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- PHASE 1 -

FOR ALL REAL ESTATE PROFESSIONALS

The first part of this manual contains specific strategies to keep real estate agents safe while on the job. I cover safety steps to use prior to a showing and during a showing. In this manual, you will also find open house safety strategies to use before and during these events. You will also have a quick checklist that was featured in an official press release.

In the second phase of this manual, there are many self-defense and safety chapters on a wide variety of topics. These chapters range from the

psychological aspect to the physical aspect of personal safety and self-defense

After every chapter there is a summary and chapter quiz. This will help reinforce what was learned. After taking the quizzes you can check for accuracy in the answer key at the back of the manual

There are over 200 pictures on self-defense and anti-abduction techniques plus bonus chapters on the Empower Active Shooter Response Training.

If you ordered the full Real Estate Safety & Self-Defense Course, you receive the following:

- The fully illustrated Official Real Estate Safety & Self-Defense Manual
- The Official Real Estate Safety Seminar on DVD or in digital format
- The Real Estate Radio show podcast interview with Chris Sutton
- A subscription to the Empower Self-Defense Online College. Among many other things, this online resource contains hundreds of self-defense videos
- An Official Empower Self-Defense Real Estate Safety Course Certificate of Training and Completion

The Online College covers reality-based self-defense training for:

- Adults
- Children
- Real Estate Agents
- Active Shooter Response Training
- Bully Response Training
- Anti-Abduction Training
- Bonus Seminar Segments

The online college has self-paced testing at the end and all the videos can be watched on any digital device.

This creates immediate doubt for a potential criminal where they now have to worry about a witness. For criminals, committing the crime is easy and anyone can do that, however, getting away with it is the hard part. They rather not deal with multiple people and possibly having a witness

3. Always insist that your client walks in first, you should also arrive early to unlock the door. Always step aside and allow the client to go in first. Many people are attacked by doors in buildings and by cars. This is because criminals know you will be pre-occupied with the lock. You will be fumbling with your keys and your head will be down, it gets even worse if you're on the phone.

If you walk in front of someone, it's easy for your would-be assailant to lock the door and proceed with the attack. This is common in active shooter situations, the gunman will often lock the door before they start.

4. Show up early and study all the exits and employ a "Stop Block" to keep the front door from having the ability to close

Stop Block: a small 3x1 inch piece of wood that can be laid at the base in the hinge when opened. This solid small structure is hard to see and will not allow someone to shut and lock the door without first removing it. Highly effective and small enough to fit in a purse or pocket

5. Keep your client in your 10 & 2. The 10 & 2 represents the hands on a clock and the line of vision for people. This keeps them in your sight at all time and allows you to pick up on body language, concealment of hands that may be going for a weapon and it creates a better reaction time since they are in your sight.

HERE IS A GREAT WAY TO GET A CLIENT TO GO IN FIRST

Agent: "I like my clients to be the first one through the door as though they are coming home for the first time."

What does this do for the agent? It creates a safe barrier where you can keep a stranger in front of you. It also will allow you to pick up on any resistance if someone "expected" you to go in first. Good people don't mind going in first and you would see no resistance to this suggestion.

On the other hand, a criminal with a premeditated plan to attack an agent may show signs of resistance or have uneasy body language. This will be a red flag to the agent.

6. Create a fake exit strategy for "Red Flag" situations. People have a conscious and subconscious sense of danger/potential danger. You don't have to know what is wrong or even be right about it however when you get this feeling you should act.

Example: You are showing a house by yourself late in the evening. You have thoroughly shown it to your

prospect and he/she keeps requesting to see it again, specifically the walk-in closets. You get a gut feeling of uneasiness and it is getting darker outside. You are alone, with a stranger, they want to see the closet again and it's getting darker outside.

HAVE A PRE-MADE EXIT STRATEGY

Examples:

"I am so sorry, my son fell off his bike and I need to get home to take care of this."

"My daughter has no ride home from practice and I have to get her within 15 minutes"

If you were wrong about any type of possible threat, you have a valid reason for leaving that a good prospect will be ok with. It's not about if you are right or wrong, it is about your own personal safety, and gut instinct as a professional.

Many real estate professionals that have been victims while on the job have had those pre- attack red flags and failed to act with their safety in mind. It has cost many their lives just to finish the showing, despite feeling unsafe with the person they are with.

7. Ask your client to stand at the back of their own vehicle and with your smart phone take a picture of the client including their vehicle and license plate in the photo. Let them

know its policy that you do this and that you must send it to your boss/ office so they know where you are\and who you are with. When sending the photo to your trusted contact be sure to keep your client in sight as to not distract yourself.

By taking this picture and sending it off, you have told this person that everyone will, without a doubt, know who you are with. If it's a criminal with bad intention, it almost guarantees that they will not get away with what they planned to do. They can find another victim that gives them a chance of getting away with it, you're not the one. It is advised to alert the client of this policy prior to arrival at the property and mention the latest attack involving real estate agents.

8. Every real-estate agent should be told that these self-defense myths DO NOT work and that relying on them to keep you safe is extremely dangerous.

- Putting your keys between your fingers to fend off an attacker

You hear this from the untrained, because they heard it from another untrained person. We test all theory-based techniques so it will be properly labeled as effective or ineffective in real world situations This technique fails miserably as it falls out of the hand when the force hits a hard object.

- Carrying pepper spray for self-defense

We demonstrate in our training how difficult it is to get a gun out at point blank range while being physically attacked. To now rely on a much smaller object possibly buried at the bottom of your purse is a false sense of security. The accessibility of this weapon is poor.

Another factor is many criminals are not effected by pepper spray due to a buildup of tolerance. Officers are exposed to these chemical agents so they can learn how to perform their duties if exposed on the job.

What works better? Have Formula 409, or any cleaning agent in a spray bottle form. Keep one in your car and at showings and open houses. It's a fantastic weapon that is sitting out in the open. Very effective and very accessible. It is also non-threatening by appearance and no permit necessary

- Kicking an attacker in the groin

This has been handed down as the go to technique to stop a male, especially for women. I interviewed so many female victims who used this techniques as their go to move. The criminal subsequently beat the life out of the victim. It's great to watch a bloopers show on TV where a dad gets hit there by his kid's tennis ball, but that is not reality. The motivation a criminal possesses is called lottery motivation.

Ask 20 men in a room if they could walk 30 feet to pick up a million dollar winning lotto ticket. Of course they can. Then ask if they could do it after getting kicked in the groin by any women in the room. In all the seminars we have done, every man in the room said, "Yep! I would be a millionaire." Why? Your body will release chemicals to mask even the most intense pain and for a criminal the motivation to get away with their crime is great.

A more efficient way to attack this area is to grab and pull it. Remember the term "shopping for fruit."

- Carrying a gun or having a concealed weapons permit

Considerations for carrying a firearm as an agent.

I get asked all the time by the media, students and real estate agents "Should I get my concealed carry permit and carry a gun?"

My answer:

Killing paper at the range is simple and takes very little skill to learn. The real question that you should consider is this. If you introduce a firearm into a situation, can you hold on to the weapon if a violent criminal wants to take it from you?

You have to be able to retain your weapon, while in a physical altercation with the average Law Enforcement response time being 10 minutes.

THE 3 SKILLS TO MASTER WITH ANY WEAPON

1. Accessing
2. Deploying
3. Retaining

Weapon retention is a critical and lifesaving skill. As a police officer, that was one of the skills that we were taught over and over again. They let you know in the academy that most officers shot or killed in the line of duty are shot with their own weapon

A gun is not loyal, doesn't care that you bought it, clean it and take care of it. It's not a dog that can recognize its owner and if you lose it in a conflict it can be turned against you in a second

There is also the stress factor of real life. You can go to the range and shoot well in ideal conditions which can lead to a false sense of proficiency. You can take that same weapon and now you're in a parking lot shoot out. How good do you think you will do?

Scenario training with a weapon is super important. It allows you to use a learned skill set during high stress situations

- Thinking moves you see on TV in cage fights or sport martial arts will work in real life

When watching a sport martial art you are watching the furthest thing from reality.

Sport: Rule book that keeps you safe – No weapons – Knowledge of your opponent – Protective gear and a referee

Reality: You are walking to your car fumbling with your keys. In an instant, a stranger is behind you, with a weapon and commanding you to get in the car.

Ask any Law Enforcement Officer who has been in many uses of force with a violent criminal if they ever got to "tap out."

- You can not tap out in real life.
- Having 911 on speed dial

No matter how fast you get your

phone out you still have to deal with the threat until you overcome it or Law Enforcement arrives. When every second counts the police are 8-10 minutes away. You have to have a level of skill and training to physically handle the threat and to be your own first responder.

These and many more are ideas many hold as their "holy grail" of personal safety. Actually they are very ineffective choices to rely on in real life. We show you in detail and through live demonstrations why they don't work when you sign up for any Empower-Defense training.

9. Every Real estate agent should leave all valuables in their vehicle and learn anti-abduction techniques. The possibility of kidnapping using the agent's vehicle is not only viable,

but likely. Your car arrives at the location stocked full of useful property a criminal may need including transportation, credit cards and/or cash. If the criminal plans on transporting you to a different location our life saving anti-abduction techniques are second-to-none. It's common to see our Empower locations in the news al

er the nation after a high profile kidnapping. The media reaches out to the top authority on personal safety. These techniques are covered in this manual and at the online www.RealEstateSafetySeminar.com

1. Make use of improvised weapons.

You could show a property and be armed with multiple weapons ready to defend yourself and not look like it

Buy a ring, if you don't already have one, that protrudes off of your finger approximately 1/4 of an inch. It doesn't have to be an expensive diamond nor do you have to wear it all the time. Only wear it while on duty. If you sense something is wrong spin the ring in toward your palm.

Many believe they can be effective "punching" with a ring however that is not the case. By spinning it in, you can grab an attacker's hair with one hand and rake down the face with the other. An open hand rake will slice an attacker and possibly capture DNA.

A broken CD or DVD is a very effective cutting tool. It looks like

and can sit out in the open or easily concealed and not attract attention. These objects have sharp ends when broken and can be very effective at causing a lot of damage.

Use your USB cell phone cord as a whipping device. Fold it in half and wrap it around your hand until you have approximately 8-12 inches left over. This will create a better grip, more striking power and better retain ability.

You can also deploy it as a choking device in a life or death situation

2. Finally, if you value you, what you do, and your own personal safety, seek out training immediately! We have already established that real estate agents are soft targets with little to no training in self-defense, so why not get started as soon as possible? We are paying insurance on material items that depreciate every minute like a car, phone or an appliance so why not insure the most valuable asset. You are the most important person in the world, so get started.

OPEN HOUSE

Safety Strategies during an open house: Keep in mind all the strategies we have already covered can be used at any time if it's relevant to the situation.

1. Using the “smoke and mirrors” formula to throw off a potential attack.

Each tip or piece of advice is just another tool for real estate agents. Always keep in mind that there are individuals who prey on others for a living. It's all they know and what they constantly think about. It's better to be insured and never have to use it than it is to need it and not have it. By that time, it's too late.

When putting out signs “Agent on Duty” – Use “Agents on Duty” when you are conducting an open house alone. This places doubt into a criminal's mind because there is a possible second person on site.

It's like posting “This area is under 24/7 video surveillance,” even if there

You will have to stop and really think about it if you intend on committing a crime and getting away with it.

2. Be sure you have solid cell phone service and your phone is fully charged. A cell phone alone cannot stop an attack, however, if you are in a dangerous situation and can lock yourself in a room, you definitely want a working cell phone.

3. Avoid showing areas you could easily get trapped in. For example an attic, basement, or outdoor shed.
4. Maintain a constant and planned line of communication with someone at your office or a trusted person of any type. Example: “I will text/call to advise I am ok every 45 minutes. If you don't hear from me please call me.”
5. A great way to create a safety “Gate Keeper” is to have an area to sign in as a guest. Name, email, phone number and address. Even if they give false information, it may be a moment that gives you a red flag. When you tell the truth, information flows quick however lying makes you pause and it's hard to remember.
6. As stated in the beginning of this manual – Keep people in your 10 and 2. Direct them where you want them to go and do not let them behind you as you go.
7. Use “Showing & Knowing” protocol. Before you show a property, you should always know all the exits in the event you have to use one.
8. Some criminals return to a scene when they know they will be alone with their intended victim. This can be done by unlocking a window while at an open house then returning through it just as the open house has ended. Frequently check windows and other security features while there are still other people at the showing.

9. If you are comfortable, you can inform the neighbor that you will be holding an open house and to please advise you of anything that looks suspicious.

10. The most effective is always the obvious, always try to hold open houses with a partner.

For more Real Estate safety and self-defense training please visit www.RealEstateSafetySeminar.com.

Here is a QUICK Summary Real Estate Safety Check List. It highlights most of the material we have covered so far and the list is condensed for quick reference. The Empower Real Estate Safety Checklist was featured as an official press release. Here is the press release and quick checklist in its entirety.

REAL ESTATE PRESS RELEASE

A Police Officer's Checklist for Agent Safety or How to Protect Your ASP

Chris Sutton, the founder of COBRA-Defense, was a veteran law enforcement officer. In nearly a decade of active service in the streets, he had fought, arrested, and interviewed hundreds of violent criminals

This insight into the minds and actions of “bad guys” reveals some common themes regarding how they choose their victims. That information is central to this Police Officer checklist of how to reduce the odds of being attacked.

While most offices have an “Office Safety Protocol” we call this the Agent Safety Protocol (ASP). The ASP will put you in control of your personal safety.

ASP-Preparation - Setting the Appointment:

When you set the appointment on the phone, make it clear, “My partner and I will meet you there.” This statement plants the seed that there will be more than one person present. That is not good news for a potential bad guy.

ARRIVE ON SITE EARLY TO

1. Open the windows.
2. Unlock all of the exit doors
3. Open the lock box.

4. Wait in your car with the doors locked. The danger here is that your car confines you into a small space, but in some cases the weather dictates you take shelter. Waiting in the car is still much safer than waiting in the property.
5. Send a text to alert your office where you are and all of the info you have on the prospect.
6. Keep your head up and aware of your surroundings.
7. Have improvised weapons ready and accessible.
8. Place a small “stop block” in the hinge of the door to keep it from shutting and locking.

