

BRIAN STERLING-VETE'S

# MENTAL MARTIAL ARTS

THE SHAOLIN SECRETS  
FOR BUSINESS... AND LIFE



BRIAN STERLING-VETE

WORLD WIDE ©

I dedicate this book to my parents, Ida and Norman,  
who have always been my inspiration.  
They're dearly missed but never forgotten; and their legacy  
of love, honour and kindness lives on.

In memory of the amazing Charlotte Massey 1900 - 1991

In memory of the great Zig Ziglar  
Friend and mentor 1926 - 2012

**Brian Sterling-Vete's  
Mental Martial Arts©**

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## Contents

Preface and Introduction

*Chapter 1* - Mental Martial Arts – ‘Dare To Be ‘Different’

*Chapter 2* - Chi Energy and Chi Magnetic Attraction  
‘The Secret of the Shaolin Masters’

*Chapter 3* - Mental Martial Arts Key Philosophies

*Chapter 4* - The Mental Martial Arts Mind

*Chapter 5* - The Mental Martial Arts Mind-Body Link

*Chapter 6* - Mental Martial Arts and Communication

*Chapter 7* - Mental Martial Arts and Conflict Resolution

*Chapter 8* - Media Crisis Management

*Chapter 9* - Confidence, Character Flaws and Mental  
Martial Arts

*Chapter 10* - Target Setting and Focus  
‘Designing Your Own Destiny’

*Chapter 11* - Mental Martial Arts and Leadership

*Chapter 12* - Mental Martial Arts Toolbox-Tactics

*Chapter 13* - Which Is Best Physical Martial Art?

*Chapter 14* - Success: A Journey NOT A Destination

*Chapter 15* - Mental Martial Arts Words of Wisdom

[www.mentalmartialarts.tv](http://www.mentalmartialarts.tv)

**Preface:**

*This is an introduction to Brian Sterling-Vete's Mental Martial Arts and its philosophy; by its creator.*



*We all have three treasures in life.*

*From **FRUGALITY** comes true generosity to others.*

*From **MERCY** comes true courage.*

*From **HUMILITY** comes true leadership.*

*How do you keep these treasures? Do you keep them on paper? Do you keep them on your computer? Do you keep them in your memory?*

*No; none of these. Instead, you should keep them in a way that all may appreciate and learn from.*

*Always lead by example, in your words and in your deeds.*

My system of Mental Martial Arts is about using your mental agility with the same tactics and strategic skills from Kung Fu and other Martial Arts to guide and redirect the energy of people, organisations, and even corporations to give you the advantage, even against stronger and more powerful opposition, in life, love and business.

I firmly believe that it's always better to win a conflict by simply not being in conflict to begin with. This is the pathway to harmony and peace; as well as to a richer, more rewarding life. Let me help to visualise that for you.

When one tiger avoids another tiger does this make it the weaker of the two for doing so? Or is it because both are powerful, strong, and able to inflict unspeakable harm; so there would be no ultimate winner in such a conflict? The action of avoiding conflict, wherever possible, is not cowardice; it's simply the love of life.

Living in peace and harmony with the world and those around you is an essential element to mastering the true power of the amazing Chi energy which is within all of us. The way of peace and harmony will also help you to better understand the philosophy behind my system of Mental Martial Arts.

The inextricable mind-body links, together with the associated intellectual aspects of the traditional martial arts, have all been well documented throughout history. However, from this point forward in the book I'll refer to my own system of Mental Martial Arts, or as it is officially called 'Brian Sterling's Mental Martial Arts;' simply as 'Mental Martial Arts' for the sake of simplicity. This is in very much the same way that any instructor would refer to their own system of the physical martial arts.

Sadly, many of the deeper intellectual and philosophical aspects of the physical martial arts are not taught in the west. As such, many of the broader tactics, strategies, principles and underlying philosophies of the ancient martial arts, have simply been forgotten. In some cases Western martial arts teaching has simply chosen to ignore these elements all together for the sake of commercial coaching, and practical business reasons. In this book, through my seminars, and in my personal coaching of clients I seek, in some small way, to redress what I consider to be a great loss to humanity. I also seek to empower people in a way they might never have thought possible. I also hope to provide some of the tools needed to maximise personal growth in life, love and business.

