

# Kids BJJ Revolution Transcript

Please realize that this is transcript. Grammar and punctuation is difficult when making a transcript.

Hello there! My name is Korbett miller and am the creator of the kids BJJ revolution program, what I want to do in this webinar is I want to help you to understand how you can be able to improve your youth program, dramatically. If you give me this 40 minutes, I promise you that you will be getting tons of information because I want to start with this idea of a problem and then a promise.

The problem is this, let's say your Adult program is pretty active maybe you have 50 to 100 adult students, they go to tournaments and there is a turnover of people walking through the door asking your about program, you're competitive, your students go to tournament and you get excited about creating the next generation of adults that are going to go out there and compete. But then, you look at your youth program and there is 3 or maybe 5 kids in your program and maybe you get a student or two a month ,max, and then you look at the Karate school down the street and they killing it! You know that jiu-jitsu is fun, jiu-jitsu is a great martial art and when people start to learn jiu-jitsu, it's like the brain lights up and they get excited about it. The kids are the same way by the way. What's the difference? That's the problem. So, I want to be able to give you some tips, tools and tactics that can really make a difference for you in just this next 40 minutes that's the promise.

The promise is if you pay attention to this webinar going to help you to be able to add 50 to 100 youth projected student in the next year if you can implement this three things am going to talk to you about. And again, that's the promise behind this. So a couple of housekeeping ideas. First I want you to pay attention, you will not be distracted by cellphone, people coming in or whatever. Do this webinar at a time you can really concentrate, I don't want you to take notes I am going to give you notes. If you watch till the end of this webinar, what am going to do is am going to give a transcript of everything I said so you going to have that for your staff development, for yourself, as a tool and a template to start making some of these changes to help out your program.

Why should you listen to me?

Well, am a black belt under Saulo Ribeiro, Saulo calls me the kid whisperer, I was just at the University of Jiu Jitsu t help celebrate their 10<sup>th</sup> Anniversary and was honored to teach the your Program for Professor Saulo and Xande I have that reputation as far as being able to bring things to the table to help youth in BJJ programs. I have had my school for the last 20years, have taught thousands of students MMA (mixed martial Arts) and my background is in Jeet-kune-Do, I got started in jeet-kune-do the Bruce Lee martial art idea back in the 80s. So I have that background. I have walked in both world, I have worked in the stand-up world and the jiu-jitsu world. We have a great following of fjiu-jitsu students they go to tournaments, they do very well, at NAGA they win swords and belts. So I am a real jiu-jitsu person, I am a black belt under Professors Saulo and Xande Ribeiro. I have competed as well in the maters category, have won the US open, got a gold in the masters universal world about 4 to 5years ago so I understand this world. I understand the world that we work in. so what I have done is that I delve into a whole lot of things the cry school have done and made something like Jiu-jitsu very specific, it's not a just couple life assignments, it's the way we teach, it's a whole lot of stuffs a whole lot of systems. Before we get

started I want to ensure you are ready and be able to focus your attention for this next 30 minutes or so and then lastly, I want you to think about how your school may change, how your life may change, how your family's life may change in a year. If you can imagine instead of having four or five kids on the mat you have like two rolls of ten. You have twenty students per youth class, you have 50 or 100 more new students, find 50 or 100 new students in that program, and how can that change the complexion of your school? I'm going to give you three very specific steps that you can take to start to make these changes. So, take note of the rest of the webinar I look forward to working with you. So am going to give you three broad categories of idea you can do to improve your program today. But the biggest one is the idea of systems, you have to have kids' specific systems for your youth jiu-jitsu program. What is a system? A system is an organized way that we have agreed we are going to do a task or a job in your school. Have read a book about systems and it's called Demystify, finding freedom in your small business. It's written from a standpoint of a martial art school order, about being an efficient school order, not being where I want to be and how I get to that point. And again it's looking through the prism of creating the systems. This so happen, that one thing is mostly the one thing that most jiu-jitsu systems lack but what I have done is going through the Kid BJJ revolution I have kind of replicated a lot of the systems that I have used in my school to grow it to up to 280 students and be able to keep it there for the last fifteen years. What am going to do is am going to describe for you the three specific ideas of systems that you need to have in your program for you to take it out from where it is right now to where it should be Specifically with your youth programming. Pay attention I will get to this but you going to ask one thing and it's SYSTEMS.

So, the first thing we are going to talk about is this idea of curriculum. You need to have a system around curriculum. The secret is this, teaching differently is not teaching badly. The first thing is to get inside of your head is who you are dealing with, like really young kids. You don't teach a third grader calculus just like you don't teach an adult basic math. We have to adapt our curriculum and it's not so much what you teach, but how you teach them.

