



## **Uechi-Ryu Journal**

Professional Uechi-Ryu Academic Forum

**Article Title:** Visit Local Schools

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A great way to announce your club to the area, or as part of a regular advertising program is to visit local schools.

One idea is to visit a school (in uniform) and give a short lecture on schoolyard bullying. Rather than show self-defense moves to the children, stress the importance of telling a teacher; as well as non-confrontational methods to avoid being bullied.

The advertising benefit is that you can give out a small flyer from your school, perhaps a 10% discount or something as well.

\*\*\* The flyer could be a checklist for parents to see if their kids are being bullied, with your school name and number at the bottom. Public checklists like these are easily downloaded of the internet.\*\*\*

You provide a valuable lesson to students, and you can 'target market' to your desired age group and area for FREE.