Mental Martial Arts is not a physical martial art, it's an intellectual and philosophical art. However, any basic understanding of the physical martial arts will always enable you to more quickly understand any system of Mental Martial Arts, combat, tactics and strategy. I'm also confident that if you were to ever embark on a journey of personal exploration into the physical martial arts then it would only serve to broaden your horizons and open your mind to new, previously undiscovered worlds. I also know for certain that it would greatly increase your overall levels of physical fitness and self confidence. I know that if you were to ever to study the deeper philosophies behind the ancient physical martial arts then you'd also discover the fascinating words of wisdom of the Shaolin masters. This process would make your journey through life much more complete, meaningful and fulfilling. It would provide a greater sense of inner peace, serenity and harmony with the world around you.

Who were the Shaolin Masters who founded the famous systems of the martial arts? The Shaolin masters originated from the Shaolin Monastery, or Buddhist Shaolin Temple founded in the 5<sup>th</sup> century AD, located near Zhengzhou City in Henan province of ancient China. The name 'Shaolin' literally translated means 'monastery-temple in the woods of Mount Shaoshi.' Today, there are many Shaolin Masters who visit western nations to display their spectacular skills and abilities; but few or none who teach their strategies and philosophy.

Many of the common Chinese martial art systems were not invented in the monastery; they were in existence long before the monastery was established. However, thanks to the foundation of the monastery, the systems of Shaolin Kung Fu were born. The peaceful Shaolin monks came together in the monastery seeking to live in harmony with nature. Unfortunately, it was not always possible to maintain harmony in those feudal and often war torn times.

The monks studied the combat systems of animals and other creatures including the snake, praying mantis, monkey, crane, the mythical dragon and of course the tiger. They also studied the combat methods and strategies of the ancients 'greats' such as Sun Tzu; who is still revered today as being one of the greatest military leaders of all time.

Whilst studying each animal the monks soon realised that each creature taught them a unique method of combat. At first each method appeared to be very different from the other, and it's believed that a Shaolin monk once commented that "there were as many different styles of martial arts as there are leaves on the trees." Perhaps this is a good thing. After all, different people are best suited to different styles, with none being better or worse, stronger or weaker, merely different. I've no idea if anyone actually said such a thing; however, there certainly are as many different styles of martial art as there are martial arts teachers. This is because when a student becomes a teacher they always add something new to the art, something which is unique and very much part of their own personal 'flavour.' So, the ancient systems of Kung Fu were born. Some systems had colourful and exciting names such as *Drunken Monkey* (no, I'm not joking), *White Crane*, *Praying Mantis*, *Dragon Style*, and the famous *Tiger Style*. Incidentally, the Tiger system was the original system which I was taught from boyhood. The particular style I was taught is called *Pak Mei*, which is sometimes pronounced *Bak May*. This means 'White Eyebrow' and is named after the Shaolin monk who invented the system; and no, there are no prizes for guessing the colour of his eyebrows!

In definition, the term Kung Fu is now used to collectively describe the Chinese martial arts. However, the literal translation of the term Kung Fu is derived from the word *Kung*, or *Gong*, as it is sometimes referred to; which means achievement. This is combined with the word *Fu*, which simply means 'mankind.' Therefore, the literal

translation of the term Kung Fu would be; '*achievement by mankind.*' Perhaps in Western terms for those who speak English it would be best translated to mean; '*human achievement.*'

Just as with the water lily floating on the surface of a pond; there's always much more hidden beneath the surface of the water. If you ever take the time to look beyond the surface and study the hidden depths of the Kung Fu systems you'll find that if combined; they all become one whole, complete system. You probably find that each system in some way enhances the other systems, once again proving that none is stronger or weaker than the other, and none are better or worse; they are all merely different. This is the embodiment of the true principles of Yin and Yang.

I believe that at this point it might be advantageous if I first share a brief overview of my personal background. This will provide an insight as to how I first conceived and then developed my system of Mental Martial Arts. My own journey in the physical martial arts began at the tender age of 12; and in many ways it was born out of necessity. I grew up in an around the inner-city districts of Rusholme and Moss Side in Manchester, England. These were some of the toughest parts of Great Britain, perhaps even Europe at that time; and they were rife with gangs of vicious thugs and drug dealers. My family was small by comparison to others of the time, consisting only of my Mother, my Father and myself. None the less, we were a very happy family, perhaps poor financially but very wealthy in our love and contentment. My parents always maintained the absolute highest standards of morals, good house-keeping, proper manners and respect; all of which were thankfully were passed on to me. My parents were my inspiration as a teenager, and they still are to this day.

