**Email 1 – Social Media**

**Purpose**: Connect to your community’s digital and social media platforms

**Subject line:** Thanks for joining [club name]!

**Notes:** Where there are underlines, insert a hyperlink. Add or remove social platforms into the email as applicable to your club.

Hi [name],

We're excited to welcome you into our Taekwon-Do community!  
  
If you haven't already done so, make sure you join our [club name] Facebook group. This is our digital dojang that brings together all of our members online!  
  
We also have a Facebook page and Instagram where we post photos from classes from time to time that you're welcome to follow.  
  
Over the next few weeks you’ll receive a special email like this one with some extras to help you get started on your Taekwon-Do journey.  
  
For now - thanks for becoming part of [club name]!  
  
We look forward to getting to know you better.

[sign off]

**Email 2 - Values**

**Purpose:** Connect to core values of the club community

**Subject:** What it takes to succeed in Taekwon-Do

**Notes:** Delete the P.S. after the sign off if not applicable

Hi [name],

So you've started Taekwon-Do, and now we want to share with you the secret sauce to Taekwon-Do success!  
  
To be successful not only in your training but in wider "life" you'll need what we call the Tenets of Taekwon-Do.  
  
The word 'Tenets' is just a fancy word for values. Like most martial arts, Taekwon-Do has a moral culture that embraces decent human values such as respect for each other, self-discipline and integrity.  
  
**So here are the 5 Tenets:**  
  
COURTESY  
We show courtesy by being polite to others in the dojang, including your instructor.   
  
We also show respect to ourselves! We train our inner voice to be kind to ourselves, and especially when we find something difficult.  
  
INTEGRITY  
Integrity is being honest with others and yourself.  
  
At the dojang that includes being honest with yourself as to whether you really did do 30 front snap kicks on each leg. :)  
  
PERSEVERANCE  
When something is hard we don't give up! We know that we don't usually get anything 100% the first time. So what do we do when we don’t get it right?  
  
We focus on getting a little bit better, and then we find after getting a little bit better for a while ... actually we're a lot better.  
  
SELF-CONTROL  
In the dojang one of the first aspects of self control we need to learn is controlling our bodies. That's why we drill movements over and over before sparring, so you can learn control as well as technique.  
  
Related to self-control is self-discipline which will help you develop habits to set you up for success, such as coming regularly to your weekly training.  
  
INDOMITABLE SPIRIT  
There is an old proverb that says “fall seven times, stand up eight”.  
  
Training (and life) will always include some obstacles and setbacks. We strengthen our spirits and our resolve so we always get back up again.  
  
These tenets will help you go far in your Taekwon-Do journey and in life!  
  
  
[sign off]  
  
P.S. You'll find the tenets listed in your syllabus books too - and you will be tested on them as part of your theory for your first grading.

**Email 3 – Free video**

**Purpose:** Empower new students to practice at home

**Subject line:** Here’s a free gift

**Notes:** Insert this link as a hyperlink for underlined text https://tkdcoaching.com/4-directional-punch-block/

Hi [name],

We've got a present for you today!  
  
This is a handy reference video of SAJU JIRUGI and SAJU MAKGI.  
  
You will be learning both of these fundamental movements in class, if you haven't started already!  
  
You might want to bookmark this video for later as a reference as it has key learning points for the movements.

[sign off]

**Email 4 – Resources (gup version, alternate kids version below)**

**Purpose:** Reflect positively on progress and successes so far, connect with key training resource

**Subject line:** Your secret training weapon

**Notes:** Edit the syllabus book and page information so that it makes sense for your books. Edit the P.S. area to include where you can find information about upcoming gradings or delete this section if not applicable.

Hi [name],

I know you're new to Taekwon-Do but I bet you've learned a lot in the short time you've been training with us already!  
  
I'm pretty sure I can prove it too ...  
  
If you take out your Taekwon-Do syllabus book and find the "White belt (10th gup) for promotion to 9th gup" page, you will see a list of all the techniques and theory you would need to know to be ready for your very first grading.  
  
Have a look at the list and see what you know or have come across already!  
  
This book is one of your secret training weapons.  
  
Use it as a regular reference point to see how you're doing in your training, ideas for things to practice at home, and as a springboard for questions to instructors and seniors for things you don't understand.  
  
You can even use it to make notes in (or lots of people prefer to have a separate training notebook) as your instructors will be giving lots of helpful hints about how to perform things correctly (such as stance lengths).  
  
  
[sign off]  
  
P.S. Oh yes gradings, did that get you excited?! We hope so! Dates of upcoming gradings are in the events section of our private Facebook group.   
  