ASP - WHEN THE PROSPECT ARRIVES

1. Watch for anything suspicious such as a man wearing a long coat on a hot summer day. That could be to conceal a weapon. If it feels bad, trust that feeling and depart ASAP.
2. Once the prospect clears your profiling, exit the car but stay well out of arms reach. The odds of an attack are reduced outside the property rather than inside, but keeping a distance makes it even more difficult to jump you.
3. Hold your phone up and say, “I’m sorry, but my boss is really strict on safety. Would you please move over to your license plate so I can send in a photo?” Quickly take the shots and send them in. Bad guys will probably object, which is your cue to return to your car and exit. Law-abiding citizens will have no problem with it at all.
4. Ask for a photo ID. Take the ID from arms' length and the step back a few steps to take a photo of it to send to your office. Ideally, move to the other side of your car, so there is a barrier between the two of you while you take the photo. Remember, do not trust or accept anything other than a photo ID. Anyone can go to vistaprint.com and in five minutes for \$10, create a professional looking business card complete with a fake name, address, and a phone number. It’s a common practice for criminals to give false information to mislead and get you to soften your defenses.
5. Because the lockbox is open, and the door already unlocked say, “I like for clients to enter the home alone as though you were coming home from work. Go ahead. You lead the way.” Give them about 10-seconds of lead time, but not so much that you lose sight of him.

6. Once you enter the property, keep the prospect in your 10 and 2 range of vision at all times
7. Position yourself close to a quick exit as much as you can. However, if your back is to the exit, the bad guy may have a partner that surprises you. Be aware
8. Remind him that your partner is on the way. Again, this statement is a huge deterrent.

The key to making this work is to use it consistently. Studies show that it takes 21 - 30 days to develop a new habit. Stick to the Agent Safety Protocol for a few weeks, and like most everything in this business, it will become natural to you.

Many Real Estate agents and offices copy and issue this quick checklist to their staff and members

TAKE THE QUIZ

1. A hi-tech safety APP on your smart phone will keep you safe from a violent criminal. True or False
2. One motivating factor for a criminal is the property a Real Estate agent has on them in the form of cash, credit cards and even their vehicle. True or False
3. An easy solution to deter a criminal is to carry a gun. True or False
4. Bluffing about having a partner on the way can be an effective strategy to place doubt in the criminals mind. True or False
5. It is very difficult for criminals to create a fake I.D. True or False
6. Law Enforcement will arrive to help you within 2 or 3 minutes after you call 911. True or False
7. The most effective weapons don't look like weapons and can sit out in the open easy accessibility. True or False
8. Your 10 and 2 position is the field of vision in front of you where you can assess what is going on. True or False
9. You don't need to worry while conducting an open house since there are a lot of people coming and going. True or False
10. It is important to know where all the exits are in a showing beforehand. True or False
11. Fumbling with the lock box while someone is standing behind you is not a safe protocol. True or False
12. Most criminal can't bypass the safety protocols of most real estate offices. True or False
13. For the most part you will have to be your own first responder until law enforcement arrives. True or False
14. Pre-screening by stating you and your "partner" will be at the showing can be an effective strategy to deter a possible attack. True or False
15. Accessibility, deploy ability and retain ability are all aspects that relate to using a weapon. True or False
16. A stop block is used to keep a door from shutting and locking. True or False
17. Something as simple as a ring can be a very effective weapon in self-defense. True or False
18. If you feel uneasy about a showing you shouldn't be concerned unless something really happens. True or False
19. Only female Real Estate Agents are attacked. True or False
20. Criminals may use social media to pre-stalk before arranging a one-on-one showing. True or False

REAL ESTATE SAFETY QUIZ ANSWER KEY

- | | |
|----------|-----------|
| 1. False | 11. True |
| 2. True | 12. False |
| 3. False | 13. True |
| 4. True | 14. True |
| 5. False | 15. True |
| 6. False | 16. True |
| 7. True | 17. True |
| 8. True | 18. False |
| 9. False | 19. False |
| 10. True | 20. True |

Now that you have completed the real estate safety quiz you may continue on the self-defense-specific part of this manual. Read each chapter carefully and take the quiz at the end of each section.

- PHASE 2 -

YOUR ULTIMATE GUIDE TO SELF-DEFENSE

Congratulations on taking that huge step from wanting self-defense and security to actually doing something to create that as a reality! All too often we go through life with our head down and our blinders on, thinking that it's not going to happen to us or to someone

know. It only happens to people on the news. We're in denial about it, so it's just not something we think about on a daily basis.

It's not about being paranoid or fearful. The fact is, for the rest of your life you're going to be dealing with strangers, and yet there is no requirement in place in the United States (or in many other countries) where you have to take a safety course or a stranger awareness course or a self-defense program in school, or any- where else. You actually have to seek it out for yourself. That's why I congratulate you, because you sought out this book

Let me start by saying, while there is no substitute for actual hands-on,

in-class training, this is the Ultimate Survival Guide put together by Chris Sutton and his COBRA Defense System using actual tactical planning and experience gained from his law enforcement background and a reality-based self-defense training program.

Having said that, there is no self-defense move or theory or approach that is fool-proof. If it were fool-proof could go to the store and buy it off the shelf and we wouldn't need any type of training. There would be one move or one way to do it and everyone would be safe for the rest of their life Well, there isn't one magic move.

Every situation is different. Every bad guy, every criminal, and every victim is completely different; therefore no two situations will ever look the same That's why in the Empower Self-

Defense Program, the core of our training is reality based, which means we're not kicking and punching bags and then staring at them. We're actually interacting with live "bad guys" and real mock situations, like ATM robberies, home invasions, kidnappings, someone being held at knifepoint or gunpoint, a bully situation, two men on one guy in a fight situation, and so forth. We've tried to capture as much of that reality as we can in this book.

This isn't a how-to-kick-and-punch Karate manual. This isn't a wrestling book. In this manual you'll start to understand that 90-95% of self-defense – real-life self-defense, not a sport, not a movie – is between the

ears. It's what you know and how you act. It's the psychology of self-defense, not the actual techniques. It's knowing where you are, what you're doing, and having the ultimate awareness about yourself and the ability and the intent to actually stop a threat if it occurs.

I'm a big advocate of self-*offense* as well. This is not a book where we're going to teach you how to curl up in the corner and take a beating until the cops come. There comes a time and place where you actually have to win the fight with your hands, knees, elbows, and possibly even a weapon. And the fight is not over until you stop the threat

HOW TO USE THIS BOOK

Read each chapter thoroughly, and then re-read it again. Take the short quizzes that will be after each chapter. (The answers are in the back.) Study the pictures. We've included over 200 pictures referencing actual Empower Self-Defense training techniques. If you have the Empower Self-Defense DVD, you can follow along with that as well

We're going to cover a lot in this manual, from criminal intent, to what it takes to survive, to the three types of bad guys (plus the one type of bad guy that you actually can't stop). The quizzes are included so you can test yourself. It's not "pass or fail". If you get an answer wrong, re-read the chapter.

In fact, I would re-read this manual about every three months until you understand and own this information

You can also follow along on-line. We have tons of Empower Self-Defense videos on You Tube. I would also seek out hands-on training at a Empower Self-Defense Center.

There is no substitute for hands-on training. Meanwhile, this book is an incredible start to ultimately creating a higher sense of personal safety for yourself and those around you. We urge you to make the most of it

- CHAPTER 1 -

THE THEORY OF ASSUMED MORALITY

In the beginning, a person's emotions are pure, caring, giving, forgiving, and all that is moral. But as an individual experiences life, they can make choices and have character that is so far removed from normal it's horrific. There is a sliding scale on "removed from normal," from "it's no big deal" to "it's the worst thing I've heard in my life."

When we encounter another person who has become "removed from normal," we can easily fall into thinking or assuming that they are a moral person. Whether because of denial, fear, or naiveté, we place on them our own label of morality. This is what I call *assumed morality*.

"They have to be a good person because I'm a good person. They won't hurt me. They won't kill me. I'm a good person, I was raised correctly, and deep down inside I know that violence is not the answer, defending myself isn't the answer. I'll just wait until they become that good person. Eventually they will come to their senses. I just

don't believe it will happen to me."

This is the deep subconscious thought of a person who is being victimized. They feel fear, they suspect something might be wrong, but they talk themselves out of it. They just don't believe that bad things happen in the Id. But indeed they do.

BAD GUY'S WEAPON, GOOD GUYS WEAKNESS

Assumed morality is what the criminal uses against good people to take advantage of them. Criminals know that deep down inside you're probably a good person, and since you're not a criminal like them you won't fight back. They're assuming that you wouldn't dare cause them harm. The criminal actually believes that they don't have much to fear as long as they put *you* in fear for your life.

This assumed morality is why good people think that they don't need to be able to defend themselves. They don't

believe they are in danger. They think crime is something they see on the news, that it doesn't really happen to people like them. It's not real to them. They live in a little plastic bubble in their own little world and they want to keep it like that. "All people are good." This is the thought process of someone who assumes morality.

Assumed morality distorts our priorities in life. This is why a person can see a horrific story on the news about someone else being victimized, raped, beaten, or murdered, and they don't do anything about it. They can relate. It hurts them inside. They wish it never happened to that person. But they don't think it's going to happen to *hem*. They don't think it's possible that anything close to that could happen to them. It's almost like watching a cartoon. It's just not real.

Yet if we see that there's lead paint on some kid's toy in some small town on the other side of the United States, it might make national headlines and parents will go to the store and complain. They will sue. They will take affirmative action to stop the lead paint on toys that one or two small children might have been chewing on.

That's not to take away from the seriousness of lead paint, but look at the action taken. Look at the expression of anger and the proactive activity that people will take over something like lead paint on a toy, but not something as horrific as a triple homicide or a rape, a kidnapping, home invasion or carjacking.

Assumed morality has become the law of the land, especially in the United States where we live in a plastic bubble and we don't see violence first-hand on a daily basis like other countries. We don't have guys running down the street firing an AK47s into houses, or beheadings on the side of the road, or women being beaten because they shouldn't show their faces. This is the United States of America. Violence like that is not a common scene. Do we have crime? Absolutely. Is this a violent country? Yes it is. But we don't have random war-type violence like a lot of places. So we are the kings of assumed morality.

Anywhere there are established laws that make people feel relatively comfortable, they assume that all is good in the world. All their defenses are down. In no way shape or form are they interested in taking a self-defense class, in taking martial arts, in spreading the word to their family about stranger awareness. This is a country where it's not a requirement at any point in a child's education to learn about stranger awareness or self-defense. We do teach them how to play dodge ball and how to cook and sew. We send them to art class. We make all that mandatory. But nothing when it comes to stranger awareness, safety or self-defense. And what's our most prized possession? Our children. Yet don't insist on that education for them. It kind of makes you wonder.

Assumed morality is the law of the land, but it's a law that must be broken. We just break it on a consistent basis,

and we must tell others to break it. We trust educate our families to break it. Assumed morality is the ultimate factor which creates victims and keeps people from fighting back. When we believe that everyone is a good person and we tell our children that everyone is good, do them a disservice, because they aren't. It's one of the most dangerous concepts that you can possibly think of, and it's the one thing that keeps people in constant danger of becoming a victim. Because they walk around defenseless, with zero self-defense education, to the point that it's reckless.

Keep in mind that we meet strange people on a daily basis, and will continue to do so for the rest of our lives.

Do you really want to continue to do that with absolutely no idea how to interact with them and what to look for when it comes to keeping ourselves and our families and our friends safe?

BE AWARE

The good guy needs to hear the internal voice that says "I know what humans are capable of. I know what they can do. I know this because I'm one of them. They're capable of both phenomenal achievements and horrific acts, and everything in between. So I will never let my guard down, at any time, anywhere, ever, for the rest of my life."

You don't have to be paranoid. We have a saying in our Empower Self-Defense Program: *Be prepared to kill anyone you meet until they give you a reason not to.* And that can happen real

quick. It can be a handshake and a look in the eye. But you will always, *always* keep your personal awareness on high alert because *you* are the single most important person in the world. Your family, your friends, your loved ones – those are the most important people in your circle.

Through training and education you can drop the assumed morality that we label everyone with and you can adopt a higher state of awareness and personal safety. You can trend toward an attitude of self-defense and personal protection.

CHAPTER 1 SUMMARY

- ✓ It's easy to assume that because you're a good person, everyone else is too. This is what we call "assumed morality."
- ✓ Criminals try to use this assumption against you, to take advantage of you. They also assume that because you're a good person, you won't fight back.
- ✓ You need to acknowledge what some people are capable of and keep your guard up accordingly.

CHAPTER 1 QUIZ

- 1) T or F: It's safe to assume that everyone you meet is a moral person who won't hurt you.
- 2) T or F: Bad guys will use assumed morality against you.
- 3) Assumed morality means:
 - A. Placing your own label of morality on another person
 - B. Everybody else is basically good on the inside.
 - C. Bad things that happen to other people won't ever happen to you.
 - D. All of the above
- 4) When it comes to assumed morality, you should:
 - A. Warn your children that not everyone they meet is a good person.
 - B. Be prepared to kill anyone you meet until they give you a reason not to
 - C. Talk to your friends about the importance of learning self-defense
 - D. All of the above

- CHAPTER 2 -

THE IMPORTANCE OF SELF-DEFENSE

YOU ARE IMPORTANT!

When it comes right down to it, nobody in this world matters as much as you!

No one has a right to steal your possessions, your future, or your potential - bottom line. In that sense, you need to see yourself as the most important person in the world. You only live once, and you should try to be here as long as possible. I can't stand the stories about some pathetic thug who took the life of a mother of three. This is an absolute atrocity. She was a very important person; he was not.

Some of you might think this sounds selfish. I know you probably care a lot about your family, your friends, and so on. But think of it this way: what good are you to them if you're gone or hurt? When you keep yourself safe, secure, and healthy, you're making the people in your life who care about you happier, too.

My mission is to empower and educate as many individuals as possible to realize that they are each the most important person in this world, and to give them the skills with which to secure their lives for years to come. I truly believe that if you realize how important you really are, you will take steps to protect your life.

SO WHY DON'T YOU? EXCUSES

And yet, people still make excuses about why they "have to" put off training or taking a self-defense course. Here are some I've heard over the years:

- My daughter has cheerleading.
- My son has volleyball.
- We have Boy Scouts on that night.
- They've got a lot of homework.
- I work a little late; I'd probably show up to class five or ten minutes late
- Gas prices are high.