Even though this was the late 1960's and the early 1970's, the area where I grew up was still being slowly regenerated after the devastation of World War two. Manchester was hit extremely hard during the wartime blitz because it was the centre of Britain's industrial heartland; and Hitler wanted to completely destroy it. He tried very hard with relentless blitzkrieg bombing night after night for many years on end; but he ultimately failed. However, during the Manchester blitz Hitler's bombers did me a huge personal favour when they wrecked the old factory across the road from my school. Without knowing it at the time, they'd created a future paradise for the local children in later years. In our innocent eyes we had our very own private 'ocean' to play on, complete with an island in the middle. The reality was of course slightly different. Our 'paradise' was simply a huge bomb crater filled with rain water; with nothing more than masses of brick, iron and other rubble, forming what we believed was an island!

No matter, we were all very happy with life in so many ways. We even thought ourselves to be extremely lucky to have no less than two days of summer holiday per year away from home. On one of the days we usually headed to the Victorian seaside resort of Southport, best known for being a seaside resort with no sea. This is because of the massing sand dunes which make the town almost an inland resort. The other day of our summer holiday was almost always to Blackpool, famous for its Blackpool Rock. This isn't rock in either geological sense or in musical terms; it's actually a stick of hard mint flavour candy which somehow, almost miraculously, has the word 'Blackpool' written all the way through the core of it!

Heald Place Primary School was a very special and it left a happy mark indelibly graven on my recollection. I've often heard it said that memories of a great teacher will stay with you throughout your life. Hindsight has proven this to be true for me because my primary school teacher,

Mr. Elmett, was a wonderfully positive influence on me at the time. His teachings have stayed with me throughout my life, and I think of him often with fond memories of school. Sadly, I've never seen him since that time. Burnage High School was a mixed bag of pain and pleasure for many reasons; and my early years there were a far cry from the halcyon times of primary school. In those very early teenage years the relentless bullying began. As always, the bullying was perpetrated by mindless thugs, often travelling in gangs for moral support. Somehow they all thought that I was a good target for their sport. Why? Probably for one simple reason; this was that I was considered to be very different from the others in my peer group. In reality the only difference was that I simply didn't wish hang around in gangs or use bad language etc. Instead, I valued studying hard, and working hard too in my first job as a paper-delivery boy to earn my first salary. In my early teenage years I was of very slim build. In fact even though I was only 12 years old I was still proportionately so slender that I could have been the poster child for the classic '98lb weakling' as seen in the newspaper adverts for body building courses at the time!

Perhaps because of this combination of me being considered different, and also me being the classic 98lb weakling; the bullying simply increased in both its ferocity and frequency. On one occasion I was so badly beaten by a particular gang of thugs that I only narrowly avoided being hospitalised. The gang was led by a particularly large, but with hindsight, cowardly boy. This particular time the gang beat me up simply because I'd once again refused to join their ranks. It left me with a black eye, and broken nose, several deep cuts on my head and face, cracked ribs, and with bruises all over my body from being kicked by the 5 very brave bully-boys while I was lying on the ground. Although I didn't realise it at the time, this was a pivotal moment in my life. That particular beating I'd received was

so severe that it meant that I could no longer hide my injuries from my parents as I'd often done prior to that day. The complete truth now had to be revealed, even though I was still very cautious about telling my parents everything. This was because had they actually known the number of times that I'd taken a good beating by the thugs, they'd have literally gone berserk.

My Father was the real catalyst in changing my life forever in the most positive way imaginable. He'd spotted a tiny article in a newspaper about a system of self defence which was quite new in those days; it was something called Kung Fu. I still possess that newspaper clipping to this day. Motivated by the watershed realisation of me being a victim of such intense bullying and gang violence; my Father decided that this might be a very good option for me. One Tuesday evening after school my father and I took one of the old-style red coloured double-decker busses into Manchester centre. I'll never forget that time; it was in late October just before Guy Fawkes celebrations. As the bus passed along Wilmslow road through what is now World famous as the 'Curry Mile,' my mind was racing and wondering what to expect. We walked from the bus stop by the Town Hall in Albert Square, and onto Deansgate which was the premier road in the city. I remember with amazing clarity how grand and imposing the ornate Victorian entrance to the Houldsworth Hall appeared to be. The interior was a little less impressive, the building was about 150 years old and it was showing some signs of its age. The double door entrance to the hall itself was now before us and we paused instead of immediately entering. My Father turned to me and asked me if I really wanted to do this; if I really wanted to learn Kung Fu for my own reasons and not because of his. This was the pre-Bruce Lee era, so neither of us had any idea what to expect. He also reminded me that once I start something and if I was committed to it, then I should try to become the best at it,

