

Discover the Dynamic and Effective Art of Filipino Martial Arts with Dan Inosanto's Essential Guide

Delve into the World of Filipino Martial Arts with a Legendary Master

In the realm of martial arts, there are few names as revered as Dan Inosanto. A renowned instructor, prolific author, and acclaimed fight choreographer, Inosanto has dedicated his life to preserving and sharing the ancient traditions of Filipino martial arts. His latest masterpiece, "Filipino Martial Arts As Taught By Dan Inosanto," is a comprehensive and authoritative guide that offers an unparalleled insight into this fascinating martial art form.

Unveiling the Rich Tapestry of Filipino Martial Arts

Filipino martial arts, commonly known as Kali, Eskrima, or Arnis, have a rich and diverse history spanning centuries. Developed in the Philippines, these arts are characterized by their fluid and dynamic movements, emphasizing weapon-based techniques and close-quarters combat. Inosanto's book explores the various styles and systems of Filipino martial arts, providing a deep understanding of their origins, principles, and applications.



Filipino Martial Arts as Taught by Dan Inosanto Kindle

Edition by Dan Inosanto

★★★★☆ 4.6 out of 5

Language : English

File size : 13024 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled
Print length : 176 pages
Lending : Enabled



Step-by-Step Instructions and Detailed Illustrations

As a master instructor, Inosanto has a unique ability to break down complex techniques into easily digestible steps. His writing is clear and concise, guiding the reader through the intricacies of Filipino martial arts. The book is also richly illustrated with hundreds of high-quality photographs and diagrams, providing visual aids that enhance the learning experience.

Applicable for All Skill Levels

Whether you're a seasoned martial artist or a complete beginner, Inosanto's guide offers valuable insights for practitioners of all skill levels. The techniques and principles presented in the book can be adapted to various combat situations, making it a valuable resource for self-defense, law enforcement, and military professionals.

Empowering Yourself with Filipino Martial Arts

Beyond its practical applications, Filipino martial arts offer numerous benefits for both the body and mind. They promote physical fitness, improve coordination, and enhance self-confidence. The mental focus and discipline required in these arts can also translate into improved focus and concentration in everyday life.

Dive into the World of Filipino Martial Arts Today

"Filipino Martial Arts As Taught By Dan Inosanto" is not just a book; it's an invitation to embark on a transformative journey into the world of Filipino martial arts. With Inosanto's expert guidance, you'll gain a deep understanding of this rich tradition, unlock its practical applications, and empower yourself with the skills to succeed in any combat situation.

Free Download Your Copy Today and Embark on the Path of Filipino Martial Arts Mastery

Don't miss this opportunity to learn from one of the greatest martial arts masters of our time. Free Download your copy of "Filipino Martial Arts As Taught By Dan Inosanto" today and embark on the path to unlocking the secrets of this dynamic and effective martial art form.





10 Steps to Writing Great Copy


PROMOTE

1

Promote your product's benefits

The benefits of your products present value to your customer. However, benefits are not features. Benefits are improvements to *lifestyles* while features are the mere attributes of the product.


REVEAL

2

Reveal your competition's weaknesses

Now, it's also helpful to know what sets you apart from competitors. How do competitors fall short? Why would buying any other product be a mistake?


AUDIENCE

3

Know thy audience

Don't just write to the world; understand your product's audience. What is their age range, interests, needs, job preferences, income, etc.? Knowing the things that place your ad copy where it makes the most impact.


NEEDS

4

What's in it for me?

Discuss how what needs your product fulfills for your target audience.


FOCUS

5

Focus on "you," not "we"

Don't tell them how great you are, talk about the things your audience cares about. Focus on them, their day-to-day grind, their pursuits and concerns. When you demonstrate how well you understand them, they trust your voice.


UNDERSTAND

6

Understand your medium

When you're creating ad copy, understand the medium you're using. The layout and audience of different mediums should dictate the wording for your ad copy.


AVOID

7

Avoid technical information

Don't give us the super-detailed technical information that only an engineer or developer could actually appreciate. Focus on the benefits, the possibilities, applications and other qualities of your product that matter to your target audience.


USE

8

Use a call-to-action

Don't just share information, encourage your target audience to act by including a compelling call-to-action. Something along the lines of "Act now!", "Hurry!" or "Order yours today!" are examples of strong call-to-action.


RISICY

9

Don't be risky

Don't make claims that you can't back up. If you're promising things that aren't really accurate, they always come back to bite you in the butt. Be accountable and honest with how you describe your product.


EDIT

10

Proofread, proofread, proofread

Always proofread your copy. The best thing you want is to run an ad for the first week and realize you made a typo. Not only that, you want to make sure the language you used was the most effective, compelling language you could have chosen.



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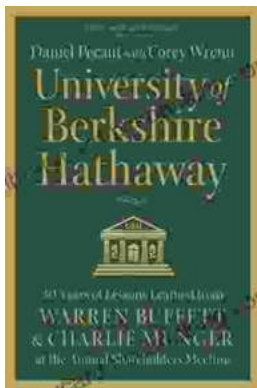
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