How do you do that? Well, the adaptation happens through the delivery mechanism. I will give you an example and this is like a great way of thinking about this.

If you are going to teach a hip bump sweep to an adult, it might work like this, you say we are going to do the hip-bump sweep, you start in your classic guard, your close guard the person is sitting down the hips, they are not putting on their hands on your stomach or they could be pushing on your knee, so you going to sit up on your elbow, undo your feet and cross grip the sleeves, going to up my hand and get close to the person's body, then I am going to hit them with my hip and knock them over. You go over that a couple more times and ask if there are any questions and you say break on three and all the adults workout all over the floor and you walk and make corrections, everything is fine and awesome, you are a great jiu-jitsu instructor.

Do the same exact thing with kids, alright kids we are going to do the hip-bump sweep, you insert your classic guard, your close guard, person is sitting down the hips, they are not pushing on the stomach, they are pushing on the knee, so you going to sit on your elbow, undo your feet and cross grip the sleeves, go up on my arm get it close to the person's body, I hit them with my hip and knock them over and you go over that a few more times and ask if there are any questions and you say break on three. Then the kids go out and they are clueless, you may as well have been speaking Portuguese to all the

kids that have been speaking English or vice versa, half of them didn't even get what you just said, half of them when they line up their hand are pointing that way, there are two kid over there at the side of the mat they having a fun roll you have to go and reprimand, there is one kid who is slower than the rest of the group, it's kind of slowing everybody down because then someone has to just focus on that one kid while the other kids are not being prompted. So you spend some of your time trying to squeeze one or two reps out of that kid over there and the rest group is lingering.

So what do you do? This is what you do. This is called "teaching on command" and when people learn this, they try it and it changes their jiu-jitsu for their kids literally. I have had world champions tell me that this simple idea changed their jiu-jitsu for their kid program. So the way that we do this is I give a quick explanation. "Okay kids, this is the hip-bump sweep". I do it and then I say we are going to go through this together so I want you to line up on a dot with a partner in your closed guard, here is a lpro tip, you put vinyl dots on your mat, I know you are probably saying dots on my mat on my mat, I am not putting any dots on my mat. I have spent lots of money to get this mat. Well when you are trying to teach a few kids and they are lining all over the place and they are falling into one another, its chaos and they are constantly running in to one another, with your dots on the mat everyone has a place to line upsit. So dots on the mat, six feet apart and everyone is inside the close guard with heads on the dot facing you.

So what you going to do is you are going to say this with me, you are going to CRAB! The kids open their legs and put their feet on the floor.

Then you are going to say GRAB! They crab grab, the right hand goes across, everyone working with you like Simon says. I say you do.

Then I say LIFT! They lift up with their hips.

Finally I say then I say Flip, they flip the person over.

So crab, grab, left, flip then we go back to the close guard and we go over the same thing again. Ready, crab, grab, left flip. Everyone is doing it, everyone is getting involved and you are walking around as they are doing it and they do it for about five or six times.

And so now, what we are going to do is that we are going to string the command together am going to say crab, grab, left, flip and wait for me to say Go! I want you to do all those techniques. You say wait, crab, grab, left flip and everyone does it like synchronize swimming. Back to guard, close your guard, who is ready to go?

That's a good question to ask so that everyone participating will be in the set position. Ready? In a moment, crab, grab, left, flip, and go. They do it and come back over and close the guard and repeat for 4 or 5 times.

The third step is you say now am going to challenge you, you need to do that five times on your own. If the kids have done on command, on command with stringing then they are ready and can do it on their own, that's when you can walk around and make corrections as the instructor. Try "on command teaching" by the way, you can do almost anything, including your adult classes.

There are other strategies too. One is what we call “slow and right, fast and tight” this enables the trainer a great way to work with students after they understand a movement. Think of doing this like intervals of 25 seconds of work and then 10 seconds to switch roles.

So again you need to get your head around this idea of teaching “on command” with the students so again teaching differently is not teaching badly. You have to alter the strategy based on the age group. The 4 to 6 year old group is going to work a lot differently than the 7 to 12 years age group. What should be your outcome? You should always ask yourself what am I trying to do with this kid? Well you can't/or should not give black belts to kids in Brazilian Jiu Jitsu so what are you trying to do? You are trying to make a kid that when they turn sixteen or seventeen years old that has trained with you for five or six years, may have done tournaments and have done really well, that when they sit down and open up their birthday present, maybe inside one of their presents is a nice crisp bjj blue belt and that student can put on that blue belt and function in any room. That's what we are trying to do, we are trying to make an excellent blue belt and by the way, the better the blue belt, the better the black belt many people believe. So if we can reinforce this strong habit of closed guard, positional control, working self-defense and submission. Those are the things as young people that's going to give them a very strong base we have to alter the way we are teaching this kid and its going to make a difference in terms of your level of frustration and also how the children are actually going to learn. It's also a key to making sure that this is a program that is going to work for you.