and this was no exception. I told him that somehow I had always known that Kung Fu was always destined to be part of my life, and this was the first real step on my new journey. I remember as we walked into the hall, the first sight I was greeted by was Sifu George Taylor performing a demonstration of block breaking to a small audience; all with amazed expressions on their faces. Seconds after my Father and I walked into the hall Sifu Taylor performed punching technique to a block being held and supported by no less than 4 of his students who were all dressed in black. They were holding a piece of sawn up railway sleeper and I'll never forget how Sifu Taylor punched right through that huge block of wood as if it weren't even there. The student-assistants who were holding the block were equally surprised. Sifu Taylor punched through that block of wood so expertly and quickly that they hardly felt any impact, they obviously weren't even shaken. Before the evening's demonstrations and group discussions were over I'd made the life-changing decision, signing the dotted line to join the *Chi Yun Kung Fu Woy*.

Shortly after that time, Bruce Lee would literally change the world and it's perception of the martial arts forever. It was because of the great Bruce Lee and his incredible movies that the world would develop, almost overnight, a seemingly insatiable appetite for all things related to Kung Fu. I was right there in the thick of it, living through those heady-times, riding the massive surf of publicity for what was called Kung Fu mania!

Even today, I still have crystal clear memories of my very first lesson. I was a boy of 12 tender years of age, still nursing both my physical injuries and dented pride from one of the many beatings by the gangs of thugs. However, I was now standing before my Shaolin Masters as a proud new student of Pak Mei, or Tiger style Kung Fu; and I had a real thirst to learn. Not even my wildest dreams could have imagined how, from that point onwards, my whole life; in

fact my entire future was being positively changed forever. With hindsight, the positive changes in my life at that time were as frequent and numerous as the proverbial droplets of rain during a summer shower. Those changes rapidly spread outwards into all aspects my life, and without realising it, into my future life too. Just like how the ripples on water spread out when a pebble has been dropped into a pond. I also know for certain that those positive ripples still move just as powerfully through all aspects of my life today.

I quickly grew to love Kung Fu and everything associated with it. I was completely motivated, immersed, and enthused in every way imaginable. Consequently, I trained extremely hard in my martial arts every day without fail. Eventually I supplemented my martial arts training with a combination of fitness and body building routines. These brought about some equally dramatic and positive results. Over the years which followed my knowledge and ability in the martial arts steadily increased, as did my physical strength. I eventually began studying several other martial art disciplines including Karate, Muay Thai, Ju-Jitsu, Aikido, western boxing and even western wrestling. This combination martial arts and weight training literally transformed me from being the proverbial '98lb weakling' into a veritable Hercules. I became a person who the bullies very soon avoided and even the gangs of thugs learned to respect. I also remember with amazing clarity the turning point when being tormented and bullied ceased forever.

At the time I'd been studying Kung Fu for about 18 months, and I'd also been doing some pretty intense fitness and body building training too. One day, at Burnage High School in Manchester, the showdown finally happened. No matter how hard I tried, I simply couldn't avoid a confrontation with the biggest bully in the school. This boy was big by any standards, and he could have easily passed for being several years older than he actually was. Sadly he

didn't possess an ounce of maturity or wisdom his perceived age suggested. He just knew that he was bigger and stronger than the rest, and he enjoyed constantly proving that point. It was during a lunch break when the trouble began, and after this particular boy had been writing offensive words on the chalk board. Because he knew the teacher was a 'no nonsense' sort, and he would soon be returning to the classroom, the bully thought it a good idea to wipe off the offensive words. He also thought that my school uniform jacket would be best suited for the purpose. I did not agree with him.