- I don't have enough money.
- Things are hectic at work.
- I'm getting married.
- I'm going on vacation.
- The holidays are coming.
- Little Johnny is going away for summer camp
- My car is broken down.
- We're looking to buy a house.
- I really want my child to get into a good college; she needs to study more.
- I'm not sure what the best style is so I'm just going to keep looking.
- My husband owns a gun.
- I have a concealed weapons permit.
- I would just kick him in the groin.
- We live in a good neighborhood.
- My brother's a cop.
- My mom knows the sheriff.
- He's so wrapped up with football.
- She's the Student Body President so she doesn't have time
- She wants to be the Homecoming Queen, so she's focused on that.
- She's running for student council.
- The twins are in college.

This list can go on and on and on. I'll spare you some of the most ridiculous things I've heard.

I don't mean to say these things aren't important. They have their place. But you would gladly make time to enroll your child or yourself into a self-defense program the minute you found out that you were definitely going to be the victim of someone the next day.

IT CAN HAPPEN TO YOU!

Now you know that assumed morality is a myth, that there really are bad guys out there. But you may still cling to the hope that you will be able to always put yourself in the right place, or that someone will always be there for you if you do run into trouble.

We gloss over the fact that maybe the victim on the news was in a good neighborhood, drove a nice car, made a lot of money, and didn't know their attacker, and yet still became the victim of this brutal individual. Instead go on fixing dinner, or whatever else we're doing, and we don't give it a second thought.

If you knew ahead of time exactly when and where and how you were going to become a victim, you would probably act to prevent it. Right?

Example 1: Tomorrow at 4 o'clock a guy will come up to your daughter and grab her around the neck and try with all of his might to force her into a van. He is pumped up, and his whole intent is to kidnap your daughter, take her to an undisclosed location, sexually assault her, and then kill her and throw her in a dumpster.

You can Google this. It happens all the time.

Now, if you knew that tomorrow at 4 o'clock this was going to happen, what do you do today to avoid that? Would you pay any price? Would you seek out professional help? Would you insist that she take a lesson or two? Would you make it a priority?

If you knew she was about to be a victim, I bet her cheerleading or student council could be put on the back burner for a very short amount of time in order to get the necessary education so she can have a fighting chance, and most likely avoid that situation all together.

Example 2: You're walking out of a bar or restaurant with your significant other. Two males approach. They knock your wife or girlfriend down. They beat you with a baseball bat until you're unconscious. You suffer traumatic brain injury, and you're going to be laid up in the hospital for five months. Meanwhile, they put her in a car and drive her off and have fun with her while you lay there bloody and beaten.

Does that sound nasty? Does it sound horrific? It is. And if we assume morality, of course we assume that no one would ever do that. Not to you. Not to me. But it happens. It happens quite often. Violent, tragic events just like that happen in every city in America.

Now, if I told you that this was going to happen to you tomorrow at 10 o'clock, what would you do today to

avoid it, prevent it, or at least have a fighting chance in that situation? I bet you would do anything you could.

If you had the ability to time travel, you could go ahead six months, or a year, or two years, and read the newspaper or search the Internet and find out exactly when and where you or someone close to you became the victim of a brutal crime. Maybe they were robbed, maybe they were murdered, maybe they were raped, maybe they were brutalized to the point where they were handicapped or it caused some kind of emotional distress that they're going to live with for the rest of their life

Then, because you have the ability to time travel, you could come back to today do whatever it took to tip the scales in your favor and change the outcome of what you witnessed in the future

Obviously none of us can time travel (that I know of). What we can do is be aware of what could happen, and prepare ourselves to handle it if it does.

PRIORITIES

It's one thing to acknowledge that the world we live in can be dangerous; it's another to do something about it.

Let's look at the priorities in our society.

When you make a major purchase like an appliance, or even a new iPod, the individual across the counter asks,

“Would you like to put insurance on this? It’s only 16 (or 30, or 40) dollars a year.” And a lot of us will say, “Yes, absolutely.”

When you purchase a new car, you can’t even leave the lot without purchasing a comprehensive insurance policy, which may cost thousands of dollars per year. Why? If you took out a loan to purchase the car, the bank or finance company wants to be sure they’re protected. And you’ll sleep better, too, knowing that if anything happens to your new toy, it will be replaced, or at least repaired properly. It’s all about peace of mind.

As we said before, it’s a matter of priorities. You wouldn’t dream of driving your brand new car without having insurance on it, even though insurance costs hundreds of dollars a year. Do you buy auto insurance because you plan to jump into this new vehicle and am it into a wall or another car? Of course not. You buy it because you know you’re going to be on the road with a lot of other drivers, and you never know which of those other drivers might be under the influence, or just not paying attention, and run into you.

It’s the same when you buy a home. The bank won’t complete the loan process until you purchase the proper insurance policy, because they want to make sure their investment is protected. And even though you hope nothing catastrophic is ever going to happen to your home, it’s worth it to you to know you’re covered – just in case.

In short, we go to great lengths to protect all the material objects in our lives. So why is our personal safety up for grabs?

Why don’t we have self-defense training in the school system? From an early age you send your children to school, where they are taught many things. You name it, and there’s a class on it - art, home economics, math, English, and so on. And while all these classes are certainly important, why is there no requirement to take a class on situational awareness and real self-defense?

It should be mandatory that your child will sit down and crack open a book and learn about who the bad guy is, what he thinks, and what can he do to you. That he’s not the guy in the dark alley with the long trench coat, he’s not the boogiemer, and he’s not the guy you see on TV. That the bad guy looks just like you and me.

And what about you? Since you weren’t required to take a self-defense class in school, how about now? Surely as intelligent, mature adults we realize that we need to be able to protect our- selves. Right?

When something becomes a priority, it’s amazing what people can and will do. I’ve heard people say they don’t have money for self-defense training, but when I ask them, “What if you go outside and discover you have two flat tires on your car? How long would you let your car sit there before you fixed it?” most people say they would have to

fix it the same day, because they've got to go to work.

That makes me want to pull my hair out. Do you see what I'm talking about when I say priorities? Two tires cost three or four hundred dollars. Where do you get the money? Well, you have to have use of your car, so you find a way.

You have to have tires, but you don't see the same need for self-defense training. Because you all people are moral and you nothing could ever happen to you, and you're just going to go on living in this bubble until someone comes along and pops it. Then you will be the person on the news, and someone else will be assuming morality and be in their own little bubble.

Did you know that the average woman will spend more on her hair and nails in one year than she will spend on personal safety in her entire lifetime?

That many families spend more on WIFI in one year that they could ever spend on ten years of self-defense classes? Tactical training and martial arts fall at the very bottom of most people's priority list. We want to insure our material items - our cars, our houses, and everything around us, but when it comes to our own safety, we do nothing.

Why is that?

While all these material items we've talked about have their place, and some of them are genuinely important,

none is as important as your basic survival. You can literally not pay for any of them and still be alive. Self-defense training in this day and age could potential be the difference between life and death. Not only that, it's probably one of the most affordable things you can possibly pay for. It costs less than one car payment to take a good self-defense class. A great martial art program costs less than home insurance. Material possessions depreciate. They go away. They can be broken, repaired, replaced. But you as an individual are the most important person in the world, and what have you done to insure that?

YOU DON'T HAVE TO BE A PRIZE FIGHTER

You don't have to become a prize fighter, and step out of the car and whoop somebody. That's not what we're looking for. Self-defense isn't about whooping somebody - it's about surviving. You can beat someone to a bloody pulp, and you don't get a title belt. You don't get a trophy. You don't get ten seconds on the news half the time.

On the other hand, if you lose - if they take your life, if they victimize you - you might get a ten-second spot on the news. But who's destroyed? You, and everyone close to you who cares about you. Everything you ever worked for is gone at the hands of some thug, some criminal who made his plan just because he thought you were a weak target.

It really doesn't matter whether you're in shape or you're not in shape.

You can insure your life to the hilt with just general education and knowledge. You don't have to be hitting a bag all the time. You don't have to say, "I can do a hundred and fifty push-ups in twenty seconds and hit a bag harder than anyone." That has nothing at all to do with reality training. Hitting a bag doesn't translate very well at all once you're out there. It's not about street fighting, because most fights don't happen in the middle of the street. It's about real-life situational training and self-defense

BE PROACTIVE

Does this mean that if you take a self-defense class, you'll never become a victim? Absolutely not. And if there's an instructor or an organization or a program out there that preaches, "If you do this, you will always be safe" or "If you do this move you will always win" - that's nonsense. We're talking about a ninety percent effectiveness rate. That's a reasonable goal when it comes to protecting ourselves, our loved ones, and our families.

Self-defense knowledge is lifesaving. I wish the kids had it. I wish the young females had it. I wish the young males had it - especially the guys who

walk around thinking, "You know what? I'm a pretty in-shape guy. I took a couple of boxing classes. There's no way anyone's going to victimize me."

Hey guys, guess what - you might have a very nice car and two guys with long rap sheets are across the street staring at you. Maybe they're on

probation. Maybe they broke out of jail. Maybe they just don't care. They've put the bull's-eye on you, and they're planning to take your nice car. They'll do whatever they have to do to get it, and then drive it all over the county, or all over the state, and just joy ride. And if you're in their way, guess what - you're the victim

Let's not be reactive; let's be proactive. This is empowering. Instead of only insuring our cars, refrigerators, and iPods, let's start thinking about ourselves. Yes, we need car insurance and home insurance and even nice hair and nails - but don't forget how important self-defense and personal safety education are in today's society. Even one class or seminar can be empowering and lifesaving. Overall, it's a very small investment to protect your biggest asset - *OU!*

CHAPTER 2 SUMMARY

- ✓ To yourself and your family, you are the most important person in the world.
- ✓ We buy insurance on all our physical possessions; insuring your personal safety and future should be your highest priority.
- ✓ Since the schools don't teach self-defense, it's up to you to make sure your kids learn it.
- ✓ If you knew exactly when and how you were going to become a victim, you'd probably act to prevent it. You can't predict the future, but you can be proactive about preparing for what could easily happen to *you*

CHAPTER 2 QUIZ

- 1) T or F: Nobody in the world is as important as you are.
- 2) Which of these is a good excuse to put off taking a self-defense course?
 - A. We're really busy right now at work.
 - B. We live next door to a deputy sheriff, so we're safe.
 - C. We can't afford it right now.
 - D. None of the above
- 3) T or F: If you're careful, you can keep from ever becoming a victim.
- 4) T or F: You have to become a prize fighter in order to be able to defend yourself.

- CHAPTER 3 -

WHAT IS REAL-LIFE SELF-DEFENSE?

This is a topic that has been debated forever

The question “What is real self-defense?” prompts many to play their ego card. Some people become emotional and personally offended at the suggestion of anything outside their

Id. This attitude in itself puts others in harm’s way, and keeps the majority of the general public in the dark when it comes to receiving a real, life-saving education. Therefore, I promise not to impose my opinion, favoritism, or ego in this book, but rather to base what say on facts and high-percentage, proven statistics.

The average person’s idea of what constitutes “self-defense training” is generally the furthest thing from the truth. Although there are many ways to describe reality self-defense, most people’s views, opinions, and beliefs about what it takes to protect themselves are heavily influenced by TV shows, poor trainers, hearsay, and Hollywood fighting such as wrestling.

Try to wipe the slate clean of any outside influence as you read this chapter. Read it several times if that helps you build a solid vision of what it takes to survive

The real definition of self-defense is

The ability to avoid conflict and/or adequately defend yourself in a conflict.

You must be able to do this under extreme stress and fear. In a real-life situation there are no rules, no refs, no controlled environments, and, most likely, no help. Your attacker will always pick the time, place, and method of attack; you will never get this luxury. No matter what the outcome, you won’t receive a trophy, title belt, or medal of valor

What does it take to spark a real-life attack or conflict? As little as a look – sometimes even less. Usually, your attacker won’t know you. He won’t care how much money you have, how

important you are, how much you love your family, or about anything else in your world. You will be nothing but an opportunity for him. That's why the first part of the definition of self-defense – the ability to avoid conflict – is so important.

OPPORTUNITY

When a potential attacker seeks his prey, he looks for basically one thing: OPPORTUNITY

Think about the decision-making process of the average person. Humans thrive on opportunity in all things. Here are some examples:

- You park in the closest open spot to the store instead of across the lot
- You invest when asset prices are down to make more money
- You save money by shopping when there's a sale
- You get a college education to expand your options
- You apply for the highest paying job available
- You would cut in line at Disney World, if they'd let you

I could go on and on, and so could you. The point is, it's the same with self-defense. Whatever opportunity you give, someone might take.

Imagine a fortress. Now think like an attacker for a minute. Are the gates locked? Are the walls too high? Are

there guards, dogs, or rivers to cross? Did someone see you coming and sound an alarm? If your chances of success are low, you'll probably move on, because there's always a softer target right down the road.

This is how a potential attacker evaluates you.

PROACTIVE SITUATIONAL AWARENESS

When we drive down a street, look ahead for people pulling out in front of us, objects in the road, traffic signals, and so on. When we first learned how to drive, most of us are so nervous we couldn't see past the hood of our car. This is known as "tunnel vision." Now, driving is second nature. Our minds have been conditioned to handle all this without stressing out.

Likewise, we can train ourselves to process information about people, places, and events, and to formulate proactive responses that can prevent dangerous situations from developing. This ability to foresee and avoid trouble without becoming paranoid, learned through realistic self-defense training and education, can also become second nature. This kind of proactive situational awareness is a priceless asset to anyone.

But what if, for some reason, you can't avoid a dangerous situation? That's when the second part of the definition - or to adequately defend yourself in a conflict - comes into play.

YOUR SINGLE GREATEST WEAPON

To access your skill, knowledge, decision making ability, and awareness, you absolutely have to have the following: a brain! The good news is, if you're reading this you probably have one

Your brain houses all the controls for any and all actions in your life, especially when it comes to survival and self-defense. Without tapping into your mental ability, your physical ability - despite training - is mediocre at best. I hope I'm not overstating the obvious. I'm trying to shed light on a topic most people ignore.

Intense physical self-defense training done without the element of reality leaves most people in better shape, but still unable to adequately defend themselves. Why? They haven't been introduced to or received education in reality self-defense.

Real-life conflicts are nothing like what we see on TV, in sports, or in movies. It's not even close. The tragedy is, without professional training, this is the only frame of reference most people will ever have.

