



BEYOND THE 'FIGHT'



TRAINERS PROGRAM



Changing The Way Modern Martial Arts Is coached, Viewed & Experienced!

Thank You for your interest in the CMD Trainers Program!

“Heretics”! That’s what many in the modern martial arts world are calling us. Are we crazy to think that we can offer both a functional and real modern martial arts experience that will work in self-preservation, but at the same time hold true to martial arts as a positive philosophy and way of life? Do we in the CMD really think that not everyone in the modern martial arts world is getting off on physically dominating the next guy? Do we actually believe that there are people out there who want to train not just to learn how to fight, but want their martial art experience to enhance their lives?

You beat we do!

We sure have shown over the top, underdog bravery. CMD is now taught in over 15 countries around the world and growing, we have proved that there are thousands of people who want a modern martial arts experience that not only creates champions on the mat, but in life as well!

We did not invent martial arts but we are certainly pushing the modern martial arts experience as far as it can go. What we offer is not for everyone. And that is a really good thing. CMD is for a specific kind of person.

We believe that the world of modern martial arts has gone astray. In fact it is plain dysfunctional. There seems to be a trend towards either an exclusive focus on reality based self defense training, often steeped in unhealthy rhetoric and paranoid psychology or an exclusive focus on competitive success. Where winning is everything not matter the cost- yet there tends to be no focus on martial arts as something that transforms lives outside of the ring.

Crazy Monkey Defense is facilitating an emerging need and based on our client's feedback, we have answered the call. After hundreds of hours speaking to our clients and asking everyday guys and woman who train with us what they most want out of a modern martial arts program, 5 things have become apparent:

1. FUNCTIONAL MODERN MARTIAL ARTS

Our clients want to train in a functional, dynamic martial art program that will prepare them to defend themselves and their families if ever called upon to do so. But they want this to take place in an environment free of meatheads, the fighter jock mentality, and the hyper-competitive "it is all about winning" or "ripping peoples throats out" attitude so prevalent in modern martial art schools today. As the 'Anti-Tough' guys of the modern martial arts world, we are up for the job. We are not going to make you more paranoid, more fearful of life or hijack your brain with... We believe real self preservation lessons can be taught without paranoid, kill-or-be-killed rhetoric.

2.FOCUS ON THE CLIENTS NEEDS AND GOALS

Our clients want a focus on their needs, what they most want to achieve out of their martial arts experience with us. Not the 'styles' and not the Trainers agenda. Our clients want a say in what is taught to them, to co-design the program that is offered to them and mold that experience for their future with us. CMD is therefore not us, not Rodney King, but rather YOU!

3.A FOCUS ON THE 'TRADITION' OF MARTIAL ARTS AS A LIFE PERFORMANCE TOOL

Our everyday clients who make up most of our clientele are mature, professional and healthy minded individuals. They have families and careers. They don't purposefully place themselves in situations that would endanger their lives. While they train with us a few hours a week, they know that they may never use what we coach them. Therefore what they gain from their CMD martial art experience is far more important in the 23-hours of everyday they are not with us. Our Clients have asked for a martial arts program that is 'modern', current and up to date, but still holds true to the 'old' martial art values and the Warrior Mindset. Just like the good old days when martial arts were a way of life, not just a tool to dominate other people. As CMD Trainers we offer martial art for life!

4.A FOCUS ON SOCIAL CONCIOUSNESS OF WHAT IS TAUGHT

Our clients want their modern martial art experience with us to be Socially Conscious. They want their Trainers, that's us, to care how what we coach is used, how it impacts the society we all live in, and ensure that what we coach is sustainable and GREEN for their 'minds'.

5. A FOCUS ON BUILDING THE WARRIOR MIND-SET

Our Special Force Operators and Law Enforcement Officers asked us for a program that will save lives. To teach them how to use CMD as way to develop a Warrior Mind-Set and ironically an experience that would transcend their careers. While we coach them in the skills that are necessary to survive the field, we also impart the essential mental game qualities everyone needs for the battlefield of life. And even if you are not in Special Forces or Law Enforcement we will teach you that too!

Thank You again for taking the time to find out about the CMD Trainers Program. Feel free to contact me at anytime to discuss anything written in the information pack. I am always available!

Rodney King

rodney@crazymonkeydefense.com

**Rodney King- Creative Monkey
& Brazilian Jiu-Jitsu Black Belt**

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Where Clients Co-Design Their Experience With Their Trainers. Creating Clients For Life!