The usual circumstances were that he and some goon-like accomplices would simply take the jacket from me, or anyone else they wanted to take one from. They'd then proceed to do whatever they wanted with it before throwing it to the floor like discarded rubbish. This time it was very different, I said 'no' and that was a word the thug was not used to hearing. At that point he had a look of utter amazement on his face because of my refusal to comply so he immediately lunged forward with a swinging punch aimed at my head. In the past, the result of being on the receiving end of such a devastating blow would have normally seen me return home that evening with yet another black eye. This time it was very different. My Kung Fu training instinctively took over. Because of my new-found experience in freestyle martial arts I knew immediately that his attack, although strong, was actually poorly executed and he was very obviously untrained. I also knew that compared to me with my training in the martial arts, he was comparatively slow. Using the principles of Kung Fu I simply side-stepped his attack while intercepting and engaging his attacking arm, and then used his own momentum to send him smack-bang into the classroom wall. His dazed look of complete shock and amazement told me that he had absolutely no idea what had just happened to him. It must have been inconceivable

to him that a person he'd bullied and pushed around at will for almost 24 months had now not only deflected one of his mighty blows; but had almost effortlessly made him collide full-on with a wall. I remember him hitting the wall so hard that he rebounded some distance backwards falling into a row of desks and chairs; sending them scattering all over the room as he fell to the floor in a heap.

My other classmates who witnessed this scene were just as stunned as he was. They were in complete silence and utter amazement at the events which were now unfolding before their very eyes. Perhaps for those who were former victims of relentless bullying from this boy; this was now pure entertainment. Indeed, those classmates who had also been a victim of his bullying were now smirking and smiling because the bully had finally met his more than his match.

Recovering his senses at last the bully staggered to his feet shouting obscenities at me, which after taking away the mass of colourful expletives, told me that I was going to die some sort of horrible and painful death – or words to that effect. He then rushed forward to attack me again, this time attempting to kick me before following up with a punch. The boy before me now, someone I'd been so scared of for so long, was now being revealed to be completely pathetic and sad. His new, clumsy attempt to kick me didn't even distract me for a second. As soon as he'd started to attack me I immediately ceased to fear the bully-boy I'd once thought to be so powerful. This boy, who had literally terrorised me and my fellow students for almost 24 months, now looked increasingly like a 3 legged donkey trying desperately to compete in a thoroughbred horse race!

His new attack was equally easy to deal with, and once again I used his own momentum and strength against him. I easily engaged and then redirected his attack to

make him kick the sharp corner of the teacher's desk. A split second later, with him staggering in pain from damaging his shin on the desk, I then delivered a very effective side thrust kick. This went straight into his mid-point and sent him crashing through the remaining desks that were still standing. Once again, for the second time in as many minutes he was laying in a pathetic 'heap' on the floor in the corner of the room.

The whole incident must have lasted no longer than 90 seconds, perhaps two minutes at the most. However, as always in combat situations it seemed much longer at the time. From that point forward it was the end of not only me being bullied, but also the end of the bullying of others in my class. I also believe that it was a turning point for the bully-boy too. Until then he had grown to become nothing more than a mindless, arrogant thug. After he engaged me in combat that day and lost, perhaps he learned that the oppressed will eventually fight back; and to never underestimate your opponent. Perhaps his life-lesson might be better quoted in this old Eastern proverb, and I'll précis here: *“Do not to despise the snake for having no horns, for who is to say that one day it will not become a dragon.”*

I certainly became the dragon for the bully-boy thug on that fateful day. Later in life when I reflected back upon the whole scenario from first meeting the thug at school, to me ending the bullying through my use of Kung Fu, I began to think about it somewhat differently. Admittedly, I had won what I remember at the time as being the 'Battle of Burnage High School' because I had physically defeated a thug. I'd also put an end to the bullying of other innocent boys in my school; yet there was a question forming in my mind that was shrouded in mist. Over the following years the question eventually became clear; 'was that the best victory I could have achieved, or

was there a better way?' This question remained unanswered for many years to come.

As the years passed and my new future slowly unfolded, I grew from being a shy, frail boy into a completely confident young man of increasingly powerful physical skills in the martial arts. There was also another growth in me; it was a philosophical and spiritual growth. After much thought, and with careful consideration of the teachings of my Shaolin Master, I eventually realised that there was another; a better way. I realised that I would have achieved a much more satisfying and complete victory in the 'Battle of Burnage High School' if I had been able to diffuse the situation, and defeat the bully without resorting to physical violence. In other words I realised that it would have been better to win the 'war' without actually having to physically fight the 'war.' Even at the time of the pivotal incident I somehow knew almost instinctively that there was a better way of winning. I also knew that this was something very intense and with a much deeper spiritual meaning than I couldn't even begin to comprehend at that time. This was an extension of the physical martial arts I had yet to even become aware of; let alone to even beginning to understand. Regardless of that, the 'Battle of Burnage High School' incident proved something very important to me. This was that re-directing another person's attacking physical strength, momentum and energy was actually quite simple; and it was extremely effective. With hindsight this could almost be regarded as the conception point of my system of Mental Martial Arts; even if the gestation period would take a much longer period of time before its birth as a practical system.