The second is you need to understand the true value of why a new student is in your jiu-jitsu program. With adults its easy, you are teaching one person maybe two sometimes, in other words a spouse that wants to get involved in a program or asking question, about it but it's really educating your adult students about jiu-jitsu. With kids its different, you are not educating just the kids, you educating the parent so its two people that you are really having a conversation with so when you are teaching jiu-jitsu it's not just about jiu-jitsu, it's about creating value for the parent's so that they see that this is much more than how to wrestle with a jacket on or its only about self-defense. That's not highly valued because it's not that big of a deal. Isn't it? However, if you can change a child's inner life through the jiu-jitsu training, I mean if you can educate them about character traits the value of your program escalates immensely. The first idea that you have to get your head around is that your jiu-jitsu program has to be about delivering a value that's going to improve that student life far beyond them just coming and maybe winning a tournament or getting a Gold medal. It should be about evolving their character and I know this because I have a long term study of students who have been on my program. I have a blue belt right now, he just went to a tournament over the weekend and his name is Garrett. He is seventeen years old now, he has been a student of mine since he was four years old, no jokes. I have another student of mine he's name is Brandon, he's also working as a partner in this curriculum with me as one of the co-developers and is a great example of what jiu-jitsu and martial arts can do for a person. He is a brown belt and he is 22 years old and he's going to graduate from Seattle University with a Masters in Education, he is a rock-star teacher and he is very good jiu-jitsu player too. So understand what we are trying to do. We are not just trying to make rock-stars competitors but we are trying to make people that have a great understanding of the real sense of what martial art should be and that's what it should be about making ourselves into better people. And by the way, that's one of the things that karate schools do that you may not be doing, because they have very well fleshed out life skill curriculum and you can too. So I give you an example, what I have done in the kids BBJ revolution is that I have created this life skills curriculum that has a series. There is a poster here that gives you an overview of all the

things that we talk about in the revolution. So I give you ideas like courage, honesty, loyalty, self-discipline, honor, attitude, focus, habits and anger management. So that's why a parent has their child involved in your program. They can care less if you won Pans, Pans? What does that mean? You are inside the bubble and they are outside. All they want is what you can do to make my child listen better, to be more disciplined, to do better in school, to not lose their temper with their brothers and sisters, to make sure that they are obedient, they are respectful. Those are the things that the parents want they don't really care if they are a part of this specialized team or whatever. So in our curriculum we have all these things laid out for you. Literally, there are all these "mat chats" in other words how you and your instructor can present a "courage curriculum". They believe in doing something difficult and that's the courage. Mat chats, there is an assignment inside so the kids literally has an assignment that they can go through on how they can exercise their courage. You can print this off, give it to your families and all of a sudden the light bulb goes off in their family's head that this is not just about doing some sort of competitive sport they teach at the YMCA. So what we are doing is that we are teaching my students to understand what this life skill words means and it's far more important. That's the first idea, the first is idea of value, we are trying to help our youth students to understand what our program is really about and the parents are going to buy into that. So you need to have the idea. You are teaching the parents while teaching the kids. We also have a "drill and game portal", so literally it gives you an idea of how to provide fun and exciting game inside your curriculum so learning is fun. This allows us to disguise repetition about with the drill or game. It's about developing a skill from the games such as the turtle game, the balance game, the shark game etc. so what this is, is that the students work on this exercise where it help their fast learning of the program. So it's a drill that's helping them to get repetition which I think is the key. Here we are trying to work on the specific skill whether is a shark game, throw roll, hang tough etc. this are all the things that we try to work out with the student so that they developing a skill, but at the same time it's fun because if there is no fun, they are not happy. With this being said if you are not providing a positive fun environment you are not going to have a lot of kids for a long time. We are looking for a 15 year student, a ten year student and you cannot do that if the kids are not having fun and the instructor is not doing something they feel is making a difference in the child's life. So we have life skills, parents like that and the game and drills because kids love having fun. But there are also the curriculum. We have two basic curriculum that we include with our program so what it is, is what we call the "done for you class planners" we have your classes planned for the next year. Each set of curriculum is created, so like let's say you look at and hand over a tablet computer to a staff member and say we are doing in this class today and he's going to work through the already written guides for what they do and it's got all the commands. There are compendium videos, that way your staff knows how to teach on command. Then at the bottom of the page is a life skill portal and the drills and game, so literally you can chose what you are going to be doing, open it all up for staff, hand them the tablet and head for the races. So they can teach it because they have their plan drawn for them. The benefit of this kind of curriculum that we have is its allows us to make sure that we are delivering value to the families, fun to the kids, but real jiu-jitsu to the kids as well. Well again, we are trying to build the best blue belt that we can, that's the end game. But the other conversation is that, it's not about those three things again. Again, am looking at it whether you are ... or not do you have a life skill curriculum, are your classes fun, do you have a curriculum written that the kids can go through. If you don't have those things, those are the things you need to be working about. What is nice is that the curriculum has already been done for you. If you buy this, you are part of our group and you can have this as part what you are doing and we always expanding this. We are expanding and we are going to be uploading a 4 to