Most martial art instructors and business owners today either specialize in;

- * Reality Based Self-Defense Training,
- * Competitive Martial Arts such as MMA,
- * Or on tradition and centuries old styles of martial arts,

While all these are important depending on the clients needs and should be taught, the CMD focuses on using martial arts first and foremost as a life-performance system. The reality of martial arts is that most people who train in it will never be called upon to use it in self-defense and most will never compete- but everyone who trains in martial arts can use the psychological, emotional and strategic tools they learn from it's practice to perform at their best in their life and career.

Sadly today most martial art programs spend little or no time on martial arts as a life performance system. Most martial art instructors have no idea how to deliver this aspect of martial arts effectively for the 21st Century client.

This is what CMD Specializes in. This is what makes CMD different.

This does not mean that CMD does not teach functional martial art skills, we do! The endorsements we have received from Special Force Military and Law Enforcement Proves this.

CMD does not neglect the competitive path. The endorsements we have received from world champions in Muay Thai and MMA proves this.

CMD does not neglect a positive healthy philosophy so prevalent in traditional martial art schools. The fact that CMD is first and foremost about a positive, healthy expression of martial arts proves this.

But what happens when you design a cross-platform martial arts program that is focused first and foremost on martial arts as a life performance system?

It organically grows into a program that is widely endorsed by Special Forces, Law Enforcement, Performance Psychologists, World Champions and thousands of clients around the world.

No matter what martial art style you come from, no matter where you are now, you can become part of the CMD Team and represent the next wave of martial art trainers. Trainers who use martial arts as a vehicle to help their clients become champions on and off the mat.

REQUIREMENTS AND WHAT YOU GET

After you have signed-up online as a Trainer-in-Training in the Crazy Monkey Defense Program and paid your yearly licensing fee you will be given access to our online Trainer Centre and Online Gym. This will give you access to our constantly evolving curriculum, coaching videos and a way to connect with other CMD Trainers and clients from around the world. The Trainers Centre and Online Gym has hundreds of hours of streaming instructional video, all categorized and many attached to specific themes. For example there is the Fight Compass Theme that outlines the major styles of opponents one may come across and how to strengthen those styles. This is a great tool for your more advanced clients.

In addition each year you are personally invited to attend your compulsory yearly Trainers Training Camp. The fee for all the training that takes place over 5-Days, more than 40 hours worth of hands on coaching is included in your yearly license fee. This is an amazing 5-Day one of a kind experience where every aspect of the CMD Program is covered from how to coach the CMD Method, building real performance in your clients and how to run a successful CMD Business. This experience is specifically designed to give you the tools to be an amazing modern martial arts coach.

For the rest of the year when you are not at the 5-Day Trainers Camp you still have access to our expanding online coaching library and your fellow Trainers via our online Trainer Only discussion groups.

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Trainer Camps currently take place at the following locations each year:

For North & South American Trainers: June, Bellflower, California.

For United Kingdom & Europe: April, Manchester, England.

For Asia & Australia: August, Kuala Lumpur, Malaysia & Perth, Australia.

For Africa: Every Friday night, Johannesburg, South Africa.

** Dates are subject to change. 3-months notice will be provided. All TnT's and Trainers are responsible for their own hotel and necessary flight costs during the 5-Days of training.*

Further more all Trainers-In-Training will be assigned a Senior or Junior Mentor to help guide them during their time in the CMD Trainers Program. This is an invaluable resource to have someone guide you who already is a licensed CMD Trainer.

WHY LICENSING AND NOT CERTIFICATION

Every 12-months you are required to pay your Trainers fees again to remain in the program and to renew your Trainers License. Every twelve months you are given a new Trainers License after attending your Trainers-Training Camp that gives you the right and privileges to continue to coach the CMD Program and to advertise your relevant level and qualifications within the program. We believe that the licensing method is far more robust than a certificate.

Unlike many other martial art organizations that hand out instructor certificates like candy, in order to remain an active Trainer in the CMD program you have to continuously improve and you have to keep your physical and coaching skills sharp and up to date (Why wouldn't you want to?). This means every year amongst other requirements, you are required to attend a Trainers-Camp to remain a Trainer in the CMD program.

On Joining The Trainers Program & Becoming Licensed

When you join the CMD Trainers Program you are immediately recognized as a Trainer in Training. In order to move from Trainer in Training to a licensed Trainer you must have completed,

1. A minimum of 12-months in CMD Trainers Program.

2. Attended at least 1 Trainers Camp and completed all your designated TnT modules.

3. Engaged fully in the online Trainers program and discussion groups for a minimum of 12-months.

4. In addition if you are coaching or running a martial art school, have personal training clients etc, you have to have a dedicated CMD Class or active CMD training taking place in your facility. This must be a stand alone class and not CMD "mixed into something else". CMD is a unique complete system that deserves to be taught as it's own entity. If you would like to join the Trainers program, but currently do not coach anyone or at least not on a regular basis -but have the intention to coach at some point in the future- you may join the program as well.