That's why reality self-defense training is so important. It links mind and body together, to create maximum effectiveness

CONTROLLING FEAR AND PANIC

When facing a real-life situation that could prove dangerous or even fatal,

most people panic and freeze in their tracks

When we're overcome by fear and panic, our mental and physical abilities become greatly impaired. Have you ever been really nervous about an upcoming event, such as playing in a sporting event, or giving a big speech at work? If so, you know how it can put you on edge, or even fill you with fear. Now imagine being in a situation where your life literally hangs in the balance. Under such circumstances, fear can be paralyzing. If you don't learn how to control it, your whole life can change in a second

Fear and panic never completely go away - nor do you want them to. But by controlling our fear, we can use it to our advantage. When properly channeled, fear heightens your senses during a confrontation. It can also increase your strength and improve your reaction time

What's affected during a conflict?

- Vision
- Hearing
- Decision making ability
- Perception of time
- Memory
- Pain Perception
- Balance and Control
- Voice inflection

With training and experience you can access and use the effects of fear

to your advantage instead of letting them impair your ability to function.

So how do we control fear and panic? It's not something you can learn in a classroom setting. It takes repeated applications of stress to build up your nervous system and break down those paralyzing barriers. Realistic martial arts and self-defense training can help you deal with, and adjust to, fear and panic.

Imagine going to a gun range for the first time. You're at the front desk, and although you're aware of where you are, you jump and become nervous when you hear the gunshots. Then you notice that the employees and regular customers go about their business like it's no big deal. After a while, it won't be a big deal to you, either

Or how about the first time you rode a roller coaster? You were probably filled with fear and at the edge of your seat. As you rode the coaster repeatedly, your senses and nervous system eventually adjusted to the situation, and you probably found yourself wanting to figure out where the cameras are so you could smile for them

Reality training has the same effect. When you train in a realistic manner, your body and mind will remember, and be prepared to react appropriately whenever you're in a real-life altercation. You'll still experience fear and anxiety, but because of the training you've received, you'll be able to work through it instead of shutting down. You'll be in

control of your emotions and actions during a crisis, which will give you the upper hand in any situation.

The goal of scenario-based training is to give you the ability to make your fear your fuel. Let fear be a warning that prepares you, not an emotion that overwhelms you.

CHAPTER 3 SUMMARY

- ✓The real definition of self-defense: The ability to avoid conflict and/or adequately defend yourself in a conflict.
- ✓A potential attacker is looking for opportunity. Don't give him one
- ✓Your single greatest weapon is your brain. Use it to access your skill, knowledge, decision making ability, and
- ✓To be effective, training needs to teach you how to deal with your own fear and panic.

CHAPTER 3 QUIZ

- 1) What is real-life self-defense?
 - A. Winning a title belt in MMA.
 - B. Learning the same moves used by movie and TV stars
 - C. The ability to avoid conflict and/or adequately defend yourself in a conflict
 - D. Being able to run really fast in an emergency.
- 2) What is the number one thing a potential attacker is looking for when he seeks a victim?
 - A. Fancy clothes and lots of jewelry.
 - B. Opportunity.
 - C. Someone driving a fancy car.
 - D. Someone young.
- 3) Training yourself to process information about people, places and events so as to avoid danger is called:
 - A. Proactive situational awareness
 - B. Tunnel vision
 - C. Being paranoid
 - D. None of the above
- 4) Your single greatest weapon is:
 - A. A gun
 - B. Being able to break boards with your bare hands
 - C. A big dog
 - D. Your brain

- CHAPTER 4 -

COMMON MISCONCEPTIONS THAT CAN GET YOU KILLED

I'm sure you've heard this conversation (or one like it) before:

I'm in martial arts."

*I don't need martial arts
I have a .357. Ha! What are you
going to do about that?"*

This is a very common misconception: If you own a gun, you're all set to protect yourself. But to anyone with any degree of reality-based training, that statement would be laughable if it weren't so dangerous.

People say things like that out of ignorance. And it's not really their fault. They don't know any better. It's maybe what they saw on TV. Or they think just having a gun gives them a lot of power. But just because even a two-year-old can shoot somebody, that doesn't make the gun all- powerful.

Yes many people have been killed by guns - including many gun owners with a concealed weapons permit,

who ended up getting killed with their own weapon. They pulled it, and then they didn't know how to use it. They didn't have the ability to get it out, aim it, and fire the round that would stop the threat. Why? Because, having never done it before, they shut down. So the bad guy took it away from them and used it instead. Even law enforcement officers, with all their training, are sometimes killed with their own weapon. Just having a gun doesn't make anyone invincible.

You can shoot at a target all day long and hit bull's-eyes; but once you're in a shootout, everything changes. So the individual who says "I have a gun; I don't need any type of training" is speaking from ignorance.

IT'S HARDER THAN YOU THINK

Another reason why having a weapon may not be enough is that it takes far longer than you think to get a gun out and use it.

If you've ever attended one of our seminars or been in one of our classes – and there are many other self-defense courses out there which will show you the exact same thing - you've seen a demonstration of the reaction time of an individual when it comes to real-life self-defense, and what they can and cannot do. The results come as a surprise to most people.

We give one of the female students a training gun, and have her put it in a purse. We then ask her how many feet of distance from a bad guy she thinks she needs to be able to get the gun out and actually shoot the guy. They usually say, "Maybe five feet."

They never get it out it time. They don't even get the purse unzipped.

Then we have another student – male or female – put it in their waist-band, and we ask them how many feet they need. They saw what happened before, so this time they say, "Fifteen feet."

They cannot get it out of their waist-band. Ninety-nine percent of the people can't get it out of their waistband fast enough. And even when they do, they don't draw down and pull the trigger.

Then we put it in their hands, and go to point blank. They cannot, in a struggle, get the gun up to perfect a shot

We can be thirty-five feet away, and talk to them, and if that gun is in a bag, we get to them before they can

get it out. They're too confused, they're too overwhelmed, and they simply cannot do it. Even with a lot of training, many individuals can't get their weapon out fast enough.

So say you have a concealed weapons permit, and your gun is in your glove compartment, and you think, "Well, you know, I've got that gun. I feel pretty safe." And then all of a sudden someone comes up and grabs your hair and tries to rip you out of you car. The likelihood of your using that gun for it's intended purpose is very low. You'll never get to it, much less get a shot off.

A bad guy can be twenty-one feet ay with a knife in his hand, and he'll stab you before you can get your gun out. That's what the studies show, that's the statistics, and that's what testing has proven time and time again.

HOW ABOUT CELL PHONES?

The same thing applies to a cell phone. A lot of people think they're safe because they carry a cell phone. If something happens, they'll just call 911, and the police will come save them. But this is another dangerous misconception.

A while back we did a fifteen-minute segment on a local morning show here in Florida, in which we demonstrated this. The drill went like this: "Put this phone in your bag. I'm going to stand as far away as I possibly can. As soon as I start to move, go after the phone. All I want you to do is unzip the bag, get the phone out, dial 911, and

describe to the operator what I look like, where you're at, and that you're in trouble."

We tested it over and over and over again with different people – regular people, both children and adults. The individual could never get their cell phone out, no matter how much room we gave them. Twenty-five feet, thirty-five feet, forty-five feet. The stage wasn't big enough.

Now, keep in mind, this person knew we were coming. We told them we were coming, and no, we didn't sprint to them. They knew exactly where the phone was, and they had prepared themselves for this. They could not get the phone out. I believe one time someone got the phone out – and then dropped it. Never was 911 dialed correctly.

We did this many times, with many different people, and every one got stuck in what we call the "goofy loop" (hyper-vigilance). They got shut down by their own adrenaline. And I'm not even a real bad guy. This was just from being tasked to get the cell phone out with people watching.

Suppose you do manage to get your phone out and dial 911. What then? You've got to tell the dispatcher what's happening, where you are, and give a complete description of your attacker. Then you have to wait for the authorities to arrive

Think about this: The police are three, or five, or ten minutes away. The

bad guy is already on the scene. Do you want to spend ten, or five, or even three minutes with a bad guy? He can kill you in twenty seconds or less.

Cell phones do have their place. If your car breaks down in a remote area being able to stay with your car and call for roadside assistance is much safer than having to walk along the highway searching for help. But don't let yourself be lulled into a false sense of security because you were misinformed by someone who told you to put all your stock in that little electronic device. The results could be tragic.

In short, it's dangerous to believe you can do something when you really can't. You can't protect yourself like you think you can with a gun, especially if you're untrained. Using your cell phone to dial 911 won't save you if you don't have the luxury of time. You can't learn what you need to know to defend yourself by listening to your friends or watching a movie. And although we've tried hard to pack as much useful information as we can into this book, you can't learn how to kick and punch appropriately just from reading a book.

But there are also a lot of things that you probably believe you can't do that you actually can. With the proper training, you can learn techniques that are effective in the kinds of situations we're talking about. For example, you'll learn that action beats reaction every time, and you can use that to your advantage. You'll learn that in a knife fight, you will most likely get cut – because it's incredibly difficult to stop

an edged weapon – but it's where you get cut that's important. (Getting cut on your arms is okay. Getting cut in your abdomen or neck or low back is not.)

The important thing is to do your homework. Know what you can do. Know what absolutely doesn't work. Be sure to seek out correct, effective tactical information from a professional source. Shop around in your own area. There are a wide variety of instructors, schools and establishments out there that are willing to teach you this.

CHAPTER 4 SUMMARY

- ✓ Having a gun does not make you all-powerful. Thinking it does puts you at risk.
- ✓ Having a cell phone won't save you, either.
- ✓ Seek out hands-on training with a professional to learn things you can't learn from reading a book or watching a movie

CHAPTER 4 QUIZ

- 1) T or F: If you own a gun, you don't need to learn martial arts
- 2) A cell phone is very useful:
 - A. To call 911 when you're being attacked.
 - B To call a tow truck if your car breaks down.
 - C. Both of the above
 - D. Neither of the above

- CHAPTER 5 -

THE TRUTH ABOUT CHILD SAFETY AND DEFENSE

When it comes to safety and self-defense for children 3-12 years old, there are a couple of things that need to be noted

First, what true child safety isn't. It's not about striking a bag, performing kicks, breaking boards, or sparring in tournaments. This is as true for children as it is for adults

Most children receive zero formal education in real situational awareness and self-defense. Generally all they receive are basic classes on hitting a bag, if they're lucky.

The idea of at least getting them into a martial arts class is good. But to make sure that what they learn will be useful to them in the real world, you, the parent, must research the instructor's qualifications, the degree of reality experience in the program, and the teaching methods. (We'll cover more on this in the next chapter, "How to Pick a Martial Arts School or Self-Defense Program.")

SOFT TARGET

What true child safety and self-defense are about is a soft target – a child – up against a full-grown attacker, usually a male.

What makes a child a soft target? They're shorter, lighter, and weaker than the average adult. They can't employ great leverage, which means they don't have the ability to take down or manipulate joints or anything like that. They're also highly impressionable. They're not naturally aggressive. They don't usually get into using functional weapons or carrying weapons on them.

Their strikes may be good against a schoolyard bully, but not against a full-grown attacker. A child twelve years old or under cannot execute a technique effectively against a full-grown attacker. When I say execute a technique, I mean they can't punch or kick their way out of a fight. Bottom line.

organization, the Empower Self-Defense Program.

Don't just take my word for it. Have you ever been hit by a ten-year-old's hardest punch? Whether you're a man or a woman, it won't ruin your day at all. Now imagine you're someone who has intent and motive to kidnap the child. If the child hits you, you're going to work through it, and you're going to keep right on fighting.

Now, having said that, there are many things a child can do to defend themselves. In our program we teach several different techniques, from anchoring, all the way to eye gouging and biting. These are highly effective techniques.

However, if you run into an instructor out there who tries to sell you on the idea that if your child punches a full-grown male in the stomach he will stop, or if she kicks him in his knee he will back off - it just does not happen. Almost physically impossible. The image of your child throwing, punching, or kicking her way out of a situation with an adult is just plain false. In fact, it's a recipe for disaster.

So remember, when looking for a child-safety-specific self-defense class, please keep these points in mind. There are a lot of good classes out there, but the truth about child safety and self-defense must be taken into consideration

IGNORANCE IS BLISS – BUT IT CAN ALSO BE DEADLY

Recently I was conducting a lesson on anti-abduction techniques at our national headquarters in Clearwater, Florida. Although kidnapping isn't reserved just for kids - women and men can be forcibly restrained and abducted as well - this particular seminar focused on children ages 7-13.

Through our many years of research, aggressive testing and re-testing (and yes, even more testing), I can confidently state what will be an effective technique in a certain situation. Effective doesn't mean fool-proof, of course - nothing is fool-proof in this world. Effective doesn't mean it looks good, or even that it's common practice. It just means that there's a really good chance that it will work.

For this lesson we were outside in the parking lot. I was reviewing an anchoring technique, in which a person wraps their arms around the window frame of the abductor's vehicle. You know the frame of your car door, if the window is down? Can you picture it? You slide your arms through and grab close to your elbows, which keeps the door from shutting.

One of the mothers who was watching became concerned. "If my daughter wraps around that frame, what if the kidnapper slams the door really hard?" she asked. "Or what if he drives off and she gets dragged down the street – falls – breaks her arm?"

Inside my head I got upset at this lady for not knowing right from wrong for her daughter, and for having a mindset that could get her or her daughter killed. On the outside, I listened. My inner dialog went quiet. Then I began thinking. I realized it's my fault. She's not supposed to know something she's never been taught.

So, because I'm passionate about my profession, I seized the opportunity she gave me. I explained not only to her but to all the parents and kids who were there that day. I said:

Ma'am, given the chance, which would you want? A: Your daughter is now in the back seat of this vehicle, because she did nothing to stop it. She's in the back seat of the kidnapper's car, it's locked, they're screaming down the highway at fifty to a hundred miles an hour, going to an unknown place, in a quiet, deserted area. Or B: our daughter is taking the initiative to save her life and possibly falling down or breaking her arm or getting hurt in the process.

Now your daughter's hurt – but within five to ten minutes an ambulance will show up and tend to her wounds, and professional medical staff will be waiting at the hospital to treat her injuries. She'll be taken very good care of. Most importantly, even though she's hurt, she's still alive and still with you.

Or, you can see how well she fares with a kidnapper. Once they get to where they're going, I'm sure he'll be real accommodating to her. Ma'am, if

that were the case, she would most likely be found a few days later, raped and dead. Possibly getting hurt trying to save her own life is the best thing that could happen to her in this situation.

