

ISSUE
004



CHAPTER FOUR
THE STORM

WHEN THE
WEATHER
CHANGES...

WHO DO YOU
BECOME?

THE
COLLECTIVE



ULTIMATE  ATHLETE

THE STORM

CHARACTER IS REVEALED WHEN THE WEATHER CHANGES.



DISCOVER
YOUR STORY

Know who you are.
Share where
you come from.



BUILD
YOUR BRAND

Create your identity.
Share your voice.
Own your platform.



STRENGTHEN
THE COLLECTIVE

Connect with others.
Support. Celebrate.
Elevate each other.



CREATE
OPPORTUNITY

Unlock potential.
Build influence.
Shape your future.

EVERY ATHLETE IS **ULTIMATE.**

EVERY ATHLETE
WALKS IN CARRYING
SOMETHING.

TODAY...
YOU CARRIED
EXPECTATION.

YOU TRAINED.
YOU SHOWED UP.
YOU GAVE
EVERYTHING.

EVERYONE IS
WATCHING.

SOMETIMES...
THE STORM ARRIVES
WITHOUT ASKING.

YOU LOST.

ROUGH
DAY?

YEAH.
I KNOW.

NO.

YOU JUST GET BETTER
AT DECIDING WHO
YOU'LL BE.

DOESN'T GET EASIER...
DOES IT?

HE SEES THE PERSON.
NOT THE RESULT.

WINNING TEACHES
YOU HOW TO COMPETE.
LOSING TEACHES
YOU WHO TO BECOME.

BE SOMEONE'S
SHELTER.

TO BE CONTINUED...

CREATOR MISSION

EVERY MONTH, WE TRAIN MORE THAN SKILL.
WE BUILD CHARACTER. WE BUILD EACH OTHER.



ULTIMATE
ATHLETE
COLLECTIVE

Character
isn't built on
your best day.
It's revealed on
your hardest one.

AUNTIE SAYS

We all love the highlight.
The wins feel amazing.
But the moments no one
sees? Those build you.

Storms don't break
you—they reveal you.
Share your real moments.
You never know who
you'll help.

— Auntie Marie

THIS MONTH'S THEME OWN THE STORM

Storms reveal character.

LIGHT YOUR STAR

SHOW US WHAT THIS THEME LOOKS LIKE.



CRYING AFTER
A LOSS



CHECKING ON
A TEAMMATE



TAPING UP AND
KEEPING GOING



WRITING DOWN
WHAT YOU LEARNED



ICE BATH.
RESET. REFLECT.



EMPTY GYM.
NO EXCUSES.



WALKING INTO
THE RAIN ANYWAY



CLEANING YOUR
WEAPONS

REAL MOMENTS. REAL GROWTH. REAL YOU.

CREATOR LESSON

PEOPLE REMEMBER **HONESTY**.
NOT PERFECTION.

- Real stories build real trust.
The truth connects.
- People don't follow perfect athletes.
They follow growth.
- When you show your storm,
you give someone else the
courage to keep going.

COPY • PERSONALIZE • POST

PROMPT:

"Today the storm taught me..."

- FINISH THE SENTENCE.
- SHARE THE LESSON.
- BE REAL. BE YOU.
- TAG US. INVITE US.

MAKE US
A COLLABORATOR
WHEN POSSIBLE!

BE SOMEONE'S SHELTER

Find one athlete who had
a rough day.

- Comment something kind.
- DM a word of encouragement.
- Sit with them.
- Help them.
- Remind them they matter.

**YOUR WORDS CAN BE
SOMEONE'S TURNING POINT.**

AUNTIE'S JOURNAL

THIS MONTH'S QUESTION:

What did your hardest
day reveal about you?

Remember:

- Hydrate
- Rest
- Journal
- Keep training
- Love people

MONTHLY CHALLENGE CHECKLIST

- ☐ I took a photo that tells the real story.
- ☐ I posted honestly about my journey.
- ☐ I encouraged at least one athlete.
- ☐ I replied to comments and built connections.
- ☐ I shared someone else's story.
- ☐ I tagged @c_ultimateweapons and used #UAC
- ☐ I kept showing up, even when it was hard.



We rise in the storm.
We grow in the storm.
We are the storm.

POST IT. TAG US. **MAKE US A COLLABORATOR.**
HELP YOUR STORY REACH THE COLLECTIVE.

