

DISCOVER 3 LIFE CHANGING SECRETS  
TO **TRANSFORM** YOUR

**BODY & MIND**

**FASTER**

THAN ANYTHING YOU'VE EVER  
**EXPERIENCED!**

**"THERE'S A DIFFERENCE BETWEEN INTEREST AND COMMITMENT  
WHEN YOU'RE INTERESTED IN DOING SOMETHING YOU DO IT ONLY WHEN  
IT'S CONVENIENT WHEN YOU'RE COMMITTED TO SOMETHING, YOU ACCEPT...**

**NO EXCUSES - ONLY RESULTS"**

Dear Bracknell Resident,

Have you ever asked yourself:

- How can I improve my fitness, confidence and personal safety?
- I'm feeling low on energy - how can I find a different perspective to feel better?
- How can I find time to work out and improve my mindset & skill?
- How do I incorporate a new fitness regime into my busy lifestyle and feel part of a close community?

If so, you're in the right place...

Getting fit and skilled can be tough but with the right coaching team, community and accountability that consistently help you towards your confidence and fitness goals – it becomes much easier.

If you're frustrated and unclear what to do next with your weight and energy level and know you have the potential to get in the BEST shape of your life & learn practical self defence skills that can help you so you'll never struggle again to get fit and intimidated.

**123 Krav Maga** is led by Chief Instructor Sahanshil Rai (Sonny), who is considered the authority on getting everyday people in the BEST shape of their lives.

He is the expert for people go to when they need help with their own health, fitness, self defence, mindset and wellbeing.

No matter what your current level of fitness is, if you live in Bracknell town, Sonny and his team can show you how to reclaim your body fast and achieve your goals.



**Sahanshil Rai**  
*Founder & Chief Instructor*

**WORD FROM THE  
FOUNDER**

# THIS IS NOT A GYM, IT'S HEALTH & FITNESS LIKE NEVER BEFORE!

That's the promise of owner Sonny who's broad range of experience within the health industry offers a refreshing yet dynamic approach to the world of fitness:

I wanted to create a welcoming and engaging community that thrives off of helping each other succeed in your own individual weight loss journeys.

I don't want our members to feel like just another number in another overcrowded gym, but an important part of this new and exciting tribe; an opportunity to connect with other like minded people and most importantly to enjoy yourselves in a non intimidating and friendly environment with no egos!

My commitment and passion for helping others is why we do this. It's clear to see this in the results we have delivered for our past clients. Their success stories have leapfrogged their personal growth and progression to more than just obtaining skill and the body of the dreams.



AS TRAINERS WE AREN'T JUST TRANSFORMING YOUR BODY; WE ARE IMPROVING YOUR MINDSET, INCREASING YOUR ENERGY LEVEL'S, ENHANCING YOUR CONFIDENCE AND HELPING YOU BREAK THROUGH THOSE BARRIERS AND LIMITATIONS THAT HAVE ALWAYS KEPT YOU BACK IN OTHER AREAS OF YOUR LIFE. OUR MUTUAL GOALS AREN'T JUST LIMITED TO IMPROVING PEOPLE'S LIVES FOR GOOD, BUT IN MAKING STRONG LIFE LONG FRIENDSHIP ALONG THE WAY TOO.



# SECRET 1

# TRAIN YOUR BODY

Physical fitness is a core focus of your development; it has many benefits that go beyond the limits of the body and enhances your wellbeing.

Feeling strong and in control of your body is empowering.

Watching your stamina increase is rewarding.

Nurturing your ability to train harder and for longer instils confidence.

Do you know what feels even better?

When you're experiencing all of the above in a dynamic environment that motivates you to keep pushing those boundaries and maximise your physical potential.

Our instructors are always encouraging you to hit that extra rep and make sure every warm up counts.



*"I tried 123 Krav Maga looking for something new, already having previous kickboxing experience. After one trial session I was ready to sign up on the spot.*

*Everyone in the club is super friendly and welcoming. During training everyone is respectful of ability while pushing each other to improve. Classes are extremely well structured, focusing on self-defence techniques and tactics, fitness, and conditioning.*

*Most classes have multiple instructors giving plenty of attention and feedback to ensure you are progressing.*

*Classes are truly accessible to all, whether you're just starting out or looking to take your skills and fitness to the next level. Most importantly, it's really good fun!*

*I have only been with the club for a few months and I'm excited to see where I will be a year from now. Sonny's passion and dedication show through in every class. Thank you for welcoming me into the 123 Krav Maga family!"*

- Kirk Duroe



# SECRET 2

# TRAIN YOUR MIND

Whilst fear isn't always a bad thing, we tend to forget that fear isn't an absolute.

It can be reshaped, tested and overcome.

You already have the power to overcome the fear of failure and the fear of the unknown; our passionate instructors have the knowledge and the tools to teach you how to use it.

Our self defence training sessions provide a safe space to recreate the scenarios that many of us fear. We break them down into a logical timeline of events and explore the many opportunities you have to diffuse, disengage and defend yourself along the way.



*"Excellent instructors, challenging training and a really supportive community. I feel stronger, fitter and more confident and that's down to the high quality of sessions that Sonny and his team provide."*

*Fantastic quality of tuition at an affordable price. Skilled, friendly instructors and supportive atmosphere helped put me at ease and built my confidence, fitness and Krav Maga skills. High recommended!"*

- Stefan Merrywhether



# SECRET 3

# ACCOUNTABILITY

In my eyes you cannot mention it enough, accountability is key to success. Unless you have someone to hold you accountable you are almost destined to fail.