Many years of studying, training and experience tell me so. And many years of zero studying, training and experience are why you're asking me this question. Do we all understand?"

You could hear a pin drop, and everyone present nodded their heads. The mother in question began to tear up, at which point I knew I had done my job.

I didn't want to just answer this caring mother's question about her daughter, I wanted to impact everyone present. I wanted to impact them like the meteor that wiped out the dinosaurs. That meteor made a massive difference. What I said and how I said it changed her mindset completely, along with the rest of the class.

She couldn't stop thanking me. But I was merely passing along facts and information from my experience. And I advised her to do the same. Because I made a difference in her life, hopefully she will go on and make a difference in many other's lives, and so on.

Remember, you don't know what you don't know. Ignorance is bliss, but it can be very deadly, as well. Teach your kids how to protect themselves in the real world

CHAPTER 5 SUMMARY

- ✓ True child safety doesn't come from striking a bag or sparring in tournaments. They need to be taught situational awareness and self-defense techniques.
- ✓ A child is a soft target. They can't beat up a full-grown adult. They need to learn special techniques that are effective
- ✓ Getting hurt is better than getting killed.

CHAPTER 5 QUIZ

- 1) T or F. Taking martial arts classes will keep your child safe
- 2) Which of the following makes a child a soft target:
 - A. They are smaller and weaker than the average adult.
 - B They can't employ much leverage.
 - C. They're not naturally aggressive.
 - D. All of the above
- 3) T or F: There's nothing a child can do to protect himself if he's attacked
- 4) T or F: A child shouldn't fight back because she might get hurt.

- CHAPTER 6 -

SCOUT THE OTHER TEAM

You are the good guy (or gal) – have established that. Anyone formulating a plan to victimize, bully, or attack you is the bad guy. In this chapter, let's refer to the bad guys as "the other team."

To defend against the other team, you have to know the basics: How to recognize them, what they are capable of, and how they formulate plans. It's pretty straightforward, and should make sense to you.

What does the other team look like? Like you, your friends, or anyone else with two arms and two legs.

What does the other team think? That you can't win, that you have no skill and no heart, that you're afraid, that they're smarter than you, that they won't get caught, that their plan will work despite your best efforts.

OUR objective is:

- To recognize a threat before it happens;

- To avoid conflict if at all possible;
- To actively defend yourself if conflict isn't avoidable; and
- To stop the threat at any and all costs

What isn't at stake?

- Points
- Glory
- A trophy
- A title belt

What is at stake?

- Your mental stability
- Your material possessions
- Your financial worth
- Your pride
- Your life's work
- Your fun
- Your family
- Your future

What you lose in a confrontation with members of the other team could be as little as your watch, or as extreme as your life.

I don't know about you, but I'm not willing to give up my future, my family, and my life's work because of the actions of some dirt-bag thug. (If a person can't or won't get their act together, conform to today's society, and become a law abiding citizen, then, yes I call them a dirt-bag thug. I don't care if they're wearing a suit and tie. I have more compassion for the ground I step on than for this type of person. If you have a hard time with this, then you've probably never met one of these people.)

AD GUYS KNOW THAT THEY'RE BAD GUYS

Bad guys know they're bad guys. That's why they lie, steal and cover up. They run when in trouble, they fight when confronted, and they manipulate better than some Hollywood actors. Rarely do they change their ways. There are exceptions, but usually a vicious schoolyard bully will grow up to be a vicious adult bully, or much worse.

They will try to justify and rationalize who and what they are by saying they are picked on, beaten, abused, or from a broken home. But these are not valid excuses for victimizing others. Everyone has a story - everyone. I don't know about you, but I believe a bad childhood isn't a free pass to be a lawless villain, or even a petty thief.

So, why do some people choose to prey upon and victimize other people?

- Pride
- Pleasure
- Perversion
- Material gain
- Financial gain
- Revenge

This list isn't exhaustive, but you get the idea

Next we're going to map out some of the common thought processes and actions of bad guys, to help you avoid becoming a victim.

CRIMINAL INTENT

"Criminal intent" is defined here as the criminal thought process and motives pertaining to crime and violence. Criminals, thugs, punks, abusers - they're all part of the same "family," in that they generally think alike and carry out plans in similar ways.

Here are some quick facts on bad guys and their typical methods:

- The majority of criminals do not look the part. They look like everyone else
- Being a criminal doesn't make you fearless. In fact, these "geniuses" are usually cowards who are just as afraid as those they attack.
- Bad guys prey on people they perceive as "soft targets."

- Most criminals are extremely lazy, and won't work hard at committing a crime
- The easiest, fastest and least challenging way is what a bad guy looks for
- The majority of bad guys flee or give up at the first hint of trouble or resistance
- A lot of criminals take great pride in what they do.
- The phrase "like attracts like" is very true in the criminal world
- Criminals don't expect much resistance from a victim; they rely on fear and intimidation to get the job done.
- Most bad guys have extremely poor plans, and usually no back up plans.
- Criminals can often be thrown out of sync very easily because they expect little or no resistance.
- Many of your everyday actions can determine whether or not you will become a target.
- Approximately 5 percent of the population commit the majority of all crimes
- If you are perceived as strong, confident and posing a challenge, your chances of becoming a victim decrease dramatically.

At some point in your life, you probably were the target of a crime and didn't even know it. The smallest actions you took prevented a bad guy from carrying out his plan.

These tips apply to the majority of crimes and criminals. However, every situation is unique and can possibly have a different outcome, so remember to stay alert and listen to your instincts.

CHAPTER 6 SUMMARY

- ✓ To defend against bad guys, you need to know how to recognize them and how they operate.
- ✓ Criminals often look like everyone else; keep your guard up.
- ✓ Most criminals are lazy and cowardly; they look for an easy target. If you make their job more difficult in any way, they'll probably go elsewhere.
- ✓ Every situation is different, so stay alert and listen to your instincts

CHAPTER 6 QUIZ

- 1) T or F: To defend against the bad guys, you have to know how to recognize them, what they're capable of, and how they formulate plans.
- 2) T or F: Bad guys don't know that they're bad guys.
- 3) T or F: You can usually spot a criminal just by looking at him/her
- 4) T or F: Most criminals are lazy cowards who will give up at the first hint of resistance

- CHAPTER 7 -

THREAT RECOGNITION

Recognizing a potential threat is 80% of the battle. You must be able to recognize a threat whether it's obvious or not

Who is a threat? Anyone who is attempting to control you, deceive you, intimidate you, or cause you bodily harm. This includes anyone who lies, steals, scams, or attempts to victimize you in any way.

CRIMINAL INTENT

Anyone has the potential to be a threat to you, but it usually takes criminal intent for someone to follow through with violence or a crime. Men, women, teenagers, and even small children can harm you, but only if they intend to do so. You don't have to live your life in constant fear; you should, however, be alert for signs of criminal intent.

Pay attention to a person's actions, or lack thereof. When you get an uncomfortable feeling, this is a red flag – a signal that you may have a threat on your hands.

(Later in this book we'll talk about the three A's: Awareness, Alarm and Action. For now, it's important to note that once you are progressing through the three A's, your body is under stress. This is your body's natural security system, so listen to your gut!)

Here are some examples of situations that should make you think that something isn't right:

- A man wearing excessive clothing or a heavy jacket on a hot day (could be hiding a weapon)
- An unknown person knocking on your door claiming to be a repair or delivery person (could be a scam artist, a sexual predator, or scouting for burglary)
- A man who drives by an elementary school and stops to sit and watch the children as they leave (possible pedophile, molester or abductor)
- A person you remember arguing with earlier is now waiting outside

the building as you're leaving
(potential fight)

- Angry and aggressive significant other who is an extremist (possible domestic violence, murder, or mental abuse)
- Two people who approach you in a parking lot, talking fast, trying to sell you something or borrow money (possible scam, theft or robbery)
- Somebody you just met or have not known very long asks a lot of questions such as: Where do you live? Do you live with someone? Where do you work? When do you get home? When do you leave? Do you own a dog? (potential rapist, stalker, or murderer)
- Anyone who always offers to assist you with certain tasks, who generally doesn't do this for other people (may have an agenda)
- Someone you know who always wants to know your entire plan for the day, or who times your coming and going (possibly hiding something)
- Someone watching from their car in a parking lot (could be a car thief, a stalker, a set up for robbery - or someone who's just plain bored)

Any of these situations might turn out to be nothing. But it's better to be cautious about a situation and wrong than to be careless and wrong.

There are many clues you can look for. You just need to pay attention to any signs, no matter how subtle. Again, listen to your gut! There's no harm in that - and it might save your life.

CHAPTER 7 SUMMARY

- ✓ Anyone who is attempting to control you, deceive you, intimidate you, or cause you harm is a threat.
- ✓ Stay alert for signs of criminal intent; pay attention to a person's actions – or lack thereof.
- ✓ It's better to be cautious about a situation and wrong than to be careless and wrong.

CHAPTER 7 QUIZ

- 1) What kind of person is a threat?
 - A. Someone who tries to cause you bodily harm.
 - B. Someone who steals from you.
 - C. Someone who is attempting to control you.
 - D. All of the above
- 2) T or F: In order to stay safe you have to live your life in constant fear
- 3) T or F: When you get an uncomfortable feeling about someone, that's a red flag; you should pay attention, even if you might be embarrassed if you're wrong.
- 4) Which of these situations should put you into a heightened state of alert?
 - A. You see a man wearing a heavy jacket on a warm day.
 - B. Someone you just met is asking you a lot of personal questions.
 - C. Your partner wants to know where you are and what you're doing at all times.
 - D. All of the above

- CHAPTER 8 -

THREE TYPES OF BAD GUYS

Bad guys can be classified in many different ways. In this book, we're going to divide them into the three categories covered in the Empower Self-Defense Program: the Bully, the Wolf, and the Predator. Let's look at each one of these types, and discuss how you can best deal with each of them

THE BULLY

Bullies don't hide the fact that they're trying to boss you around, intimidate you, or threaten you. They generally have low self-esteem and use pick- ing on others to feel better about their own life. A bully is generally not violent, relying instead on fear and intimidation to accomplish his or her goal. Bosses, friends, co-workers, family, and, of course, strangers can all be bullies.

How to Handle a Bully:

- Do not do what they want
- Get others involved (ask for help)
- Change your routine (avoid them)

- Travel with friends or family; be seen around others
- Get the authorities involved, if applicable
- When confronted, speak loudly and confidently
- Let the bully know that everyone knows what they're doing
- Never let them within your circle of security (your personal space)

If a bully doesn't stop, or attempts to hurt you, they are no longer a bully, they are...

THE WOLF

Wolves are trouble, and they generally don't care if you know it. These people are mean and nasty, and they'll try to hurt you to get what they want.

Think about a real wolf. When you see them - in the wild or on TV - you can see the intent and aggression in their demeanor

How to Handle a Wolf:

- Avoid them, by practicing good
- Immediately communicate to someone nearby who can help you
- Call the police, even if you're
- If a situation becomes physical, you must defend yourself
- Use any and all force necessary to get away

THE PREDATOR

The most dangerous bad guy you can run across is the predator. They are aggressive, violent, dangerous, and – worst of all – they are hard to see. A predator will act like a normal person to get close to their intended victim. This is their camouflage. When they do get close enough, they attack. The predator is often so hard to see that by the time you figure out what they're up to, it is too late.

Examples of Predators:

- Pedophiles
- Con-artists
- Rapists
- Killers
- Child & animal abusers
- Thieves, burglars, robbers
- Anyone who can look and act like a normal person and still commit acts of crime and violence

How to Handle a Predator

There is no handling a predator. Remember, they're stalking you, using everyday camouflage to get close to you. By the time you realize there's a problem to handle, you're already in a fight for your life.

Your best bet is to avoid the situation altogether. Thoroughly study the information in this book. Make yourself as much of a hard target as you can. Also work on threat recognition and listening to your awareness alarm.

Remember that the predator is counting on you not seeing him coming. If your awareness alarm bells go off, if a red flag goes up, if your instinct kicks in, then his camouflage comes off and you see him for what he is. You don't have to figure out exactly what he's going to do. You don't even have to be sure that he's definitely a bad guy. You just have to know that something might not be right. Then you can take precautions.

If you have a funny feeling, that's enough. Even if you're wrong, you're still alive - so you're also right.

A lot of people are so anxious to avoid confrontation that they refuse to see anything wrong. They'd rather believe that the reason some guy or girl is being exceptionally nice to them is because they're such a nice person themselves. They don't want to confront a predator, so they completely ignore the possibility.

Unpleasant though it may be, you need to realize when you're possibly being set up. Remember, when somebody you just met is being overly nice, gathering too much information on you, wanting to know where you live, offering to take you home when you've had a couple drinks and you don't have a ride - those are red flags.

You've probably seen the stories on the news, where intoxicated women walk off with men they barely know - sometimes several of them - and are found dead the next day. Men, as well. I recently heard of a kickboxer here in Tampa who got into a fight and ended up being found dead in a pond. Just because you're a kickboxer, just because you're a black belt, that doesn't mean you can't be a target for somebody.

The predator doesn't care who you are. As far as he's concerned, there are a million of you. You want to make him see you as a very, very difficult target to acquire, and hopefully he'll eliminate you when he's going through his selection process. That's how you handle a predator.

So, in general, we have these three main types of bad guys - individuals who will approach you aggressively and try to involve you in some type of conflict. That conflict may be mental or physical. It might take the form of an argument with your boss who is always pushing you around, or a schoolyard bully slapping you in the face. It might

be that boyfriend who has a glass case over you and is in absolute control of your life, who hasn't laid a hand on you yet but he's mentally abusing you. Or it could escalate all the way up the ladder to the pedophile who stalks children, or the rapist who sneaks into your house at night.

They could be anyone - family, friend, acquaintance, stranger. Whoever they are, they can usually be put into one of these categories of the most common types of bad guy - the Bully, the Wolf, and the Predator - and dealt with accordingly.

