

# MEAN GIRL

2025 -2026



# INSTRUCTOR



2025-2026 edition

[www.meangirlselfdefense.com](http://www.meangirlselfdefense.com)





# IT TAKES ALL OF US

## Thank you for your interest in being an instructor with Mean Girl Self Defense

Our vision is to bring awareness to the confidence, resiliency, and self-worth that continuous training in self-defense based martial arts gives to women through building a tribe that is strong, uplifting, and positive.

Together we CAN make a difference in the world. Our goal is not to compete with any other program or individual - but to evolve and focus on building an empowered community of female leaders. We do not have bias for our selected arts, we embrace those that have trained for years and sometimes, decades in other arts besides the ones we teach, and they are welcome to learn and teach our system, which is what sets us apart from many. We are not "selling" BJJ or Krav Maga - these are just tools we use to teach the physical techniques in our curriculum. Our curriculum is fluid, meaning it can and will change as we evolve with the times and continue to move forward, grow, and improve.

The most important thing to know as you start this journey with our team is this; our main focus is on providing a COMPLETE women's self-defense system. In our eyes, this means that, any woman going through the course, can finish the final course with;

- blue belt in BJJ
- green belt in Krav Maga
- solid understanding of avoidance
- signs of abuse in relationships
- psychology of predatory behavior
- basics of criminology
- signs of human trafficking
- laws of self defense
- basics and foundation of hand-to-hand combat
- both standing and on the ground
- weapons defense
- use of improvised weapons
- firearms basics

We want to make sure that if a woman goes through our course in its entirety and decides not to continue training in martial arts after completion - that she is SAFE on the streets, in her home, in relationships, AND can teach these concepts to others because she KNOWS self defense.



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# YOU ARE WORTH THE FIGHT

## WHY US?

### What is Mean Girl Defense?

Mean Girl Self Defense (MGSD) creates nationwide programs and courses designed to build confidence, resilience, and self worth through the use of martial arts and violence prevention tactics. Our focus is to bring awareness to the need for self defense and believe it is every humans' inherent right to learn how to defend themselves.

Our women's self defense programs are designed to be nonstop entertaining, informational, and FUN courses for women of any age or physical ability. Our goal is to be the best part of any woman's week by building community and a tribe of like minded women who desire to be more confident, resilient, and find their self worth in their daily lives. Not only do we offer a unique introduction to women's self defense, but we have a FULL curriculum to get our students to a comprehensive level of understanding violence and violence prevention. We include BJJ and Krav Maga to the extent of promoting to an intermediate level in both arts. Our program is of high demand as we search the country for enough qualified instructors to fill the need for these classes.



### But wait... theres more...

We also teach defensive tactics, violence prevention, the laws of self defense, human trafficking and domestic abuse awareness, along with techniques from arts outside of BJJ and Krav Maga, sourcing from Kickboxing, Boxing, and Muay Thai for striking, and wrestling & Judo for additions to grappling.

We teach the fundamentals and basics of firearms pistol shooting and defensive tactics, and weapons defense from Filipino Martial Arts.

At the more advanced levels our students and instructors learn first aid, CPR, survival skills, and hunting safety, along with other certifications to complete their qualifications for our advanced - expert black belt levels.

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# JOIN OUR TEAM!

## What makes us the ultimate self-defense company?

By working together, the executives, instructors, and members of Mean Girl Self Defense, strongly believe that by building our team WE can make a difference in the safety of families and individuals worldwide.

## How can you get involved?

- You can train to be an instructor with us and present free seminars and /or instruct MGSD programs & courses.
- You can join our cause and help us raise money to further our reach to communities in need.
- You can help by raising awareness about our programs by sharing with your friends and family.

## Whats next?

As an instructor you will either attend an instructor weekend course -OR- start as a student in a Mean Girl course and then do an Immersion/Instructor Training Course (ITC) to be certified. Here are the additional requirements to start your journey with us;

## MGP INSTRUCTOR GUIDELINES:

- To progress as an instructor you must finish all instructor requirements for each belt in succession. Just as with our students, you must finish each belt/progression in order. Doing this will give you the experience as the student first, which is crucial to having empathy while you are instructing others.
- You may advance/progress under an instructor, but you must also do the training weekend courses to test in front of the head instructors in order to get certified (you do not have to take the student courses to participate in training (ITC) weekends).
- You may start your journey at an Immersion/Instructor Training Camp.
- You must complete a background check.

