



CHARLES GRACIE JIU-JITSU TEAM

MODESTO ACADEMY

My name is Karl Jensen. I operate Charles Gracie Jiu-Jitsu Academy of Modesto, CA. I am new to the business side of martial arts, having taken over my school only 6 months ago. In that short time, however, I have had many compliments and favorable reviews on how we operate and how we present ourselves as a business. I truly believe that this originates directly from the guidelines that the CGJJ Association has set for us.

I believe that association membership is a necessity in this day and age. With new schools popping up at seemingly every other intersection, the Gracie name gives you instant credibility in the Brazilian Jiu-Jitsu arena. To be able to sell your school as a Charles Gracie School, with Charles Gracie instructors, is a huge selling point. I get asked all the time if Charles teaches here, or which Gracie teaches here. To be able to say he does seminars here, or that I trained under his watch for many years, etc., instantly makes people take notice. Parents of children, especially, are willing to pay whatever the tuition cost to have their child train under a Gracie. This is a huge tool as an academy owner.

That being said, I believe that the association fees pay for itself. The ability to hold seminars with Charles at your school provides the opportunity to bring outsiders in, just by the Gracie name and the Gracie aura. These seminars bring in new students and provide current students the chance to learn firsthand from the master. I also think that being able to promote your school as a Charles Gracie Academy in our advertising, on merchandise and especially in social media, is a huge windfall for a school owner.

Having been lucky enough to train directly under Charles, I feel it has given me endless knowledge and insight into the martial arts business. To be able to have access to him anytime I need him, is a great security blanket. Whether I have a question about curriculum, a business matter or just about anything, he is always quick to get back to me. To always have someone there overseeing things makes running your school much easier.

Lastly, I believe that with the rise of Mixed Martial Arts and the Gracie-founded UFC, the emphasis on Brazilian Jiu-Jitsu is greater than ever. When Royce Gracie burst on the scene, everyone wondered what BJJ was. Today, everyone knows what it is and it is an essential part of MMA.....and the name synonymous

A handwritten signature in blue ink, appearing to read 'Karl Jensen'.



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with BJJ is Gracie. To be a part of a Gracie association and serve as a member of it is an honor, a privilege and a necessity if you want to succeed as a BJJ school.

My advice is to make any sacrifices/changes necessary, and you will reap the rewards in the long run. We all work towards the same goal, but to not have to navigate the path to success all by yourself, is a burden lifted. To be given a curriculum, academy guidelines and a basic "plan of attack," you, as an instructor or owner, have more time to concentrate on your teaching and your business. There is no guesswork. The benefits of being a part of the Charles Gracie Jiu-Jitsu Association are endless. I am proud to be a part of it and can't wait to watch as it continues to grow.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Karl Jensen', written over a light blue horizontal line.

Karl Jensen

Jiu-Jitsu for Strength, Confidence, and Safety!