

Jody Token, The Great Flip Creator/Coach

# Press Sheet

## BIO

Jody Token, a certified Brazilian jiu-jitsu instructor and national girl-ministry influencer, intends to empower girls (age six and up) to overcome fear with faith and sneak in a few super-power ninja skills. The Great Flip empowers girls with online self-defense, safety and faith-filled resources. Girls learn simple self-defense skills at home, at school and after-school.

Jody's daughters inspired her to develop an online self-defense experience to gain a basic understanding of the martial arts, avoid the germmy gym, and improve overall health and wellness. The Great Flip is a national program alliance for American Heritage Girls, a Christ-centered character and leadership development program for girls five to 18 years of age. Coach Jody intends to counter the culture by exposing the lies of girl power and proclaim the gospel of God's power.

## POSSIBLE EPISODE HEADLINES

- Bullies Don't Social Distance. Three Tips to Protect Your Children from Germs, Bullies, and Germmy Bullies with self-defense, safety, and faith-filled empowerment.
- God's Power > girl power. Exposing the lies of girl power and proclaiming the gospel of God's power.
- It's all gift; Devotions for mothers and daughters to experience God's presents (and presence) 🎁

**LOGO** - Coach Jody's logo; Click [here](#).

**HEADSHOT** - Coach Jody's headshot Click [here](#).

## SOCIAL -

Website: [www.thegreatflip.com](http://www.thegreatflip.com) Instagram: <https://www.instagram.com/thegreatflip/>

Facebook: <https://www.facebook.com/thegreatflip>

LinkedIn: [Jody Token - Coach and Founder - The Great Flip](#)

Vimeo: <https://vimeo.com/thegreatflip>

## SUGGESTED INTERVIEW QUESTIONS

- Tell us about yourself and why you created The Great Flip?
  - Coach Jody will talk about her background; mother of daughters, journey through martial arts, and the lack of family-friendly self-defense for girls. Key takeaway: Parents can give their daughters confidence and courage without breaking the bank and in a controlled, clean environment. The value of learning a martial art for girls and why Brazilian jiu-jitsu is the best for girls.
- How can children learn self-defense online?
  - Coach Jody shares her online platform The Great Flip, a proactive training system for girls ages six and up, featuring functional movement and real sparring in a safe environment controlled by parents and educators. Key takeaway: In this new era of hygiene in gyms, an online curriculum becomes valuable for parents, educators and after-school programming.
- Give us three tips parents and educators can give children to protect themselves from bullies and germs?
  - Coach Jody will share the three “non-physical” self-defense “life skills” every girl must learn to protect themselves from bullies and germy bullies.
- Why do you think the Girl Power movement hurts girls?
  - Coach Jody will share the lies of the girl power movement and offer a better power through a Christian worldview. Key takeaway: This is the faith-based “why” behind The Great Flip.
- Who is your target audience for The Great Flip and how do families enroll in online self-defense courses?
  - Families, homeschoolers, Christian schools, and afterschool clubs are using The Great Flip. Enroll in online self-defense at [www.thegreatflip.com](http://www.thegreatflip.com)
  - Listen to her podcast at <https://thegreatflip.com/media/>
  - Download a free copy of “Bullies don’t social distance” and a free self-defense video at <https://thegreatflip.com/contact/>

## **SOMETHING EXTRA ABOUT COACH JODY**

- Coach Jody's teaching style is fun, playful and empowering. She has spent twenty years working in the nonprofit industry inspiring young women to be tomorrow's leaders. She is a featured Christian spokesperson, content writer and martial arts coach.
- Jody has been a featured guest on St. Louis KMOV-TV "Great Day St. Louis," guest speaker on radio including BOTT Radio St. Louis KSIV "Encounter," KFUD Radio "Coffee Hour," and numerous podcasts. Her podcast is called The Great Flip "empowered girl" podcast. Her blogs and devotions are featured at True Girl (a ministry of Dannah Gresh), American Heritage Girls, ChristianParenting.org and Homeschool.com