There is, however, one other type of bad guy. Fortunately this type is very rare, but nonetheless they need to be mentioned here

THE SUPER THREAT

The one type of bad guy you cannot adequately prepare for is the psychopath with violent criminal intent (often referred to by law enforcement as the Super Threat). This is the bad guy who walks into an office building and starts shooting at anyone and everyone. They usually don't fear dying, and most of the time they end up killing themselves - but not until after they've done a lot of harm

Violent criminal psychopaths are responsible for a long list of horrific crimes. These individuals are terrorists in sheep's clothing, and truly deserve to meet their end. A few examples of this group:

- September 11th hijackers
- Virginia Tech campus killer
- Columbine killers
- The Texas mom who killed her five kids in a bathtub
- David Koresh
- Hitler
- Saddam Hussein

This is just a brief list of individuals who don't seem like they're even from the same planet as you and I. There are others out there. Some will remain relatively insignificant. Some will be catastrophic in their actions.

If you have an opportunity to react, self-defense training can be extremely valuable. However, a situation created by this type of individual can be so dangerous that you may not have a chance

Fortunately, you can also use your training to recognize the potential danger of an unstable person whose life has been changed due to severe emotional trauma, such as lifestyle changes, depression, a medical condition, rejection, or some other traumatic

ent. If your awareness sends you into an alarmed state in this situation, listen to your instincts, and act accordingly.

CHAPTER 8 SUMMARY

- ✓ A Bully is someone who tries to boss you around, intimidate you or threaten you.
- ✓ A Wolf is openly mean and will try to hurt you to get what he wants
- ✓ A predator uses camouflage to get close to you, then they attack.
- ✓ The Super Threat is a psychopath with violent criminal intent
- ✓ Don't wait to see exactly what a bad guy is up to. If you have a funny feeling, that's enough.
- ✓ Use your training; if your awareness sends you into an alarmed state listen to your instincts and act accordingly.

CHAPTER 8 QUIZ

- 1) Which of the following should you *not* do when dealing with a bully?
 - A. Ask others for help
 - B. Speak loudly and confidently when confronted
 - C. Comply with their demands to placate them
 - D. Never let them within your personal space
- 2) T or F: A “wolf” will try to hide his bad intentions.
- 3) T or F: A predator looks just like anybody else.
- 4) T or F: Your best defense against a violent criminal psychopath (or “super threat”) is to use your training and awareness to recognize the potential danger of an unstable person.

- CHAPTER 9 -

CONFLICT AVOIDANCE

The first and most important thing you need to understand about self-defense is that if you avoid a conflict, you automatically win.

You can often tell when a conflict is about to arise. It could be a stare-down at a night club. It could be somebody eyeing you or going back and forth in front of you in traffic, making you think that maybe a road rage situation is about to occur. It could be an argument you're having with someone which is getting more and more heated.

When you find yourself in a situation like that, make no mistake: You don't have to step into a ring. You don't have to win a belt. You don't have to win a gold trophy. Whether you rip somebody's head off and kick it down the street, or you run away when someone attempts to rob you at an ATM, the outcome is the same – you win

That being said, there is also a time to fight. Our Empower Self-defense

Program prepares people to fight in any situation and to win at all costs. But it also teaches conflict avoidance. This is super important.

AN EXAMPLE OF AVOIDING CONFLICT

Say you're at an ATM, and somebody pulls out a knife. They're about six feet away. They're probably not going to throw the knife at you – unless they're one of those circus performers who can throw a knife and hit you on the fly. Can it happen? Absolutely. Anything can happen. But it's highly unlikely. In real life, when somebody is six feet away and they have an edged weapon, the only way that they're going to hurt you is by closing the distance.

If somebody pulls out a knife and says, "I want your wallet, and I want it now!" you have a couple of options. You can stand there, reach for your wallet, and present it to them. Or you can simply run the other way. That's conflict avoidance

Remember, this criminal doesn't want to get caught. When you take off, he would have to run you down with a knife in his hand, and catch you, just to threaten you again to try to take your wallet. Why risk it? Instead he's going to wait for the next sucker to come up to the ATM and take *his wallet*.

In that scenario, space creates an opportunity for conflict avoidance. It's really important to understand, however, that the entire situation will change in a heartbeat if he walks up to you and grabs you, puts the knife on your throat, and asks you for your wallet.

Your options then will be seriously limited, and you need to be prepared to respond accordingly.

But if you can avoid conflict, you should absolutely do so.

CHAPTER 9 SUMMARY

- ✓ If you avoid a conflict, you automatically win.
- ✓ There is a time to fight, but first look for opportunities to walk (or run) away.

CHAPTER 9 QUIZ

- 1) T or F: The only way to win a fight is to pound on your attacker until he can't fight back anymore.
- 2) You can tell that a conflict is potentially about to arise when
 - A.. A stranger in a bar keeps staring at you
 - B. Someone honks his horn repeatedly and begins driving aggressively
 - C. The argument you're having with someone is getting more and more heated
 - D. All of the above
- 3) If an attacker confronts you with a knife you should:
 - A. Drop your wallet on the ground and back away
 - B. Turn and run as fast as you can
 - C. Use your self-defense skills to engage the attacker
 - D. None of the above
- 4) T or F: If you can avoid conflict, you should absolutely do so

- CHAPTER 10 -

TPM = TIME - PLACE - METHOD OF ATTACK

An attacker will always have the initial advantage, because he starts off with control. He or she will almost always have complete control over what time they attack. Once a time has been selected, they will choose a place that's convenient for them to carry out the attack. Last but not least, they will choose the method of attack, or the means with which to physically harm you.

You, as an honest and upstanding citizen, won't have the luxury of knowing in advance the time, place, and method of attack. Usually the plan is in full swing before you're even aware of what's going on. In most cases, you don't even know your attacker – his history, his strengths and weaknesses, or anything else about him.

What can you do to counteract these overwhelming factors? You must become vigilant about your time and place, so as to not present yourself as an easy target (opportunity). Constantly ask yourself these critical questions:

- Where am I?
- What time is it?
- Who am I with?

This, above all else, can lead to total conflict avoidance. An attacker will quickly target or reject you based on where you are, what time it is, and who you are with

Example A: It's 2 p.m., and you're at work. You're with two to five coworkers, talking, working, and so on. You remember you left your cell phone in your car, and you run out to the parking lot to grab it.

Example B: It's 9:30 p.m., and you're at work. Everyone else left at 8:30; you stayed late to finish up a small project. You remember you left your cell phone in your car, and you run out to the parking lot to grab it.

If you were an attacker, which scenario would appeal to you more?

Please tell me you answered B. This set of circumstances creates a greater opportunity for robbery, rape, auto theft, or any other crime for that matter.

That's not to say you can't be attacked in broad daylight. Remember, anything is possible. It's a question of putting the odds in your favor. Change your time and place, and you change the potential outcome.

CHAPTER 10 SUMMARY

- ✓ An attacker always has the initial advantage because he or she chooses the time, place, and method of attack.
- ✓ You can counter this by practicing situational awareness.

CHAPTER 10 QUIZ

- 1) An attacker will always have the initial advantage because
 - A. He chooses when to attack
 - B. He chooses where to stage the attack
 - C. He chooses the method of attack
 - D. All of the above
- 2) T or F: There isn't much you can do to protect yourself from being attacked, because you never know when or where it might happen.
- 3) T or F: An attacker will quickly target or reject you based on where you are, what time it is, and who you are with.
- 4) T or F: You can't ever be attacked in broad daylight.

- CHAPTER 11 -

A.A.A. – THE THREE PHASES OF ESCALATION

Your first line of defense should always be to avoid conflict by making yourself a hard target - someone who is rejected during a bad guy's selection process. But sometimes, despite your best efforts, "stuff happens." Therefore you need to know how to handle the conflicts that do occur

Any conflict has three phases or stages: Awareness, Alarm, and Action.

AWARENESS

During the Awareness phase, you stay constantly alert as to where you are, what you're doing, and what's going on around you. You should be in this stage all the time, in an effort to prevent a conflict from occurring. But your awareness also allows you to realize as early as possible that a conflict is indeed imminent - hopefully before the situation gets completely out of control

Signs you're in the Awareness phase:

- "Where am I?"
- "Who is around me?"
- Noting environmental conditions
- Maintaining personal security level
- Looking for suspicious circumstances
- Listening to your gut feeling

ALARM

Once you become aware that something just isn't right, you enter the Alarm phase. Even if you don't know yet exactly what's wrong - or whether there's really anything wrong at all - you enter a state of heightened awareness. This is your body's way of preparing to deal with a crisis. This is also a good time to shift course, and hopefully avoid the potential conflict.

Signs you're in the Alarm phase:

- Feeling that something isn't right
- Recognizing a potential threat

- Thinking accelerates
- Auditory & visual exclusion (tunnel vision) occurs
- Decision-making ability is impaired
- Shortness of breath
- Adrenaline rush (fight or flight)

ACTION

Now there's no longer any doubt – like it or not, you're under attack. Whether it's a verbal, mental or physical altercation, you have to take action. Your wellbeing is at stake – maybe even your life. Whether or not you're prepared to respond appropriately and effectively will determine the outcome of this situation

Possible responses to the Action phase:

- Physically remove from situation
- Defend
- Panic/paralysis (fear/giving up)
- Attack
- Counterattack (instinctual)

Once you've entered into any of these three phases of self-defense, your mind and body are warning you that you're now escalating into a possible criminal act or crisis situation. By recognizing a potentially harmful situation in the Awareness or Alarm stage, you can likely avoid the Action stage. Remember, this is your body's natural defense system, so listen to it.

CHAPTER 11 SUMMARY

- ✓ During the Awareness phase, you stay constantly alert to what's going on around you in an effort to prevent conflict
- ✓ You enter the Alarm phase when you sense something isn't right; this is a good time to change course to try and avoid the potential conflict.
- ✓ When there is no longer any doubt that an attack is happening, you're in the Action phase and must respond appropriately.
- ✓ This is your body's natural defense system; listen to it.

CHAPTER 11 QUIZ

- 1) Which of the following is not one of the three phases of escalation?
 - A. Alarm
 - B. Availability
 - C. Action
 - D. Aw
- 2) T or F: You should go into the Awareness phase whenever something doesn't feel right to you.
- 3) T or F: Once you enter the Alarm phase, you should wait and try to figure out exactly what's wrong before acting.
- 4) T or F: The Action phase applies only to physical conflict.

- CHAPTER 12 -

VERBALIZATION AND COMMAND PRESENCE

Communication is key. Whenever you want someone to know something, do something, or respond to you, you must communicate with them. How else will you get your point across? You won't. Nobody knows your intentions unless you tell them.

The same is true if you are ever attacked, assaulted, or threatened. Do you think your attacker will stop if you talk nicely to him, or if you say nothing at all? Absolutely not. He'll only become more confident in what he's doing.

AD GUYS AREN'T FEARLESS

Never think that the bad guy is fearless, because that's the furthest thing from the truth. Criminals use intimidation as a weapon because it makes their job easier. But inside, they are just as afraid as you are. So when you start yelling "Help!" "Get back!" or "Stop!" the bad guy panics, because you've messed up his plan. Criminals are notoriously unorganized and lazy, and

this guy probably doesn't have a "Plan B. At this point, chances are good that he'll decide to cut his losses and run

All this yelling also draws attention to the situation, which might attract help. People have been abducted and killed, and no one heard a word. Why is that? If someone is trying to take you somewhere you don't want to go, you'd better scream as if your life depends on it – because it probably does.

COMMAND PRESENCE

Another way you can help yourself in an altercation is by developing command presence.

Command presence is the assertiveness you convey when you're put on the spot. Think of someone you know who is an effective parent, teacher, or coach. You might refer to them as "a natural leader" because they quietly project inner strength and confidence. You know who they are and what they want.

You might have a hard time imagining yourself having “command presence.” But the more you learn about personal safety and self-defense, the more confident you’ll feel. And you’ll find that you won’t have to go around telling people about it. They’ll be able to see it - and so will the bad guys. It’s one more way you can trigger their fear and give them second thoughts about messing with you.

Don’t be afraid to let the people around you - especially the bad guys – know you mean business. Verbalize, sound off, and have a command presence. It can save your life.

CHAPTER 12 SUMMARY

- ✓ When you start yelling, the bad guy panics because you've messed up his plan. It also may attract help.
- ✓ Command presence is the assertiveness you convey when you quietly project inner strength and confidence.
- ✓ Don't be afraid to let the people around you – especially the bad guys – know you mean business.

CHAPTER 12 QUIZ

- 1) T or F: If you talk nicely to him, your attacker might change his mind and go away.
- 2) T or F: On the inside, the bad guy is probably just as afraid as you are.
- 3) T or F: Command presence is something you're either born with or you're not.
- 4) T or F: You should go around bragging so potential bad guys will know how confident you are.

- CHAPTER 13 -

WHAT CAN HURT YOU

I was once told to stare somebody right in the eyes if I really wanted to know their intentions. Maybe you've heard that same advice at one time or another

Bad advice can get you killed.

While it's true up to a point – you can determine a lot about someone by feeling somebody out, and trying to discover truth or deception - you can also get lost trying to stare into someone's eyes. You lose your peripheral vision.

FOCUS ON WHAT CAN HURT YOU

What makes an individual dangerous? Number one it's their arms and hands. It's their ability to throw objects, or strike you, or hold you down and choke you, or use a weapon.

I would never jump into a tank with a great white shark. Why? Because it has powerful jaws full of sharp teeth. What makes a great white dangerous? The fact that it can bite your leg off.

Now if someone were to pull all those teeth out – all of them – I'd no longer be afraid to jump into the tank. What made the shark dangerous is no longer there.

Now, suppose you have an attacker in front of you, and he has no arms. How afraid are you? Probably not very.

Can he hurt you? Absolutely. He could throw a kick. He could hold you down with his legs and bite you. But he's going to be ninety percent ineffective with whatever he does. Why?

Because he can't grab you, or punch you, or wield a weapon. You're going to be able to pretty much dominate this individual

So when you're talking to a person, watch their body. I've never been struck by somebody's eye. An eye has never flown out of somebody's head and hit me, and until it does, I'm not going to lock onto the eyes as though they're going to hurt me.

