

Client: Asheville Integrated Combatives

Project: Article

Objective: Prioritize non-follower reach on Facebook, provide SEO keyword visibility.

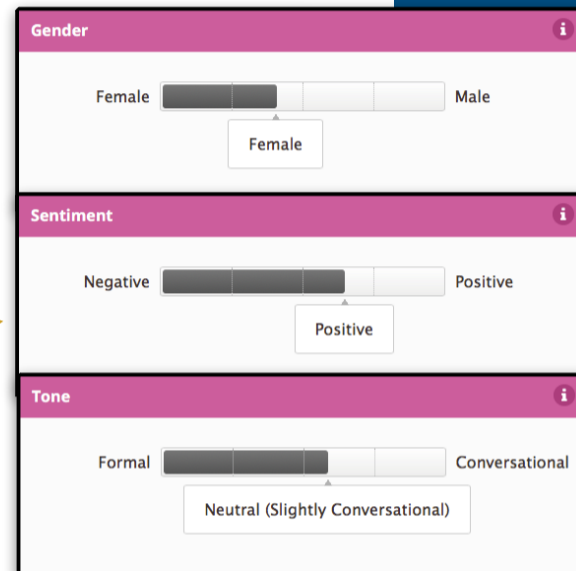
For a martial arts school, the hardest adult market to reach is women. The best way of increasing reach is through women's self defense seminars. But there's still a problem. Many women view self defense classes as merely instructions on physically fighting off an attacker. Asheville Integrated Combatives wanted women to view self defense seminars in a different light.

After positive feedback on a women's seminar, AIC's goal was to spread this message to women outside their normal social media following. Webologist provided an article that touched on the failures of society to empower women while pointing out how a self defense class builds confidence and personal power.

*The article was written for females, so needed written in a female voice (though written by a male). The article also needed a positive, conversational tone while remaining serious and professional.

*Most people speak at a 6th-8th grade level when holding conversations with friends or acquaintances. For that reason, conversational writing should be at those same grade levels.

*Though the article was meant for sharing on social media—Facebook in particular—AIC wanted the ability to use the article as a blog post if so decided. For that reason, keywords were more critical than a typical article. The trick was writing an article that leaned more toward women's empowerment while remaining searchable for women's self defense. Because of this, the individual words became more important than the phrase "women's self defense."



Readability Grade Levels	
Readability Formula	Grade
Flesch-Kincaid Grade Level	6.0

Keyword Density		
1 Word	2 Words	3 Words
women's self defense		0.37%
woman		1.23%
women		1.11%
self		0.99%
defense		0.99%

The article was initially posted to Facebook and reached 792 people who were not on AIC's followers list. Since then, it has been used to promote further women's self defense classes, each time contributing to a full seminar and positive conversations around the subject within the community.

Read the full article on page 2-3 of this document.

*Results provided by readable.io.

Stephen Ledford
 Web Copywriter • Consultant

PO Box 1534
 Waynesville, NC 28786

828.307.0765

Creating a Strong Woman

How a simple self defense class empowers women's lives beyond punches and kicks.

I glared straight through her mask of confidence at the fear in her eyes. Quivering lips pleaded for me to stay away as I inched closer, laughing. She darted left, but with a single step I blocked her again. Her body tensed, eyes scanning for an escape route.

There was nowhere to go, and we both knew it. So did every person in the room. Yet nobody lifted a hand or raised a voice in protest. They all sat there, eyes wide in a disbelieving, breathless silence.

She froze in place. I pounced. A shrill scream— half fear, half rage— escaped from her mouth as she ran...

Right at me.

The last class of a six-week women's self defense and empowerment series closed out with instructors dressed in a Redman suit, playing the role of an attacker. I feel blessed having been part of the course hosted by Kasumi Mountain Martial Arts. Over the past few years, Asheville Integrated Combatives partnered with Kasumi Mountain on several occasions.

This was the most empowering one yet— for students and instructors.

I began teaching self defense as a women's self defense instructor over a decade ago. It remains a favorite class. But I believe in a much different approach to the subject than other instructors.

Women don't need "special techniques." A woman being violently attacked is capable of using the same skills as a man who's violently attacked. It's more about *why* women are attacked and the kinds of attacks they're more likely to fall victim to.

And there's an even bigger difference between the sexes when it comes to self defense.

More women need permission to take charge of their own safety.

No, not because they need anyone's permission, but because most women have never been told it's OK.

In fact, many women have been told it's *not* OK.

Women are stranded in a world where strength is encouraged one moment, and mocked the next. As a woman explained to me once, she was chastised in the past as too masculine because she asserted herself, yet ridiculed for not voicing her concern over another matter.

Within the first hour of a self defense class, women change. I've seen it happen countless times. It's simple, really. They have "permission" to do it.

This group was no different. Within the first class, the growing confidence in the room was palpable. Our interactions were different. What began as a quest encouraging women out of their shell quickly became a lesson in how women can support each other in exploring new limits.

Four hours changes lives. So why aren't we doing more?

Imagine if we taught every teenage girl these simple lessons. Not just give a finger-wagging warning about worldly dangers or the cursory "just say no" lesson—

I mean preaching real empowerment.

Tell every 12 or 13 year old girl that *you* as a woman are important. Not because you're a woman, but because you are you.

You have more right setting a boundary and protecting it than someone else has invading it or coercing you out of it...

You make your own choices. You are strong, and strong is neither bad, nor contradictory to being female.

But don't stop there. *Teach* not only physical self defense skills, but the psychological, emotional, and verbal skills as well.

Let them role play scenarios so real danger isn't the first time using the skills.

Stephen Ledford
Web Copywriter • Consultant

PO Box 1534
Waynesville, NC 28786

828.307.0765

www.webologist.co

What kind of world could we build for women? More importantly, what kind of world could they build for themselves?

The higher purpose of women's self defense— strength.

As I sit here, I think back to the once-terrified woman charging me in the class. She met my attack with a hard palm strike to the nose, rocked my head with an elbow, kicked me— screaming like she was possessed the entire time.

And when she walked out the door that last night of class, I said goodbye to a different woman.

I bid farewell to a woman who, six weeks earlier, wouldn't make eye contact with a stranger but now looked me in the eye and grinned when she gave me a high-five...

A woman who would only speak at a whisper when I met her, but now screamed at the top of her lungs while beating the hell out of me.

She stood taller and walked out the door with a new confidence— a new belief— in herself and her worth. And that, my friends, is the beauty and presence of a strong woman.

Stephen Ledford
Web Copywriter • Consultant

PO Box 1534
Waynesville, NC 28786

828.307.0765

www.webologist.co