6 years old curriculum soon, it's done already. We are doing a life skill program and there are other things too which are important and it's not just about, you know you can have all those curriculum things together, you can deliver a great value but if you are not doing the basic course system that it takes to move the students in your program you are not going to be successful. What do I mean by that? Inside of these we have the systems, and inside we have the info-call systems, and the info call-system is how when somebody rings you on the phone how do you get that person to come through your door to come take an introductory lesson. It's the system we have here and it's really basic. There is a download right here and I work you through it.

Then an introductory lessons if it doesn't have an introductory license that's a mistake. I say it again, I have a firm believe, if you have someone blend into your class it's going to be very difficult for you to command the amount of attention because what's going to happen when the kids go into the class, the parents will be on their phone checking their Facebook they are not focusing on what you are doing, they think it is a karate class. They cannot differentiate between jiu-jitsu and karate. So you have to educate them and we do that with the introductory lesson. The introductory lesson actually works you through the selling point of it. Here I take you through the introductory lesson I did with one of my champions and he just won the amateur division at NAGA some weeks ago. And there is also this page called the "first time listening assignment" and it's a way of actually solidifying the value conversation with the family. That's what we are trying to do, we are trying to build so much value in the introductory lessons that when a kid gets that white belt they will be really excited and it will be easier for them to join your program. Again that's one of the systems they flow through. There is the information call, the introductory lesson. The "enrollment conference" is how do you do an enrollment conference with someone that is younger? It's different, because they are not like the adults. You are going to make sure that when you are speaking to them you going to have the conversation that will make them want to be a part of your school and transition smoothly and not some odds statement to pushes them away. It's about spelling out exactly what they are going to be doing, the value they are going to receive from the program, the life skills curriculum that you have worked with so that they really see that this is something that will command the price that is maybe equivalent to your adult program. There is also marketing with different promotional ideas, we are expanding this to talk about social media marketing which is not what you think it is. But again that's the idea, the idea is that you want to have the systems in place and if you just do the things that I said, if you create a life skill curriculum, build games and drill portal, rotating curriculum for your students and then the systems. Firstly, that will take you a few years. But for instance maybe you hire a consultant to do it, it's going to take thousands of dollars and it's going to take a lot of time for you to readopt it for your jiu-jitsu.. Again, I have been there and done it, I don't know all the answers but I have made lots of mistakes you can make in the martial art industry. I can help you to understand how to be able to create this blueprint, this roadmap for success and the key is implementation it's not about knowledge. So if you can understand that, if you creating tons value for your families it will be great. But they just come in and turn dosgeball for a a little bit, learn the learn a couple of techniques and then roll that doesn't add much value in that for family. Does it? Really to be candid there is none. You have to on a consistent basis spell out for your families the value of your program. What does grit mean in jiu-jitsu not in a Karate school. What this means is that, just like one of my students I can use as an example. One of my kids got kesa gatame'd h e was in that kids head and arm hold down for two and half minutes and at the last thirty second the kid got out, passed the guard mat and won the match. Being mentally tough is not a bad thing, it's not just about being a bully, it's

about being strong in the face of adversity and everyone is going to have that in lives. So being able to articulate that or more importantly being able to have a staff member articulate that is what we've done in advance for you with our evolution. So again, value, value, value, how are you creating real value not just for your kids but also for your families and parents.