Throughout my life I would be reminded on countless occasions that the Mental Martial Arts are equally effective as the physical martial arts in redirecting attacking energy, momentum and power. If I had understood the Mental Martial Arts at the time of the 'Battle of Burnage

High School' I'm certain that could have guided it all to a peaceful conclusion while still winning the engagement. With the 'Battle of Burnage High School' being long-over, and also happy in the knowledge that my martial arts training really worked amazing well in practice; I was motivated to train ever harder. I also ventured deeper into the world of body building and strength, which I found equally fascinating. To my amazement I actually became quite a good power-lifter, and made some very respectable lifts by any standards. For so long my internal perception was that I was still the classic 98lb weakling; while the reality of what I'd become physically was very different. Friends both old and new eventually changed my perception about myself to a realisation that I'd left the old image of myself behind a long time ago. I was now a serious athlete and I even competed in several drug-free body building contests. I usually placed very well against the other contestants, and I even won one competition which probably surprised me more than anyone else!

My growth as a person also flourished and once again I give complete credit and thanks to my parents for all this. I was so incredibly lucky to have had such amazing, visionary parents with high moral values; and a strong work ethic. They taught me from an early age that if I wanted anything in life, my weekly spending-money allowance included, then I had to work hard for it. This saw me undertaking a myriad different jobs throughout my early working life, some of which were fun, and some not so fun. Through school and then through university, I worked as a part-time sales person in Kendals department store in Manchester centre. During holiday periods I'd fill-in the spare time around my academic commitments and martial arts training with some very unusual additional jobs. These included; selling insurance, working as a window cleaner, as a labourer shifting heavy carpet rolls and even as a demolition crew leader. The latter was a job which enabled

me to practice some of my martial arts power moves on parts of buildings which were about to be demolished!

I also worked as a nightclub bouncer on the lonely entrance doors to some of the backstreet nightclubs in Manchester. While working as a nightclub bouncer; or as my great friend Cliff Twemlow would call in his book, as a 'Tuxedo Warrior;' it reinforced that it was always better to win a 'war' by not fighting a 'war.' Even though I didn't realise it at the time, I was practicing Mental Martial Arts almost every night when I worked as a night club bouncer dealing with the ungodly, arrogant creatures of this world. Night after night my job was to keep party goers safe from aggressive thugs, to keep women safe from the unwelcome advances of amorous drunks, and to maintain the general 'law and order' in the bars and nightclubs where I worked. When an incident occurred I very soon learned that I could almost always settle it without violence, especially if I removed my ego from the equation. I also learned that insulting words, which were merely blows to my ego, invariably healed much quicker than the hard physical blows to the body!

I also experienced a different kind of growth. Perhaps because I had grown to become national and international standard as a martial artist I felt more at ease in my exploration of the philosophy underlying the physical arts. I was taking my first baby-steps on my journey to enlightenment, and to a better understand of the amazing strategies and tactics of the ancient masters. Eventually, this would lead me to begin another journey; the journey to formulating and then detailing what would eventually become my own system of Mental Martial Arts as outlined in this book. What was there a secret formula to all this? Was there a unique combination of cause-and-effect events which enabled me to conceive, and then develop my system of Mental Martial Arts? There was definitely no secret formula; perhaps it was simply a unique combination of

factors which sparked the conception; and later the birth of Mental Martial Arts. Without doubt, the study of the physical martial arts was a crucial factor to it all. However, it was also through the numerous practical experiences gained during the hard, gritty, real-life situations. With hindsight, I actually consider myself to have been extremely lucky in being able to gain, at first-hand, the experience of global military conflict in visiting two theatres of war from Bosnia to the Gulf. I also feel privileged to have become friends with, to have been able to learn from, and even on occasion to train alongside some of the best special-forces soldiers on the planet. I also learned many hard lessons about counter terrorism procedures in real combat operations. I also feel both happy and sad to have experienced the deeply disturbing theatres of civil unrest during the UK race and religion riots of 2001 whilst working with BBC TV News. Perhaps all of these factors, and more, comprise the real secret formula behind my system of Mental Martial Arts.