Hands hurt you. Elbows hurt you.
Knees hurt you. Weapons hurt you.
people blading their body, shifting
their weight, bringing their hands
above their waist - these are signs
they may be about to strike you.
Somebody's eyes will not hurt you. I
can't be more simplistic than that

CHAPTER 13 SUMMARY

- ✓ Don't get lost staring into someone's eyes.
- ✓ Focus on their stance and what they're doing with their hands

CHAPTER 13 QUIZ

- 1) T or F: In a confrontation, you should focus on looking your attacker right in the eyes.
- 2) What makes a shark dangerous?
 - A. It's size
 - B. It's powerful tail
 - C. t's teeth
 - D. None of the above
- 3) What makes a person dangerous?
 - A. Their hands
 - B. Their arms
 - C. Their feet
 - D. All of the above
- 4) Which of these is a sign that a person may be about to hurt you?
 - A. They're blading their body
 - B. They're shifting their weight
 - C. They're bringing their hands above their waist
 - D. All of the above

- CHAPTER 14 -

ALSO BRAVADO, OR “TOUGH GUYS EAT COTTON CANDY”

I want you to create a mental picture of a bad guy. Make him the scariest bad guy you can imagine, right out of your worst nightmare.

Maybe it's a 15-year-old gang banger with a gun. Or maybe it's the guy in the dark alley, wearing a long black trench coat and holding a bloody knife. Or maybe it's the 250 pound bald guy with a goatee, who's got piercings all over his body, and prison tattoos on his arms and his neck and the side of his head. Whoever he is, he's walking tough, he's oozing bad attitude, and you just know he means to hurt you.

Does this guy scare you? Would you want to fight this individual?

If you create a vivid enough picture of this guy in your mind, you'll actually start to feel the fear. You'll feel the adrenalin pumping, and your motor skills shutting down, and everything else that goes along with being afraid.

HOW CAN YOU DEFEND YOURSELF AGAINST THAT?

At this point, you may be worried about what will happen if you ever do un into a guy like this in real life. How can you possibly defend yourself against somebody like that?

Often we can't fight back the way ant to because we give our opponent too much credit. Believe it or not, this is one of the biggest obstacles people have to overcome when in a self-defense situation

Why do we give them too much credit? Because we don't know them But guess what – they don't know you, either. That's a really important concept to understand

Don't just focus on the other guy. Also think about what's inside you – the knowledge you've learned, the skills you posses, and the confidence you have to use them. Often the battle is on or lost inside your own mind.

Let's say a 12-year-old is approached by a 25-year-old man who wants to abduct him. What the child is afraid of is the size and apparent ability and authority of this much larger person. If the child doesn't understand that he could gouge this guy's eyes out, bite him, kick him, scream, yell, and throw objects at him, and by doing those things be able to save himself nine out of ten times, then that child is going to be terrified, and he'll go into shut-down mode, which will leave him vulnerable.

Same thing with a female. If you're a female you might not be able to defend yourself against a large male or a group of females that approach you, say outside a nightclub. But the truth is you can - if you know how.

Now, let me qualify all this by saying that you always want to assume that the person you're going to meet up with is going to be tough and mean and possess the ability to possibly take your life. To do otherwise would be foolish. To go around believing that you can beat anyone and everyone without even trying would be asking for trouble. But to give this person superpowers when he doesn't deserve them would also be foolish.

FALSE BRAVADO

Often what you see is nothing but false bravado - a swaggering pretense of courage. It's the image a bad guy projects in order to instill fear in people. Remember, the kind of bad guys we're talking about here use intimidation as their chief weapon. They don't want to

fight any more than you do, so they try to scare you so badly that you'll shut down and be unable to do anything to stop them from carrying out their plan.

What can you do to take this weapon away from a bad guy?

Your body feels the effects of fear, but it's your mind that creates that fear. I once heard someone say that the word fear stands for "False Evidence Appearing Real." In other words, when a bad guy projects an image of being tough and mean and deadly, it's your belief in that image that instills fear in you.

So the first thing you need to understand is that the individual who would attack you is a human being. Don't build them up to be more than they are. Don't give this person more credit than they deserve. Don't give them more strength, more intelligence, or more skill.

Inside, they're the same as you. They have the same doubts, insecurities, and concerns that you do. They have a history. Their confidence can be broken. They will tire. When you cut them, they bleed red. They can be defeated.

SEE PAST THE ARMOR

The second thing you can do is to take your visual image of the bad guy you're facing, and strip away all the scary parts: The tattoos, the piercings, the dark clothes, the bulging muscles, the tough expression - all of it. Mentally

take all that away from them, stuff it in a little box, and throw it in the lake

Anybody can wear flashy armor. The medieval knights believed that the fancier their armor, the more intimidated their enemies would be. Other warriors put on war paint for the same reason. But again, it's all about what's between your ears. Someone with low confidence and a lack of knowledge will be intimidated by what they see on the outside. But now you know better.

It's just like public speaking. You've probably heard the advice, "Picture the audience in their underwear." Why?

people are a lot less impressive when they're sitting there in their boxers, or a bra and panties. You give yourself a psychological advantage.

When I'm facing off with someone, I strip away everything visible on the outside. I change what they're saying into baby cries. And last but not least, I put cotton candy in their hand, just like at the carnival. To me this cotton candy represents innocence – someone who's child-like

So visualize this with me: Now the individual who is standing in front of you isn't some bad-ass who got off his motorcycle and walked up to you with a wallet on a chain, and tattoos, and sunglasses, and a nasty attitude; he's a pathetic kid in his boxers, crying, with cotton candy in his hand.

When you do this exercise, it doesn't have to be cotton candy. You don't have to strip them down to their boxers.

But you need to use whatever image works for you to bring them down to where they look insignificant to you. That's the first step to overcoming and beating someone – stripping away their false bravado

Yes you're going to be in a fight for your life. Yes, you're going to fight harder than you ever have, and take this seriously. What you're not going to do is give them power that they don't deserve

And yes, tough guys eat cotton candy.

CHAPTER 14 SUMMARY

- ✓ Take your opponent seriously, but don't give him too much credit. He's a human being, with the same fears you have
- ✓ Remember your own knowledge and skills and confidence
- ✓ To strip away the false bravado, picture your attacker in his underwear, with cotton candy in his hand.

CHAPTER 14 QUIZ

- 1) T or F: One of the biggest obstacles we have to overcome in a self-defense situation is our tendency to give the bad guy too much credit.
- 2) T or F: Instead of focusing so much on the other guy, you should think about your own skills and confidence.
- 3) T or F: Confidence means you assume that every potential opponent will be easy to beat.
- 4) False Bravado is:
 - A. A swaggering pretense of courage
 - B. The image a bad guy projects to instill fear in people
 - C. Like a suit of armor a bad guy wears to make himself look bigger and tougher than he really is
 - D. All of the above

- CHAPTER 15 -

SELF-OFFENSE

It's long been a mistake to think of self-defense training as purely self-defense. To be defensive means to prevent attack. To not get hit. To not get hurt. To find an escape route. To protect your physical body.

A defensive tactic is, "He did this, and I did that, so I didn't get hit."

- He pulled a knife, so I grabbed the knife and I took it from him; stopped a knife attack.
- I stopped someone with a firearm.
- I stopped someone from punching

- I kept myself from getting hurt.

As we've discussed earlier in this book, you should avoid trouble whenever you can. Preventing a fight is as good as (or better than) winning one. But establishing a training regimen with this mentality exclusively can ultimately be a flawed tactic. Let me explain why.

IT'S NOT ALWAYS ENOUGH

Defending against an attack is enough only about fifty percent of the time. Hurting another individual comes into play more often than you might think

Self-defense alone, without the additional mentality of self-offense, is like playing a sport to not lose. A football team that shows up just hoping not to lose inevitably has a hard time winning. You have to be prepared to actually overcome something. And sometimes the only way to overcome something is by going through it.

Let's say a 23-year-old man named Joe is walking out of a night club. He accidentally bumps the shoulder of a man who happens to be intoxicated. This man then follows him outside. Joe, practicing self-defense, keeps walking. He tries to ignore the drunk man, but the man taunts him and pushes him from behind

Joe creates space. He uses command presence and asserts himself. He says he doesn't want anything to do with this. He doesn't become aggressive. He apologizes. He does everything he can to avoid further trouble. Finally he even runs, but the man, and now his friends, run after him. They corner him outside by his car

Now Joe is backed up against his ehicle with up to three subjects in front of him. (He might actually have only one aggressor here; the guy's friends might only be onlookers. But it doesn't matter. It could be one on one; it could be one on three. Either way, Joe is pretty much out of options to avoid getting into a fight.)

This individual (Joe) who is up against his car being assaulted, has tried every outlet he possibly can to oid this situation. He's already tried to talk the other guy down, and it didn't k The guy is aggressive, he's intoxicated, and he's looking for a fight. Now the mindset of self-offense has to kick in. For Joe, the only way out of this situation is through the aggressor(s).

If he only has a defensive mindset – if he's never thought about offense – he's in trouble. He's not prepared to think, "I have to hurt this person. I have to stop the threat."

STOP THE THREAT

Sometimes that's what it takes. Not just a punch. Not just a kick. Because the aggressor picked the time, place,

and method of attack. He won't stop until you make him stop. Who decides when a conflict is over? Not you. You have to fight one hundred percent from start to finish, until your opponent quits.

How long will that take? You won't know until it's over

It's the equivalent of running a race, and no one told you how long the race is supposed to be. Are you running a hundred yard dash? Or are you running a mile? It could be a 5-K, it could be a 10-K, it could be a marathon. It could be a triathlon! You don't know

Not only do you not know, you can't care. You just have to keep going. You have to be extremely offensive to win in these situations

That's why when you think about self-defense, you have to include offensive strategy, as well. If you're going to keep yourself from getting hit, you also have to be able to deliver enough pain and punishment to another individual – or several individuals – in order to stop the threat

Stopping the threat is the only thing that matters. If some guy pulls a knife and he's attempting to stab you, you might have to shoot him. That's stopping the threat. If somebody pushes you, one punch might knock him down so you can run. That's offensive tactics, and that's stopping a threat.

If someone is threatening you erbally, and you walk off and get in your car and drive away, that may be

enough. The incident is now over. You stopped the threat. But relying on defensive thinking only is a flawed tactic. There will be situations where you run out of defensive options, and you must be able to think offensively as well

THINKING OFFENSIVELY

So how do you learn to think offensively?

Believe it or not, most people aren't naturally aggressive. They don't want to hurt each other. Hurting someone is a learned skill. It's something you have to train for

In our Empower Self-Defense organization, we train students from all walks of life. One of the things we do is put them into realistic scenarios with a realistic bad guy. We might role play a car jacking situation, or an ATM robbery, or a home invasion. If they've had little or no experience with hitting anything, they have a very hard time being aggressive toward this individual.

Keep in mind, our "bad guy" is dressed in head-to-toe padded gear, so he can't really get hurt. We've told the students that the rules of engagement allow them to hit this person. They can hit him in the face with open-handed strikes, they can grab and knee-strike, they can punch and kick. And yet invariably, many people will half-heartedly hit center of mass on the bad guy.

The bad guy could be in somebody's face, yelling and screaming, "What are you going to do?! What are

you going to do?!" The instructor is behind the student saying, "Hit him in the face! Hit him!" And yet many of our students, in the beginning, will only hit the bad guy in the chest, when they're allowed to hit him in the face – when in fact they've been told to hit him in the face

Even when you give the student a training weapon, like a fake gun or knife, they won't use it. That's because most people are good by nature, and acting offensively is a learned skill. Striking another human being is a learned tactic. It has to be "brought out of them."

You might be thinking, "Well, I would hit him in the head!" But until you're in that situation, it's very hard to relate to it. And many of our students find that what I've described here is exactly what they do in the first couple of weeks of their training academy.

By the end of their academy, they're striking from head to toe. They've become more aggressive, in a productive and healthy way. They've learned the tactics they needed to learn to actually protect themselves in a real-life situation

DO YOU HAVE WHAT IT TAKES?

Here's another example of a situation where being able to think in terms of self-offense as well as self-defense might be critical.

Let's say someone breaks into your house. You're not alone; your spouse or partner is there - but that doesn't help.

Two individuals come in and order you at gunpoint to go into the bedroom, while they keep your wife or your husband in the other room

Now you're in the bedroom with one bad guy, and your spouse is in the other room with another. Your bad guy tells you to turn around and face toward the wall, and get down on your knees. Then he starts rummaging through your dresser, looking for valuables to steal

Apparently he finds holding a gun at the same time awkward, so he puts the gun down on top of the dresser. Out of the corner of your eye you see that the gun is just within your reach.

At this point you might be asking, "Would a bad guy actually do this?" They do it all the time. They're not the most intelligent people. Once again, they think you're so petrified you're not going to move.

So you see the gun within reach of your hand, and you go for it. Now you've got the gun. Do you have what it takes to act offensively and shoot this individual, and then go to the other room and shoot the other one? Maybe you do, and maybe you don't - but this isn't the best time to find out

Say they don't have a gun. Say it's just a knife. But you have the same situation where they split you and your partner up into different rooms. And you find an opportunity to not only take the knife, but to engage this person in hand-to-hand combat. Do you have

what it takes to stab him, or to latch onto his neck and squeeze until he's no longer moving? Do you have what it takes to kill him?

These people are in your house. They just split the two of you up. God knows what's going on in the other room with your spouse or partner. And God knows what they have planned to do at the end of their robbery. Maybe they'll leave you to call the police, and you'll live happily ever after. Or maybe they'll kill you execution style. Do you really want to wait around to find out?

When you train in a self-defense program, the course should include self-offense. They may not call it that, but you want to make sure you're getting a complete program. Self-offense training includes heavy amounts of striking, reality-based striking, and conditioned combative responses.

Once again, do you have what it takes to take another person's life in order to save your own? That's an important question to ask yourself – before your life depends on the answer.

RIGHT BELOW THE SURFACE

Be nice in life. Be very nice. However, be prepared to kill anyone you meet until they give you a reason not to

This will give you a demeanor that acts as a bullet proof vest for your mind, and thus for your body as well. If you embody and understand this, you will have taken a giant step toward

cultivating a cutting-edge mindset as it pertains to self-defense and martial arts training.

There is no certain “type” you need to be to develop this way of thinking. It doesn’t make you mean, angry, or paranoid. You don’t walk on egg shells, and you don’t fake anything. But for anyone who would pose a threat to you or your family or your way of life, it would be like running full speed through a mine field while being shot at and on fire. It would be a very bad day for them - and they wouldn’t know it until it was too late

CHAPTER 15 SUMMARY

- ✓ Good defense isn't always enough; sometimes you can't avoid a fight. That's when you need self-offense.
- ✓ The fight isn't over until you've stopped the threat.
- ✓ Most people aren't naturally aggressive; you have to learn how to fight back effectively.
- ✓ Don't wait until you're in a situation to find out whether or not you have what it takes to survive.