Okay, am an entrepreneur, am not just an entrepreneur in the martial art world but I own a couple of businesses and sometimes people say being an entrepreneur can be one of the loneliest job on the planet. You need to have mentors and coaches in some way with your youth program. You need to have people that you can give feedback to and they give you an understanding to some of those problems that come up invariably in your business and its always going to be that way. I remember one of my friends he actually Keenan Cornelius's step dad. He was actually a mentor of mine when I started my school many years ago. His name is Tom Callos. He said there are three things you have to do, you have to manage your staff, manage your cash and this is from the business end point and then learn a new job, Your learning a new job is really important, like are you doing Facebook ads? That's a new job. And if you not doing Facebook ads you are losing out. You need to have coaches that can speak with you in that language that can help you with the problems that come up and am not talking about just me but in general, whatever business you are involved in, you need to have a coach or mentor. In the kids BBJ revolution we actually have a private Facebook group. We have a group of school owners that what they do is, periodically they post questions and I make videos and that's a way of building a sense of community that you are not alone, that they have a group of people who speak the same language, that are all trying to row in the same direction and the more that we can do that, the better you are going to be in terms of having questions and answers. It's not just about what we are doing in terms of the curriculum or whatever, it's about getting answers because invariably like I said things won't come out, you have that. This part of the website where I post things like marketing Mondays and how to get brothers and sisters into your program. It's a really good idea by the way, an easy tip for you. You can have a sibling search. Parents may enroll a child in a program. But a lot of working families, they have more money than they do time, so running the second child all over hell of creation, when Johnny is doing his jiu-jitsu lesson might be easy to get your second kid involved into your program, so why not give out just out like a cheap gi to siblings one month and if you think about it in terms of like the amount of money you could get back on a new student, it just makes total sense. And again you have a sibling search and that what should be doing.

Let's get him a gi, let's get him on the floor. We do private introductory lesson and wait until we kind of **see how it works and then we get the right amount of classes. That's a low cost way of you getting involved in the program. By the way you have taken your time to watch this webinar and if you have done that one thing it's worth your time.**

Here's another idea we should be mindful of, it really about implementation of ideas, the website and Facebook is not going to help you unless you work harder. Its hard work. If I were on the stage and tell you to buy my program or jacks program, or go consult that person, it's still work man. Just like your jiu-jitsu game it's always going to be work it's not going to be easy. This is something jiu-jitsu people understand more than other martial arts, we understand process. One of coaches, John Will and he's the person that introduced to me the idea of teaching "on command". He has these great idea that we need to more process oriented than being result oriented very often. So another words it's like..... It is not one thing; it's all these things go in in making the result of a guy pass. What makes a great school is

not that one thing; it's a series of things that you have to do overtime by implementing and its action. So you have to take action in other to make sure that these things are happening, to make sure that your program is really able to grow to the level you want it because if you want to have up to a 100 students That is not going to happen overnight because it is not going to happen just by watching this, you have to take steps, you have to implement massive action and the more you do that the better you are going to be. So we are going to show you why you get that last line.

If you ever have questions, feel free to email me at [Korbett@kidsbjjrevolution.com](mailto:Korbett@kidsbjjrevolution.com) or just come right to me and I can answer any question about this webinar for you. But again the three system ideas are, teaching differently is not teaching badly, all to way you present your skills, not so much of what you teach but how you teach it that will get a better result. Secondly, create massive values for your family and your students; make the training so much fun that they will never ever want to leave. Make the drill of your life skills curriculum so compelling that these families will do without, don't cancel cable to put them in your program. If you are not going to do that you are not teaching life skills, you don't have much value on them. Thirdly, you have to find coaches, you got to find someone who can coach you and help you. And again we are very fortunate in the kids bjj revolution community that we have high level people. I will tell you as a take a look of then end this webinar.

This my friends James popular, he has been living under a rock, James is a world champion, IBJJF no guild competitor, he is also second in the Gi to Buchecha this year at the worlds. High level jiu-jitsu Competitor and by the way in this video you are going to see James loves our program but the thing James doesn't say not only about high level competitor with about 200 students in his program now. He also has a master's degree in education. He has taught kids for years, and this is what he has to say about the program.

James: I just want to tell you about the kids BJJ revolution page from my friend called Korbett miller. He has been huge in the growth of my academy and specifically my kids program, I have been using a lot of the advice he has been giving me, and not only about systems but specifically techniques and things you could do with the kids on the mat. The biggest thing that has made a huge difference is the on command teaching, being able to take the whole group, get them going one step at a time with you makes it possible for to have more kids on the mat and less instructors. I have been able to generate more revenue for my school and it runs smoothly, looks great for the parents, the kids learn better. Overall that has been huge along with other things you are going to find on the site. So; like I said, highly recommended and it's been instrumental in everything am doing and am really think that you are going to see a lot of results too.

That was super cool of James, he is a good friend of mine and that's the kind of people that we want to have in our community of people and the kids BJJ revelation. People that are really trying to look to the future of developing our next generation of great athlete, great practitioners.