

Speed Training for Martial Arts

How to Maximize Speed for Competition and Self-Defense

J. Barnes

Based on the proven training methods of martial arts masters, such as Bruce Lee, this new title will help you develop the most valued asset in the martial arts...superior speed and reflexes. J. Barnes, a mixed martial artist with more than 20 years experience, details how to use the innovative Speed Loop™ training system to maximize the seven critical components of speed.

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Category: Sports/Martial Arts

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Author Resides: Cleveland, OH

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Comparative Titles:

- *Strength & Power Training for Martial Arts:* Martina Sprague, April 2005, ISBN: 978-1880336878
- *Ultimate Flexibility:* Sang H. Kim, January 2004, ISBN: 978-1880336830
- *Tao of Jeet Kune Do:* Bruce Lee, July 2005 (Reprint), ISBN: 978-0897500487 (Over 800,000 copies sold)

Endorsements:

- Black Belt Magazine, world's leading magazine of martial arts: "*includes instruction and drills for improving your physical reflexes and mental process.*"
- Diane Davila, martial arts instructor and contributing writer for About.com, a how-to website visited by over 30 million monthly: "*If you are serious about developing speed...this book is a must have...*"

Sales Materials Available:

- Book Covers
- Color Sell Sheets
- Marketing Plan

Marketing:

- Co-op available
- Consistent advertising: Black Belt Magazine, starting April 2008 (monthly circulation – 65,000)
- Consistent book promotion to martial arts schools, starting April 2008
- Feature Article: *The 7 Keys to Martial Arts Speed*, distributed internationally to leading media outlets (April 2008)

Sales Handles:

- 7 million Americans (ages 6 – 55+) participate in the martial arts
- 13,000 martial arts schools in the U.S.
- Mixed martial arts competitions are replacing boxing as America's favorite combat sport
- Spike TV's *Ultimate Fighter* now outdraws televised NBA and MLB games among males 18-34 years old
- *USA Today* article: "Martial Arts becoming mainstream...popularity and participation growth is due to televised UFC Fighting competitions." - Dec. 7, 2006

Audience:

- Students and instructors participating in martial arts or self-defense
- Sports competitors and trainers participating in martial arts tournaments