APPENDIX 2: BASIC AWARENESS IN TRAFFIC

- Always leave enough room between you and the car in front of you so you can turn and drive off in an emergency. This will prevent you from being boxed in.
- Avoid pulling up window to window with another car, which could promote harassment/road rage.
- Avoid settling scores or showing people who's the boss by tailgating, brake checking, etc. These immature and egotistical gestures can lead to serious violence, whether you were in the right or not.
- Avoid distractions such as texting while driving. Not only is it dangerous, but you lose all situational awareness.
- Understand your state statutes as they relate to carjacking or even someone reaching in your vehicle with the intent to do you harm. For example, in the state of Florida your vehicle is equivalent to your house. It is called *castle doctrine*. If you were to reach into a car, even to push someone, they could legally shoot you dead.
- Safely practice the motions of any weapons you have. For example, if you carry a weapon in your car, practice getting it out, un-holstering it and knowing if it's on or off safety. **Be sure to conduct this drill safely.**
- Consider tinting windows to provide occupied/unoccupied security. If someone has a hard time seeing in it leaves them to assume how many people are in the vehicle because they can't actually see.
- Avoid the temptation to get out of your car if the other driver does. If you get out, you lose your tactical advantage. Staying in the vehicle gives you:
 - Locked cover from strikes and aggression.
 - The ability to escape and/or use your vehicle as a weapon.
 - The ability to access weapons you may have in your car.

(These types of scenarios are case by case and actions will dictate outcomes.)

- If you are pulled over by an officer in an unmarked car, make sure that you see red and blue lights. Orange, white, or white and yellow lights combined with an individual not in an official uniform may indicate a con or predator. This is a touchy situation. Listen to your gut. It's rarely apparent when a legitimate officer pulls you over.
- If you are being tailgated, threatened, or you just feel uneasy about a vehicle following you, don't speed up or "try to lose them". Find a crowded plaza or store front to pull into and let them go by. Surrounding yourself with witnesses will make a would-be road ragger think twice. Keep in mind that you will most likely never see that person again, so take your ego and pride out of it.

APPENDIX 3: BASIC AWARENESS IN PARKING LOTS

- Park close to your destination and in a well-lit area whenever possible.
- Avoid parking around blind corners on the sides of businesses
- Lock your car immediately when entering or exiting.
- Watch big vehicles blocking yours; they could be used to hide an attack.
- When going to or from your car, move fast, keep your head up, and carry yourself with confidence
- You're most vulnerable getting into and out of the car, so be extra alert.
- Realize what you look like – are you a soft target?
- Avoid taking time to stop and pull a note off your windshield; move to a new location first
- If you're summoned by a stranger, do not get out of your car or roll down the window – drive off
- Know and understand the anti-abduction techniques taught in the Empower Self-Defense System.
- If you are approached, use vehicles and shopping carts as obstacles.
- When in doubt, ask someone to walk out with you.
- Vehicles that are parked close to you with occupants who are just sitting there should be avoided
- Be prepared to use any and all objects as weapons.

CHAPTER 5 ANSWERS

- 1) False - It's a good start, but you have to make sure they also learn real-life self-defense techniques.
- 2) D - Kids are shorter, lighter and weaker than the average adult. They're more impressionable and less aggressive. A child twelve or under can't punch or kick their way out of a fight with a full-grown attacker
- 3) False - There are several techniques, such as anchoring and biting, which can be highly effective.
- 4) False - Escaping with a few scrapes or even a broken arm is far preferable to being taken to a remote location to be raped and murdered.

CHAPTER 6 ANSWERS

- 1) True - Get to know the other team, who they are and how they operate.
- 2) False - They know. That's why they lie and sneak around and hide
- 3) False - The majority of criminals look like everyone else.
- 4) True - Most criminals are looking for an easy target, and they rely on fear and intimidation to control their victim. When that fails, they seldom have a backup plan. (However, every situation is unique, so remember to stay alert and listen to your instincts.)

CHAPTER 7 ANSWERS

- 1) D - Anyone who attempts to victimize you in any way is a threat and should be dealt with accordingly.
- 2) False - You should, however, be alert for signs of criminal intent.
- 3) True - Your body has a natural built-in security system. You should always listen to your instincts.
- 4) D - It might turn out to be nothing, but cautious and wrong is better than careless and wrong.

CHAPTER 8 ANSWERS

- 1) C - You should *not* do what a bully wants you to do. Instead, if you can't avoid him, stand up to him and/or ask for help from friends or even the authorities
- 2) False - Wolves are mean and nasty and they generally don't care if you know it
- 3) True - Predators stalk you, using camouflage to get close. They can appear quite charming and friendly.
- 4) True - These individuals can create a situation that is so dangerous that you don't have a chance to react, no matter how good your training. Your best bet is to stay alert and avoid such individuals all together.

CHAPTER 9 ANSWERS

- 1) False - If you can avoid a conflict, you also win
- 2) D - Any of these situations could be your cue to walk (or drive) away, before things become violent.
- 3) B - Chances are he won't go chasing you down the street with a knife. "A" could also be a good choice, if you run away while he's reaching down to pick up the wallet/cash. (Note: Use this technique only if there's space between you and the attacker. If the attacker grabs you then puts the knife to your throat, that's obviously a different situation.)
- 4) True - Avoiding a fight is the same as winning one.

CHAPTER 10 ANSWERS

- 1) D - The attacker starts out with control because he's the one who chooses the time, place, and method of attack
- 2) False - While it's true the attacker has an advantage, you can counteract that by being vigilant and doing whatever you can not to present yourself as an easy target.
- 3) True - The good news is, most of the time you have control over these factors in your own life.
- 4) False - Anything is possible – but you put the odds in your favor by making smart choices.

CHAPTER 11 ANSWERS

- 1) B - The three phases are Awareness, Alarm, and Action.
- 2) False - You should be in the Awareness phase all the time.
- 3) False - Even if you aren't sure, this is a good time to shift course and hopefully avoid the potential conflict.
- 4) False - An altercation can be verbal, mental or physical. You should be prepared to respond appropriately.

CHAPTER 12 ANSWERS

- 1) False - He'll probably only become more confident in what he's doing.
- 2) True - They use intimidation as a weapon, but if you mess up their plan they're liable to panic.
- 3) False - The more you learn about self-defense, the more confident you'll feel
- 4) False - Talk is just talk. If you have command presence, people will be able to see it, and bad guys will think twice about messing with you.

CHAPTER 13 ANSWERS

- 1) False - You can get lost staring into someone's eyes. You also lose your peripheral vision.
- 2) C - Without its teeth, a shark would be pretty safe to go swimming with.
- 3) D - An attacker might grab you, or throw a punch, or kick.
- 4) D - Any of these could signal a readiness to attack

CHAPTER 14 ANSWERS

- 1) True - Because you don't know him, you only see what's on the outside.
- 2) True - Often the battle is won or lost inside your own mind.
- 3) False - You should assume they will be tough and mean. Just don't give them superpowers in your own mind.
- 4) D - Anybody can wear flashy armor. The trick is to look past the tattoos and the clothes and remind yourself that your attacker is only human.

CHAPTER 15 ANSWERS

- 1) False - Self-defense is important, but sometimes it isn't enough.
- 2) C - No matter how long it takes, you have to keep fighting until you stop the threat
- 3) D - In all these situations, the attacker no longer posed a threat to you.
- 4) False - You can smile, have fun and relax. The warrior comes out when someone poses a threat to you.

- BONUS -

**Empower DEFENSE ACTIVE SHOOTER PLANNING
AND STRATEGIES**

We have been developing an active shooter plan for:

- Public Schools
- Private schools
- Work places
- All prospective soft targets where people congregate

Along with the plan, we have developed a product that provides a serious tactical presence and mass ballistic protection.

In this report we will only focus on facts, not political opinions or knee-jerk reactions to recent events

To maximize damage and be successful, "The Shooter" needs the following:

1. Easy access to targets
2. Unchallenged and unobstructed access to the building to freely roam room to room

3. Untrained victims/targets
4. To have selected a group with no active shooter plan.
5. To be able to re load at will
6. To retain a functioning weapon.
7. Vision and little to no physical contact with targets so they can effectively shoot

FACT You can't stop a psychopathic criminal who is intent on creating mass violence and chaos. He controls the universal advantage all criminals have: Time, Place and Method of Attack. Trying to seek out these individuals in advance in hopes of getting them before they commit an extreme act of violence is futile. (See chapter 10 of The Psychology of Self-Defense for more information about the difficulty in dealing with criminal psychopaths or Super Threats.)

FACT Many active shooter cases involve a shooter with NO PRIOR criminal record or indications. Most shooters and mass murders have no specific criminal record.

FACT Whether you use a slingshot or an assault rifle, you can only shoot what you can see and have access to. For example, imagine attempting to shoot at a target and hit it while standing outside the gun range. It's impossible.

FACT Laws concerning firearms, trespassing, theft, robbery, murder, and other crimes do not concern a prospective criminal or killer. If you create a law specifically to deter a criminal, they will act like it doesn't exist because to them it doesn't. If they cared about the law they would be a criminal in the first place.

FACT Controlling access to soft targets is much more effective and logistically easier than trying to throw new laws at citizens or controlling every gun in circulation. Example: After 9/11 we didn't stop making planes, constructing new buildings, or traveling. Instead we made it harder to access the soft target of the cockpit with an armored door. We gave the pilots a firearm and better training. We created a tighter screening process at all airports.

FACT Most adults do not have a plan that they have communicated to their families, including their children, on what to do at home or at school if they hear or see a gun. Any plan is

better than no plan, but most shelter their children from the reality of what is possible, not realizing that it's leaving them completely and unnecessarily vulnerable

STRATEGIC STEPS PRIOR TO ANY ACTIVE SHOOTER SITUATION

1. Communicate a plan with your family for both home and public situations
2. Rehearse your plan twice a month like a fire drill. Have fun with it if you have children. Using a fake weapon will enhance the realism and allow you and your family the ability to make better decisions in a real situation. It's critical that you expose everyone to a realistic plan prior to anything that may happen
3. Put in writing a request to your child's school asking for information about what security is being offered, and whether or not they have a plan for such events.
4. Write the same letter to your city council and local school board. This is a great way to push a call-to-action to the officials in charge.

DURING A CRITICAL VIOLENT OR ACTIVE SHOOTER SITUATION

1. If you hear or see a shooter and can escape the house or school, immediately do so. Stay low, move fast, and put as much space as you can between

yourself and the shooting noise/
shooter

2. If you can't get out, look for cover and concealment. Make zero noise if you are hiding.
3. If you can lock a door between you and the shooter, do so.
4. If you can, find something you can throw if you have to, and keep it in your hand. Any item can and should be used as a weapon to distract the shooter. If possible, find a cleaning product in a bottle with a trigger sprayer, such as Formula 409, which can be sprayed in the shooter's eyes.
5. If behind a locked door, turn over furniture to barricade the door and to use for cover
6. Adults should stage near the locked door and out of sight, in order to hit the shooter blind side and overpower him with sheer force and numbers as he makes entry.
7. Look for a fire extinguisher. Aim it at the door frame off to the side, then direct it at the shooter's eyes if he does make entry.
8. Hold a book or a backpack full of books to your chest for basic protection of vital organs.
9. If you are spotted, do not sit still. It's much more difficult to hit a moving target.

10. If the shooter looks down and begins to work with his weapon, several things could be occurring which can create a very good opportunity for those close to the shooter

- a. Gun is jammed
- b. Gun is empty

Immediate action is required in this small window. Yell "He's reloading!" Everyone who is close enough should engage and overpower the shooter. If you aren't close enough to attack but you have an opportunity to run, then run. However, it's most often the best option to stop the shooter when his weapon fails.

MORAL OBLIGATION OF ADULTS WHEN CHILDREN ARE PRESENT

Children are almost 100% tactically helpless in this situation, and they are dependent on us adults for survival. Adults can think faster, are better problem solvers, and can more effectively engage another adult physically than a young child. If you are in the presence of children during an active shooter situation, do everything you are capable of doing for them, because they can't.

HOW TO PROPERLY ENGAGE AN ARMED INDIVIDUAL IF YOU HAVE LITTLE TO NO TRAINING

Keep in mind the shooter has to find a target, commit to action, and pull the trigger. He can only face and shoot one

y at a time, and the only dangerous part of a gun is the Ω nch across the front of the barrel. By avoiding the direction he's facing and the front muzzle area of the weapon, you can effectively engage an active shooter as a last resort by doing the following:

- For reference, understand that your chest is your 12 o'clock, your right arm is your 3 o'clock, your back is 6 o'clock, and your left arm is 9 o'clock
- Most shooters, even if they are experienced, are most effective shooting between their own 10 and 2 o'clock
- When you can see the shooter's 3-9 o'clock and there is an opportunity, this is, under the circumstances, the best time and approach to physically engage a shooter.
- At nothing less than your fastest run, lower your shoulder and hit him as hard as possible and force him to the ground. In real-time training we have seen how easy it is for someone to lose their weapon with very little force.
- The force and surprise of this hit will disorient the shooter and take absolute control away from him. The shooter is no longer dictating the circumstances and shooting from a tactical position. He is now on the ground, has possibly lost his weapon, and must actively defend himself, all of which keeps

him from shooting anyone. If he still has his weapon, remember he now has to rethink shooting, as he is in a position where he may accidentally shoot himself. Avoid the front of the weapon. If there is a struggle for it, point it up or force it in his direction. If you get control of the weapon from him or pick it up off the ground, SHOOT him immediately. If you don't, he may re-engage you, get the gun back, and continue shooting you and others. Or he may pull another weapon he was carrying and continue shooting.

THE CRITICAL REALITY OF THE SITUATION

Keep in mind, these are some of the worst events you could ever face, and normally we would never be faced with any of this. If you have to consider doing any of this as an option, you are in a life-or-death situation and guess what ñ nothing else will do.

The principals and tactics laid out in this report are strategic planning for basic survival for the person with little or no training. The tactics are effective and the facts are accurate, so please consider this as an effective plan of action for school shootings and other active shooter situations

Our company, **Empower Defense, nc**, has developed a full Active shooter Strategic Plan for parents, students and staff. This current report is a brief preliminary, which is greatly expanded upon in the Empower Defense Alpha Plan.