Why is it so important?

Because most people can't get to grips with three simple factors:

1. Most people have difficulty with commitment, especially something which requires whole lifestyle changes.
2. Most people don't understand or grasp the importance of progression.
3. Most people lack the personal accountability required to reach a weight loss or fitness goal – it is just too easy to cheat yourself.

**THE ANSWER  
TO ACCOUNTABILITY?**  
BY ALIGNING  
YOURSELF  
IN A LIKE MINDED  
GROUP YOU  
SUDDENLY HAVE THAT  
ACCOUNTABILITY

**IT IS AS SIMPLE AS THAT.**



LET ME INTRODUCE YOU  
TO SOME AWE-INSPIRING  
**123 KRAV MAGA**  
MEMBERS THAT HAVE  
FOLLOWED OUR  
SECRET FORMULA

These Guys Have Given Just 1 Hour A Day- For As Little As 3 Hours Per Week!



*"Joining 123 Krav Maga is one of the best decisions I have made. The club has such a warm and inviting atmosphere, which I felt from day one.*

*Since joining I have found my confidence, and discipline has skyrocketed along with my fitness. Training is intense and very enjoyable offering a realistic feeling in a safe and controlled way. I am constantly motivated by other members to push beyond my limits.*

*Their COVID-19 precautions are also excellent with all equipment being sanitised and wiped down every session. Huge thank you to Sonny for welcoming me into the 123 Krav Maga family"*

- Ryan Clare



*"I joined 123 Krav Maga initially to improve my fitness and maybe learn some self defence techniques to give me more confidence in today's, sometimes, hostile world.*

*Since the first day, I have been extremely impressed with the quality of the training, the atmosphere of the club and the professionalism of the friendly instructors who tailor the training to individual needs.*

*From attending one night a week, I now try to attend at least three times and have seen a marked improvement in my fitness levels. I also now feel much calmer and more relaxed in stressful situations at work and home. What started out as a "route to fitness" has become more of an integral part of my life and I feel much better for it. Thanks to all at 123 Krav Maga for your fantastic support."*

- Jim Beattie



*"Since joining, 123 Krav Maga has become a big part of my life. I initially wanted to learn how to defend myself should the need ever arise, and improve my overall confidence. I was fairly nervous going into the first session, but straight away I was made to feel very welcome and part of the class.*

*Training with the other club members and the encouragement of the instructors helped push me on and I loved everything about that first class from the lesson structure, techniques themselves, the tactical element, drills and exercises. I knew 123 Krav Maga was for me and made a long-term commitment there and then.*

*I've have seen improvements in my fitness, strength, technique, awareness, confidence and overall mindset. Training is definitely tough, but I enjoy every minute of it and genuinely look forward to each and every class. A massive thank you to Sonny, the other instructors and my fellow club mates!"*

- Lee Bates

# IS THIS **RIGHT** FOR ME?

First of all, it doesn't matter if you are 18, 40 or 75. It doesn't matter if you are male or female, short or tall, a fitness fanatic or an exercise phobic.

At **123 Krav Maga** I am proud to say that we welcome all with no judgment, if you are willing to give us your time then you have got our respect!

As cheesy as it sounds, we are one big

family that support each other through our own journey to improved health and fitness.

We all have the same worries when we are starting out something new, Will I be the biggest? The most unfit? The oldest? Will my face turn to the colour of a beetroot? Will people laugh at me?

## None of this matters.



*"Hi, my name is Steve and I am 56 years old. I joined 123Krav Maga around 3 years ago to build up my fitness and give me a reason to get out of the house.*

*I was apprehensive at first but after having a couple sessions I had got the bug for it. I would recommend to anyone, and would encourage them to come along and have a few lessons. I remember how unsure I was at first about whether the club was right for me or not, but I was made to feel very welcome and part of the team right away. Everyone at the club is very helpful and friendly and this is what encouraged me to stay.*

*From joining 123Krav Maga, my fitness is a lot better and I have more confidence in myself. I feel the skills that I have gained has prepared me to be able to handle any situation should it happen, especially in this day and age with the rising knife crime.*

*Everyone is welcome at this group, no matter what size, gender or age you are. I hope by you reading this it will encourage you to come along and give it a go and hopefully stick with it."*

- Steve Angus

# WHAT'S THE **NEXT STEP?**

If you can recognise the value of what I have just said - then this is exactly what you have always been looking for.

Once you have experienced being part of our community and the benefits you will gain, you will never want to go back to a council run leisure centre or any other big box gym again.

## NOW CAN I GUESS WHAT **YOU ARE THINKING...**

### **“How Do I Join And What Are The Costs?”**

“I want you to know upfront that we offer different membership options and I’m sure we’ll find something suitable for yourself once we meet.”

I never want to exclude anyone who wants to join our community so it is important to me that we can provide something to suit most budgets. Your sessions may vary in quantity or other benefits but you will always receive the same high quality workouts no matter what membership level you choose.

As you can imagine, and I hopefully understand, with an increased membership comes increased benefits.

**These are all options that we can discuss when you book in for your:**



# FREE CONSULTATION



## BOOK TODAY



**YOUR  
JOURNEY  
STARTS  
HERE**

**CLICK [HERE](#) TO BOOK YOUR**



**FREE CONSULTATION**

It doesn't cost a lot to achieve your self-defence or fitness goals at the **123 Krav Maga**.

For a monthly fee, you get far more than you'd expect.  
Come in and see our unique training space and meet your instructors.

If you still have questions and want to know even more, then don't hesitate to contact us via e-mail, phone or on Facebook.