Fast-forward many years. By this time I've worked my way through university, and I've worked countless jobs of all kinds from the mundane to the bizarre. I've seen life as a TV and Film Stuntman; I've set up my own TV and Film production business, and a rental property business. My work in film, television, in giving seminars, and from being with the BBC has taken me to all parts of the world. From the tip of the Cape of Good Hope to Iceland and the Arctic Circle, from the deserts of Arabia and North Africa, across Alaska and the Americas to the Easternmost parts of Europe and Russia. Last but certainly not least, to more recently setting up a new global Telecom business with my great friend, partner and visionary businessman; Simon Earle. All of this, and more, has been a unique and fascinating learning experience with one constant in my life, my martial arts training.

On my journey I've even become the recipient to some very much appreciated accolades. I was honoured to receive the national Class 'A' Coaching award from the World Karate and Kickboxing Councils, and also to receive the award of International Class A Referee from the same organisation under Dr. Peter Lewis. In addition to an already full life I still made the time to produce 13 World Record events, and in personally setting 5 World Records. My last was a Guinness World Record in 2005 taking place in Cadiz, Spain, and which helped to raise money for charity.

Eventually I decided to share my life-knowledge and to help others by teaching my own system of Mental Martial Arts. I found myself delivering personal coaching and group seminars to businesses, business leaders, senior executive teams and even to political leaderships. Eventually the world of business began to sit up and take notice of my new and innovative system. Senior executives soon began to understand that Mental Martial Arts could make a significant difference, and give both them and their business a real edge in commercial terms. The business practitioners of my system of Mental Martial Arts system soon discovered they were able to gain significant strategic advantage over larger and more powerful opponents. So, for companies intent on flexing their business muscle in the ever-changing global marketplace, my system of Mental Martial Arts really did offer businesses and individuals alike, a potent new weapon. It actually made it possible, for a corporate 'David' to defeat a corporate 'Goliath.' In short; it enabled even a small company to triumph over bigger, more powerful corporate opposition.

My system of Mental Martial Arts has been proven to work beyond any shadow of doubt on many occasions, even under extreme circumstances.

## Chapter 15

### Words of Wisdom and Quotable Quotes

I've compiled a few more words of wisdom, and quotable quotes which you may find interesting.

武 *Net profit is sanity, turnover is vanity, and cash flow is king!*

武 *We're all merely a tiny drop of water in the deep ocean of life; but it seems that some of the drops sparkle!*

武 *Nobility can never be granted, it's defined and earned from the result of your words, actions and deeds.*

武 *Jealousy is cancer of the soul.*

武 *If you don't know precisely where you are going, then how can you ever plan to get there?*

武 *One should use only the minimum force required when engaging an opponent in physical combat or in business. However, one should use extraordinary force to strike the winning blow.*

武 *Hindsight is always perfect sight.*

武 *Success in life is achieved through pursuing one's own targets and not chasing the dreams of others.*

武 *All that we are as people is the sum of our experiences; so be careful what you choose to experience.*

武 *The real legacy we leave behind us in this life is how we've positively touched the lives of others; and in doing so perhaps made the world a better place.*

- 武 *Most smart people learn from their mistakes; however really smart people learn from other people's mistakes.*
- 武 *Family is the foundation of a balanced life. Like the bedrock foundation of a skyscraper, the entire building and all of its contents rests on the security of the bedrock.*
- 武 *How can you aim for a target you don't have or that you can't even see?*
- 武 *Respond only to the aggressive force and then only 4 ounces can deflect a weight of 1,000 pounds.*
- 武 *When should you kiss your mate? When should you tell your mate how much you love them? When should you treat your mate like you never want to lose them? The answer is simple; do all of this and more before anyone else does because by that time you'll have lost them forever.*
- 武 *When hard cash is a reality in any deal; then it soon shows the true character, integrity and mettle of all the partners involved.*
- 武 *Beauty may be skin deep, but some people really do seem to have ugly bones; because real beauty always rests within the soul and the character, never merely on the outside.*
- 武 *Never criticise another; unless you equally enjoy criticism yourself.*
- 武 *Even though you may be on the right road to achieving the success you desire; unless you keep moving forward to set the pace, you'll either be overtaken or run-over.*