## Do I qualify to be a certified instructor with Mean Girl Self Defense?

To qualify as an instructor you must meet the following criteria;

### Level 1

#### 2 Hour Seminar Instruction Only

- Must complete Course 1 (online course)
- Must complete Violence Prevention 101 (online course)
- Must complete in-person ITC to gain certification
- Complete background check
- MUST HAVE 100 SELF DEFENSE TEACHING HOURS (this can be done as an assistant instructor -OR- if you have previous experience in teaching self defense)

\*Those with little to no experience may be awarded an assistant instructor certification and be asked to repeat an ITC at no charge to gain more experience before obtaining a full instructor certification.





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# JOIN OUR TEAM!



To qualify as a certified instructor for paying programs and courses beyond the free 2 hour seminar, you must meet the following criteria;

- Must complete all things listed under “Level 1” plus;
- MUST HAVE 100 SELF DEFENSE TEACHING HOURS (this can be done as an assistant instructor -OR- if you have previous experience in teaching self defense)
- MUST BE BLUE BELT OR ABOVE IN BJJ (or brown/black in any Martial Art on approved list: i.e. Judo, Kenpo, Filipino Martial Arts, Krav Maga, Wrestling, Boxing, Kickboxing, Muay Thai)
- MUST BE YELLOW BELT OR ABOVE BEGINNER LEVEL IN KRAV MAGA (can be certified as a yellow belt under our instructors during immersive/instructor training camp certification weekends for whichever courses you are applying for)
- MUST COMPETE IN BJJ TOURNAMENT 1x (or have previous experience competing in Martial Arts or prior military or law enforcement experience) \*(if there is a solid reason why you cannot compete - we will take that into consideration)

\*If you do not meet requirements for this course you may still be allowed to take the course with intent to be an assistant instructor.

## Why teach with us?

- Because we have proven the system works. We’ve done the work for you. We’ve created the system, the curriculum, the branding, the vibe, and the team. It’s already in full swing, and is carrying momentum. We’ve TESTED the courses, and our student retention is verifiably better than all the other courses we’ve tested and tried - having 90% of attendees completing the first course, 30-40% continuing to the next course, and 25% signing up for co-ed BJJ, Krav Maga, or MMA classes after taking our first course.
- We’ve built a positive vibe-tribe. And we all know tribes/teams are stronger than individuals. By partnering together we really have a strong team of motivated leaders who are ready to take on the world.
- We have the branding. Let’s face it; who doesn’t want to be a “Mean Girl” after seeing the rad seminar we put on? I admit it, we haven’t reached all the corners of the world yet, but so far the first 200+ courses we’ve done had between 21-30 sign ups each. An opportunity to have 20-30 NEW women on the mats for EACH course, is kinda unheard of. We needn’t say more - our name does it for us.
- Oh yeah! Then there’s the money part. I knew you were worried about that... so here goes;

## Startup Costs;

(all prices subject to change)

- Online Level 1 Course & Violence Prevention 101 package \$99
- Initial weekend course (ITC) \$299
- MGSD membership \$499/year - paid directly to MGSD yearly to run MGSD courses (due upon the start of your first class of the year)

Total startup cost \$897 (2025)

Benefits with that startup cost;

- You get to run your own MGSD seminars and courses (up to the level of your training with us) using our marketing, branding, and curriculum.



...see next page for more

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# JOIN OUR TEAM!

- You decide your cost/student for the MGSD course you can charge \$199 - \$449 per student per course depending on your location and the demand for your program. Average we've charged is \$299/pp for a 6-14 week-course. \*(If there are more than 1 locations teaching the MGSD courses within 100 miles of each other - instructors must agree upon the same rate as to not confuse students or inadvertently compete against each other for students. You can also charge monthly starting at \$49/month for 1 class a week for continuous classes (this is just an example - contact us for more pricing scenarios).
- You get access to our support staff and team 24/7
- **MGSD does not take a percentage of profit from your student base! You keep all the money earned from your students!**

## **Additional costs (because we like to be upfront like that) you will have to pay for;**

- Belts & certificates. You give MGP a list of sizes and how many, and we will send you the appropriate belts. We will also need a list of names for course completion certificates. Cost per student for belts/certificates will be \$35/student to MGSD, which you can include in your cost, or pass to the student.
- Ad boosting on social media. You are not required to boost or do paid ads on social media, but you may advertise with provided/approved MGSD marketing. Any boosted or paid advertising for your program will not be reimbursed.
- If you are not part of a gym/studio/academy that has insurance provided for you and your students - YOU will need to carry martial arts liability insurance. This is non-negotiable.