P.P.S. Want to know more about how grading selection works and how to be ready? We’ve got an article about that here.

**Email 4 – Resources (kids version)**

**Purpose:** Reflect positively on progress and successes so far, connect with key training resource, involve the parents with the kids’ learning.

**Subject line:** And now for ... homework?!

**Notes:** This version is tailored for the New Zealand Mini Kids syllabus for 5 to 8 year olds. Change the details to reflect your kids syllabus.

Hi [name],

By now you've been training for about 3 weeks!  
  
And so for the first time we're giving you homework.  
  
Actually it's completely optional and we won't be checking. So no one will be looking over your shoulder to see if you've done it!

Over the years we've been teaching Taekwon-Do, we've noticed that kids do better at Taekwon-Do when their parents are involved in their progress too.  
  
So now is a good time to ask mum or dad to go through the White Belt pages to see how much you have learned already. They can use the Skills Checklist on page 19 to help with this.  
  
It's amazing how much kids can learn in a short time!

[sign off]

P.S. Mum and Dad - a little praise from you about how much your child has learned so far never goes astray. :)

**Email 5 – Check In**

**Purpose:** Convey that they are a valued new member. Respond to any issues, gather testimonials.

**Subject line:** How’s it going?

**Notes:** Make sure you remove newsletter styling such as header logos so that it has a more personal feel.

|  |  |
| --- | --- |
| |  | | --- | | Hi [name],   Just touching base to see how your first month at [club name] is going? | |

[sign off]

**Email 6 – Culture & Etiquette**

**Purpose:** Help to understand and navigate culture and etiquette of the club community

**Subject line:** Why do we bow in Taekwon-Do?

Hi [name],

By now you will have noticed that there are some things that we do in Taekwon-Do that you (probably) don't do in the same way outside of the dojang.  
  
Taekwon-Do is a Korean martial art taught all over the world and has lots of gestures of respect in the way we treat each other, the building and equipment, and even the way we speak that are normal in Korean culture.  
  
Here are a few ways we show respect in the dojang:  
  
**Bowing**  
Bowing is a sign of respect (not of worship) and is comparable to a Western handshake.  
  
When we bow, we don’t look down and we bend about 15 degrees. Here a few of the situations when we bow:

* We bow onto the mats
* We bow off the mats
* We bow together at the start and finish of class

**Titles**  
In Taekwon-Do we always refer to each other by title and surname (e.g. Mr Brown, Miss Grey, Mrs Blue) or refer to males as “Sir” or females as “Ma’am”.  
   
Black belts ranked 7th & 8th dan have the title “Master” (e.g. Master Green) and 9th dans are referred to as “Grandmaster”.  
   
**Respect to seniors**  
Your “senior” is someone who is ranked higher than you and/or someone who is older than you.  
  
Respect is a two-way street, however, and seniors are expected to show courtesy to their juniors too.

I hope you find this useful!

[sign off]

**Email 7 - Practicing**

**Purpose:** Seed expectations and habits for success

**Subject line:** The surprising way to get a 100% improvement

Hi [name],

The secret trick to achieving a 100% improvement is ...  
  
... drum roll please ...  
  
to practice outside of class time.  
  
Now if you're not doing any practice at all yet, that means you'll go from doing nothing to doing something, which is a 100% improvement!  
  
But how do you get this 100% improvement going?  
  
The first thing you need to do is decide WHEN you're going to practice. Then you will have a routine you can stick to rather than being sporadic.  
  
The second thing you need to do is decide WHERE. Find a space where you can "do your thing!" and make it part of a habit.  
  
The third thing is to decide WHAT to practice. Remember to warm up your body before you start practicing so your body is ready to do all your cool Taekwon-Do moves.   
  
Then you should start with whatever your instructor has told you to work on, and you can also use your syllabus book for ideas.

[sign off]

**Email 8 – Getting help**

**Purpose:** Help new students understand how to get help and where to turn for information.

**Subject line:** How to turbo charge your training OR We love hearing from you

**Notes:** Edit to include the ways to contact you that make sense for your club. If you have private lessons or other programs they could join (suitable for this stage of their journey) this is a good place to put them.

Hi [name],

We’ve got all sorts of skills to share with you at [club name], but one we don’t have is reading minds.

So if you have questions or we can help you with something, please do ask! Your instructors really want to help you do your best, and they love when students ask them questions about Taekwon-Do and where they need to focus on.  
  
So be brave and ask. :) You can talk to your instructor before or after class, or just shoot us an email.  
  
[Insert brief information about extra programs, activities they can be involved in].  
  
This is your final email in our introductory series, and we really hope you're starting to feel like home here!

[sign off]