- 武 *Least said, soonest mended, nothing said, needs none.*
- 武 *The years that I carry and the lines on my face are testimony to the life I've lived; and the knowledge and experience I've gained. Those younger who are critical, cannot avoid their years to come; but may never experience a fraction of my life's journey.*
- 武 *Always remember you're totally unique; just like everyone else.*
- 武 *Greed blinds; it usually robs the individual of the opportunity to wealth far beyond their own limited imagination.*
- 武 *You are the master of your fate; the captain of your soul.*
- 武 *Even the strongest tree can be blown down if the wind is strong enough because the tree is too inflexible. However the humble blade of grass will remain standing because it is flexible to the core.*
- 武 *Success breeds success.*
- 武 *You can't flex fat so don't fool yourself!*
- 武 *Shakespeare's Hamlet, Act III, scene II: "The lady doth protest too much, methinks"*
- 武 *When the legend becomes fact, print the legend.*
- 武 *Hardening of the arteries is a physical killer; however, hardening of the attitude can be even worse because it kills your heart, soul and spirit while you're still living.*

- 武 *Arguing and fighting about religion is just like arguing and fighting about one invisible friend is better than another invisible friend.*
- 武 *We're all on the highway to heaven. Never condemn another for choosing to travel that highway in a different vehicle than you. Both are vehicles making the same journey; just in different styles. Never pity those who choose to discard Gods map; instead, pity those who simply become confused and fail to read Gods map properly causing them to take one of the many the slip-roads to Hell.*
- 武 *Never dismiss your wildest dreams. To be without hope, is to be without purpose. To be without purpose is to be without life.*
- 武 *Your dreams never die on their own; each of us has to kill them ourselves in order for them to die.*
- 武 *Glory is for the historians to decide and ponder upon because there is no glory in being a leader.*
- 武 *You're in complete control of the most powerful nation on Earth; your imagination.*
- 武 *Life, love, business and events in the world are never good or bad, they are merely data. It is up to each of us as individuals how we choose to perceive these things. Therefore, it's always your decision about what you perceive to be good or bad in your life. Look for the good in everything; it makes life a happier, brighter place!*
- 武 *Live your life like a butterfly. Occasionally take a rest, but never forget how to fly.*

- 武 *One of the greatest mental freedoms is to truly not care what anyone else thinks of you.*
- 武 *Care about what other people think and you will always be their prisoner.*
- 武 *To a great mind, nothing is small.*
- 武 *It's the life in your years that count, not the years in your life.*
- 武 *Make a living by what we get but make a life by what we give.*
- 武 *Success isn't about finding yourself, it's about creating yourself.*
- 武 *Do not be afraid to fail, be more afraid of not trying.*
- 武 *Not even the smallest act of kindness is wasted.*
- 武 *Don't focus on who might allow you to do something, instead think about who might try and stop you.*
- 武 *If you knew that you couldn't ever fail, then what great and wonderful things would you achieve?*
- 武 *Thinking aloud for yourself takes the greatest courage of all.*
- 武 *If you fall down seven times then stand up eight times.*
- 武 *The real test of your character is how you treat people who can be of no benefit to you.*
- 武 *Don't be upset by the results you didn't get from the work you didn't do.*
- 武 *When you allow your memories to exceed your aspirations, then you have a problem.*

- 武 *Other people don't tell you who and what you are, you tell them yourself.*
- 武 *Life may not be the party you had hoped it would be, but while you're there you may as well dance.*
- 武 *Love yourself for everything you are instead of hating yourself for what you aren't.*
- 武 *Hopeful anticipation of success and happiness is a good state of mind*
- 武 *Make your own mistakes in life, not somebody else's.*
- 武 *The people who say that you can't, you won't, and you shouldn't are probably the ones who are scared that you will.*
- 武 *You cannot lead if you do not go anywhere.*
- 武 *True courage is to look fear in the 'eye' and still move forward.*
- 武 *A reputation isn't built on what you intend to do, only on what you do.*
- 武 *You either succeed or you fail, there is no half way.*
- 武 *You cannot forgive others until you learn to forgive yourself.*
- 武 *The secret to handling change easily is to stop fighting to hold onto the past, and instead focus on building the future.*
- 武 *'Nothing is stronger or weaker, better or worse – only different.'*

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