades

New Members:

Seth Thompson
Cameron Munholland
Zander Girton
Curtis Ross
Lillie Vail
Zoey Wuerschmidt
Ashton White

New Leadership Members:

Gabby Bunko
Leslie Gutierrez
Alan Molina
Ryan Troger
Sydney Johnson

Eligible Upgrades:

Christian Larsen
Brittany Butkovich
Maryssa Stone
Dylan Stone
Anthony Stone
Alonso Quintana
Brenndan Gomez

July 2010 Student of the Month!

Bailey Ellenwood

An Unstoppable Goal-Setter!

There are lots of students who are building momentum (even in the middle of the summer) and getting closer to their goals each day. I'm impressed with many of you. However, one student stands out when it comes to setting and achieving goals. That student's name is Bailey Ellenwood and he is my pick for **Student of the Month for July 2010!**

Here are some of the goals Bailey set and achieved this last year alone:

Goal #1: To become Colorado State Champ

Goal #2: Be able to do a 540° kick in the demo

Goal #3: Top Ten Competition (Went to World's to start his goal!)

Goal #4: Placed 1st in Forms competition at World's

Goal #5: To learn and compete with the Broad Sword!!

His incredible focus, dedication to his goals, attention to detail and follow-through is something everybody else could learn from. He's a great example of how following the S.M.A.R.T. approach to setting and achieving goals really works!

Bailey has a great work ethic. He knows that to improve or be on top you have to



July 2010 Student of the Month
Bailey Ellenwood!

make sacrifices and practice a whole lot!

Special congratulations to Mr. Bailey Ellenwood who is ATA Thornton Martial Arts' Student of the Month for July 2010!

Ms. Lorenz

Student Birthdays for July

Colby Sear	July 8 th
Jose Bautista	July 10 th
Brennen Ericksen	July 15 th
Nathan Kulhanek	July 20 th
Nathanael Torres	July 28 th
Liam Skulley	July 31 st

Happy Birthday

From:
Ms. Lorenz, Ms. Turner, Ms. Skulley,
Ms. N. Lorenz, Ms. Shuey, Mr.
Leifheit, Mr. Lance Shuey, Mr.
Benjamin Price



It's time for... **TAEKWONDO TRIVIA**
Test Your Martial Arts Knowledge...and Win!

Student Name _____

According to the main article:

1.) Momentum is defined is:

- a.) A natural law of the universe
- b.) Speed or force of movement
- c.) How events unfold
- d.) All of the above

2.) Morning is the best time to...

- a.) Review your goals
- b.) Commit to a plan of action for the day
- c.) Get your mindset moving in the right direction
- d.) All of the above

3.) A man who wanted to lose weight...

- a.) Wrote his goal on a 3" x 5" card
- b.) Told his friends to "get on my case" if I gain weight
- c.) Wrote his goal on the bathroom mirror
- d.) None of the above

4.) When you feel your energy level starting to drop, sometimes the best thing to do is...

- a.) Step up your training and take on a new challenge
- b.) Add one more class day per week
- c.) Join a higher level program like Black Belt Club or Leadership
- d.) Go to some tournaments
- e.) All of the above

5.) Sharks must...

- a.) Keep moving forward or they die
- b.) Stay off the Florida beaches
- c.) Serve as a "tough" reminder to hit your goals
- d.) Be going extinct from fishermen's goals
- e.) None of the above

Don't forget! Any student who answers all the questions correctly (without help from an adult) wins a \$5 Karate Dollar towards their next testing, something from the pro shop or tuition! (Note: one Karate dollar per purchase, please).

Referral Reward Program

I'd like to thank those of you who have participated in the Student Referral Program! Marketing for new students costs us tons of time, money and energy. Like any business, we need new students to stay in business. Over the years we have found that looking for new students takes away from the time we would rather be spending with you and for you and teaching other students!

If I've already helped you or your child with Tae Kwon Do instruction, then you know how well I serve my students. When you refer your friends and relatives to us, everybody benefits. We can serve you and your kids better. You receive a nice gift. And we assure that we'll take the very best care of any friends or family that you refer our

way! For more information about our referral reward program, just give us a call at: 303-426-6456. It's a great program where, as our way of saying "thanks", we send you a token of our appreciation for recommending us!

Also: If you would like any of your friends, coworkers, relatives, business acquaintances, etc. to receive a FREE subscription to this newsletter, please call me at the same number: 303-426-6456. We'll also send them a note with their first issue telling them that you suggested they receive this newsletter, and to contact us if they would like it to stop at any time. If you enjoy this newsletter, share it with people you know, with no hassle for you!

July 2010 Special Offer: Help Get Us to #1 on Google and Win!

“Backlink Bonanza!” Link to Our Website and Get 10% Off Tuition!

Want an easy way to get 10% off your tuition next month? Well, then listen up: Through the end of the month we're having a “Backlink Bonanza” contest here in our academy. Here's how it works: Link to us from your public **Facebook** page, **Myspace** page, **website** or **blog** and get 10% off your tuition!

The goal is to have as many backlinks coming in to our website as possible. When Google sees all these backlinks coming in, they **push us up in the search engine results**. Our goal is to become (and stay at) #1 for the following search terms: “martial arts”, “self-defense”, “Karate” and “Taekwondo” in our local area. This helps us enroll more students and change more lives. This will take everybody's input! So join up and let's all work hard to make this happen! **See page 5 for details! Link and WIN!**

July 2010 Special Offer: Help Get Us to #1 on Google and Win!

ATA Westminster Black Belt Academy
Dba ATA Karate for Kids
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Westminster, CO 80031

