

This approach is more efficient for them *and* lets them stay closer to their child. Even parents who are typically reluctant to get involved in fitness programs will be more likely to in a familiar environment, with people they already recognize.

But, don't assume that because your parent group is *likely* to join, you shouldn't promote your new fitness class to them anyway! Make sure you let all your parents know that you're starting a new fitness class, and you'd love for them to join. Offer a discounted rate to anyone who has family already enrolled in your martial arts program. You can also hold a "Bring a Friend for Free" class, or offer a discount to anyone a paying member brings in.

You also need to promote your fitness class through whatever channels you're already using to promote your conventional martial arts classes. Chances are you have a website and a Facebook page for your school.

Consider creating a new page on your site, as well as a separate Facebook page, for your fitness classes. Use these platforms to promote the new classes. Remember, you're targeting a demographic that *doesn't* want to fight or engage in contact sports. So, creating a clear division between your martial arts and fitness classes is important to attract those customers.

How Does It Benefit My School?

Adding a fitness class adds several revenue streams. First, you're adding an extra class that you can charge for. As you've read, a fitness class doesn't take much equipment to create. Even if you invest in additional bags or exercise equipment, the revenue the class brings in can quickly make up for any costs.

Having a fitness class in your school can also boost sales in your pro shop. If you're going to have your fitness students strike bags, you should require that they wear gloves to reduce the chance of hand and wrist injuries. Make sure you stock cardio or bag gloves in your pro shop. (These are different than gloves used for sparring and martial arts.)

Let your fitness students know that the gloves are available for sale, and that you require them for participation. They already see you as an authority, so they'll be more likely to buy from you.

Besides gloves, you can also sell custom t-shirts. Ideally, you should create a separate logo for your fitness program that is different from that of your martial arts school. This branding will further differentiate the programs. It will give your fitness group the same sense of unity and belonging that your martial arts students gain from wearing team uniforms.

The Uniqueness of Jungshin Fitness®

You matter! This is the message rooted within the cutting edge, modern-day fitness experience called Jungshin Fitness. This full-body, rotational workout uses wooden practice swords, combined with Eastern martial arts and modern conditioning techniques, to offer a playful, dynamic, warrior way of exercise. This legendary tactile tool helps to increase mental focus and the ability to be radically present, even as you're kicking, jumping, stretching and targeting your core.



Jungshin literally means, “focused-mind,” and promotes both the neurological and physical benefits of mindful meditation in easy-to-follow patterns that provide quick, body-mind benefits over short periods of time.

Created by Annika Kahn, four-time world grand champion in the Korean art of kuksoolwon and competitive athlete in swimming and rowing, Jungshin offers a comprehensive workout. It offers the ancient benefits of the East with the functional exercises of the West, to give the practitioner radical health benefits following the way of the sword.

What sets Jungshin apart from other forms of movement that elicit mindfulness, strength, rhythm and power, is its intimate connection to directional momentum training, and the dynamic play between aerobic and anaerobic exercises.

The sword becomes an extension of the body’s natural range of motion, thereby creating space within the body to breath better, move easily and burn calories efficiently. Jungshin uses the sword as the momentum tool due to its accurate and aerodynamic construction. It makes it easier for the body to engage every muscle of the body in effective ways.

It is founded upon an eight-by-eight system of carefully-crafted stances and strikes. Together, they form 64 fun, warrior-like and energy-building exercises designed to energize and optimize your body from the inside out.

Each stance and strike offers precise stimulation to the organs, a physiological benefit created by Jungshin’s directional-momentum style.

Former vice president of 24 Hour Fitness and current owner of Yeswreback, Richard Boyd, says, “Jungshin is a well-balanced and well-designed workout that uses the muscles in the body, trains the brain to a high degree, and moves the body in multiple planes of motion to create the best effects on organs, connective tissue and the body overall.”

Jungshin is becoming a global fitness experience. As Jungshin founder Kahn says in her company’s mission statement, “We believe that everyone has a warrior within. We honor our sacred ancestors and learn from the wisdom of those who moved before us. We invite you into the world of swords, alignment and cutting-edge health.”