@c_ultimateweapons

marie@jointheuac.com

#UltimateAthlete
#EveryAthleteIsUltimate
#TheCollective
#OwnTheStorm #UAC

THE COLLECTIVE COMPASS

FINDING TRUE NORTH — AFTER THE STORM

Helping Families Navigate Loss Without Losing Each Other. ♡



You've got this. ♡



UAC

Auntie

UAC

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COFFEE WITH AUNTIE ♡

Let's talk. ♡

Loss is hard. For our kids. For us. For the whole family. The car ride home can feel heavy with silence or flooded with questions we don't have answers to. But our athletes aren't just learning from the coaches and teammates — they're learning from us.

We get to be the calm in their storm.

You don't need perfect words.
You don't need a plan.
You just need presence, patience, and love.
Because when they lose, they aren't losing your love. They just need to feel it louder.

LET HOME BE THEIR SAFE PLACE.

— Auntie Marie ♡



We rise in the storm together. ♡

PARENT CHALLENGE REDIRECT THE STORM

This week:
After a tough result, catch yourself before critiquing the match.

INSTEAD, ASK:

"What are you feeling right now?" ♡

Don't fix it. Don't coach it. Just listen.

BEFORE YOU GO... ♡

One day, your athlete won't remember every score. They won't remember every trophy or every empty-handed ride home. But they will remember whether losing ever cost them your warmth.

Be their shelter in the storm— not another voice in it.

— Auntie Marie ♡



FAMILY MISSION

THIS WEEK'S MISSION

This week, after any loss—big or small—try this instead of a debrief.



"I'm proud of you" — said first, before anything else.



Let them talk about it only if they want to.



Ask "how do you feel?" before "what happened?"



Remind them: one match doesn't define them.

*Not because results don't matter.
Because they matter less than your athlete believing you're in their corner no matter what.*



AROUND THE DINNER TABLE

TONIGHT'S QUESTIONS

- 1 What did today teach you about yourself?
- 2 What part of today are you most proud of?
- 3 What was the hardest part?
- 4 Who encouraged you today?
- 5 Who did you encourage?



COLLECTIVE NORTH STAR

A loss is not a verdict on your athlete's worth.
It's not a reflection of your parenting.
It's not a crisis to manage.

**It's weather.
It passes.**

What doesn't pass is whether they still felt safe with you inside of it.

NOTES FROM THIS MONTH ♡

— WRITE THIS DOWN —

What was one moment this month when your family felt like a team again—not a training unit?

Your growth is part of their growth. ♡

P.S. — AUNTIE SAYS:

"You can't control the weather. You can control whether home stays warm through it." ♡

POCKET WISDOM ♡

Your athlete will forget the score. They won't forget how you made them feel afterward. ★



THE

CONSTELLATION

Every Story Adds Another Star. ♡



DIFFERENT STORIES.
DIFFERENT SPORTS.
ONE COLLECTIVE.

Across cities and small towns, on mats and fields, in gyms and dojos—our stories may be different, but our purpose connects us. You are never alone. You are part of something bigger. ♡



“No matter where we live, we're connected by character, courage, and our love for the journey. ♡”

MAP LEGEND



This Month's Star



Previous Ultimate Athlete



Future Star

WHAT MAKES AN ULTIMATE ATHLETE? ♡



ENCOURAGES OTHERS

We lift each other up and cheer for one another.



SHARES THEIR STORY

We are real. Our story can inspire someone.



LEADS WITH CHARACTER

We choose integrity, respect, and kindness.



KEEPS CLIMBING

We stay disciplined, learn from setbacks, and never quit.



REPRESENTS WELL

We honor our schools and our ecosystem.



INSPIRES SOMEONE

Your journey could be the light someone else needs.



Five new stars this month.

The constellation grows.

Who's next? ♡

ADD YOUR STAR ♡

- Complete this month's Creator Mission
- Share your story (photo, video, or words)
- Tag @c_ultimateweapons
- Use #UAC #MyUltimateJourney
- Invite a fellow athlete to join!

Your story could be featured in a future issue!



AUNTIE'S SKY ♡

A constellation isn't built because one star shines brighter than the rest. It's built because every star chooses to shine beside another.

THE ECOSYSTEM ♡



INDIVIDUAL JOURNEYS.
SHARED PURPOSE. ONE COLLECTIVE. ♡

NEXT MONTH... ♡

THE SIGNAL (())

Sometimes strength begins by listening.

Rest. Recovery. Intuition.

Listen to yourself.

Be ready.



@c_ultimateweapons
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joinTheUAC.com