## **OTHER;**

- You will need to be in a location where mats can be provided if you do not have access to them for the ground techniques.
- There may be additional costs in the future that are either mandatory or non-mandatory, as we are constantly building our programs and certification processes.

So are YOU ready to become a Mean Girl Self Defense certified instructor? Join our team and help us build women up across the country and the world!

## **What if I don't have a gym to teach out of?**

This is a common issue among our instructors. Here are some options; ask your local:

- BJJ academy
- Martial arts academy (Karate, TKD, etc)
- Crossfit gyms
- Bodybuilding gyms
- Full service gyms
- Community centers
- Churches
- Schools
- Parks & Recreation centers

Many times these locations will allow you to use their facility at little to no cost if you tell them about what we can offer the community.

## **How do I convince the venue to have me teach at little to no cost?**

We've made some fliers for you to hand out that will help with that. Many venues will use the space allocation as a donation if you provide some Free Community Seminars. See and feel free to print out and distribute the fliers in this packet.



*Building  
Through*

CONFIDENCE | RESILIENCE | SELF WORTH

SELF DEFENSE | BRAZILIAN JIUJITSU | KRAV MAGA

BECAUSE **YOU** ARE  
WORTH THE FIGHT



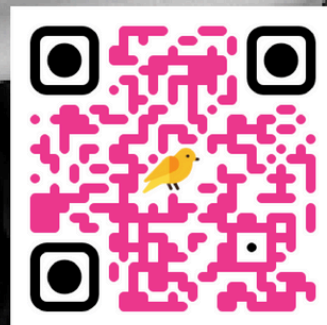
**Mean Girl Self Defense** mission is to provide women and girls with fun and high-quality self-defense and violence prevention courses in order to help develop and build confidence, resilience, and self-worth.

We believe that self-defense training should not be limited to one seminar, but an ongoing discipline to help better prepare the student for a self-defense situation.

Our programs encourage and promote continued training & creating muscle memory in order to more intensely develop our students' mental and emotional strength needed during self-defense situations, and reviewing the legal aspect of self-defense. Although we encourage women to participate in consistent training, we also provide one-time introductory classes, workshops and seminars in order to establish the idea of training self-defense to a wide variety of potential students.

We want every woman we come in contact with capable of defending herself by knowing how to spot a bad situation, and through vocal commands & distance control, as well as physical hand to hand combat when necessary, to know and love herself enough to know that it is ok to let her inner Mean Girl shine whenever she is put into any type of uncomfortable situation.

For more information, scan the QR code on this flier, or visit [www.meangirlselfdefense.com](http://www.meangirlselfdefense.com)



**MEANGIRLSELFDEFENSE.COM**



# BENEFITS OF HOSTING

## MEAN GIRL SELF DEFENSE

### HOW IT WORKS:

- BOOK a FREE Womens Self Defense Seminar with us
- Allow us to handle all marketing, ticket sales, and communication with your representative
- We will have a sign up booth at the seminar for the local MGSD classes or courses
- Let us get YOU more female students!

### BENEFITS FOR THE GYM OWNER:

- NO cost to you!
- Provide a safe environment for women
- Access to certified instructors in violence prevention, defensive tactics, and self defense
- Access to proven marketing and curriculum development
- Increased female membership at your facility
- we have experienced that approximately 30% of our students
- Increased female membership at your facility - in our development, we have experienced that approximately 30% of our students sign up or continue classes at the gym they did the course through, and our number 1 goal is to increase that percentage.

### WHAT WE TEACH in the first 12 weeks:

- How to gain confidence, resilience, and self worth through training
- Voice commands and body language for distance control
- Basic defensive tactics, violence prevention, avoidance
- Basic stances
- Striking combinations with palms, elbows, knees, & clinches
- Escapes from common grabs and holds
- Escapes from common ground positions
- Movement drills, shadowboxing, bjj warmups
- Motivation to continue training