The bottom line we want to promote a real CMD experience, which outside of the physical characteristics of the program, has a unique coaching approach, environment creation and methodology- to give the program the justice it deserves and to ensure the clients you coach have access to that unique experience we believe CMD should be taught independently.

WHEN CAN YOU BEGIN TEACHING CMD?

The minute you join up with the CMD Trainers Program you can begin teaching CMD.

How can we allow this?

There are several very good reasons for allowing people to immediately teach CMD.

1. You are probably an existing martial arts instructor with a school or you are planning to open one. This means not only do you want to recoup your investment in the program you also want to begin gaining experience in teaching the program. The only way to do this is to teach.

2. As long as you don't misrepresent yourself we see no harm in allowing people to immediately teach CMD. You will be advertising yourself as a Trainer-in-Training, not a licensed Trainer. Trainer-in-Training is exactly that, someone who is 'training' to become a Trainer. They are not Trainers yet. As long as you make sure your clients know this distinction, then you are not misrepresenting yourself to them or misrepresenting your position within the CMD organization.

3. Unfortunately there are several unethical martial art school owners who say they are teaching CMD without our backing or belonging to the CMD Trainers Program. Some people even blatantly pass off our material as their own. Unfortunately this is the nature and state of martial arts where unscrupulous martial art instructors and school owners who do what ever they want, to make a buck even if they have no right to use the CMD name or brand.

With this in mind it makes no sense then to not allow legitimate instructors who are in our program not to teach from day one. The difference between them and the fraudulent ones are obvious. The instructors enrolled in our Trainers program are learning how to deliver the entire CMD program, have access to all the relevant expertise and material needed to be a successful as a CMD Trainers and Representative.

THE OTHER COOL THINGS ABOUT THE CMD PROGRAM

A continues updated program-

We believe that learning never ends. To this end we continue to innovate and create new and exciting coaching tools for our Trainers. From developing e-books, instructional video and audio coaching tools- we continue to show all our Trainers why our focus is and always will be on them and on their needs. We are dedicated to helping a continued development of all of our Trainers coaching skills and careers for the future .

Access to our world-class faculty. Ask questions, get them answered and learn-

We have a world-class faculty ranging from experts in multi-media, sport psychology, counseling, fitness, health and off course martial arts instruction. All these faculty members are available to you should you require any information on those fields listed above or if you have questions relating to them. This is mainly done through our Trainers Only Discussion Groups but you may also e-mail the appropriate person as well.

Trainers Only Discussion Groups-

There are several Trainers only discussion groups covering the major components of running a successful martial arts based program from a coaching discussion group, business matters, branding as well as discussion

on how to develop a winning environment for your business and the clients you coach. This is a great opportunity to chat to other Trainers from around the world and collaborate.

Access to Rodney King, Anytime-

Outside of you been assigned a CMD Mentor you are welcome to contact Rodney anytime either through Skype, e-mail or by phone. Rodney is there to help you no matter the reason and you can call upon his experience should you require it.

Access to Our Tele-classes-

Tele-classes are held every so often and cover various aspects of the program from coaching to business. These are fantastic opportunities to learn and grow more within the program. We also often have special guests that host these sessions or are interviewed with a Q & A after each tele-class.

Use of the CMD name and Branding-

As part of the Trainers in Training program or as a licensed Trainer you may use the CMD name in advertising, in your studio or on your website. You also have access to our branding material. In addition depending on your level of qualification you may use your CMD Trainer status for advertising, on business cards etc...

Additional Benefits Of Our Online Trainers Gym-

1. Contribute - Every trainer is an author of CM content. Share your knowledge with the community.
2. Members profile - your own public profile to promote yourself, with content you control.
3. TinT Training Themes - GAME Cube, coaching, marketing, business and branding information at your fingertips.
4. Priority preview of new content and themes on our online membership program.
5. Video feedback - use the member's video to post coaching clips to measure your coaching progress or be critiqued on classes you have held.
6. Trainers Downloads - a library of marketing, business and public relations material.
7. Special Trainers promotions.



When you join the CMD Trainers Program you join a TEAM. There is no politics in our organization, we all collaborate, share and help each other become the best coaches we can be.

We invite you to join us and help us change the way modern martial arts is coached, viewed and experienced.

We need you!