



The “Nike” of Judo

Nike makes shoes, but they know that people buy shoes for a reason. The reason is ostensibly to train in, to perform in, to excel in. Or, sometimes, it is to be cool, to “Be like Mike”. In order to achieve this marketing goal, Nike wanted to come up with a tag line, something that made the shoe wearer connect completely with the essence of the product. They came up with the same bit of advice that judo founder Kano did, when asked how to excel in judo. He said, “Never miss practice.” Nike said, “Just do it.”

Over the last couple years, *Judo Compass* has come up with many judo based perspectives on practice, application of techniques, and the use of judo in daily life. Judo inspires us to seek improvement, to learn new techniques, and to excel when possible. Sometimes, it is a good idea to put aside the stuff of detail and just do it.

Do judo for the simple joy of doing it.

Do judo for the sweat, the mat burn, the physical exhaustion, and the feel of a judogi on your shoulders.

Do judo because the mat beneath your feet has a healing quality, is almost like home, is an old friend, and is like no other place on earth.

Do judo because the strongest bonds of a lifetime can begin with the grip on a stranger’s sleeve and lapel.

Do it because entering the dojo is the entering into a whole different world, and you are a citizen.

Do it because the benefits, the accomplishments, and the improvements will come if you do.

There is “Seek and ye shall find.” Then, there is just do it, and it will find you.

Just do it.



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