

1



SOME SAY THERE IS A PLACE
HIDDEN BEYOND EVERY TOURNAMENT...
BEYOND EVERY DOJO...
BEYOND EVERY FEAR.

THEY CALL IT...
THE SUMMIT WITHIN.

2



EVERY ATHLETE BEGINS
THIS JOURNEY
CARRYING SOMETHING
UNSEEN...

DREAMS.
FEAR.
HOPE.
PRESSURE.
EXPECTATIONS.

3



EVERY PATH
EVENTUALLY LEADS
TO THE SAME QUESTION...

4

DO I
BELONG HERE?



WE ALL ASK
THAT QUESTION.

ULTIMATE ORIGINS

DISCOVER THE BEGINNING OF YOUR STORY

Every legend has an origin. Every champion has a first step.
This month, celebrate where your journey began
and share it with the world.

YOUR CREATOR QUEST

Hi, I'm Auntie.

I'm here to help you
turn your story into
inspiration.

Let's create.
Let's inspire.
Let's be Ultimate.

AUNTIE'S CREATOR LAB



BE AUTHENTIC
Real stories
inspire real people.



BE CONSISTENT
Small steps every month
create big impact.



BE POSITIVE
Your energy is your brand.
Share good vibes.



BE YOU
There is only one you.
That is your power.

CAPTION STARTERS

- 1 This is where my journey began...
- 2 I'll never forget my first...
- 3 From day one, I knew...
- 4 The beginning wasn't easy, but...
- 5 Grateful for how far I've come...
- 6 And this is just the beginning.

THIS MONTH'S THEME

ULTIMATE ORIGINS

Your first class.
Your first belt.
Your first moment
that changed everything.



EXAMPLE POST



ultimate_athlete



ultimate_athlete My origin.
My first class. My first step.
The beginning of a journey
that changed everything. ✨
#UltimateOrigins #EveryAthleteIsUltimate
View all 27 comments

1 LIGHT YOUR STAR

Where did your journey begin?
Choose a photo that captures
that moment.

2 MAKE YOUR POST

Post one photo that
represents your origin story.

3 MAKE YOUR REEL

Create a 15-30 second reel
that answers this month's
questions. Tell your story.

4 COPY YOUR CAPTION

Use the starter captions
or write your own.
Make it real. Make it you.

5 ENCOURAGE ANOTHER

Leave a kind comment.
Celebrate someone
else's journey.

6 BUILD YOUR BRAND

Your story is your superpower.
Keep showing up.
Keep growing.

7 SHARE WITH THE COLLECTIVE

Tag @e_ultimateweapons
or email Auntie so we can
feature your story!

VIDEO IDEAS

- ★ My first class
- ★ What inspired me to start
- ★ A moment I'll never forget
- ★ Advice to my past self
- ★ Why I keep showing up

CREATOR CHECKLIST

- ☒ Photo chosen
- ☒ Reel recorded
- ☒ Caption ready
- ☒ Posted
- ☒ Encouraged a friend
- ☒ Tagged or emailed Auntie

NEED HELP?

Email Auntie anytime!
marie@jointheuac.com

TOGETHER WE RISE. TOGETHER WE INSPIRE. TOGETHER WE ARE

THE COLLECTIVE.

YOUR STORY IS YOUR LEGACY.
SHARE IT. INSPIRE WITH IT. LIVE IT.
EVERY ATHLETE IS ULTIMATE.

Coffee first.
Compass
always.



THE COLLECTIVE COMPASS

Helping Families Navigate the Journey Together



COFFEE WITH AUNTIE

WELCOME TO THE COLLECTIVE.

BEFORE THE TOURNAMENTS, THE MEDALS, AND EVEN SOCIAL MEDIA... THERE WAS YOU. THE PARENT WHO SHOWED UP. WHO BELIEVED. WHO KEPT DRIVING TO PRACTICE. AS YOUR ATHLETE BEGINS SHARING THEIR STORY, REMEMBER THIS: YOU ARE STILL THEIR GREATEST INFLUENCE.

THE COLLECTIVE ISN'T HERE TO REPLACE YOUR VOICE. WE'RE HERE TO HELP AMPLIFY IT.

THANK YOU FOR TRUSTING ME TO WALK THIS JOURNEY WITH YOUR FAMILY.

— AUNTIE MARIE

AUNTIE'S MARGIN NOTES

They're still listening... even when it doesn't feel like it.



Celebrate effort louder than results.



THIS MONTH'S FAMILY FOCUS

Every athlete has an origin story. This month, take a few minutes to look back.

- Find an old photo.
- Remember their first class.
- Laugh about the beginning.

The strongest confidence is built by remembering how far we've already come.



AROUND THE DINNER TABLE

Tonight, ask just one question:
"What made you fall in love with martial arts?"

Listen more than you talk. Sometimes the best conversations begin with a single question.



GUIDING THIS MONTH'S SOCIAL POST

- Help your athlete tell their story.
- Choose one meaningful photo.
- Encourage them to write the caption in their own words.

Don't chase perfection. People connect with authenticity.



Confidence grows where encouragement lives.



THIS MONTH'S PARENT CHALLENGE

Small actions. Big impact.

- Praise effort.
- Tell a story from their first tournament.
- Share one thing you're proud of.
- Take one photo together.



COLLECTIVE NORTH STAR

Character before Championships.

The goal isn't simply to raise great athletes. It's to raise remarkable people. Everything else grows from there.



NOTES FOR THE JOURNEY

Write down one moment from this month you never want to forget. Years from now, these memories may become your family's greatest trophies.



BEFORE YOU GO...

One day your athlete may forget the score. They'll never forget who believed in them. Thank you for being their compass.

— Auntie Marie

